

# The Billboard

The World's Foremost Amusement Weekly

JANUARY 28, 1939

15 Cents

Vol. 51. No. 4



—Photo, Bruce of Hollywood-New York.

**MILT HERTZ**  
"Omar the Swing Maker"  
NBC-Fed and Blue Networks

# Radio's Leading Artists

**JACK BENNY  
BEN BERNIE**

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PAUL WHITEMAN  
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"HOBBY LOBBY"**

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MAJOR BOWES  
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**1.**

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Through these surveys conducted for The Billboard by the Market Research Corporation of America and published exclusively in The Billboard, radio producers and talent buyers are kept abreast of the public's current preference in radio shows.

**2.**

## UNBIASED, AUTHORITATIVE RADIO PROGRAM REVIEWS

The Billboard Program Reviews—the finest reviews in the Radio Industry—give advertising agency men, station and network executives an honest, clear picture of the shows on the air. And at the same time The Billboard (in finding fault with an artist's performance) suggests constructive methods of improving the performance.

**3.**

## A NEW FEATURE "ARTISTS OF THE MONTH"

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**These features and services  
make The Billboard Radio's  
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**The  
Billboard**

# The Billboard

Vol. 51  
No. 4

January 28,  
1939

The World's Foremost Amusement Weekly

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## EXCLUSIVE CONTRACT BLUES

### Chi Legit Season Looks Bad; Deep Stuff Flops; No Musicals

CHICAGO, Jan. 21.—The Windy City's cold reception to heavy fare and second companies, plus the lack of new musicals, threatens to show comparatively poor figures when the sum total is reached at the end of the season. *Shadow and Substance*, originally scheduled for a month, pulled out after three weeks at the Selwyn, giving the house a dark week before the arrival of Frank Craven in *Our Town* Monday. The Sir Cedric Hardwicke vehicle started very slowly and picked up only when the advance closing date was announced. The Selwyn, meantime, is already set thru March, the original company of *Bachelor Born* following *Our Town* February 20.

The Grand, dark since January 7 when the return run of *Golden Boy* was curtailed after two poor weeks, relights Tuesday with Cornelia Otis Skinner in *Candida*, scheduled for a fortnight. The Clifford Odets play had a second company and did not measure up to the success attained by the original cast at the Harris early in the season.

Chances of the new company in *Kiss the Boys Goodbye*, which reopened the

Harris Sunday, are still indefinite, altho favorable notices and play's general ballyhoo are expected to meet favorable reactions. It is in for a run, with nothing as yet set to follow. The Erlanger is going dark tonight after six weeks of activity with the Lunts in *Amphytrion 38* and *The Sea Gull*. House has nothing in sight and, in all, had only eight weeks this season.

Possibility of a new musical at the Grand next month is seen in the switching of coming straight attractions into other Shubert houses. Tune show is

(See CHI LEGIT on page 68)

### Changes in Names Mark Western Canada Fairs Contract Winners

WINNIPEG, Man., Jan. 21.—Some changes in contract holders developed during annual Western Canadian fair meetings in the Fort Garry Hotel here on January 16-18. Royal American

### Reps Seek Personal Management; Actors Tied in Contract Knots

Agenting long strings of acts is now passe—agents concentrate on one or two with high commissions—trick clauses sock performers for everything but weather

NEW YORK, Jan. 21.—More and more acts are complaining that it's almost impossible to get a decent date without having to sign a personal management contract. The old days, when an act had four or five artists' reps getting work for him at the same time, are gone. It seems that every other agent, booker, night club owner, hotel manager, theatrical attorney, theater owner, income tax expert, theatrical photographer, newspaper man and what not wants to manage acts. All of them seem to have visions of tying

up some up-and-coming personality and then cashing in on it when it makes big money. And all of them seem to work the same way: get the act to sign one of those phony personal management contracts which guarantee the act nothing but which make the act pay 30, 40 or 50 per cent commission for long periods. These "contracts" are usually full of trick clauses that forbid the act from breaking the contract, that make the act pay commission on jobs booked direct and that make the act liable for everything but the weather.

Artists' representatives who used to represent 100 to 200 acts now refuse to worry about long lists of acts and the usual 10 per cent. Now these reps want two or three name acts that pay 30 or 40 per cent. The average artists' rep today would rather concentrate on a single personality that has Hollywood possibilities than run around booking a long list of acts for small salaried vaude and night club dates. Ten years ago an artists' rep could make a good living with a big list of acts because he could get strings of circuit bookings. Today an artists' rep has to fight hard to get one and two-week dates for circuit and indie bookers. It just doesn't pay any more.

Meanwhile the acts find the booking situation chaotic. They cannot get good dates unless they tie in with some important agency, and the important agencies won't give good dates to acts unless they (agencies) are managing them. As a result big agencies force the better acts to sign personal management contracts by offering important bookings as bait. For example, ballroom teams know it is difficult to get such highly desirable dates as the Waldorf-Astoria, Plaza, Ambassador or Biltmore unless they are under management of a certain agency which "controls" these dates. This agency, naturally, gives its best dates to acts under management contract and gives outside acts a break only (See EXCLUSIVE CONTRACT page 68)

### Brokers Waive Mark-Up? Equity Rebukes League

Ticket agencies may sell ducats for non-hit shows at box-office prices, with free delivery—Equity says League had better enforce code among its own members

NEW YORK, Jan. 21.—To prove to Actors' Equity Association and the general public that theater ticket brokers are really interested in making theatergoing easier for the public, and to nullify the unfavorable publicity brought on by court denial of a broker's petition for temporary injunction against the ticket code and accusations of scalping, the Associated Theater Ticket Agencies, Inc., is mulling plans to sell tickets for other than hit shows at no mark-up, and even to deliver telephone orders within five-cent car-fare

districts without charge. Membership will vote on the proposal at the association's Tuesday meeting. Its adoption would climax the week's rush of suggestions designed to help the box office and give a new twist to Broadway's ticket code situation and the battle between the brokers and the League of New York Theaters. Actors' Equity entered the picture more forcibly this week by censuring the League, via letter, for its failure to live up to the full requirements of the basic agreement between League members and the union. Almost simultaneously the courts refused to enjoin the code promulgators from operating, reasoning along the identical lines predicted by *The Billboard* December 3.

ATTA plan for no charge on broker sales would be addressed only to shows doing fair or poor business. It is contention of brokers that their concerted effort would not only sell more tickets for those shows, but that in the long run it would bring them enough business on the other hit shows to make the deal worth while. At any rate, their willingness to service buyers at box-office prices, they hope, will bring Equity to their support in demands for code concessions. If adopted by the membership meeting ATTA will address the plan to about 20 producers, to make arrangements whereby the brokers would get adequate allocation of tickets.

Giving official stamp to attitude expressed by an Equity official to *The Billboard* December 31, executive committee of the actors' union yesterday expressed written dissatisfaction with the manner in which the League was enforcing the code upon its own League members. In

(See BROKERS WAIVE on page 68)

Shows, a unit of the Amusement Corp. of America, represented by Carl J. Sedlmayr, repeated for the sixth year in taking the midway contract of Western Canada Association of Exhibitions, Class A circuit, comprising Brandon, Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask.

Class A contract for grand-stand attractions went to Barnes-Carruthers Fair Booking Association after having been held three years by Ernie Young Production Co.

Barnes-Carruthers also was awarded grand-stand contract for the new circuit, offshoot of that known as the Class B circuit. The new loop, called Canadian Midwest Fairs Association, comprises Moose Jaw, Sask.; Lethbridge, Alta., and Prince Albert and Yorkton, Sask.

Wallace Bros.' Shows of Canada, of which Jimmie Sullivan is manager, took the midway contract for Class B. Western Canada Fairs Association, the Conklin Shows, which have played this circuit, not bidding for the first time in 15 years.

Zimdars Greater Shows, represented by Al H. Fine, signed the midway contract for the new Canadian Midwest Fairs Association.

### B.-O. Boys To Face Managers

Ask to confront accusers in charges of code leaks—Reilly okes "Cue" plan

NEW YORK, Jan. 21.—After several delays and plenty of knifing innuendos, box-office employees will appear before the League's grievance committee Monday with a challenge to face their employers directly, so that the blame for leaks in the ticket code can be determined without further buck passing and stalling. Treasurers charge that the managers' tattling was wholly to save their own hides.

James F. Reilly, executive secretary of the League, yesterday defended honesty of his members, venturing the opinion that such a joint session of accuser and accused could hardly come about, asking, "How can an employee deny his employer?" Reilly denied, too, rumors that

(See B.-O. BOYS on page 68)

### Hub Loves Ice "Follies"; Wants More Ice Shows

BOSTON, Jan 23.—*The Ice Follies of 1939*, with Bess Ehrhardt, Evelyn Chandler, Roy Shipstead, Bruce Mapes, Zwack and Papez, Valerie and Laverne, McGowan and Mack, drew better than \$90,000 for five days and nights at Boston Garden, surpassing, for the same period of time, the recent gate of Sonja Henie here.

The show clicked better than the 1939 Henie presentation. Five capacity crowds of 17,000 persons, with stanzas plentiful, greeted Ehrhardt, Chandler et al., and the press accorded unstinted praise to the *Follies*.

Manager Walter Brown of the Boston Garden has become so enthusiastic over the ice spectacles that he is now west seeking to sign still another ice carnival for a Boston showing this year.

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# TRACKING DOWN 2-TIMERS

## Union Warns Bands, Dance Promoters of Phony Bookers

**AFM G men get their man—gather evidence that puts percenter behind bars—federation offers a three-way check—others are under observation**

NEW YORK, Jan. 21.—Because of widespread chiseling, especially in the South, uncovered by the nine traveling investigators of the American Federation of Musicians, the union warns all bands to check carefully before accepting dates by writing or contacting the musicians' local in the territory of the stand, checking the agent's name with the AFM Agency List and checking the employer's name with the AFM Unfair List. This three-way check will save a lot of headaches and unnecessary expenses, especially on the one-night stands. The federation's G men report six main abuses perpetrated by chiseling agents booking bands: (1) keeping the deposit of the employer and not delivering any band at all; (2) delivering a pick-up or mediocre band that represents itself as the name band originally bought; (3) sending down a pick-up crew instead of the name booked on the pretense that the original band

(See *TRACKING DOWN* on page 67)

**MILT HERTH**  
(This Week's Cover Subject)

THE introduction of the electric organ into the scheme of things musical helped to bring Milt Herth to the forefront of the radio and recording picture. By the same token Herth has done his part in making the new instrument one to be reckoned with more seriously than it was a few short years ago.

Born in Kenosha, Wis., Milt inherited his ability from his parents, both skilled musicians. His sister likewise was instilled with the musical spark, going on to become a well-known concert violinist. Staying close to home for his first professional experience in his chosen career, Milt was house organist for several years at the Paramount-Publix Theater in Kenosha, drawing down one of the largest salaries ever paid a theater organist.

But when the Hammond electric organ came along Herth decided to give up his lucrative theater job and attempt an assault upon the iron-bound gates of radio. His success in the attack was almost phenomenal; less than a month after he started a sustaining program on WIND, Chicago, he was doing as many as 11 broadcasts a day, and a short time after that he was made musical director of the station, with a weekly stipend to match.

Making a guest appearance with Fibber McGee and Molly, he was heard by Al Pearce, who asked him to come to New York for a shot on his program. The single appearance turned into four consecutive ones. Remaining in New York, Milt started to experiment on his electric organ and discovered that the instrument was capable of simulating the tonal effects of, among other things, an entire swing band. To round out the effect he formed a trio, with Frank Froeba at the piano and Dick Ridgely on the drums. The combination is currently heard over NBC-Red every morning at 8 under the title "Omar the Swing Maker" and over the NBC-Blue chain Friday nights at 7:30.

Herth's Decca recordings are proving increasingly popular, and his version of "The Dipsy Doodle" outsold all other waxings of the Larry Clinton number. Lately Milt has been branching out in another direction—as a musical condiment for debutante parties and other social functions. He has already pulled two juicy plums—the Rosemary Warburton coming-out party and Elvira Fairchild's debut—and is presently preparing for the swankiest affair of the society season, Brenda Frazier's \$100,000 party at New York Ritz-Carlton Hotel.

### CLINTON HOTEL

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Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 per Day; \$6.00 per Week.

## American Academy Students Present 'The Shining Hour'

NEW YORK, Jan. 21.—Last Friday the American Academy of Dramatic Arts presented *The Shining Hour*, a three-act play by Keith Winter.

In spite of an impossibly slow pace from which the players seemed unable to pry themselves loose, the cast, with one or two exceptions, did very nice work. To get the exceptions scolded first, we prefer to think that there must be something about the part of Micky Linden that made Don Keefer forget that there (See *AMERICAN ACADEMY* on page 67)

## "Road" Mopping Up

CANTON, O., Jan. 21.—Tobacco Road, playing return engagements at many Ohio and Western Pennsylvania theaters, is reported doing virtually capacity business at every stop. John Barton is starred. The company stood them up at the Grand in Marion, O., only Central Ohio stop other than Columbus, where it was accorded heavy patronage in a return engagement at the Hartman Theater.

Moving then into Western Pennsylvania, practically a sellout performance was presented at the Cathedral Theater in New Castle, followed by a return one-nighter at Oil City, where at the Drake Theater the attraction grossed \$2,123 at \$1.50 top. House there was absolute capacity and there were more than a score of standees.

Company is due Monday at the Hanna, Cleveland, for one week.

## Henie Revue Smash Click in N. Y.; Show Excellent; Take, 180 Grand

Hollywood Ice Productions presents *Sonja Henie and her Hollywood Ice Revue*. Madison Square Garden, January 16-21. Caught Tuesday. House, capacity. Week's attendance, about 90,000. Take, about \$180,000. Devised and staged by Harry Losee. Musical director, Jack Pfeiffer. Costumes by Royer and Tedi and Al Nickels, executed by United Costumers, Inc.; Arthur M. Levy and Martha & Jack. Fashion show costumes designed and executed by Leif Henie. Scenery by Ralph Goodacre. Started 8:50. Finished 11. Intermission, 15 minutes.

NEW YORK, Jan. 21.—The country's biggest single draw—male or female—

## 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

JESSICA TANDY—English actress now appearing on Broadway in *The White Steed* at the Cort Theater. One of the most sensitive and talented young actresses on the stage today. In her two recent American appearances she has done uniformly splendid work and would certainly be a major catch for any film company. In addition, she's attractive and should screen well.

JOEY FAYE—comedian who scored heavily in the recently closed *Sing Out the News* and who is currently repeating in Kurt Robitschek's three-a-day vaude bill at the Majestic Theater, New York. Combination of pantomimic ability and expert delivery of comedy lines makes him a natural for comic roles in films.

HELEN RENEE—child actress now appearing in *Dear Octopus* at the Broadhurst Theater, New York, and doing an amazingly sensitive, understanding and affecting job. Child's insight and emotional understanding are far superior to the work of most adult players—and she possesses the technique to put them across powerfully to an audience. In addition, she's an extremely attractive youngster. She ought to be Hollywood's next kid find.

## For LEGIT MUSICAL

CINDA GLENN—tall, loose-limbed, red-headed comedienne caught recently in the initial vaude bill at the Majestic Theater, New York. Vivacious, vital and attractive, she gets comedy out of unusual arm contortions, speaks lines well, does satirical impersonations and can handle situation comedy competently. Ripe for a show spot or work in films.



THERE is no way of telling at this writing whether Kurt Robitschek's three-a-day straight vaudeville venture at the Majestic Theater will still be alive when this issue of *The Billboard* is being read. So uncertain is the life expectancy of a project that should have had the whole-hearted support of all who love the theater. We shall assume for the benefit of making this little sermon possible that the Majestic is still the lone stand of straight vaudeville on Broadway.

To one who has watched vaudeville in its ups and downs for close to a generation it was enough to make our blood boil to see how the critics of the dailies handled the Robitschek venture; not merely the first show but the second edition that courageously revealed itself early last week. Despite the fact that most of the writing gentlemen found occasion to bemoan in type the passing of vaudeville on days when other thoughts failed to materialize, they turned coat when the opportunity presented itself to put a good word in for a project that deserves support not only as a proposition considered all by itself but also because of the important effect the success of this project would have on the movement to revive the flesh industry all over the country.

What is important in this instance—and which possibly should have been mentioned in the first place—is that the first and second Robitschek shows were deserving, from the standpoint of pure entertainment, of more than casual attention. This is not merely our opinion; it represents the consensus of opinion we have taken the trouble to solicit from authorities in the business. Of course the shows could have been better, but there is hardly a successful production extant that cannot be improved in one way or another. For that matter, as much as we enjoyed the glorified vaudeville show in the form of *Hellzapoppin*, we believe Olsen and Johnson (unless their heads are really as swelled as some of the

(See *SUGAR'S DOMINO* on page 67)

## Chi Co. of "Boys" Is Okeh; Clicks

CHICAGO, Jan. 21.—Clare Boothe has another biting satire in *Kiss the Boys Goodbye*, and the second company selected for the local run at the Harris does full justice to the play. When caught Ann Fairleigh played the lead of Cindy Lou Bethany instead of the regularly cast Lucia Lull. Miss Fairleigh is as Southern as mint julep and despite a last-minute notice braved a difficult part, dotted with intricate speeches, with the courage of a veteran and came thru with flying colors.

A most capable supporting cast is headed by Roy Roberts, as the director; Loring Smith, erstwhile straight man in vaude, who contributes a fine job as the left-wing columnist; Houston Richards, as the publisher; Coburn Goodwin, as his gag contributor; Henry Norell, as the woman-mad movie producer, and Vivian Vance, as the faded movie queen.

Ruth Abbott is adequate as the wife of the gag writer, and Morris McKenney and Eulabelle Moore add to the many healthy laughs with combustious take-offs of the colored servant couple. Alan Handley, as the young heir; Charles Holden and Ernest Woodward complete the cast. Antoinette Perry's direction is paced with record speed.

Show should do profitable business and last a number of weeks, strong timely comedies always faring well with Windy City patrons. Sam Honigberg.

## For World Fair News

Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

SPECIAL PRINTED ROLL or MACHINE	TICKETS	RESERVED SEAT — PAD — STRIP
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FOR \$20.00		127 N. DEARBORN, Chicago
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Show emphasizes the old college try for impressive production effects and mass numbers, but in most of these attempts, particularly in the big get-away number, *Alice in Wonderland* combined with *Thru the Looking Glass*, done in (See *HENIE REVUE* on page 67)

# Broadway Beat

By GEORGE SPELVIN

ACCORDING to various night club owners, hot-spot business on the Stein between now and April is due to hit a new low, because all the firemen will be saving dough in order to come in during the fair. . . . Lucius Beebe ought to look into Life Cafeteria down in Greenwich Village, which has a minimum charge after 10:30 p.m.—of 10 cents. . . . Alec Templeton has contributed his services for a concert at Carnegie Hall, February 3, for the benefit of the National Bureau for Blind

## Return Engagements

Are the regular order of things among Flanders guests... because they like its unrivalled location... its splendid service... its 2-person rate from \$12.00 weekly. Its cocktail lounge—they start at 25c—is a favored rendezvous of New Yorkers who know their way around town.

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Medicine Show Performers all lines. Straight Team doubling Instruments. No booze or disorganizers. Make salary low, as we pay. Don't wire, write, stating all. Show opens around first of February.  
**TA-CO MEDICINE COMPANY, Mercedes, Texas.**

### INFORMATION WANTED

As to present whereabouts of my Mother. Born in Philadelphia, maiden name Funk, married man by name of Asch, who died there in 1909. Last heard from in Chicago with Patrick Reilly Stock Company as singer. I was born in 1906 and left with party in Boston. Mother's present name is Mrs. Marie Rogers. Anyone having any information, please write  
**JOSEPH ASCH**  
Care The Billboard, Cincinnati, O.

## "Legality of Prize Contest"

In this issue, in the Carnival Department, is the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Artists. . . . Alan Brock joined the Richard Pitman office this week. . . . A new note in flicker production is struck by Eddie LeBaron, the Rainbow Room's maestro of Latin American rhythms; each year at this time it's his custom to leave the band behind and wend his way to Hollywood to produce six Spanish films for his picture company, but this year he's wielding the megaphone by remote control. . . . He's remaining in New York and handling the production of his flickers via daily reports, wires and phone calls—all of which should make the telegraph and telephone companies very happy. . . . When John Hammond, the swing critic, went to work last year for American Record Corp. (Brunswick-Vocalion) he supervised its classical recordings for the Columbia label—but with a change of hands at ARC he has been called back, this time as talent scout to search out the swing stars. . . . The Book Mark, a new book shop in the bulb belt, has started a theatrical lending library, including plays and books on various technical show-business subjects, believed to be the first of its kind in town. . . . Jack Rosenberg, at a recent meeting of the Fresco Club, (See BROADWAY BEAT on page 63)

## Mordkin Ballet Clicks; Bowman Scores Nicely

NEW YORK, Jan. 21.—After a six-month road tour, the Mikhail Mordkin ballet company opened a series of four Sunday night performances last week. Patricia Bowman, who has been with the company on tour, blossoms out as an extremely competent and glittering ballerina who has apparently put her presentation house career behind her and is now out for better things.

She and Leon Varkas dance the leading roles of *Giselle* (first produced in New York in 1911) and captivate the audience with their exquisite work. Nina Stroganova and Karen Conrad were outstanding also. The ballet's first act is dull, but the second is an enchanting scene danced to the hilt, with the brilliant Mordkin choreography making it a supreme delight.

The second half of the program, Mordkin's *Voices of Spring* (music by Johann Strauss, arranged by Mols Zlatin), was a completely delightful comedy full of gay colors, sprightly dancing, lilting music and saucy comedy touches.

Paul Haakon is expected to join the company next year. *Paul Denis.*

## Pitt Mobs Legit

PITTSBURGH, Jan. 21.—Near riot at ticket window this week when seats for Helen Hayes' *Victoria Regina* went on sale at same counter as *Susan and God* chairs. Lobby crowds forced opening of second window, rarely opened except for special charity nights sponsored by outside organizations, which separate their sale from regular.

After dark first two weeks this month, temporary bonanza is anticipated with fifth engagement of *Tobacco Road* following next week's *Victoria*, after which come Tallulah Bankhead's new show, *Bachelor Born*, and Cornelia Otis Skinner, in *Candida*, in three successive weeks.

## "Whiteoaks" Sell-Out

OMAHA, Jan. 21.—Ethel Barrymore's appearance in *Whiteoaks* here drew a capacity house. It was a sellout two days before the curtain.

# "TOPS" IN SHOW BUSINESS



## WARDS 25 WATT AMPLIFIER

ALL WARDS AMPLIFIERS SOLD ON TIME PAYMENTS

Here's one of the finest amplifiers ever built, packed with exclusive Airline features, and a sensational value at its moderate price! Full 25 watts of undistorted output, enough to operate up to 4 speakers. 3 Input channels, use 2 mikes and a phonograph at the same time—separate bass and treble controls, emphasize voice or rhythm or both at will. These and other features make this one of the most versatile amplifiers offered for show business today. Mail the coupon today for complete details.

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DAY AND NIGHT SERVICE

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- 100 ROLLS... 29.00
- ROLLS 2,000 EACH.
- Double Coupons, Double Price.

No C. O. D. Orders  
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Tickets to any part of the World in a Hurry. You may reach us by phone (from anywhere), AD. 7510.  
**THE TOLEDO TICKET CO., Toledo, Ohio, U. S. A.**

## SPECIAL PRINTED

Roll or Machine.	Price
10,000	\$ 6.95
30,000	9.85
50,000	12.75
100,000	20.00
1,000,000	150.50

Double Coupons, Double Price.

# AFRA WILL NOT MEDIATE

## Union Refuses Arbitration on Claim Members Will Not Lower Scale; Agencies Show Signs of Making Individual Deals; Strike Date Not Set

By JERRY FRANKEN

NEW YORK, Jan. 21.—The following statement was made yesterday by the American Association of Advertising Agencies (Advertising Four A's) to The Billboard: "We are perfectly friendly. Our door is always open, but AFRA walked out. They made the demands, so how can we start overtures now? We collected facts and told AFRA what seemed to be reasonable to us.

"Regarding the signing of agencies individually, this is what AFRA must do, since the Four A's is only advisory. Most meetings have not been with our association, but with an agency conference committee. There should be some way out of an impasse if a group of well-paid employees, as the actors are in radio, deals with a group as friendly as the Four A's. The actors are in an emotional field—show business.

"It is unfortunate that there have been threats of a strike without more attempts to reconcile the parties concerned. There should be other approaches, such as mediation or arbitration.

"We want to be fair."

NEW YORK, Jan. 21.—The American Federation of Radio Artists will not mediate or arbitrate the problem of contracts with advertising agencies covering employment of AFRA members on sponsored programs. Following the strike vote of the New York AFRA local last night, and the certainty that other union locals would vote similarly, Mrs. Emily Holt, executive secretary of the union, was questioned by *The Billboard* concerning the possibility of settlement by arbitration. Her answer was, "No." It becomes, therefore, more evident, as pointed out in last week's issue of *The*

*Billboard*, that if a strike of radio performers is to be avoided steps towards peace will have to come from the ad agencies.

In explaining the AFRA attitude towards arbitration of this particular problem, Mrs. Holt pointed out that in previous theatrical union activity she has always favored settlement by arbitration. Formerly assistant counsel for Actors' Equity, Mrs. Holt is generally recognized in legit for being responsible for the present Equity arbitration system, whereby, thru the American Arbitration Association, hundreds of disputes have been settled.

However, Mrs. Holt stated that the AFRA membership feels that it has been forced to the present situation—that is, a strike threat unless its scale and contract conditions are met—by dilatory tactics on the part of the agencies. The union representative stated that the scale given the agencies is the scale demanded by the members and approved by the members. To submit to mediation now, the union feels, would mean, most likely, a lowering of the scale. The union attitude is that, had meetings with agency reps been productive of actual negotiation, the situation would not now bar mediation.

### Strike Voted

The New York local, with about 700 members attending, unanimously voted for a strike at a meeting Thursday at the Hotel Edison. There were not 1,200

members present as reported. Meeting was highlighted by two points, the reiterated support of other talent unions and the start of an AFRA war chest. Union would not say how much had been raised or pledged, but it is known that over \$10,000 figured. Checks, cash and pledges were given. Staff announcers of WINS voted a percentage of their income, even though they will not be affected in a strike or by a settlement with the agencies.

Altho ballots were passed out for votes, they were not used, membership rising for a standing vote. Lawrence Tibbett, Frank Gillmore, Dick Powell, James Melton and other names were in attendance. Others sent telegrams. Tibbett gave \$500 to the strike fund. Mrs. Holt and George Heller, AFRA treasurer, are donating their full salaries. One actor pledged "all my earnings from Blackett-Sample-Hummert shows."

Most hopeful sign to date is the fact that Friday morning, after the meeting, AFRA office received several phone calls from agencies. It was indicated that there might be action along the line of individual agencies signing without waiting for an organized step by the agency group. One reason this might be is that several larger agencies would not be affected, nor would their clients, by settling on the AFRA scale.

The strike date is now in the hands of the National Board of the union. It is believed that this board could have (See AFRA NOT TO on opposite page)

### Reverse Twist

NEW YORK, Jan. 21.—A *Billboard* reporter, checking advertising agencies on their reaction to the AFRA situation, was somewhat taken back when the secretary at Warwick & Legler reversed usual procedure.

She asked the reporter what was his reaction.

Conversation then took interesting turns and might have been the beginning of something beautiful were it not for deadlines.

## Walker's Show On WMCA Folds

NEW YORK, Jan. 21.—WMCA's hour Sunday program starring former New York Mayor James J. Walker has folded, future of the show not yet determined. Program started some months ago and had become a major attraction, with Walker and name guest stars from the show business visiting various hospitals, homes and other institutions to broadcast interviews with the inmates.

Walker and the guests worked without pay on the WMCA show, with the Modern Industrial Bank paying time, line and orchestra charges.

This week a deal was pending between WMCA and Lever Brothers, thru Ruthrauff & Ryan, to get the show on the Columbia network. Understood Walker is asking \$2,500 for himself, plus payment for the guests.

WMCA will not sell the show unless the deal provides it is also to carry the program in New York. This is the same as this station's deal with the *Good Will Hour*.

## AGENCIES SAY

Reporters of *The Billboard* staff called practically every major radio agency in New York last week to obtain statements giving their opinions on the AFRA problem. Agency quotes follow:

WILLIAM ESTY CO.—"It's too bad all must suffer as a result of the abuses of a few."

RUTHRAUFF & RYAN—"Situation is dynamic. We would be wise not to have an opinion. Negotiations are at a point where the situation is very delicate. A bird might stick his neck out and start the pot boiling."

PECK—"The union claim is legitimate. Actors have been cheated long enough. Chiselers are hurting the smaller fry, who are getting paid \$5 and \$10. We think it will be amicably settled and that AFRA should settle with the agencies individually."

ERWIN-WASEY—"The actors have a great deal on their side. Situation would not be difficult to settle if it were in the hands of 'those who have no ax to grind.' Trouble cannot be settled with individual agencies."

J. WALTER THOMPSON—No comment.

YOUNG & RUBICAM—"If any agency signs with AFRA individually it will be like a withdrawal from the Four A's." (Agency felt it could not make a further statement since Chester LaRoche, Y. & R. head, voiced the agencies' opinion in the Four A's letter to AFRA.)

AGENCY NAME NOT TO BE GIVEN—"AFRA makes a mistake in setting a high minimum. In this way a performer who plays but a bit is paid the same as a lead and capability is made secondary. . . . The client is responsible. Reputable agencies are paying good salaries. The agency Four A's letter is a fair expression of the agencies' stand." Another spokesman for this agency stated: "We are suffering because of abuses by other agencies. Our actors are now getting top salaries."

LENNEN & MITCHELL—"This agency is not a member of the Four A's." "Actors are entitled to good wages, and (See AGENCIES SAY on opposite page)

## AGENCIES' WORD TO ACTORS IMPLIES "VEILED THREAT"

NEW YORK, Jan. 21.—Large number of radio actors, especially those steadily employed thru advertising agencies, received letters this week from these agencies explaining their stand in the American Federation of Radio Artists matter. Many actors received letters from two or more agencies, with Young & Rubicam and Ruthrauff & Ryan among the senders. Letters sought to set forth how the agencies felt in the AFRA negotiations and included excerpts from the report drawn up on the problem by the American Association of Advertising Agencies. Several actors expressed resentment at what they described as a "threat" in the letter. Threat was the agencies' reference to use of inexperienced or novice actors.

Following presents excerpts from a letter received by an actor from Young & Rubicam. For obvious reasons, the performer's name is not given, nor is the letter a verbatim report:

"Dear \_\_\_\_\_

We are anxious that you as a radio artist understand fully the attitude of Young & Rubicam in the current AFRA discussion. Having been associated with us, you know we agree with eliminating any evils which exist in the radio field. We have taken pride in the reputation we have enjoyed with talent. Our policy has been to maintain the best of working conditions.

When Mrs. Holt and other AFRA representatives first talked to us they stated there had not been any complaint lodged against us or our method of dealing with talent.

\*\*\* No advertising agency can commit its various clients in matters pertaining to labor. You will readily appreciate that each advertiser has different conditions where labor is concerned. The fact-finding committee (of the advertising Four A's) went to work to find evils (in commercial employment of radio talent). Included in the investigation was the proposed AFRA scale. This wage scale called for a minimum of \$185 a week for the least important performer on a typical five-time-a-week quarter-hour program, with rebroadcasts. Such a scale would raise the cost of broadcasting beyond the point where radio is a sound advertising investment. The committee made suggestions where it was convinced it would eliminate the evils claimed by AFRA and so maintain the competitive foundation of the radio medium. These suggestions included the following:

Establish a minimum, not an average, of \$50 a week for players in five-time-a-week programs, with higher minimums for longer programs;

Assure payment at an established minimum for overtime rehearsals;

Establish a policy against unreasonable and capricious dismissals;

Eliminate free auditions speculative to the radio artist;

Additional payment at an established rate for rebroadcasts.

We cannot emphasize too strongly that it is not Young & Rubicam's intention to make this minimum our standard or to lower salaries. On the other hand we know you will agree that an agency has the right to introduce new and untrained actors and during their apprenticeships not pay top salaries.

The letter was signed by Tom Harrington, Y. & R. radio head.

Following the letter, there were listed various findings of the advertising Four A's committee, referred to in the letter. These included the suggested Four A's scale, based on \$15, \$20 and \$25 for quarter, half and hour programs; \$4 per hour for rebroadcast hours, payable \$1 per quarter hour; discount on multiple shows, rate to be 33-1-3 per cent for five-time-a-week shows, 25 per cent for four-time-a-week shows, 20 per cent for three shows and 10 per cent for two shows. Dramatized commercials, \$10 each, with hour rehearsal, one quarter again for rebroadcasts. Bit parts \$5 minimum fee, two hours rehearsal, crowd effects excepted.

Also no charge for off-the-line recordings, since there is no additional effort required. Auditions 50 per cent of base. Voice and talent tests free. Doubling free.

## Compton Letter

Letter sent actors by the Compton agency follows:

"Undoubtedly you have heard that this agency was represented on the committee of the American Association of Advertising Agencies which has been meeting with AFRA.

"If you have learned of the so-called agency scale which this committee proposed you may have been puzzled and wondered if it meant that fees were to be reduced to conform with it.

"I think you deserve to know that such was not the intention and I inclose a copy of the complete letter which went to Mrs. Holt. This, I hope, you will take time to read.

"The agency committee was not suggesting a standard scale rate for all actors. Instead the proposal was to correct abuses and to set up a minimum rate of wages payable to any performer on any program regardless of the circumstances of his employment.

"For example, the scale was intended to cover such cases as these: That of an actress who might appear five days a week on a daytime dramatic serial and be required only to say, 'Number, please,' in the manner of a telephone operator at the very beginning of the program. The agency committee proposed a \$50-a-week minimum to cover cases of this sort.

"Obviously, there is a great difference between this type of performance and that required for a difficult dramatic part.

"In any event I want you to know that the committee did not expect nor intend the so-called agency scale to effect any reduction of prices paid to actors, singers and announcers.

"Sincerely yours,  
"COMPTON ADVERTISING, INC.,  
"Leonard T. Bish, Vice-President."

## Fu's Ciggies

NEW YORK, Jan. 21.—Axton-Fisher Tobacco Co. is taking the *Fu Manchu* serial to plug Twenty Grand Cigarettes three times a week on KHJ, Los Angeles; KGB, San Diego, and KFRC, San Francisco.

## NAB's Wax Baby Has Croup Again

WASHINGTON, Jan. 21.—E. V. Brinckerhoff's deal with the National Association of Broadcasters to acquire the NAB Bureau of Copyrights fizzled over the last week-end, leaving the trade full of conjecture as to the cause.

As this week ended members of the NAB board of directors were mailed copies of a letter to the directors from association president Neville Miller explaining why the sale was not consummated. In substance Miller told the board that after long conferences with Brinckerhoff and his counsel the negotiations broke down, with Brinckerhoff formally withdrawing his offer because it was financially impossible for him to go thru with the contract as originally drawn.

The NAB Bureau of Copyrights is in this manner returned as a problem child, with negotiations necessarily beginning all over again. During a December meeting of the NAB board of directors in Washington's Willard Hotel, the NAB Bureau of Copyright took up the most of the meeting's time. Representatives of Langlois & Wentworth and Brinckerhoff each had submitted bids, but Brinckerhoff got the deal.

No further indications are given as to further developments, but it is believed that bids will be called for by the NAB again in order to dispose of the property which was optimistically designed to bulwark the broadcasting stations against exorbitant demands of the performing rights societies.

## Lady Esther Show Brushed Off by L&T

CHICAGO, Jan. 21.—The Lady Esther, Inc., air account is dangling here this week without an agency, Lord & Thomas notifying Miss Syma Busiel, owner, that they no longer cared to handle it after Monday's CBS airing. When no other agency was forthcoming with continuity both NBC and CBS here started urgently calling the cosmetic company for copy and an old script was sent them for this week's Friday NBC show and the Monday CBS airing.

Lord & Thomas would not comment on what actually transpired, but it was known generally for some time that the agency had plenty of headaches with the account and evidently reached a point where it felt it would be cheaper to strike the client off the books. Several other agencies, however, are after the Lady Esther biz, and it was reported that probably it would go to Stack-Goble, where it had been up until a year and a half ago when another squabble landed it in the lap of L. & T.

## WSYR Staff Get New Jobs at Troy Outlet

SYRACUSE, Jan. 21.—Opening of WTRY, new 1,000-watt station at Troy, N. Y., which gives Col. Harry C. Wilder his fourth outlet, resulted in promotions affecting WSYR last week. Fred R. Ripley, vice-president of WSYR and sales manager, adds to his job the duties of treasurer and manager of WTRY. Al Parker, chief announcer of WSYR, becomes program director of WTRY, and Bill Rothrum moves up to Parker's place. Lansing Lindquist, WSYR continuity writer, is new program director of WSYR, and Ray Servatius becomes continuity chief and librarian.

Florence Cummings, traffic manager of WSYR, retains that job and also becomes assistant to Ripley, while Nick Stemmler, merchandising manager, gets the title of sports director, and Jan Costley, announcer, heads the new agricultural department.

In addition to adding stations, Col. Wilder is expanding WSYR facilities, this week starting installation of Miller broadcasting system of film transcriptions instead of discs, using film sound track to record programs and broadcast them.

## Rhea Diamond Quits WMAC

NEW YORK, Jan. 21.—Rhea Diamond, for the past four years in the press department of WMCA, has resigned and leaves the station in two weeks. She had been assistant to Larry Nixon, now press agent for WNEW, and later Leon Goldstein, press head for WMCA. Successor is Fay Schulman.

## Cold, Cold, Go Away

PHILADELPHIA, Jan. 21.—WIP has solved the problem of what to do with the "Man on the Street" programs in these days of cold and snow.

Station has instituted a "Man in the Lobby" broadcast, getting M. O. T. S. opinions from guys and gals who come into the studio to visit and watch.

## Hearings on FCC's Augmented Budget Slated This Week

WASHINGTON, Jan. 21.—Hearings on FCC's augmented budget are scheduled to begin before House appropriations subcommittee in a closed session next Wednesday. Those familiar with the personnel of the committee and recent developments at the FCC anticipate a torrid session, with FCC representatives being thoroly sweated for the capers and antics of the commission since the last budget hearing was held.

Among the items expected to cause the most embarrassment for the FCC are the notorious purges under auspices of Chairman McNinch, plus the numerous attempts by the commission of ex post facto censorship of radio program censorship.

Representative Richard Wigglesworth, Massachusetts (Rep.), a perennial thorn in the side of FCC members, has asserted that he is not impressed with the accomplishment of Chairman McNinch, the current monopoly investigation and study of chain broadcasting or the rest of the commission and that he still intends to demand an investigation by Congress. Wigglesworth, ranking minority member of the appropriation subcommittee, each year studiously reviews the acts of the FCC during the previous

## AFRA Not To Mediate

(Continued from opposite page) called a strike without getting votes from the various locals, but the strike votes were requested to show the unity and strength of the union and thereby, possibly, make an actual walkout unnecessary. National board will meet next week to set a strike date.

AFRA has been assured the active support of the Screen Actors' Guild, Equity and the American Guild of Musical Artists. Friday morning AFRA called the American Federation of Musicians and was told that the AFM could not promise more than moral support, inasmuch as AFM matters are primarily with the broadcasters, not sponsors. Trade regards this as sidestepping by the musicians' union.

### Agency Attitude

The attitude of the agencies is the same as it was before the strike vote. They feel that inasmuch as they represent advertisers they should not be asked to sign contracts binding the sponsors to responsibilities towards labor. The agencies say that rulings of the Social Security Board have classed the agencies not as employers but as agents and that they cannot, therefore, sign a contract providing for labor conditions. On the other hand, the union claims that the agencies contract for expenditures to the limit prescribed by the advertisers, and that the contracts for employment of radio acts, and the salaries for radio acts, are negotiated by the agencies. In part, there appears to be merit on both sides. To a great degree, the agencies are in the middle.

Many agencies and their clients will not be affected by the AFRA scale if it goes thru. Obviously, the many programs using name performers from pictures, for instance, pay salaries far in excess of the union minimums. The supporting players are also paid above the scale.

Where the scale will be felt is on the daytime across-the-board serials. This is one of AFRA's chief sources of alleged abuses. The agencies claim that the minimum a player will get for appearing on such a show, even if the player is working in bit parts, is \$185. Radio actors say that with one double allowed free, this is exaggeration, and that the minimums requested are in keeping with the talent and time required. However,

## Chi Agencies Mum on AFRA Talk; Majority Now Pay Below Scale Sought; Start Dusting Off Files

CHICAGO, Jan. 21.—Agencies here are mum on the possibility of a walkout by American Federation of Radio Artists should they fail to capitulate to AFRA's contract demands for network commercial shows. Radio department heads in Chi will not discuss the situation because of a chance of crossing up their respective reps who have been attending the AFRA-American Association of Advertising Agencies confabs.

Way things seem to be shaping up in Chi there will be a definite split between the agencies over the question of signing with AFRA, since a few are not far below the scale demanded and they are willing to do biz with AFRA rather than endanger their position with the sponsor. If this happens there is a strong possibility of the others signing, too. Taken as a whole, agencies handling the most air biz here are now on an average of about \$10 below the desired scale. Many are paying the \$15-for-15-minutes fee at present but are not shelling down for rehearsal periods, which AFRA has quoted at \$6 per hour. Some agencies, on the other hand, are paying as low as \$5 and \$7.50 for 15-minute and half-hour shows. Naturally these are the ones most bitterly opposed to signing

12 months and usually has a number of well-drawn questions apparently springing from highly informed sources of information.

The approaching hearings for next week do not promise to be any less spectacular. Altho hearings take place at executive session, expurgated copies of the hearing are released when the appropriations measure for the independent offices is reported by the committee.

there is no doubt that the AFRA scale will increase the cost of some of the daytime shows, especially those working out of Chicago. Actors have long claimed that many of these shows maintain "sweatshop standards" and if some of them fall by the wayside a majority of actors will benefit where a few will lose. In other words, a sponsor with three shows may drop one, but retain two and pay better on these two.

### Networks' Stand

The networks, of course, are watching the situation with extreme interest and attention. Neither NBC nor Columbia is preparing itself, spokesmen state, for an emergency. One of the reasons given is that sustaining time is about 60 or 70 per cent of the schedule and the other time could be filled in without too much woe. But deeper than that is the belief the webs hold that there will not be a strike, or if there is one, not all agencies will be affected. Chains believe that in the event a strike is called, not very many agencies will be involved.

If there is a strike, the sponsor will still have to pay time costs if his show does not go on. Time contracts do not exempt advertisers, except under conditions where, for emergency reasons, the chain cannot make the time available to the advertiser.

Network sustaining schedules will not be affected by a strike. AFRA contracts with NBC and CBS give the chains strike protection if a walkout is called on commercial broadcasters.

George Heller, AFRA treasurer, flew to Chicago Friday with Henry Jaffe, AFRA counsel, to attend the strike vote meeting of the Chicago local Friday night. Mrs. Holt flew to the Coast Friday for the Los Angeles meeting Sunday night.

Telegrams from such stars as Eddie Cantor, Jack Benny and Edward G. Robinson, all of whom have radio programs, seemed to settle one problem in favor of the union. Both Cantor and Benny have contracts with their sponsors, and both are regarded as producers in that they are bought outright by the advertiser and in turn hire their casts. That Cantor, AFRA president, would go out was more or less expected, but Benny and other similar stars were a concern to the union members, since in these names rests most of the association's strength.

AFRA's bargaining contract.

One piece of activity some of the local agencies are delving into as a precaution is the dusting off of their audition files. It is estimated that collectively the ad companies have something like 10,000 names of budding artists on tap as a result of weekly auditionings and that a good portion of these could be called into service immediately in case of emergency. Many of these neophytes, of course, are now waiting tables and jerking sodas for a living, but as Chi is almost entirely a center for daytime scribes using mostly character names, radio ad men feel a novice could be whipped into shape to take over in a short time. Aware of this situation, however, AFRA members are continually on the lookout for these newcomers and usually sign 'em up in jig time. There is no doubt, tho, that the Chi agencies have more at stake than New York or the Coast, since present scales here are generally lower than in those two centers. Also, their feeling that there is a better chance of resisting may result in AFRA discovering Chi as the spearhead of its opposition.

## Chi AFRA Members Vote To Uphold Strike Action

CHICAGO, Jan. 21.—More than 500 members of the American Federation of Radio Artists met here last night and voted unanimously to uphold the strike action recommended by AFRA's national board for those ad agencies not signing its contract. At the close of the meeting those present subscribed to over \$4,000 for a strike fund. Chi local plans to spend next two days in last-minute huddles with agencies here and will sign those in agreement, others being relegated to the unfair list.

George Heller, national exec secretary, and Henry Jaffe, legal counsel, attended the Chi meeting. Emily Holt, national secretary, flew on to the Coast to attend the meetings there.

## Lawyers Claim Jenneys Violated Rep Contract

NEW YORK, Jan. 21.—Contract violation was charged this week in a suit filed by Charles Finklestein and Harold Epstein, attorneys, against Mr. and Mrs. Jack Jenney. Jenney is an orchestra leader, now at the Onyx Club, New York, while Mrs. Jenney is Kay Thompson, vocalist and choral leader. Miss Thompson is now in the Ethyl gas show, among others.

Barristers claim that the Jenneys in June, 1938, signed a contract whereby the lawyers were to represent the performers legally and managerially. Allegation is that, altho both are now employed, neither is paying commission. Suit is in New York Supreme Court.

## Armco Fetes Cincy Scribes

CINCINNATI, Jan. 21.—Officials of the American Rolling Mill Co., Middletown, O., celebrated the 10th anniversary of Frank Simon's Armco Band on the air by tendering local trade and newspaper radio editors and Station WLW and NBC officials a cocktail and dinner party in the Netherland Plaza Hotel here on January 15.

## AGENCIES SAY—

(Continued from opposite page) we have acted accordingly. AFRA may have to sign agencies individually. Actors on L. & M. shows now get above the proposed AFRA minimum.

PEDLAR & RYAN—"We want the actor to have a fair break. This agency has always paid good salaries. A strike would be hard on all concerned and definitely detrimental to the smaller man, the one AFRA is now trying to protect."

WARWICK & LEGLER—No comment. N. W. AYER—"Nothing to say so far. We are thinking it over. Matter is very complex. There have been abuses in the past—on both sides."

# Radio Survey of Williamsport, Pa.

## PROCTER & GAMBLE DAYTIME SERIALS STEAL ALL THUNDER IN ANALYSIS OF IDENTIFICATIONS OF DAYTIME PROGRAMS HEARD IN WILLIAMSPORT . . . LOCAL SHOWS ARE ONLY FAIR

FOURTH portion of the radio survey of Williamsport, Pa., made by the Market Research Corp. of America for The Billboard deals with sponsor identification of favorite daytime programs in that city. Investigators, in making the survey, ask only those listeners who have not listened during the past 12 hours to name their favorite programs and the sponsors thereof. It is felt that when a radio owner has not used his set within this length of time he is not "conditioned" in favor of any program or programs, since no program is strongly implanted in his mind.

The two-column box on this page lists the programs mentioned by Williamsport listeners as their favorites, the programs being ranked on the basis of the number of favorite mentions. Thus, Williamsport's favorite show is a morning religious program on the local independent station, WRAK, which totaled 58 mentions. It is unsponsored. Second favorite program is Procter & Gamble's "Vic and Sade," sponsored by P. & G.'s Crisco. This program scored 87 per cent correct identification.

Second favorite commercial program is another carrying the P. & G. banner, "The Gospel Singer," scoring 59 per cent correct identification for Ivory Soap. Program also returned a fairly high "Don't Know" factor, 30 per cent. NBC's "Breakfast Club" follows "The Gospel Singer" in the favorite rankings. This show is sustaining, with two more sustainers, National Farm and Home Hour and WRAK's "Jim and Jane," following.

Another Procter & Gamble daytime serial falls into line, "The Story of Mary Marlin." However, the identification rating on "Marlin" is not good. Program sells Ivory Flakes and no listener mentioned this product, giving instead, Ivory Soap. A children's show, for Horn & Hardart eating places, obtained 39 per cent correct identification, with 11 per cent of the listeners merely saying "restaurant." One-third of the listeners who named this program as their favorite did not know its sponsor, while a total of 28 per cent did not list the correct advertiser.

"Radio Dot and Smoky" was one of the local programs which an earlier portion of the survey showed had a strong local following in Williamsport. However, selling their own songbooks, the identification angle does not emerge with any strength to speak of, only one listener giving this product.

Three P. & G. shows follow on this list. "Pepper Young" returned 100 per

Program	Identifications	Ident. Pct.	Fav'te Ment's	Program	Identifications	Ident. Pct.	Fav'te Ment's
Morning Devotions (none)			58	Radio Dot and Smoky (Songbooks)			14
None	58	100%		Songbooks	1	7%	
Vic and Sade (Crisco)			45	None	13	93%	
Crisco	39	87%		Pepper Young's Family (Camay)			14
Ivory Soap	1	2%		Camay	14	100%	
Chipso	1	2%		Ma Perkins (Oxydol)			11
DK	4	9%		Oxydol	9	82%	
The Gospel Singer (Ivory)			37	DK	2	18%	
Ivory Soap	22	59%		The Road of Life (Chipso)			10
Soap	3	8%		Chipso	5	50%	
Food	1	3%		DK	5	50%	
DK	11	30%		Army & Navy Bands (none)			10
Breakfast Club (none)			34	None	6	60%	
None	23	68%		DK	4	40%	
DK	11	32%		Dance Matinee (none)			7
National Farm and Home Hour (none)			28	None	7	100%	
Dept. of Agriculture	5	18%		The Magic Key of RCA (RCA Products)			6
None	14	50%		RCA Products	5	83%	
DK	9	32%		None	1	17%	
Jim and Jane			24	Dr. Stidger (Fleischmann's Yeast)			4
None	23	100%		Yeast	1	25%	
The Story of Mary Marlin (Ivory Flakes)			24	Fleischmann's Yeast	1	25%	
Ivory Soap	15	63%		Jane Arden (Ward's Bread)			3
Soap	3	12%		DK	3		
Procter & Gamble	2	8%		Betty and Bob			3
DK	4	17%		Gold Medal	3		
Smoky Mountain Boys			20	Gene and Glenn			3
None	20	100%		DK	3		
Children's Hour (Horn & Hardart)			18	Metro. Opera Auditions (Sherwin-Williams)			3
Horn & Hardart	7	39%		DK	3		
Restaurant	2	11%		Bachelor's Children			2
Food	2	11%		Old Dutch Cleanser	2		
Wonder Bread	1	6%		DK	2		
DK	6	33%		Stella Dallas			2
Club Matinee (none)			16	DK	2		
None	10	63%					
DK	6	37%					

cent correct identification; "Ma Perkins" 82 per cent, and "Road of Life," 50 per cent.

Full list of programs mentioned as Williamsport favorites appears in the box on this page.

### Penn. Radio Men Bury Film Hatchet

PHILADELPHIA, Jan. 21.—Pennsylvania Broadcasters' Association this week ended its feud with the motion picture industry and lifted its ban on broadcasts plugging films.

Squabble started when the picture moguls neglected to cut radio in on advertising campaign for the "Motion Pictures Is Your Best Entertainment" exploitation.

WCAU, the last station to hold out its film broadcasts, will resume its *Radio Film* program on Friday with Powers Gouraud as commentator. The program consists of running off the sound track of a first-run program, with Gouraud providing the background plugs.

### Scott's Paper Splurge

NEW YORK, Jan. 21.—J. Walter Thompson agency is setting another radio campaign for Scott Paper Co. Plan is to purchase spot announcements on women's participating programs on high-power stations in key markets plugging paper towels.

### FCC 'Welcomes' New High Frequency Sets

WASHINGTON, Jan. 23.—Announcement this week in New York from Columbia University by Major Edwin H. Armstrong, professor of electrical engineering, that staticless radio was on the threshold brought general agreement from FCC engineers and staff men, who believe that definite development of ultra-high frequencies and higher bands is inevitable if broadcasting is to experience any growth.

Speaking unofficially, they expressed a note of optimism over news from New York that receiving sets designed for higher frequencies would soon be available to the general public at reasonable prices. That condition must be met, they said, if the higher frequencies are to be accepted at all. However, to stimulate buying movement in home receivers high frequencies have to be encouraged by something to listen to, and sets versatile enough to receive both standard and higher frequencies must be designed to permit the public to hear customary broadcasts while experiments with higher frequencies go on, the officials maintained. From the broadcasters' point of view, they believe it a boon to local stations who set their markets for a metropolitan area.

Columbia announcement promised radio operation in the neighborhood of 7.5 meters with high-fidelity modulation.

MONTGOMERY, Ala., Jan. 21.—WCOV, indie, took to the air January 16. Facilities include transmitter in suburban Montgomery, with two studios on the mezzanine floor of Exchange Hotel. Station operates on 1210 band. Personnel includes G. W. Covington Jr., general manager; Weston Butt, program director; Herbert Johnson and Louis B. Jinkins, announcers; Al Thompson and Homer Johnson, engineers, and Robert Rainey and Hal Hill, commercial department.

### Nosey

BOSTON, Jan. 21.—Anticipating appearance of Jimmy Durante on WEEL's *Boston Hour* recently, cast on the show thought up a friendly gesture. They all wore artificial noses to match Durante's noted appendage.

### Monopoly Hearings Reveal Paramount-CBS Transactions

WASHINGTON, Jan. 21.—CBS testimony at monopoly hearings before FCC this week was devoted to transactions between CBS and Paramount Pictures during the lush days when profits seeped from every pore and when the future of television seemed brighter than was actually the case. Stock exchanges between the two companies were accompanied by large profits to both parties when returns were made.

Stock splits, according to William S. Paley, CBS president, occurred so frequently that his holdings in one account for CBS shares started with 20,000 shares and after considerable sales for cash was able to wind up the account with 50,000 shares still snuggling in the nest.

Slingshot away from high finance, CBS testimony devoted itself to Columbia's public service record, in which the policies outlined for controversial matters were in a greater part the duplication previously testified by NBC. Children's programs became the subject for much discussion at close of hearings this week, leaving commissioners, counsel and witnesses weighted down with problem of programs designed to leave the tots ready for bed with happy thought, a clean conscience and ready for sleep.

### Don Lee Web Seeks Regular Tele Sked

LOS ANGELES, Jan. 21.—Deal to aid television on the Coast was set this week by Lewis Allen Weiss, head of the Don Lee network. Only hitch in current plans is whether manufacturing plant contacted can turn out receivers to retail for \$175. Don Lee net has reportedly made a deal with the American Television Corp. Present plans call for the manufacturing plant to have its engineers here in 30 days or less to study conditions.

If tests conducted at that time are satisfactory to Weiss and Harry Lubcke, televising engineer for the web, new service will be started and sets put on sale.

If deal goes thru as anticipated, American Television is to turn out 1,000 sets a month. There are now approximately 100 televising sets in this locality receiving regular Don Lee hear and see programs. Don Lee web will have to change its facilities for handling 441-line pictures. Station is now using 330-line images. Lubcke and his staff have been working converting the present equipment so that it will synchronize with the Videor sets.

It is reported that a Coast theater chain is interested in Don Lee television for its houses. Name of the chain was not disclosed.

### Musician Legislator Seeks Bill Aiding Broadcasters

HOLLYWOOD, Jan. 21.—Exemption of radio stations from liability for slander will form basis of new bill to be introduced in State Legislature by Assemblyman Jack Tenney, Los Angeles, who is also head of Local 47, AFM. Bill is slated to protect small broadcasters who find it hard to check copy for libelous material. Altho court actions were taken in several instances in the past year, none of the plaintiffs recovered damages. Present law holds station liable for remarks made on its shows.

In an attempt to clamp down on music schools from competing with professionals, Tenney will also introduce a bill making it illegal for a managerial contract to run longer than one year unless client is guaranteed \$75 per week.

BUFFALO, Jan. 21.—Robert Armstrong, with WBen five years, has been named music director. Armstrong replaced Erwin Glucksman.

**BILLY SWANSON**  
and his MUSIC  
ON TOUR  
Mgt. CONSOLIDATED RADIO ARTISTS.

**RAY KINNEY**  
and his Native HAWAIIAN ORCHESTRA  
NOW APPEARING  
Nightly at the Hawaiian Room,  
**HOTEL LEXINGTON**  
New York.  
Also with His ALOHA MAIDS  
in the New Musical Hit,  
"HELLZAPOPPIN"  
And on the Air via NBC Saturday, 1:30 P.M.—Sunday, 11:30 P.M.

## N. Y. Station Publicity Chart

Figures covering publicity breaks in best bet boxes and radio columns of the New York stations in metropolitan New York dailies for the period from November 27 to December 26, 1938, have as the outstanding point WMCA's climb into fourth place. WOR, heretofore in fourth spot, is now fifth. WMCA totaled 459 mentions against 245 mentions for the same period last year. WOR had 389 mentions against 374 last year. WMCA's major gain came in feature box listings on the strength of its special-event broadcasts primarily.

Not all stations showed gains against 1937. WABC, still the city's leader; WHN, with 226 this year against 147 last year; WNYC, doubling its total for last year, and WEVD were the only outlets to improve their standings. NBC's two stations dropped off.

Total breaks for all stations were more for this period than for the same period of 1937.

Stations	1938			1937		
	F	C	Gt	F	C	Gt
WABC	928	230	1,158	878	296	1,114
WJZ	682	142	824	647	224	871
WEAF	606	115	721	613	188	801
WMCA	341	118	459	170	75	245
WOR	285	104	389	262	112	374
WHN	177	49	226	117	30	147
WQXR	92	32	124	100	42	142
WNYC	85	36	121	37	23	60
WEVD	96	7	103	44	7	51
WNEW	73	23	96	77	26	103
WINS	48	17	65	46	20	66
WBNX	2	0	2	2	2	4 X
TOTALS	3,415	873	4,288	2,998	985	3,978

## B-S-H Head Says Union Deals Must Be With Clients; Hummert Calls Four A's Scale Too Low

NEW YORK, Jan. 21.—Statements were obtained during the week-end from two execs of Blackett-Sample-Hummert Advertising Agency, producer of more dramatic programs than any other in the field. B-S-H employs more dramatic actors than any other. Dramatic actors' scale is the chief point of difference between ad agencies and the American Federation of Radio Artists. Actors have frequently complained about this agency's pay basis.

In Chicago, J. G. Sample, president of the agency, said that in making his comments he was speaking only for the Chicago office of the agency. Sample said, "At no time have we been represented at negotiating meetings between AFRA and the American Association of Advertising Agencies and at no time has AFRA contacted us. We are willing to talk with them any time, but cannot negotiate a contract with AFRA until our clients authorize us to do so. We can only take AFRA's committee to our respective clients and let them decide, and I think the other agencies will find they will ultimately have to do likewise. I do not believe for this reason that AFRA will call a general walkout."

AFRA and B-S-H execs were slated to meet in Chicago Saturday and it was stated that if the agency does not sign with the union, the union will include the agency in its list of those firms for which actors will not work if a strike is called.

In New York, a statement was issued by the agency on behalf of Frank Hummert, vice-president, and New York radio head of the company. Hummert's statement carried especial interest, because it

was the first time that B-S-H openly admitted its association with Air Features, Inc. Air Features is the B-S-H talent buying agency and has also been the subject of criticism by actors. Hummert's statement was stronger in the portions dealing with the possibility of signing with AFRA, and stated flatly that he thought the scale proposed by the advertising Four A's was too low. Statement follows:

"Frank Hummert, vice-president of B-S-H Advertising Agency, which is the No. 1 buyer of radio time, announced today that in order to guarantee the continued growth of the industry and no reduction of the employment of actors because of economic blocs, he definitely is in favor of a reasonable and economically sound wage scale that will insure the continued employment of actors. Hummert favors a sum exceeding that recommended by the American Association of Advertising Agencies. The Four A's recommended a \$50 minimum for five appearances in 15-minute serials, including two hours of rehearsal time. Hummert points out that for the shows produced and emanating from the New York division of the B-S-H agency, actors are paid not less than \$59.37 per week, which includes only an hour and a quarter of rehearsals. The Four A's has recommended \$5 as the minimum bit price, including two hours of rehearsal time. B-S-H has no such thing as a bit part wage scale of \$5. Its minimum is \$11.87 per show.

"Hummert, the pioneer who has made possible the growth of dramatic shows, is heartily in favor of any organization of actors which will promote the interest of actors. To promote their interest, Hummert formed the outfit known as Air Features, Inc., for the purpose of assuring actors direct contact and prompt payment and to avoid any of the evils which previously existed between individual producing contractors and actors. Air Features has had no participation in the formation of the Four A's because it is an independent production unit handling all talent problems and is not classified as an advertising agency. Hummert has requested Air Features to negotiate with the actors towards maintaining and strengthening the current cordial relations."

### Haverlin at NAB

HOLLYWOOD, Jan. 21.—Carl Haverlin, general manager of Davis & Schwegler, tax-free music publishers, attended NAB district meeting in Denver this week. Haverlin discussed with broadcasters the firm's new transcription service.

## Radio Talent

By JERRY LESSER

FRANK LOVEJOY gave Wi-2-2100 to Milt Herman as the phone number of Phil Lord's office. When the connection was made a femme voice asked, "Yes?" Milt asked to speak to Margie. Then the following conversation took place. "Margie who?" "Uh, I forget. All the boys call her Margie." "What number do you want?" "Lord's office." "Well, this is as close to the Lord's office as you can get. This is the Wickersham Hospital." . . . Did you catch *Go Down Death* on the CBS *Words Without Music* show last week? The narrator fooled me completely. I remarked to Norm Corwin, the writer and director of the show, that the narrator was swell, and how impossible it was for any white man to catch the true spirit and feeling of the Negro dialect. Norm seemed amazed and asked, "You're not kidding me are you? That was ME." . . . Those of you who heard *Horse and Buggy Days* last week may not know it, but the song Alice Remson sang, *Rings on My Fingers*, was the first song she sang in America. She learned it by listening to the Blanche Ring recordings as she rode to and from work on the 23d street ferry.

*Speaking of anniversaries (and who was?) I'm announcing my engagement Friday. . . . Edward G. Robinson says that it is just 12 years ago this week that he got his start in "The Racket." . . . CBS will be well represented at NYU's radio writing course this semester, as Doug Coulter has been named director; Earl McGill, Margaret Lewerth and Bob Emerson are members of the teaching staff. . . . Alice Frost is in rehearsal for the Broadway production, "I Must Love Someone." . . . The National Council of YMCA's has several air shows to inform the public of National Thrift Week. Phil Cook, the comedian; Allen R. Dodd, budget consultant of Good House-*

*keeping, and Lum and Abner will help by air appearances.*

CHARLES WEBSTER appeared with Jean Hersholt on *Dr. Christian* last week and is scheduled to portray Christ on the *Ave Maria* program during Passion Week over WMCA. . . . Alice Cornet has just returned from Atlanta, where she was the featured singer at the opening of the new Roxy Theater there. . . . Stanley Harrison is in rehearsal with the revival of *Shaw's Candida*. He will play Burgess, the comedy role. . . . Marion Barney presented Curtis Arnall with a gorgeous afghan composed of 185 squares. It took her a year and a half to make, as she worked on it only between cues of her air shows. . . . Alan Ward, formerly with World Broadcasting Co., is now with the Kudner agency. . . . Paul Brenner, WNEW announcer, won the competitive audition for local commercial announcements of the *Jane Arden* program. . . . Roy Post, author and criminologist, is working in a technicolor short at Warners, based on his lie detector, which he claims is 35 per cent more sensitive than those now in use by our local police force. . . . Jerry Hausner, former New York actor, who has been on the Coast for the past two years, is in town with Edward G. Robinson to appear on the *Big Town* show. Leaves again for the Coast next week.

Jack Norworth's *Father and Son* show leaves the air next week. . . . Ralph Locke, a swell actor and a man of many dialects, has been turning over many of his radio checks to doctors lately. . . . Nancy Skidmore has a sweet tooth. She has traveled all over the world in vaudeville with her parents and made a hobby of collecting jams, jellies and honeys. (A honey in every port?) Will probably appear on *Hobby Lobby* in the near future.

## Advertisers and Agencies

By PAUL ACKERMAN

WALTER WINCHELL, recently returned from Miami, Fla., may go back for more broadcasts following his January 29 airing in New York. Blaine Butcher, of Lennen & Mitchell, goes with him, if and when. . . . Erwin-Wasey has contracted for early-evening news periods over KENT, Des Moines; WMT, Cedar Rapids, Ia., and WOC, Davenport. . . . Douglas Arthur, formerly at WNEW, now program director of WIBG, Glenside, Pa. . . . Douglas Storer's office getting a face-lifting. . . . Fred Gropper, of Compton agency, ill all last week. . . . Bob Trout to handle President Roosevelt broadcast for the formal opening of the San Francisco Fair, February 8. Roosevelt will broadcast over three continents: North and South America and Europe.

*DuPont, thru Batten, Barton, Durstine & Osborn, starts a spot announcement campaign for Cel-o-Glass over a list of Midwestern stations, beginning the middle of February and extending thru March 25. . . . Harry Goodman, radio producer, trekking to Albany and Philadelphia on business. . . . "Good Will Hour" renewed. . . . Tommy Riggs presented with a hat by Advertising Club of*

*New York. . . . Elizabeth Love, radio and legit actress, replacing Ruth Yorke in "Off to Buffalo." . . . Paul Whiteman taking a swing thru South, including Florida and Alabama spots, beginning February 4. . . . Bill Moore, formerly with Jimmy Fidler's radio staff, resigns to join Tom Fizdale office, effective February 1. Will be in piz department.*

STEVE HANNAGAN, contradicting this column's previous statement that he had lost the Puerto Rico account, states account has not been lost. Also vouchsafes the information that he has not lost an account in 25 years. . . . Revelation Pipe Tobacco sponsoring Richard Brooks on WNEW. . . . Recently revised schedule for Sensation Cigarettes lists 13 more stations. . . . Larry Clinton has signed Bea Wain, his vocalist, for another year. . . . Paul Brenner has been selected by Sherman K. Ellis to handle local blurbs on the *Jane Arden* serial on WJZ. . . . Kay Kyser begins his second sponsored year for Lucky Strike on February 1. . . . Al Pearce and his Gang leave Hollywood after broadcast on Monday (23) and will start airing from the New Amsterdam Roof, New York.

## Chicago Air Briefs

By HAROLD HUMPHREY

THAT Postal gal who hummed Paul Whiteman's *Rhapsody in Blue* theme via the telephone this week as a plugger for the maestro's CBS ciggie program is going to get a radio audition. Funny angle to the stunt was that she was also instructed to call radio execs at NBC and MBS—which she did, plug and all. . . . Holly Shively, of Lord & Thomas, is back to the grind after a battle with the flu. . . . Niles Trammell dropped off for a "hello" Thursday while en route back to New York from the Coast. . . . Bill Hylan, new staff CBS spot salesman, in from New York to study local station operation at WEBM. . . . Benton & Bowles has set General Foods for a five-day-week serial titled *Young Dr. Malone* on WGN. . . . Jan Masaryk, former ambassador of Czecho-Slovakia, aired his views on democracy over WAAF Friday while speaking before Chi's Council on Foreign Relations. . . . Sam Slate,

publicity chief for Phillips H. Lord, Inc., came to town to help out on the *Gang Busters* unit playing the State-Lake Theater this week.

*Some gagster (maybe it was the p. a.) gave Fibber McGee an insurance policy covering him for injury during an earthquake just previous to his leaving for the Coast with his show. . . . Borrowing from the "Information Please" show, WJJD started a new sustainer Sunday called "Challenging the Experts," a sports huddle with daily newspaper scribes John Carmichael, Jimmy Corcoran and Irv Kupcinet playing the suckers. . . . Ruthrauff & Ryan agency set a renewal for the show "Good Will Hour" for Ironized Yeast at WGN for 52 weeks. . . . Harold Bean was added to NBC production (See AIR BRIEFS on page 10)*

## AUDITIONS

Present your best efforts on the best recordings made. We will take your program off the air from any station in the country, or you can make your recordings in our studios when you're in New York.

Write today for rate card!

**A. A. RECORDING COMPANY**

"The best in off-the-air recordings."  
3543 Broadway, New York City.  
Edgewood 4-7600.



# Program Reviews

EST Unless Otherwise Indicated

## "The Circle"

Reviewed Sunday, 10-11 p.m. Style—Variety. Sponsor—Kellogg Co. Agency—J. Walter Thompson. Station—WEAF (NBC Red network).

Carole Lombard, Cary Grant, Ronald Colman, Lawrence Tibbett, Groucho and Chico Marx, The Foursome, Bobby Dolan's Orchestra.

That's a mess of talent for one radio program—or for a dozen. And their first show for the corn flake alma mater was a sprawling, partly interesting, mostly dull affair. It has, however, an engaging idea—the idea of the aforementioned stars and others who may be enlisted in the cause, sitting around and talking about 'most anything. In effect, of course, this is a variation on the J. Walter Thompson formula—big names, with specialty after specialty, maybe a dramatic piece breaking the sequence.

Ronald Colman as presiding officer projected his charm to the listeners clearly and with a wealth of strength. Whether he was bantering with the others or reading poetry, he was engaging. Cary Grant was likewise appealing, but Miss Lombard worked and worked and worked, trying, oh so hard, to meet the expected lightness after her recent film triumphs. Hard as she tried, she fell far short of achievement.

I laughed at Groucho and Chico Marx. Mostly, tho, I think it was, firstly, from force of habit; secondly, because I visualized them. Their routine was to have Groucho extract \$15 from Chico in selling him a membership in the club. It was the same routine Chico worked on Groucho in *A Day at the Races*, wherein Chico peddled books on how to win on the nags, only this time the memberships replaced the nags. Some of Groucho's lines, before the cross-fire routine, when he came in and out of the Colman-Grant-Lombard chatter, tho, were quite amusing.

Show was laid out in a strange sort of way. Opening, with the stars talking and explaining *The Circle*, was to be expected, but following the Marxes with an eerie ghost story, partly narrative, partly dramatic and featuring Grant, seemed strange, to say the least. Story was excellently handled. Then, too, Lawrence Tibbett's baritone seemed overworked in that he was in and out, singing too often. Foursome helped with their fine harmonizing and novelty instrumentation. Dolan Ork, of course, good.

First show was distinctly disappointing, but it seems as tho whenever a big show gets under way in radio it takes some weeks to get things going. This may be true in this case—or they may not get the bugs out. Series will never pay its freight, a mere bagatelle of around \$40,000 a week, if the first show standard isn't considerably improved.

Altho the Thompson agency will make every effort to keep its radio entertainments a step ahead of the pack; altho they'll try new variations on their star formula and will let the dialogs on their shows go on in an up-to-date manner, their commercials are doggedly ancient. The Crosby show, for instance, has radio's best script and dialog, but the plugs on all Thompson shows are out of the same steel mill. They're heavy, clumsy, annoying and offensive. Also, on this Kellogg show, they were too frequent.

John Frazer announced. Franken.

## "Eight o'Clock Clipper"

Reviewed Wednesday, 8-8:30 a.m. Style—Variety. Sustaining over KHJ-Don Lee (Los Angeles).

*Eight o'Clock Clipper* is one of the few early-morning live talent variety shows heard on the Coast, getting its greatest listener draw from breakfasters and car radios of people driving to work. Show is light and spicy, built around Barney Katz and his Jammers, an eight-piece swing combo. Patter is brightly written and brings in various members of the fictitious "Katz" family, such as Uncle "Stray" Katz, played by Lowell Cartwright, Uncle "Scardee" Katz, done by Sam Pierce.

Show contains names familiar to local radio listeners. Norma Young does a marketing tip for housewives. Others in the cast are Chico and his Harp, the Stafford Sisters; Judy Matson, formerly of Judy and her Jesters, and the Girls From Guadalajara, trio doing Mexican

numbers. Virginia Gregg, of the Singing Strings, does a comedy role, playing another member of the Katz family. "Mail bag" is done by Sam Pierce and Jimmy Burton, who emceeds the show. Letters are read over the air, answering questions whenever possible.

A good early-morning show. Owen.

## "Behind the Camera Lines"

Reviewed Tuesday, 11-11:30 p.m., CST. Style—Dramatic. Sustaining remote on WBBM from Edgewater Beach Hotel (Chicago).

Charles P. Hughes, producer and director, came out of retirement a couple of weeks ago with what he terms a new experiment in radio dramatics but which so far has netted him nothing but a flock of headaches. Tag on this opus is the same used by Hughes for a show he had on WGN over a year ago, but new twist is the staging of it from the floor of the Marine Dining Room at the Edgewater Beach hotel and with all the Hollywood trimmings, including the Kleigs, cameras and other props.

As a stunt for winners-and-diners in the room it has enough novelty to draw 'em in, but as radio entertainment there are several drawbacks. Two plays used so far have been on the trite pulp mag pattern with all the old bromides. *Code of the North* was the label for the second one, title of which should spell enough to the listeners. Altho it was an improvement over the previous week's show, it still smacked of Frank Merriwell. Kay Campbell, Willard Waterman, John Galsworthy and Frank Dane comprised the cast, with Galsworthy doing the only commendable job.

First airing had the hotel's regular ork to furnish interlude and background music, but when the local musikers' union insisted on a studio stand-by ork the music end was dropped, hotel management not even caring to foot the bill for an organist plus stand-by. This is a sad mistake, too, because the show just starts off smack-dab without any kind of introduction other than the babble of the customers sitting around the tables before the announcer comes on. Show ended a couple of minutes early, too, and station had to switch back to the studio for some organ jiving to pad. To fill the gap between acts Hughes has worked up a radio oldtimers gag, interviewing pioneers in radio. Oddly enough, first one was William Dewey, operator of the Edgewater Beach, whose lines sounded very forced, muffed in some instances, and dull all the way thru. Rest of the extra time was filled with hoke of making a moving picture, like shouting of "ready for the take, now, camera!" and all that sort of thing which was entirely extraneous as far as listeners were concerned.

Possibility of anything like this becoming a winner depends on making a big splash financially and on right kind of talent thruout. Crowd at hotel itself was off second week, so maybe the novelty wears off too quick, too.

Humphrey.

## Phil Baker

Reviewed Saturday, 9-9:30 p.m. Style—Comedy. Sponsor—Hawaiian Pineapple Co. Agency—Young & Rubicam. Station—WABC (CBS network).

After a layoff since his Gulf Oil series folded, Phil Baker returns for the Dole pineapple producers with a slightly different comedy formula. Change of pattern is mainly in "humanizing" Baker's heckler, Beetle, played by Ward Wilson. Heretofore, Beetle's lines have been too strong—at least so the producers think—with the consequence that his heckling will be less personal now. With Baker are his valet stand-by, Bottle, done by Harry MacNaughton (and done to a turn), the Andrews Sisters; Eddie DeLange and his orchestra, with Elise Cooper, vocalist. Harry Von Zell, Young & Rubicam staffer, announces. All of them put together didn't mean a satisfactory show on the premiere. It had its spots, such as an announcer burlesque by Baker and the Andrews' top harmonizing, but not much else.

Baker's comedy, other than the Beetle change, was along expected lines, chatter with MacNaughton and a pretty wobbly sketch. Baker, tho, did yeoman work in burlesquing style of known announcers selling stuff, altho the effects were

mitigated by a plug that followed, as clumsy as you'll have it.

Andrews' handling of *Begin the Beguine* was jim dandy, and Miss Cooper's vocal was good enough. DeLange Band disappointed, seemingly concentrating on producing brass noise. This shouldn't last, since the leader has too much on the ball. Franken.

## "Time To Shine"

Reviewed Friday, 8-8:15 a.m. Style—Music. Sponsor—Griffin Shoe Polish. Station—WLW (Cincinnati).

Originally scheduled for 13 weeks and recently renewed for 13 more, *Time To Shine*, heard from Monday thru Friday, packs a fair amount of appeal for lovers of hillbilly classics as well as pop ballads. Featuring Charlie Wayne, monologist, as emcee, and the Novelty Aces, regular performers on station's *Boone County Jamboree* program, stint caught proved entertaining enough.

Novelty Aces handle the vocals in good style, backgrounding them with their own string ensemble arrangements. Wayne clicks nicely with the emcee and monologistic chores. A feature is the ABC Griffin medley, made up of the best songs from the listeners' viewpoint. This one comprised *Alabama Bound*, *Somewhere in Old Wyoming* and *A Bicycle Built for Two*. Remainder of program is given over to a potpourri of musicals which make for easy listening. Commendable is the competent style in which all performers work and their nifty song selections. Gene Trace gives the commercials capable handling. Doepker.

## "Renfrew of the Mounted"

Reviewed Saturday, 6:30-7 p.m. Style—Dramatic. Sustaining on WJZ (NBC-Blue network).

*Renfrew*, serial telling of the heroic exploits of Canadian mounted policemen, would be a good kid serial even without the noise of howling wolves introducing and closing the show. But these wolves raise *Renfrew* to more than ordinary heights. They are guaranteed to freeze and frighten the listener. Yarn was regulation idealistic presentation of the cop who gets his man. Laurie York Erskine, writer, has woven into this simple theme a number of tangled subplots, making a sock serial for the youngsters.

Some of the stuff is kind of extra-hokey—*Renfrew* making his entrance and saying, "Renfrew reporting, ready for action"—but it is okeh for the purpose intended. Ackerman.

## Billy Gilbert

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC-Red network).

Billy Gilbert, retound comic from films, did a guest shot on the Rudy Vallee show. Essayed his hand at nut talk in dialect.

A stage wait. Franken.

## "My Lucky Break"

Reviewed Sunday, 6-6:30 p.m. Style—Musical and dramatizations. Sustaining over WOR (Mutual network), New York.

New Mutual sustainer, hatched in the studios of WLW, Cincinnati, is not particularly new in content, but its old-hat idea has been nicely cleaned and blocked. It emerges as an interesting and entertaining half hour, especially for those attracted by the glamour of things theatrical.

Show is concerned mainly with dramatized descriptions of the lucky breaks and turning points in the careers of nationally known entertainers, with Rudy Vallee the case in point on the program caught. Script needlessly emphasizes the premise that success is the only thing in life, and its rather exultant recounting of how fame and fortune came to so-and-so is apt to foster a slight resentment among more sensitive but less successful dialers.

Dramatizations are well done and, at least in the Vallee instance, accurate. Of even greater interest to the casual listener, however, is the unveiling of a new, unpublished song each week written by an unknown getting his "lucky break" thru selection of his brainchild for an airing on the show. Amateurs are invited to send in manuscripts, \$25 going to the writer of each week's compo with the song subsequently sent around to the publishers. Philadelphia night club musician, Charles Fleck, authored *I'm Riding*

a *Rainbow*, nice ballad but not up to the merit of the initial offering, *This Is Not Romance*, by David Lee, a really first-rate show tune.

Josef Cherniavsky's 22-piece band handles the musical portions with finesse and a high degree of effective musicianship. Arrangements for the debuting chansons and for *Heart and Soul* and *Jeepers Creepers* had originality and sweep. Steve Merrill and Jeanette help out on the vocal end without impairing the show's musicianly quality.

Aura of dignity and class pervades the whole program, which partially disguises the fact that basically it's a first cousin to the amateur show. Luckiest break the program itself received was getting Cherniavsky for the musical interludes.

Paul Allison and Charles Wood announce. Richman.

## AIR BRIEFS

(Continued from page 9)

staff this week. He's from WMBD, Peoria, Ill. . . . WIND threw a remote wire into the *Medinah Club* again and is now picking up *Tony Cabot's Ork* there. . . . Dave Wilburn, formerly in the promotion department at WLS and now in the same capacity at KYSM, Mankato, Minn., was married Wednesday to Mary Agnes Donohue, nonprofessional.

HAL TATE threw a horror party Wednesday eve, inviting some friends to listen in on the *Lights Out* show, which he and Adela Kay wrote and called *The Stage Is Set for Murder*. Everyone had a horrific time. . . . Jack Fulton, the warbler, goes to the Nicollet Hotel, Minneapolis, for a couple of weeks, opening Saturday. . . . Charles P. Hughes' *Behind the Camera Lines* show, which he initiated a couple of weeks ago at the Edgewater Beach Hotel as a remote sustainer over WBBM, may be snapped up by Ruthrauff & Ryan and aired from the Drake Hotel if that hostelry can be persuaded to install a wire, and if that happens there would be a strong possibility of the other inns breaking their hold-out agreement. . . . Ed Smith, radio director of General Mills, was in town to do some promotion on the Jack Armstrong stint. . . . Schulze Baking Co. has bought the *Josh Higgins of Finchville* show, NBC sustainer since 1936. It will remain a sustainer, tho, on the Blue net. R. J. Potts Co. handled the deal.

## From All Around

JOHN S. deRUSSY, for the past four years a member of the advertising department of *The Philadelphia Record*, has been added to sales staff of KYW, Philadelphia. . . . Rev. James A. Wagner, managing director of WHBY and WTAQ, Green Bay, Wis., was recently re-elected president of the League of Wisconsin radio stations. Other officers named are Harold Newcomb, vice-president; Wayne Cribb, secretary, and Hiram Born, treasurer. . . . G. A. Lavole has appointed Joseph Hershey McGillvra exclusive representative for the United States and the province of Ontario, of Station CJBK, Rimouski, Que. . . . Walter M. Koessler, manager of WROK, Rockford, Ill., and Mrs. Koessler have just returned from a three-week vacation in Miami.

Leonard Coe, formerly with sales department of KFRO, Longview, Tex., has joined the Chilton stations in Little Rock, Ark. Charles Boyd replaces him. . . . Brady Willette now with the announcing staff of KGKL, San Angelo, Tex. . . . Cincinnati Post recently devoted four full columns on its front page to WKRC's *Safety Patrol*. . . . Joseph J. Weed, station rep, left New York recently for a business trip to the Midwest and Canada. Will take in the convention of the Canadian Association of Broadcasters. . . . Homer Griffith and Irene Wigton (Mrs. Griffith) may soon have their program, the "Friendly Philosopher," released over the Don Lee California network. . . . Stanley Waxman returned to dramatic staff of WLW and WSAI after having spent the last two years doing network dramatizations in New York.

Betty Jean Lennart, head of the Sunshine Club for KRNT, Des Moines, was to have married Ray Bates, engineer, Saturday in the hospital room of Vivian Brown, one of the members of the club who has been bedridden for years. . . . Roland Peterson, formerly with KSO-KRNT, has left for WNAX, Yankton, S. D. . . . Haydn Evans has joined WNAX, Yankton, S. D., as commercial manager.

# CRA-R-O'K MERGER ON AGAIN

## Wittig Optimistic With Lawson's IIC

KANSAS CITY, Mo., Jan. 21.—For his Thursday-Saturday-Sunday matinee brace of dances last week, Will H. Wittig brought in "Doc" Lawson for his Plamor Ballroom. An indie-booked band, quite a territorial name in Iowa, Minnesota and Wisconsin, "Doc" sold out to the crowd 100 per cent, and considering it was shortly after the holidays did a very satisfactory biz for Wittig. With 900 dancers at 40 cents per on Thursday to make a \$360 gate, 800 persons at 50 cents a head to make a \$400 Saturday take, and 1,000 on the Sabbath afternoon at 35 cents per for a \$350 take, Lawson rang the bell with 2,700 persons all told for a total of \$1,110.

Wittig splits this week-end, bringing in Bob Pope on Thursday and Jimmy Livingston for the other two stands. With this past December bigger than a year ago, Wittig is looking forward to continued good dancing biz after a sluggish start. "I expect names to prove again their worth at the box office," says Wittig, "and shall book all available ones for the coming year. Have Jimmie Lunceford for February 25, tentative dates that month on Anson Weeks and Jan Garber, and will bring in Herbie Holmes following his engagement at Edgewater Beach Hotel, Chicago."

## King Hits a High Friday

CHICAGO, Jan. 21.—Wayne King, vet maestro who drew a holdover ticket at the Drake Hotel, registered an \$1,890 total last Friday night, his highest Friday night figure to date. Band has been doing profitable business which, in turn, changed management's new policy of switching bands monthly. It is figured that King's long run at the Palmer House here last year is attracting into the Drake many former Palmer House patrons.

## Buffalo Gets the Biggies

BUFFALO, Jan. 21.—The month of February finds an influx of big name bands in this territory to play the college and sponsored dances scheduled. Canisius College has George Hall for its prom and D'Youville College brings in Austin Wiley for the big shindig. At near-by Olean, St. Bonaventure College has Reggie Childs playing the prom date, while the University of Buffalo gives the bid to Glenn Miller for its Junior Prom late in the month. Tommy Dorsey plays the Police Ball in Rochester, while Henry Busse comes here for the Golden Jubilee Ball of the Buffalo Fire Department. Jimmie Lunceford will be back for a dance at Broadway Auditorium on the 12th and Richard Himber takes in a solo stand the 21st at Fillmore Hotel.

## Coast Stands Remain Same

LOS ANGELES, Jan. 21.—Shuffle of the new year found very little shuffling of bands at the stands here and about. Freddie Martin followed Rudy Vallee at Coconut Grove, Harry Owens still batons at Beverly Hills' Beverly Wilshire Hotel and Shep Fields is still set at Biltmore Hotel. Archie Bleyer is fronting Ray Noble's Ork at Earl Carroll's Restaurant, Eddie Durant for tango relief. It Cafe, Hollywood, has Ray West, while Louis Prima is still on tap at his Jitterbug House. Spike Featherstone holds on to La Conga with Geri Galian handling the rumba relief. Jimmy Grier locates at Topsy's, and Chuck Henry holds down the Paris Inn spot. Jack Dunn is back at his old stand, Zenda Ballroom. Clyde McCoy had his option lifted at Palomar Ballroom, lingering another month. Skinnay Ennis is entrenched at Victor Hugo's and George Redman at Omar's Dome.

## Gutbucket to Wash tub

OMAHA, Jan. 21.—Sheets to swing is the daily routine of Philo Hansen, maestro at Paxton Hotel. After laying down his baton at 1 a.m. he is back at the hotel at 6:30 the same morning, dons a white uniform and becomes superintendent of the hotel's laundry.

## No Premium on Plunkers

ASBURY PARK, N. J., Jan. 21.—The tip of the index finger when it belongs to a mandolin player isn't worth much more than "peanuts," Judge John C. Giordano contends. Because W. Alvin Martin lost his finger, allegedly bitten off in a fight with Anthony Pontecorvo, making it difficult for Martin to plunk his mandolin in an ork he recently joined, hizzoner ordered the plunker reimbursed. Martin had sued for \$10,000 actual and punitive damages, and Pontecorvo countered for a similar amount for alleged assault. The judge favored Martin but figured the finger was worth only \$325.

## Double Date Leaves Osborne in the Red Hugging the 8-Ball

PHILADELPHIA, Jan. 21.—Will Osborne wound up behind the eight-ball playing a dance date at the Bellevue-Stratford Hotel last Saturday night. Band was contracted to play the date three months ago thru the Milton Kelllem office here and given the right either to take it or cancel by January 3. The 3d came and went and there was no cancellation, so Osborne was obligated to play.

Meanwhile, the Rockwell-O'Keefe office booked Osborne to play the Earle Theater here during the week of January 12, opening the day before the dance. Caught between both dates, Osborne was forced to allow the dance promoters to take a cut out of his purse to buy Floyd Mills to play from 9 to 11 p.m. until Osborne could get over from the theater.

On top of that, the local musicians' union tacked on a \$325 "stand-by charge" because of Osborne's double contract. To add insult to injury, the union refused to supply musicians for the stand-by fee to relieve Osborne's men, who had to make an early train to New York to rehearse a radio broadcast. All in all, Will finally left Philly talking to himself and owing himself money on the deal.

## Shalimar Bowl Overflows; 40G for Krupa's 10 Days

SAN FRANCISCO, Jan. 21.—Shalimar Bowl, town's newest dance spot, drew close to 5,000 opening night, January 12, spot teeing off to music of Gene Krupa, who closes tomorrow (22). On basis of the opening, spot should be better than \$40,000 during Krupa's 10-night run. Buddy Rogers follows Tuesday (24) for four weeks.

Spot was forced to dispense only light wines and beer. Apparently someone forgot to get permits for the hard stuff. Police, arguing that dance halls are not allowed to sell spirits, issued a temporary license. Management will try to prove that dispensing of food should classify the Bowl as a night club or restaurant. Sandwiches are served in an annex.

## Avis Kent New Fem Front

CHICAGO, Jan. 21.—Bill Arms, who manages an all-girl band until recently fronted by Faith Carlton, has signed Avis Kent, local model and vocalist, as the new leader. Arms pacted Miss Kent to a five-year binder. Miss Kent takes over at the Paramount Theater, Waterloo, Ia., Saturday and will continue on a Midwest theater tour. Miss Carlton retired from show biz and left for her home in Hollywood.

HARRY A. THOMPSON was again re-elected prez of the Kenosha (Wis.) musicians' union. Other officers include Charles A. Rose, vice-president; William J. Ryan, secretary; Clifford Lindstrand, William C. Draud, Edward La Vigne and Merle Sheridan, executive board, and Lester Vite, sergeant at arms. Harold Shaffer heads a committee to prepare for the local's annual dance.

## Legal Advisers Locking Heads And a Practical Tie Looks Hot

Lawyers figure the combine would save both \$150,000 a year on overhead alone—no serious stumbling blocks in the way this time—merger a mutual suggestion

NEW YORK, Jan. 21.—After a year's dormancy when negotiations were stymied because of the stock divvy, a merger of Consolidated Radio Artists and Rockwell-O'Keefe is in the wind again. Negotiations are being carried on by Harry Berman, attorney for CRA, and Bernie Miller, legal adviser for R-O'K, and was instigated by a mutual suggestion between both barristers. "It's a sensible solution and strictly a business proposition," said Berman, "and instead of both booking offices competing with each other in the same

territory, the merger would result in a single and much stronger agency." In view of the fact that both offices service the same territories and essentially the same spots and since each is not strong enough individually to control the situation exclusively, Berman feels that a merger would do away with this duplication of effort and create a far more impressive front in the band booking field.

In combining all the facilities of both agencies, Berman figured that even if it didn't result in a single penny of extra business the merger would effect a saving of \$150,000 in overhead expenses which is automatically chalked up to profits in a united office. In arriving at that figure Berman and Miller figured on savings effected by using single offices, on telephone calls and wire messages, clerical help in the offices and salesmen on the road.

Combination of man-power and band-power which such a merger would create is seen as beneficial to both agencies by the attorneys. Berman feels that if the combine existed six months ago it would never have been necessary for R-O'K to drop the Hitz hotel chain account.

In view of the fact that there are no serious stumbling blocks in the way as presented themselves last year when negotiations first started, Berman believes that the tie can be made an actuality in short order. At that time Corky O'Keefe, then v.-p. of R-O'K, was dead set against the merger and had Mike Nidorf side with him to squash the wedding, altho it was looked upon as advantageous to both offices. There is a possibility that Nidorf may prove a fly in the ointment now since he claims "there is nothing that CRA has that we want now."

Question of which firm was to lose its identity also made for the first stalemate. However, since O'Keefe has left the firm office is anxious to forget its present title and has changed the name of the agency to General Amusement Corp. However, if the question of name becomes serious in present negotiations Berman intimated that CRA would be willing to drop its title and select an entirely new name for the combine, considering that phase insignificant in view of the general advantages to be gained by both.

## \$495 Fair for Joe Hart

BRIDGEPORT, Conn., Jan. 21.—"Little" Joe Hart, in his first appearance here at Ritz Ballroom on Sunday, did fairly well, drawing 900 persons. Prices were fixed at 55 cents per, bringing an intake of \$495. Hart scored heavily with his various impersonations.

LANG THOMPSON takes over the stand this week at Schroeder Hotel, Milwaukee, Bill Bardo bowing out.

## Stringing 'Em Along

PHILADELPHIA, Jan. 21.—Franklin Institute debunked the old saw about old violins this week. Two hundred musicians and music lovers listened to a violinist play the same tune on (a) a \$40,000 Stradivarius; (b) six-year-old German-made violin, and (c) a three-month-old Philadelphia-made fiddle.

The experiment was conducted behind a screen and only 47 of the alleged experts guessed the difference.

## Shaw Cops WPEN Air Poll, Clinton 2d

PHILADELPHIA, Jan. 21.—Artie Shaw won first place in a popularity poll staged by Sandy Guyer, director of the "920 Club" on Station WPEN. Voting, which lasted four weeks, gave Shaw 28,435 out of the 44,000 ballots cast.

Larry Clinton was second with 23,220 votes; Benny Goodman third with 15,645; Tommy Dorsey fourth with 11,556, and Kay Kyser fifth with 8,432. Listeners voted for their five leading orchestras.

Among the vocalists, Bea Wain, Larry Clinton's canary, garnered first place, with Bing Crosby, Martha Tilton, Ella Fitzgerald and Jack Leonard trailing in the order named.

The five most popular songs were: *My Reverie*, *Begin the Beguine*, *F. D. R. Jones*, *Star Dust* and *Day After Day*.

The "920 Club" is a two-hour recording program in the afternoon that has a large following among housewives and young jitterbugs.

## Berigan Nicked \$117 On His Corrigan Act

BRIDGEPORT, Conn., Jan. 21.—A five months' disagreement between maestro Bunny Berigan and the city of Bridgeport has been settled with the municipality's treasury enriched by \$117. Last September Berigan was scheduled to play the final dance at the city-owned Pleasure Beach Ballroom, but thru some misunderstanding the band went to Lake Compounce, Conn. Boys had already set up their instruments when Gene Krupa, who had the right address, turned up. Discovering his error, Berigan packed up and set out for Bridgeport, arriving after the ballroom had closed for the night.

Management had refunded admissions at 10 o'clock after playing "canned" music to appease the dancers. City claimed damages of \$117, expended for advertising and miscellaneous preparations. For months City Comptroller Perry Rodman has been biding his time. And when Berigan turned up again here the other Sunday at Ritz Ballroom, he immediately had a writ drawn up. Berigan paid.

## Kemp Tours Kemp Time

CHARLOTTE, N. C., Jan. 21.—When Hal Kemp hits Dixie for a Tarheel tour, the maestro will play colleges and theaters set by his brother, T. D. Kemp Jr., who heads Southern Attractions here. Starts the 30th, remaining for three days, at Georgia Tech, Atlanta, for the Interfraternity Ball, and then goes to Lexington, Va., for the next three days for the Fancy Dress Ball at Washington and Lee University. Follows with the Carolina Theater, Winston-Salem, N. C., on the 6th, and the following day here at the Carolina Theater. Goes to Knoxville, Tenn., for the University of Tennessee prom the 8th and 9th; the Clemson (S. C.) College prom the 10th; returns here for the Davidson College prom at the Armory on the 11th, and the 13th jumps to Durham, N. C., for the Carolina Theater.

# Orchestra Notes

By M. H. ORODENKER

## Polls and Patter

**O**UT in St. Joseph, Mo., the patronage at Tom Archer's Frog Hop Ballroom has been ballot-casting in a band popularity poll . . . and the chere, in that order, goes to Tommy Dorsey, Benny Goodman, Wayne King, Shep Fields, Bob Crosby, Jimmy Dorsey, Duke Ellington, Orrin Tucker, Kay Kyser and Phil Harris . . . here in the East, one of the New York agencies engaged in a confidential canvas of the college campus with the first five faves singled out as Tommy Dorsey, Benny Goodman, Hal Kemp, Artie Shaw and Larry Clinton . . . all of which reminds that bets are already being placed on the box-office battle that'll be waged the February 17 week in Newark, N. J. . . . that seven-day stretch will find BENNY GOODMAN playing the Shubert Theater and ARTIE SHAW the opposition Paramount . . . another battle of unusual interest, this one waged on the same band stand, will be staged February 10 at the Cornell Junior Prom in Ithaca, N. Y. . . . carboning the frat dance down in Philly earlier this month, the Cornell college gym will hold DUKE ELLINGTON and JIMMIE LUNCFORD that night . . . there is much ado about certain band bookers steaming up band leaders so that they'll seek releases from their present management . . . so much so that the AFM is seriously considering the setting up of a "fair trade" code for percenters . . . MCA is bringing in JOHN CROWLEY from Philadelphia to assist HARRY MOSS in the one-night department . . . R-O-K has taken LITTLE JACK LITTLE under its managerial wing . . . and with his CRA binder terminating in another few months, it would not be at all surprising to find HENRY BUSSE returning to the MCA fold.

## Down South

GEORGE HALL leaves Peabody Hotel, Memphis, next week and takes to touring the ballrooms and theaters for the next couple months . . . and with JAN SAVITT bowing out of Hotel Claridge in the same Tennessee town, manager LAWRENCE LEVY brings in FRANKIE TROMBAR for a three-week stretch starting February 2 . . . DANNY DEMETRY goes into Henry Grady Hotel, Atlanta, February 10 for a monther . . . it's a return trip for JACK TRACY to Cedar Lane Country Club, Opelousas, La., and for BOB ESTES to Birmingham's Ensley Chateau . . . VIVIAN VORDEN and her all-fem contingent hold over at Cafe Venice of Sportsman's Inn, Galveston, Tex. . . . BABE LOWRY and her Rhythm Sweethearts return for a monther to Sylvan night club, Odessa, Tex. . . . there will be a four-cornered stand at the Municipal Auditorium for Birmingham's FDR Birthday Ball on the 30th, housing Coleman Sachs, Paul Smith, Oliver Naylor and Bill Nappi . . . and way down in Florida climes, MEYER DAVIS has AL DAVIES opening this week at Clarendon Hotel, Daytona Beach, and MICHAEL TRINI at the Don Ce-Sar Hotel in Pass-a-Grille . . . JACK WARDLAW plays the President's Ball the 28th at Panama City, Fla. . . . HARRY CANDULLO goes into Atlanta Biltmore Hotel this week for a monther. . . Rice Hotel, Houston, gets the KING'S JESTERS March 9 for three weeks . . . RUSS MORGAN was originally penciled in for the Rice, but instead goes to Chicago to open March 3 at the Chez Paree.

## Chicago Chat

**F**RANKIE QUARTELL left the windy town this week for a trek to Havana, where he will lead a native band at Al Bouche's Chateau Madrid . . . it's the third music-dispensing year for AL TRACE at the Old Town Room of Sherman Hotel . . . with air time failing to come thru, HAPPY FELTON bows out of College Inn this week and gives way to RED STANLEY . . . formerly clinging to the indie-booked bands, 885 Club becomes a CRA account, with EDDIE VARZAS coming in this week . . . LEONARD KELLER, w. k. in windy musical circles, chooses to stick in Hollywood, remaining on the Coast at Marcel LaMaze's restaurant . . . JAY MILLS is slated to return to Edgewater Beach Hotel March 1.

## New York News

With SONNY KENDIS going out to

Detroit this week for MEYER DAVIS to locate at Book-Cadillac Hotel, his Stork Club stand goes to RICHARD WARREN . . . RUBY NEWMAN returns to the Rainbow Room late in February, remaining until AL DONAHUE comes back . . . KAY KYSER comes back to Hotel Pennsylvania March 24 to finish out the season at the Madhattan Room, with TOMMY DORSEY waiting until the summer to unshutter the Penn roof . . . and while contracts have still to be closed, it's a safe bet that World's Fair visitors this summer will find Kyser still in town—at the Hotel New Yorker . . . JOE VENUTI draws a holdover to March 6 at the Glass Hat of Belmont Plaza Hotel . . . GLENN MILLER bows out of Paradise Restaurant this week, with VINCENT TRAVERS taking over . . . Glenn goes touring, his first dates taking in Yahnundasas Golf Club, Utica, N. Y., on Saturday (28), and the following night in Bridgeport, Conn., at Ritz Ballroom . . . BILLY ROSE changes the band stand scenic at his Casa Manana this week, bringing in JACK DENNY and RITA RIO . . . VINCENT LOPEZ returns to the Casa in May, meanwhile playing theater dates, his tour starting here February 8 with a fortnight at Paramount, following with a week at the Stanley, Pittsburgh, and the March 3 stretch at the Hippodrome, Baltimore . . . DON MARIO opens February 1 at Pierenze Restaurant . . . 52d street's Swing Club brings in LOU VAL this week, and down in the Village, the Village Brewery gets FRANK FADA . . . and band-stand changes in the Long Island sector this week find BILLY BROOKS taking over at Queen's Terrace, Woodside; LOU DELL, at the Woodside Gardens, with JAN FREDERICS signing for a second year to remain at Boulevard Tavern, Elmhurst.

## Cocktail Combos

**F**OUR DICTATORS (Chuck Ikerd, Earl Bergman, George Ryan and Bob Davis), current at Leland Rathskeller, Aurora, Ill., changed their name to THE ASCOT BOYS, due to what they claim "the unfavorable attitude of the general American public to present-day dictators" . . . and the boys grabbed off a neat bit of publicity in the Aurora papers on the change . . . THE DUKES and THE DUCHESS open this week for a monther at Webster Hall Hotel, Detroit . . . the ROYAL PALM BOYS (Paddy and Joey) are back for their fourth season at Royal Palm Hotel, Miami, Fla. . . . Dave Gifford's SWINGING STRINGS leave Child's, Pittsburgh, next week to go on the road for MCA . . . FOUR TOP HATTERS take in a fortnight at Abraham Lincoln Hotel, Springfield, O. . . ADRIAN ROLLINI TRIO draw a hold-over at the Glass Hat of Hotel Belmont Plaza, New York . . . the Statler Hotel chain bought two strolling twosomes this week for indef engagements, WE TWO going to the Statler in Buffalo and DELL and HARMONY for the Boston hostelry.

## On an Eastern Wing

JOHNNY HAMP on his own now, having left the CRA fold, opens at Hotel Adelphia, Philadelphia . . . BERNIE CUMMINS goes into William Penn Hotel, Pittsburgh, with JACKIE HELLER bowing out for a stand at Benny the Bum's, Philadelphia . . . CHAUNCEY CROMWELL continues at Club Delevan, Buffalo, 'til February 29 . . . EDDY ROGERS replaces Bill Scotti this week at Belvedere Hotel, Baltimore, for a 10-week run . . . BOB CAUSER, proprietor of Ithaca (N. Y.) Hotel, has his own booking office and would rather lead a band . . . Bob replaces Rogers at the Syracuse (N. Y.) Hotel . . . AL KAVELIN opens the 30th for an indef stay at Nixon Restaurant, Pittsburgh, replacing localite Fran Eichler . . . and in the same Smoky City MIKE RILEY follows localite Ken Francis at the New Penn Club for a fortnight stay . . . Kavelin, incidentally, makes his first batch of Vocalion records before training to Pittsburgh . . . FRANK LITTLEFIELD lingers at the Embassy Room of Ritz-Carlton Hotel, Boston . . . and in Beantown, State Ballroom brings in ANDY KIRK for a 10-week stretch.

## Notes Off the Cuff

SKINNAY ENNIS has been set for a jitterbug sequence in Columbia's forthcoming *Blondie Steps Out* flicker . . . (See ORCHESTRA NOTES opposite page)

## Sheet-Music Leaders

(For Week Ending January 21)

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

Position	Last Wk.	This Wk.
1		1. Umbrella Man
2		2. Deep in a Dream
3		3. My Reverie
6		4. You Must Have Been a Beautiful Baby
5		5. Jeepers Creepers
4		6. Two Sleepy People
8		7. FDR Jones
9		8. This Can't Be Love
11		9. They Say
12		10. I Must See Annie Tonight
7		11. All Ashore
10		12. Ferdinand the Bull
—		13. Thanks for Everything
—		14. Funny Old Hills
13		15. Hurry Home

## Another Song License Suit

WILKES-BARRE, Pa., Jan. 21.—Patrick A. Toole, local nitery op, was charged with three counts of copyright infringement in a suit filed this week in Federal Court at Scranton, Pa. Plaintiff in action is ASCAP, representing World Music Corp., Irving Berlin and Mills Music on their songs, *I've Got Rhythm*, *Now It Can Be Told* and *I Haven't Changed a Thing*, which were played without benefit of a performing license. Suits ask \$250 on each count.

## 5 Indie Lots Sign Porter

HOLLYWOOD, Jan. 21.—Tying in with the indie film producers' plan to combine their recording needs by hiring a single band for their scoring chores was the signing this week of Lew Porter as musical director for five indie studios. Porter will handle all the music for Phil Krasne's *Trigger Pals* series, the Max Baer series for Arcadia Productions, Spectrum's musical Westerns and Majestic Pictures.

MILWAUKEE PRESIDENT'S BALL on the 28th, arranged by George Devine at the muny auditorium, will feature five bands in addition to the many acts playing the theaters and niteries. Music-making will be in the keeping of Joe Caravella, Red Robert, Lee Roth, Bill Koch's oldtimers and Betty's Play-Girls.

## WALLY STOEFLER and his Orchestra

On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## RAY HERBECK and his MUSIC with ROMANCE

THE BILTMORE, Dayton, Ohio  
BRUNSWICK-VOCALION Records.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## "SONGS FOR ALL" by EDDIE PAUL AND HIS ORCHESTRA

Held Over Indefinitely.  
Broadcasting  
WGAR (OBS) Cleveland.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## The Champagne Music of LAWRENCE WELK

Currently CHASE HOTEL, St. Louis, Mo.  
KWK and MUTUAL.  
BRUNSWICK-VOCALION RECORDS  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## MUSIC by GOLLY CECIL GOLLY and his ORCHESTRA

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

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

On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## HERBIE HOLMES and his ORCHESTRA

Currently Featured  
EDGEWATER BEACH HOTEL, Chicago, Ill.  
WBBM and CBS.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## HOWARD BECKER and his Orchestra

currently featured  
LANTZ MERRY-GO-ROUND, Dayton, O.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## RALPH WEBSTER Musical Patterns Designed for Dancing

FLORENCE DAVIS Electronic Piano  
RUSS BODINE Currently  
TANTILLA GARDENS, Richmond, Va.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## JACK TRACY and his "BOULEVARDIERS"

Now Touring the South.  
CEDAR LANE CLUB, OPELOUSAS, LA.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City

## JIMMY BARNETT and his ORCHESTRA

"New Moods in Music" featuring ESTHER TODD  
On Tour  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York — Cleveland — Kansas City



**ARTISTS' Management**

**PAUL WHITEMAN**  
AND HIS  
**ALL AMERICAN BAND**  
appearing with  
**PITTSBURGH SYMPHONY ORCHESTRA**

Syria Mosque,  
Friday, January 27.  
Schenley Hotel, Pittsburgh,  
Saturday, January 28.  
**NO. 1 PRESIDENT'S BIRTHDAY BALL,**  
Mayflower, Washington, D. C.,  
January 30.

Broadcasting Weekly  
**CHESTERFIELD PROGRAM**  
Coast to Coast CBS  
Wednesday—8:30 P.M.

**17 E. 45th ST. N.Y.C.**  
**MU. 2-1888**

**A Blue-Blooded Ballad**

BOSTON, Jan. 21.—Many and complex are the ramifications behind the promulgation of a pop song, and what is going on toward that end around these parts at the moment has all the earmarks of an international intrigue. Dian Rowland, strip teaser, believes that her inamorata, Baron Gilbert DeKnyffe, a playboy with a propensity for scribbling music, wants to collab on a ditty with George C. MacKinnon, *Daily Record* columnist-songwriter, who is doing his best to steam up the idea. So far it's gone no farther than the desire stage, but MacKinnon has a tentative date to meet the Baron in New York early next month, and then anything can happen—and probably will.

**Music Items**

**Music Men and Matters:**  
Elmore White joins Leo Feist, Inc., as professional manager. Herb Reese goes over to Miller Music as a contact man. He was formerly professional manager for Exclusive Music. Sam Fox is following up his Florida vacation with another trip, this time to Europe on business.

**Songs and Such:**  
Ray Noble's *By Candlelight*, featured in the floor show at Earl Carroll's new Hollywood nitery, will be published by Harms. Will Hudson and Ken Cooper are having their *Like a Ship in the Night* premed on the CBS *Saturday Night Swing Session*.  
*High Falutin' Newton*, by Grace and Scotty, air duo, and Bobby Gregory, gets a publication from Whitney Blake Music Co. Phil Lang adds two more titles to his series of compos and arrangements published by Exclusive, *Plymouth Rock*, an original, and a new orchestration of *Listen to the Mocking Bird*.  
Al Bernard, radio minstrel, is publishing *Oh, Mother, I Love You*, on which he collabed with Clarence Reese and Claude Garreau. Also bringing out *Mama's Going To Spank You*, which he wrote with Reese.

**Addenda:**  
Parts of Beethoven's *Moonlight Sonata* have been used by Hubert Roussel, music critic of *The Houston (Tex.) Post*, to make a shag number called *Beethoven Wrote It But It Swings*. *Songs of San Francisco*, Warner Bros. San Francisco exposition songbook, is in for a big exploitation campaign. Folio has the nod of approval of fair officials and contains old pop favorites like *California, Here I Come* and *Chinatown*.

**Rainger and Robin Leave Para; Pollack Out at Fox**

HOLLYWOOD, Jan. 21.—Latest outbreak of songwriter head-chopping occurred at Paramount and 20th Century-Fox this week. Ralph Rainger and Leo Robin, under contract to Para 8 and 10 years, respectively, reached the expiration of their current pacts and left the studio, leaving only Frank Loesser and Frederick Hollander on the lot's song staff.  
Rainger-Robin exodus, along with the recent severance of relations between Harry Warren and Warners, is the most conclusive evidence that musical pics are now definitely out, as predicted in *The Billboard* last summer.  
At Fox, Lew Pollack was released after a tunesmithing association with the studio over a couple of years. Pollack's exit leaves the company with the smallest number of staff songwriters in years, only Sidney Clare and the team of Mack Gordon and Harry Revel remaining. Sam Pokrass stays also as an all-round man in the music department.

**Tome on Pop Tunes Ready**

NEW YORK, Jan. 21.—Lee Furman, Inc., is publishing *From Ragtime to Swingtime*, a book covering 50 years of popular music in this country, by Isadore Witmark and Isaac Goldberg. Witmark was the head of the music publishing house now controlled by Warners but still bearing his name. Tome will be a story of the Witmark firm as well as a review of American music and theatricals in general.

Songs With Most Radio Plugs

# "Creepers" Dovetails It, While "Love" Crashes Top

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 20. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
2	1. This Can't Be Love (M)	Chappell	40 29
3	2. You Must Have Been a Beautiful Baby (F)	Remick	35 22
1	3. Jeepers Creepers (F)	Witmark	31 39
3	4. Thanks for Everything (F)	Robbins	30 24
12	5. Two Sleepy People (F)	Famous	29 18
5	6. Get Out of Town (M)	Chappell	28 24
12	7. Between a Kiss and a Sigh	Santly	25 26
4	7. Hurry Home	Spier	25 23
6	7. Deep in a Dream	Harms	25 17
8	8. I Have Eyes (F)	Famous	23 16
4	9. I Must See Annie Tonight	Bregman	22 17
5	9. I Go for That (F)	Famous	22 14
9	10. Umbrella Man	Harms	21 16
13	10. I Long To Belong to You	Red Star	21 5
11	11. Could Be	Santly	20 13
6	12. They Say	Witmark	19 25
8	12. My Reverie	Robbins	19 23
10	13. Room With a View	Bregman	18 19
5	13. FDR Jones (M)	Chappell	18 16
—	14. You're Eyes Are Bigger Than Your Heart	Shapiro	17 7
—	14. Swingin' the Nursery Rhymes	—	17 2
—	15. What Have You Got That Gets Me? (F)	Famous	16 14
—	15. You're a Sweet Headache (F)	Famous	16 10
11	15. Lovely Debutante	Fox	16 7
10	16. Ya Got Me (M)	Lincoln	15 7
9	16. It's a Lonely Trail	Berlin	15 6
—	17. Please Come Out of Your Dream	Words & Music	14 16
14	17. Angels With Dirty Faces	Fisher	14 2
13	18. Have You Forgotten So Soon?	Berlin	13 13
—	18. Sing for Your Supper (M)	Chappell	13 13
—	18. Never Felt Better	Miller	13 1
—	19. I Won't Tell a Soul	Crawford	12 18
4	19. Simple and Sweet	Miller	12 8
—	20. Ferdinand the Bull (F)	ABC	11 13
—	20. From Now On (M)	Chappell	11 12
—	20. We'll Never Know	Berlin	11 10
—	20. You're Gonna Sec a Lot of Me	Ager	11 9
—	20. Annabelle	Feist	11 4
—	20. Little King of Toyland	Fox	11 0
—	20. Penny Serenade	Shapiro	11 1
—	21. Let's Stop the Clock	Remick	10 7
—	21. Love, I'd Give My Life for You (M)	Stasny	10 5
—	21. I Found My Yellow Basket	Robbins	10 5
—	21. Singin' in the Saddle	Powell	10 4

**Berlin Writing Henie Pic**

HOLLYWOOD, Jan. 21.—Irving Berlin is set to do the score for the next Sonja Henie starrer for 20th Century-Fox. Pic will be titled *When Winter Comes* and is based on a George Bradshaw novel. Berlin will do six tunes, several of which will be warbled by Rudy Vallee, set for a featured role.

**Davis Gets College Score**

NEW YORK, Jan. 21.—Joe Davis, Inc., is publishing the score of the University of Pittsburgh's annual Cap and Gown Show, which opens for a week April 24

at the Graduate Club in Pittsburgh. Two songs, *Diary of Dreams* and *Jupiter Has Nine Moons*, are by Ade Rabson, and *Nothing Is Too Perfect for You* is the work of Bud Hofmann.

**Song Hit Guild Charters**

ALBANY, N. Y., Jan. 21.—Song Hit Guild, Inc., New York City, has been granted a charter to conduct business in the State. Guild has a capital of 99 shares of stock, three having been subscribed for, and will engage in the music publishing business. Promoters and shareholders are Martin Goodman, Nathaniel Zuckerbrot and Fannie Smith, all of New York City.

The **BILTMORE BOYS** and their ORCHESTRA

Now Playing  
CARLTON HOTEL, Washington.  
Mgt. CONSOLIDATED RADIO ARTISTS, INC.



The Jovial Host of Captivating Rhythms,  
**JACK GILLETTE**  
and His Famous NBC ORCHESTRA  
Featuring GRACIE WHITE Lady of Swing  
ON TOUR.  
Mgt. CONSOLIDATED RADIO ARTISTS.



**JACK WARDLAW** AND HIS **Castleberry ORCHESTRA**  
"Rolling Rhythm"  
PERSONAL APPEARANCE TOUR  
TOUR DIRECTION—SOUTHEASTERN ORCHESTRA SERVICE—COLUMBIA S.C.

**ORCHESTRA NOTES**  
(Continued from opposite page)  
having fully recuperated after a hospital confinement, BOBBY SNYDER rejoins his band in Albany, N. Y., next week.  
RED KENT, guitarist with Maurice Spitalny's studio crew at KDKA, Pittsburgh, leaves the station to join up with Harry James' new band.  
ARRIE SHAW pencils in March stands on his tourings, taking in Lehigh University, Bethlehem, Pa., on the 4th; 14th at Ritz Ballroom, Bridgeport, Conn.; following night at Valencia Ballroom, York, Pa.; 16th at Roseland Ballroom, New York, and the 17th at Princeton University.  
LARRY CLINTON has been penciled in for another fortnight at the Paramount Theater, New York, taking two September weeks.  
Paramount Theater, Newark, N. J., adds JIMMY DORSEY for the March 17 week, and JIMMIE LUNCFORD for the week after.  
MILT BRITTON is a holdover at Downtown Casino, Detroit's theater restaurant, and so we send our cuffs to the cleaners.

**For World Fair News**  
Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

# HELLO!!

Thanks to KURT ROBITSCHK for two successful weeks at  
**MAJESTIC THEATRE, NEW YORK**  
with "Vaudeville Marches On"

To GENE GEIGER for four successful months  
at the  
**NEW YORK YACHT CLUB**

**YES! YES!**  
and to all who helped me stay on top.

# THOMAS "Fats" WALLER

Opening Apollo Theatre, New York, Feb. 10. Playing Washington, D. C., engagement beginning Feb. 17. Sailing for Europe Feb. 24.  
Direction ED KIRKEBY, 441 Madison Ave., New York, N. Y.  
Telephone Wisconsin 2-8221.

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

**A**  
Ackley, Carleton: (Rancho San Pablo) El Cerro, Calif., nc.  
Alomona, Harold: (City Dump) NYC, nc.  
Ambassadors, Four: (Congress) Chi, h.  
Americans, Four: (Hill) Omaha, h.  
Angelo: (Bertolotti's) NYC, nc.  
Apollon, Al: (Onondaga) Syracuse, h.  
Arden, Art: (Blue Lantern) Detroit, nc.  
Ayres, Mitchell: (Murray's) Tuckahoe, N. Y., ro.  
Axtell, Billy: (Gold Front) Cheboygan, Mich., re.

**B**  
Baffa, Emil: (Florentine Gardens) Hollywood, nc.  
Baker, Ken: (Roseland) NYC, b.  
Barnet, Charlie: (Famous Door) NYC, nc.  
Barrie, Dick: (Brown Palace) Denver, h.  
Barrett, Hughie: (Sagamore) Rochester, N. Y., h.  
Barrows, Charlie: (Stockholm) Somerville, N. J., re.  
Bartal, Jenio: (Piccadilly) NYC, h.  
Batkin, Alex: (Club Continentale) Miami, nc.  
Baum, Charles: (St. Regis) NYC, h.  
Becker, Bubbles: (Westwood Supper Club) Richmond, Va., nc.  
Benson, Ray: (Surfside Club) Miami Beach, Fla., nc.  
Berick, Joe: (Riviera) Pittsburgh, nc.  
Bernie, Ben: (Earle) Phila, t.  
Biltmore Boys: (Carlton) Washington, D. C., h.  
Bon-Aires: (Thomas Jefferson) Birmingham, h.  
Bonick, Lewis: (Dempsey-Vanderbilt) Miami, h.  
Bono, Americo: (Chez Ami) Buffalo, nc.  
Brandwynne, Nat: (Essex House) NYC, h.  
Bragali, Vincent: (Ambassador) NYC, h.  
Brandt, Eddy: (Stevens) Chi, h.  
Braslow, Irving: (Jack Stamp's) Phila, nc.  
Brees, Joe: (Dave's) New Haven, Conn., nc.  
Brigode, Ace: (Aragon) Cleveland, b.  
Britton, Milt: (Parainout) Ft. Wayne, Ind., t.  
Brooks, Fats: (Maple Grove) Huntsville, Ala., nc.  
Brooks, Billy: (Queen's Terrace) Woodside, L. I., nc.  
Brown, Rudy: (Log Cabin) Atlanta, nc.  
Brown, Red: (Fordson) Dearborn, Mich., h.  
Bryson, Jack: (Taft) New Haven, Conn., h.  
Busn, Eddie: (7 Seas) Hollywood, nc.  
Busse, Henry: (Orpheum) Memphis, t.

**C**  
Calloway, Cab: (Cotton Club) NYC, nc.  
Camden, Eddie: (Henry Grady) Atlanta, h.  
Campbell, Jan: (Riverside Club) Utica, N. Y., nc.  
Canova, Vic: (El Dumbo) Chi, nc.  
Carle, Frankie: (Seven Gables) Milford, Conn., ro.  
Carlson, Bill: (Trianon) Chi, b.  
Causar, Bob: (Syracuse) Syracuse, h.  
Clinton, Larry: (Meadowbrook) Cedar Brook, N. J., cc.  
Coe, Jay: (Governor Clinton) NYC, h.  
Coleman, Emil: (Waldorf-Astoria) NYC, h.  
Collins, Bernie: (Ansley) Atlanta, h.  
Contreras, Manuel: (Henry) Pittsburgh, h.  
Cornelius, Paul: (Gleams Dinner Club) San Antonio, nc.  
Cornwall, Joe: (Newhouse) Salt Lake City, h.  
Costello, Diosa: (Road to Mandalay) NYC, nc.  
Courtney, Del: (Rainbow Room, New Kenmore) Albany, N. Y., h.  
Craig, Carvel: (Century Room) Tulsa, Okla., nc.  
Crocker, Mel: (Richmont) Lexington, Ky., h.  
Cromwell, Chauncey: (Club Delevan) Buffalo, nc.  
Crosby, June: (Community Coffee Shop) Binghamton, N. Y., c.  
Cummins, Bernie: (William Penn) Pittsburgh, h.  
Cutler, Ben: (Rainbow Room) NYC, nc.

**D**  
Daley, Jack: (Corktown Tavern) Detroit, nc.  
Davies, Al: (Clarendon) Dayton Beach, Fla., h.  
Davis, Eddie: (Larue's) NYC, re.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
Davis, Paul: (Bide-a-Wee Club) Muncie, Ind., nc.  
Davis, Milton: (Hamilton) Washington, D. C., h.  
De Angelis, Harry: (Copley-Square) Boston, h.  
Deas, Eddie: (Congo) Boston, nc.  
Del Mar: (St. Nicholas) Decatur, Ill., h.  
Dell, Lon: (Woodside Gardens) Woodside, L. I., nc.  
Delman, Cy: (Miami Biltmore) Miami, h.  
Demetri, Danny: (Gray Wolf Tavern) Youngstown, O., nc.  
Denny, Jack: (Casa Manana) NYC, nc.  
DeVodi, Don: (Surfside Club) Miami Beach, Fla., nc.  
Dingley, Duke: (Town Casino Club) Miami, nc.  
Dix Bros.: (Rainbow) Fresno, Calif., b.  
Donahue, Al: (Palm Island Casino) Palm Beach, Fla., nc.  
Donath, Jenio: (Walton) Phila, h.  
Dorsey, Jimmy: (New Yorker) NYC, h.  
Duerr, Dolph: (Green Derby) Cleveland, nc.  
Dukes & Their Duchess: (Webster Hall) Detroit, h.  
Dunes Boys: (Hollywood Beach) Hollywood, Fla., h.  
Duranda: (La Conga) Hollywood, nc.

**E**  
Edwin, Earl: (Club Aztec) Milwaukee, nc.  
Eldridge, Roy: (Arcadia) NYC, b.  
Ellis, Joe: (Queen Mary) NYC, re.  
Engle, Freddy: (University Club) Albany, N. Y., nc.  
Engles, Charles: (Harry's New York Cabaret) Chi, nc.  
Ennis, Skinnay: (Victor Hugo) Los Angeles, nc.  
Ernie, Val: (Versailles) NYC, nc.  
Estes, Robert: (Ensley Chateau) Birmingham, nc.

**F**  
Fada, Frank: (Village Brewery) NYC, nc.  
Farber, Burt: (Florentine Room, Gibson) Cincinnati, h.  
Feathers, Eddie: (Club Mayfair) Yatesville, Pa., nc.  
Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Feider, Johnny: (Plaza) San Antonio, h.  
Fio-Rito, Ted: (Trocadero) Hollywood, nc.  
Fisher, Jack: (Vienna Room) Boston, re.  
Fodor, Jerry: (Front St. Gardens) Toledo, nc.

# 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.

Fomeen, Basil: (St. Moritz) NYC, h.  
Forman, Lou: (President) NYC, h.  
Frankie & Johnnie: (St. Paul) St. Paul, h.  
Franks, Wee Willie: (Ye Old Tap Room) NYC, nc.  
Frederics, Jan: (Boulevard Tavern) Elmhurst, L. I., ro.  
Fulcher, Charles: (Colonial Club) Augusta, Ga., nc.  
Funk, Larry: (Village Barn) NYC, nc.  
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.  
Furst, Joe: (The Brook) Summit, N. J., ro.

**G**  
Gagen, Frank: (DeWitt Clinton) Albany, N. Y., h.  
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.  
Gart, John: (Shelton) NYC, h.  
Gasparre, Dick: (Ambassador) NYC, h.  
Gates, Mannie: (Royal Palm Club) Miami, nc.  
Gendron, Henri: (Colosimo's) Chi, nc.  
Golden, Neil: (De Witt Clinton) Albany, h.  
Gonzalez, Ralph: (St. Moritz) NYC, h.  
Gonyea, Leonard: (New Pine Lodge) Eau Claire, Wis., nc.  
Gordon, Gray: (Edison) NYC, h.  
Graffoller, Frenchy: (El Tivoli) Dallas, nc.  
Gray, Glen: (Waldorf-Astoria) NYC, h.  
Green, Johnny: (Ball-Ball) Chi, nc.  
Grenet, Eliseo: (El Chico) NYC, nc.  
Grier, Jimmy: (Topsy's) Los Angeles, nc.  
Griffin, Benny: (Savarin) Buffalo, nc.  
Griffin, Jack: (Little Rathskeller) Phila, nc.  
Gunler, Johnny: (Perkins Club) Kansas City, Mo., nc.

**H**  
Hall, George: (Peabody) Memphis, h.  
Hall, Sleepy: (Show Bar & Bermuda Room) Forest Hills, L. I., nc.  
Hamilton, George: (Statler) Cleveland, h.  
Hamp, Johnny: (Adephi) Phila, h.  
Harding, Buster: (Savarin) Buffalo, c.  
Hardy, Bob: (Flamingo) Boston, nc.  
Hargrove, Lamar: (Melody Lane) near Newton, Tex., nc.  
Harris, Phil: (Wiltshire Bowl) Los Angeles, re.  
Harris, Buddy: (Century Club) Birmingham, re.  
Hauser, Will: (O. V. Tavern) Cincinnati, nc.

Hawkins, Erskine: (Savoy) NYC, b.  
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.  
Heldt, Horace: (Biltmore) NYC, h.  
Heller, Jackie: (Benny the Bum's) Phila, nc.  
Hendricks, Dick: (Pla-Mor) Cedar Rapids, Ia., b.  
Henderson, Fletcher: (Grand Terrace) Chi, nc.  
Herman, Pete: (Casa Manana) Boston, nc.  
Hernandez, Frank: (Royal Palm Club) Miami, nc.  
Hobbs, Elon: (Main Central) Asbury Park, N. J., h.  
Hodalski, Frank: (Orpheum) Springfield, Ill., b.  
Hoffman, Earl: (Ivanhoe Gardens) Chi, nc.  
Holst, Ernie: (El Morocco) NYC, nc.  
Holmes, Herbie: (Edgewater Beach) Chi, h.  
Howell, Ed: (Buena Vista) Biloxi, Miss., nc.  
Hunter, Bob: (Wonder Bar) Cincinnati, nc.

**I**  
Irish, Mace: (Chanticleer) Millburn, N. J., nc.

Jahns, Al: (Biltmore) Providence, h.  
James, Sonny: (Raymore) Boston, b.  
Jenny, Jack: (Onyx Club) NYC, nc.  
Johnson, Johnny: (El Rio) NYC, nc.  
Johnson, Pete: (Lone Star) Kansas City, Mo., nc.  
Johnson, Eddie: (Cotton Club) Jefferson City, Mo., nc.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kane, Allen: (Gibson) Cincinnati, h.  
Kardos, Gene: (Hungaria) NYC, nc.  
Karon, Maria: (Onesta) Canton, O., h.  
Kassel, Art: (Bismarck) Chi, h.  
Kay, George: (Stage Door) Westport, Conn., nc.  
Kay, Sammy: (Commodore) NYC, h.  
Kellams, Eddie: (Old Vienna Cafe) Indianapolis, nc.  
Keller, Leonard: (Marcel LaMaze) Hollywood, re.  
Keller, Willard A.: (Royal Worth) W. Palm Beach, Fla., h.  
Kendis, Sonny: (Book-Cadillac) Detroit, h.  
Kent, Larry: (Rainbow Rendezvous) Salt Lake City, nc.  
King, Henry: (Fairmount) San Francisco, h.  
King, Wayne: (Drake) Chi, h.  
King, Jay: (The Brook) East Orange, N. J., ro.  
Kinney, Ray: (Lexington) NYC, h.  
Kirby, John: (Famous Door) NYC, nc.  
Kirk, Andy: (State) Boston, b.  
Knopp, Johnny: (Southmoor) Chi, h.  
Kuhn, Dick: (Astor) NYC, h.  
Kurtze, Jack: (Victoria) NYC, h.  
Kyser, Kay: (Pennsylvania) NYC, h.

**L**  
Laeser, Walt: (Cabin Club) Ft. Lauderdale, Fla., nc.  
Lake, Sol: (606 Club) Chi, nc.  
Lande, Jules: (St. Regis) NYC, h.  
Lana: (Laurel-in-the-Pines) Lakewood, N. J., h.  
Lang, Sid: (Hi Hat) Chi, nc.  
Lang, Teddy: (Club Cavalier) NYC, nc.

Lankford, Walter: (Keywest) Key West, Fla., p.  
LaPorte, Joe: (Old Roumanian) NYC, nc.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Legge, Wade: (Royal Arms) Buffalo, re.  
LeRoy, Howard: (Lowry) St. Paul, h.  
Levant, Phil: (Groves) Orange, Tex., nc.  
Lewis, Sabby: (Royal Palms) Boston, nc.  
Lewis, Ted: (Royal Palm) Palm Island, Fla., h.  
Light, Enoch: (Taft) NYC, h.  
Littlefield, Frank: (Ritz-Carlton) Boston, h.  
Lombardo, Guy: (Rosevelt) NYC, h.  
Long, Johnny: (Statler) Buffalo, h.  
Lopez, Antonio: (Flamingo Park) Miami Beach, Fla., nc.  
Lorch, Carl: (Jefferson) St. Louis, h.  
Loro, Syl: (Garde) New Haven, Conn., h.  
Los Gauchos: (Club Gaucho) NYC, nc.  
Loss, Jimmy: (Oakdale) Augusta, Ga., nc.  
Loveland, Archie: (Olympic) Seattle, h.  
Lowe, Bert: (Lenox) Boston, h.  
Lowry, Babe: (Sylvan) Odessa, Tex., nc.  
Lucas, Clyde: (Mark Hopkins) San Francisco, h.  
Lyon, Milt: (2 o'Clock Club) Baltimore, nc.

**M**  
McCoy, Clyde: (Palomar) Los Angeles, b.  
McCuene, Will: (Bossert) Brooklyn, h.  
McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.  
McFarlane, Frank: (Chateau Moderne) NYC, nc.  
McGill, Billie: (Northview) Sault Ste. Marie, Mich., h.  
McGrane, Don: (Paramount) NYC, h.  
McIntire, Dick: (Hula Hut) Hollywood, nc.  
McKay, Coyle: (Jefferson Beach) Detroit, b.  
McRae Bros.: (Havana Casino) Buffalo, nc.  
McShann, Jay: (Martin's) Kansas City, Mo., nc.  
Manazaneres, Jose: (Colony Club) Chi, nc.  
Manfield, Dick: (Dupont) Wilmington, Del., h.  
Manse, Art: (Dell's Inn) Poughkeepsie, N. Y., ro.  
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
Mario, Don: (Firenze) NYC, re.  
Marsala, Joe: (Hickory House) NYC, nc.  
Marshard, Jack: (Plaza) NYC, h.  
Martel, Gus: (Club El Rio) NYC, nc.

Mariani, Hugo: (Club El Rio) NYC, nc.  
Martin, Dave: (St. George) Brooklyn, h.  
Martin, Freddie: (Cocoanut Grove) Los Angeles, nc.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Master, Freddie: (Nut Club) NYC, nc.  
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.  
Maya: (Monte Carlo) NYC, nc.  
Menking, Ray: (Casa Loma Gardens) Steubenville, O., nc.  
Merci, Al: (Altus) Sulphur Springs, Fla., b.  
Meyers, Vic: (Trianon) Seattle, Wash., b.  
Miller, Glenn: (Paradise) NYC, nc.  
Millington, Basso: (Black Cat) NYC, nc.  
Mojica, Leon: (El Patio) San Francisco, b.  
Moon, Billy: (21 Club) Grand Rapids, Mich., nc.  
Moore, Carl Deacon: (400 Club) Wichita, Kan., nc.  
Morris, Ken: (Gray Wolf Tavern) Sharon, Pa., nc.  
Morton, Gerry: (Savoy Plaza) NYC, h.  
Mouton, Hughie: (Anchorage) Pittsburgh, nc.  
Mosley, Snub: (Woodmere) Bellmore, L. I., cc.  
Munro, Hal: (Athletic Club) Milwaukee, cc.  
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.

**N**  
Nagel, Harold: (Pierre) NYC, h.  
Napoleon, Phil: (Paradise) NYC, nc.  
Nelson, Ozzie: (Albee) Providence, t.  
Newton, Frank: (Cafe Society) NYC, nc.  
Nichols, Red: (Nicollet) Minneapolis, h.  
Nielsen, Paul: (Moonlight Gardens) Saginaw, Mich., b.  
Niosa, Bert: (Brant Inn) Burlington, Ont., h.  
Noble, Leighton: (Statler) Boston, h.  
Norton, Eddy: (Kit Kat Klub) Des Moines, nc.  
Norvo, Red: (Ben Franklin) Phila, h.  
Nottingham, Al: (Village Cellar) NYC, nc.  
Nottingham, Gary: (Bal Tabarin) San Francisco, nc.

**O**  
O'Hara, Ray: (Greenwich Village Casino) NYC, nc.  
Olmes, Major: (Webster Hall) Pittsburgh, h.  
Olson, Gall: (Sir Walter) Raleigh, N. C., h.  
Orlando, Don: (Chez Patee) Chi, nc.  
Orozco, Ladislao: (Bal Tabarin) NYC, nc.  
Owens, Harry: (Beverly-Wiltshire) Los Angeles, h.  
Owens, Freddie: (New Windmill) Natchez, Miss., nc.  
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Hot Lips: (America) NYC, h.  
Page, Gene, & Circle GP Cowboys: Washington, D. C.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panco, Louis: (White City) Chi, b.  
Parks, Bobby: (Plaza) NYC, h.  
Paul, Eddie: (Columbia) Cleveland, b.  
Paul, Frank: (Trocadero) Boston, nc.  
Paul, Toasty: (Graemere) Chi, h.  
Penderavis, Paul: (Palace) San Francisco, h.  
Perez, Chuy: (Club Zarape) Hollywood, nc.  
Perry, Ron: (Boca Rotan) Miami, h.  
Pettl, Emilie: (Everglades Club) Palm Beach, Fla., nc.  
Peyton, Jimmy: (Plaza) Pittsburgh, re.

Phillips, Ray: (Crawford House) Boston, h.  
Pierce, Ross: (Old Vienna) Cincinnati, re.  
Pooley, Bob: (Deshler Wallick) Columbus, O., h.  
Piemonte, Vic: (Warwick) NYC, h.  
Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.  
Press, Jack Arnold: (Berkeley-Carteret) Asbury Park, N. J., h.  
Prima, Leon: (Bradford Penthouse) Boston, nc.  
Prima, Louis: (Jitterbug House) Hollywood, nc.  
Pryor, Roger: (State) NYC, t.

**R**  
Rapp, Barney: (Gibson) Cincinnati, h.  
Ravazza, Carl: (Utah) Salt Lake City, h.  
Reichman, Joe: (Netherland Plaza) Cincinnati, h.  
Reid, Bill: (Club Continental) New Haven, Conn., nc.  
Relyea, Al: (Lenos) Troy, N. Y., ro.  
Renard, Jacques: (Cocoanut Grove) Boston, nc.  
Reyes, Chica: (Continental) Detroit, nc.  
Reynolds, Maurice: (Dreamland Gardens) Oneonta, N. Y., nc.  
Rhythm Boys: (Stevens) Chi, h.  
Ricardel, Joe: (Yacht Club) NYC, nc.  
Riley, Mike: (New Penn) Pittsburgh, re.  
Rinaldo, Nino: (885 Club) Chi, nc.  
Rines, Joe: (Road to Mandalay) NYC, nc.  
Rio, Rita: (Casa Manana) NYC, nc.  
Robbins, Billy: (Coronado) Worcester, Mass., h.  
Roccaforte, Joseph: (Camel Cafe) Flushing, L. I., re.  
Rodrigo, Nano: (Havana-Madrid) NYC, nc.  
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.  
Rogers, Buddy: (Roosevelt) New Orleans, h.  
Rohde, Karl: (Westminster) Boston, h.  
Rollini, Adrian: (Belmont Plaza) NYC, h.  
Romnell, Ronny: (Clinton Ford Pavilion) Rosendale, N. Y., b.  
Rose, Maurie: (Ringing) Sarasota, Fla., h.  
Royal Palm Boys: (Royal Palm Club) Miami, nc.  
Ruby: (Palm Springs Club) Palm Springs, Calif., nc.  
Ruhl, Warner: (Lincoln) Hancock, Mich., b.

**S**  
Sabin, Paul: (Colony Club) Hollywood, Fla., nc.  
Sachs, Coleman: (Britling) Birmingham, re.  
Salamack, Tony: (Blue Meadow Club) Lexington, Ky., nc.  
Sanavia, Agust: (Cuban Casino) NYC, nc.  
Sanders, Roy: (Wyomissing Club) Reading, Pa., nc.  
Saunders, Hal: (Montparnasse) NYC, re.  
Savitt, Jan: (Claridge) Memphis, h.  
Scoggin, Chic: (Heidelberg) Jackson, Miss., h.  
Scott, Bill: (Belvedere) Baltimore, h.  
Shaw, Artie: (Lincoln) NYC, h.  
Shaw, Maurice: (Dempsey's) NYC, re.  
Shelley, Lee: (Le Mirage) NYC, nc.  
Sherman, Maurie: (Oriental Gardens) Chi, re.  
Silvers, Buddy: (Penthouse) Sioux City, Ia., nc.  
Sims, Paul: (Tutwiler) Birmingham, h.  
Sissle, Noble: (Paramount) NYC, h.  
Skinner, Fred: (Capri) Hollywood, nc.  
Smith, Joseph C.: (La Rue) NYC, nc.  
Smith, Stuff: (La Salle) Chi, h.  
South, Eddie: (Blatz's Gardens) Milwaukee, nc.  
Sparr, Paul: (Biltmore) Palm Beach, Fla., h.  
Stanley, Red: (College Inn) Chi, nc.  
Steel, Leonard: (Ft. Shelby) Detroit, h.  
Steele, Blue: (Westwood) Little Rock, Ark., nc.  
Stoeffler, Wally: (Tantilla Gardens) Richmond, Va., b.  
Strong, Benny: (Brown) Louisville, h.  
Stutz, Dick: (Brown Derby) Boston, nc.  
Sudy, Joseph: (Sir Francis Drake) San Francisco, h.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Thompson, Lang: (Schroeder) Milwaukee, h.  
Tisdale Trio: (Coq Rouge) NYC, nc.  
Tisen, Carl: (Troika) Washington, D. C., re.  
Tolte, Norman: (El Chico) Binghamton, N. Y., nc.  
Tomasio, Jose: (Club Continentale) Miami, nc.  
Torres, Ramon: (Savoy-Plaza) NYC, h.  
Towne, Loren: (Hi-Ho Club) Wichita, Kan., nc.  
Tolbert, Skeets: (Plantation) NYC, nc.  
Tracy, Jack: (Cedar Lane) Opelousa, La., nc.  
Travers, Ted: (Lookout House) Covington, Ky., nc.  
Trini, Michael: (Don Ce-Sar Beach) Pass-a-Grille, Fla., h.  
Tucker, Orrin: (Palmer House) Chi, h.

**V**  
Val, Lou: (Swing Club) NYC, nc.  
Varzos, Eddie: (885 Club) Chi, nc.  
Velasco, Emil: (Danceland) Whiting, Ill., b.  
Vernon, Val: (Homestead) Coraopolis, Pa., b.  
Venuti, Joe: (Belmont Plaza) NYC, h.  
Vorden, Vivian: (Cafe Venice) Galveston, Tex., nc.  
Vouzen, Nick: (Coq Rouge) NYC, nc.

**W**  
Wagner, Solly: (Rose Bowl) Chi, nc.  
Wallace, Rudy: (Trocadero) Boston, nc.  
Walton, Jack: (Schenley) Pittsburgh, h.  
Walton, Vern: (The Tavern) Reno, Nev., nc.  
Waples, Bud: (Marquette) St. Louis, h.  
Ward, Frankie: (Bradford Penthouse) Boston, nc.  
Warren, Richard: (Stork Club) NYC, nc.  
Webb, Chick: (Park Central) NYC, h.  
Weber, George: (Henry) Pittsburgh, h.  
Weeks, Ranny: (Club Mayfair) Boston, nc.  
Weems, Ted: (Chicago) Chi, t.  
Welk, Lawrence: (Chase) St. Louis, h.  
Weldon: (Armando's) NYC, nc.  
West, Ray: (It Cafe) Hollywood, nc.  
Wharton, Harry: (Village Barn) Phila, nc.  
Widmer, Bus: (Plamor) Cheyenne, Wyo., nc.  
Williams, Clem: (Arcadia-International) Phila, re.  
Williams, Ozzie: (Esquire Club) Toronto, Ont., nc.  
Williams, Ernie: (Subway) Kansas City, Mo., nc.  
Wilson, Sammy: (Coronado) St. Louis, h.  
Wintz, Julia: (Top Hat) Union City, N. J., nc.  
Wood, Guy: (Arcadia) NYC, b.

**Y**  
Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.

**Z**  
Zarin, Michael: (Roney Plaza) Miami Beach, Fla., h.

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

Music in the Air

By DANIEL RICHMAN

Originality Wanted

IT'S a peculiarity common to a great many band leaders that they weep and wail until they get a network wire, claiming that only air time can give them the chance to make a definite impression on the general public, and then when they get that chance do nothing with it and the opportunity it affords to establish a reputation. A band does not have to swing like Goodman or be possessed of a Lombardo-like sweetness or a Waring brand of showmanship to make its dance remotes mean something, both to its listeners and, thru them, to itself.

All that's needed is a diversified, showmanly program and a few little touches of originality, plus, of course, a not-too-hopeless grade of music-making. These are the things that make a listener aware and then appreciative of the fact that he is hearing something a little off the beaten track, something a little more entertaining because it has the virtue of being a little different. How favorably that reacts on an armchair auditor would amaze many maestri.

Barrie Has It

ONE OF the few batons in current air lanes to recognize the value of novel presentation is DICK BARRIE (*Brown Palace Hotel, Denver, WABC*). The unique feature of his remote is contained in his own announcing, not a new stunt in itself, but as handled by this particular maestro definitely more amusing and pleasing. Barrie's patter is in a light, genial vein, with composer credits and a few remarks anent each song thrown in. Most appealing angle of this unconventional chatter was the "think back, who was the girl?" reminiscing that went with his medley of three old-time favorites. Having Anita Boyer, songstress, announce the numbers on which Barrie himself takes the vocals was also effective.

It's all done thru building up an ingratiating, informal atmosphere that makes the dialer feel the band is always conscious of the fact that it's on the air to please him and is doing its best to do just that. Programing is limited to current pops, with the exception of the yesterday threesome, but it's that ease and personable quality that has the listener making a mental note to tune in again.

Maestro-Composer

GEORGE HAMILTON (*Statler Hotel, Cleveland, WABC*) tries to inject a few novel bits into his 30 minutes, only a couple of which really come off, however. The band goes overboard on playing little-known pop tunes and those brand-new ones that are starting the climb to hitdom but which are still unfamiliar to listeners. Getting away from overworked hits is a good idea, but some concessions must be made to an audience still loyal to its top favorites. Hamilton also programs too many medleys, three of them coming within the short space of 10 minutes.

One excellent idea, however, for those band leaders capable of carrying it thru, is the inclusion of a ditty penned by the maestro himself. On program caught, Hamilton presented something of his own called *I Feel Sorry for Those Poor People*, which turned out to be a clever little number and which must have sent his stock soaring with his listeners. Good trick also was having the verse sung off tempo, which gave the strict rhythm of the chorus an added fillip when it was reached.

Boredom

GOING THRU his remote paces with the self-satisfied air noted before in too many name bands was GLEN GRAY and the CASA LOMA BAND (*Hotel Waldorf-Astoria, New York, WABC*). The sole yielding to thoughtful showmanship was a sprinkling of dressed-up versions of oldies like *Diane* and *Dardanella* and a novelty number, *Old Hoboken Bucket*, but they were only three out of a succession of alternately fast and slow current Tin Pan Alley products, alternately sung by Pee Wee Hunt and Kenny Sargent.

Name stick wavers don't play fair with their devoted stay-at-home adherents by presenting them with a dance remote in the same offhand manner that a dog is thrown a bone. It's true that their music is basically the important thing, but that bored attitude permeates announcements, routining and everything else.

The Reviewing Stand

Charles Barnet

(Reviewed at Famous Door, New York)

MAKING another serious attempt to strike a responsive note in ork circles, Barnet, whose solo saxings have always been a lap-up for the cats, brings a socko band of scorchers to this swing street citadel. And if his gang of riders shape up as their preem showed promise looks like the musical felines will once again congregate at the Famous Door.

Arrangements are all gauged for six brass, whose screaming tends to dissipate some marvelous effects in the scoring; five sax, the maestro making the fifth man with alto and tenor tooting, and fourth rhythm, in which section Nat Jaffe proves a potent knuckler at the keyboard. Bending backwards from the Fletcher Henderson school of swingo, Barnet has patterned his style along Duke Ellington lines, the first of the paleface bands to adopt that pattern. In fact, Duke's own arrangements figure prominently in the library, with Barnet following suit in his own scorings.

It is in those numbers where the band revives the lost art of playing with mutes that achieves a distinction of style. This judicious use of the metal cup lends a definite amount of tonal coloration that promises to distinguish Barnet from other rhythm riders.

Barnet, in front, is altogether delirious in his tooting—his tenor sax playing a paleface Hawkins and scintillates as well on the alto. Plenty of instrumental highlights besides Barnet and Jaffe that'll make the pussyfoots lick their chops in a growl trumpet and the high riding clary and trumpet.

Judy Ellington, blond looker, braves the heated swingo for the vocal folderols. Gal can bawl the ballads and dig the ditties with a fine rhythmic sense.

Strictly of swing genre, for those who dote on swingeree, Barnet is a sleeper and bears watching. *Orodenker.*

McFarland Twins

(Reviewed at Rainbow Grill, New York)

FOR a small combo McFarland Twins (George and Art) bring an unexpected amount of color and balance to their arrangements. Outfit numbers eight men, including the maestri, and each knows how to get the most out of his contribution to an arrangement. Result is a performance of good musical and commercial value.

Octet divides itself into three reed, trumpet and four rhythm. Guitarist doubles on an electric harp, which imparts a smart distinction to the outfit as well as supplying a needed tonal relief for the predominant sax-clarinet-trumpet combination. McFarlands double on reeds, fronting the band only in the sense that they remain standing on either side of the rostrum. Library is the usual type for a class spot like the Rainbow Grill, with the accent on show tunes and smarter pops. Boys beat out a few like *Mr. Sweeney's Learned To Swing* and do all right.

Showmanship angle isn't stressed further than trio warbling but isn't missed too much in the face of smooth, effortless music-making in the sophisticated manner. Band makes for better listening than dancing, rhythm section not being all it might be, but in general it delivers a brand of dansapation that can't be quibbled with. *Richman.*

Russ Walters

(Reviewed at King's Ballroom, Lincoln, Nebraska)

STARTING out from Milwaukee about five years ago, Walters has been routing in these woods for the past dozen months. Trombonist himself, he augments the three-way brass section, three sax and four rhythm completing the roster.

Band plays straight up and down dance music with plenty of rough edges that are getting trimmed during this prep tour. Featured are Tommy Marino, accordion and voice, and Earl English, who wangs out the steel guitar intros for each selection, coming in for some singing assignments as well. *Oldfield.*

Earl Hines

(Reviewed at Grand Terrace Cafe, Chicago)

ALTHO considered a Chicago product because of a seven-year engagement at this spot, "Father" Hines and his Negro band of tootlers have netted a name thru

interludes of one-nighters, theater dates and some very slick key-chopping cut on the discs by the Earl himself.

It's a 15-piece organization and, aside from being a drawing card on the strength of Hines at the keyboard, it's also an ork which distinguishes itself from the majority of ebony outfits by aiming at versatility. Seven brass, four reed and four rhythm is the breakdown, including Hines and his piano. Boys really do their best work on the slow-and-easy blues and torch arrangements because there's an inspired feeling behind these that is lacking on the sweet and fast things. However, their work on the latter still by far tops playing of same by many of the Mickey Mouse outfits.

Another outstanding trait with this ork is the prevailing deep-toned background which adds plenty of solidity to the smooth style and which is a real work of art when you gander at the large brass array. But Hines never lets it get out of hand and the blend is very close to perfect. Hines also gives out aplenty on the black-and-whites, making his solos do everything but talk, besides holding the band in his hands the rest of the time.

Danceability is good and any monotony is relieved at the right moments by the scat pipings of trumpeter Walter Fuller and the sentimental pops tonsling of tenor sax-man Leroy Harris. Members make a good appearance and have that enthusiasm usually characteristic of all colored bands. *Humphrey.*

Carl Colby

(Reviewed at Pla-Mor Ballroom, Lincoln, Nebraska)

SOUTH this far for the first time since banding together a year ago in Fargo, N. D., Colby emphasizes the swingeroo syncos, dishing 'em out in stereotyped fashion with no change of pace. Tho not distinctive, it's danceable.

Band is fronted by Lloyd Croll, former 240-pounder in the guard position on Minnesota's football team and in season with the pro Pitt Pirates. Has a fairly engaging personality and his pipes are less impressive than his poundage. Colby sits in the brass section. His instrumental features are Kenny Sutton, trumpet, and Bob McDugall, sax, both good. *Oldfield.*

Grant Thompson

(Reviewed at the Hotel Wellington, New York)

MOST impressive feature about Thompson's five-man combo is its rather formidable musical versatility. Quintet handles nine different instruments, but aside from the startling amount of doubling—tripling, to be exact—offers nothing distinctive for listening or dancing.

Maestro himself alternates on trumpet, clarinet and sax; George Tosti adds a second trumpet, plus accordion and vibraharp; Tommy Toscano hops from trombone to bass fiddle to tuba; Danny Prine attends to the drums and the vocalizing, and Jerry Brainin seems rather out of things, concentrating solely on the piano.

Best instrumentation results from a combination of two muted trumpets and trombone, but Thompson prefers apparently to feature the accordion and his own sax and clarinet work. More brass and vibes would round the sets better and add the necessary dynamics to the weak reed-accordion combination.

Thompson wisely keeps the tone subdued, since the room is not large and the band stand all but swarms over the small dance floor and surrounding tables. Pianissimo playing carries an informal, intimate effect for dancers and table sitters and tends to minimize the

Off the Records

By M. H. ORODENKER

The Singing Sides

THE finer points of selling a song are offered on a bumper crop of waxings. And for those who take their music with words, the disk ditties run the gamut from hoity toity to hi-di-ho. Devoted to laryngeal unleasings for songs that are sobby, Frances Langford makes sweet lullabying on Decca for *I Won't Tell a Soul* and *Everybody's Laughing*, Victor Young's strings making the silky musical setting. Ginny Simms, lending her own name to a Vocalion label, is heard to better advantage than when canarying for Kay Kyser. And with a greater degree of tonal colors in the background to match the moods, has a dearable double in *Please Come Out of Your Dream* and *Get Out of Town*, the Cole Porter tune out of tempo.

The *Ol' Man Mose* piper, Patricia Norman, with rhythmic Music by Meakin, offers a likable lilt for *Flow Gently, Sweet Afton*. Completes the Vocalion couplet with a mose-like *Pluckin' on a Golden Harp*. And Ella Logan has a swingy thingy in the twosome for Brunswick, *I'm Forever Blowing Bubbles*, wherein some of the scratchings are shades of Billie Holiday, and *Adios Muchachos*, the w.-k. rumba to a rhythmic beat.

Among the race singers, Ella Fitzgerald has a dandy double on Decca in *Woe Is Me*, la Ella singing of her miseries, and *Strictly From Dixie*, which hasn't anything to do with corn. Maxine Sullivan, for the first time to these ears since vocaling for Victor, sounds her own same wistful and longing self in selling a song for such svelte sides as *Night and Day* and *It Ain't Necessarily So*. A Columbia couplet (recorded in Europe) gives evidence of the dramatic force in the bary range of Todd Duncan (of *Porgy and Bess* fame) for Cole Porter's spiritualistic *River God* and Desmond Carter's spirited *Drums*, both from the London musical success *The Sun Never Sets*. And way down, from delta beginnings, Blue Lu Barker, who graces Decca's Race listing, is sexy blues singing of the snakebite brand for *That Made Him Mad* and *New Orleans Blues*.

Decca blossoms forth a new boy-belle twosome in movieland's Bob Hope and Shirley Ross. Their names are box-office across the music counter and it's a good buy for a waxing of their screen singing, *Two Sleepy People* and *New Thanks for the Memory*. Mildred Bailey never lets her following down, swingalighting the ballad *They Say* and with a torrid touch to the tonsils completes the Vocalion couplet with the *I Go for That* ditty. Red Norvo makes the musical background, adding exciting xylophone interludes. Minus la Bailey, which is the way Norvo is carrying on currently, he has a dandy Brunswick doubling in the flicker song *Thanks for Everything*, Terry Allen singing true, and an instrumental rider in *Undecided*. Latter is a swingeroo penned by Charles Shavers, trumpet tootler with John Kirby's Band at 52d street's Famous Door in New York City, and it's right smart penmanship. Peg LaCentra lacks a lilting back-up on Bluebird in Jerry Sears, making a mill run of the wax in *Blue Grass* and *A Blind Man Could See That I Love You*. Nor can Miss Peg overcome the mediocre makings of the songs. (See OFF THE RECORDS on page 78)

inherent musical weaknesses of the combo. Library contains pops, musical comedy numbers and rumbas. Stock orchestrations are followed as well as the unstable instrumentation allows. *Richman.*

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MUSIC FRIENDS SERVICE, INC., 1619 BROADWAY, NEW YORK

# New Plays on Broadway

Reviewed by Eugene Burr

## JOHN GOLDEN

Beginning Tuesday Evening, January 17, 1939

### WHERE THERE'S A WILL

A comedy by Sacha Guitry, adapted by Edward Stirling, starring Edward Stirling and featuring Jessie Royce Landis. Staged by Edward Stirling. Setting designed by Albert A. Ostrander, built by Vail Construction Co. and painted by Bergman Studio. Press Agent, Nat Dorfman. Associate press agent, Rowland Field. Stage manager, Ib Melchior. Presented by Edward Stirling.

Edward Stirling, who for 15 years has been manager, producer, director and star of the English Theater in Paris, invaded New York on Tuesday night. New York managed to survive, but for a few moments the issue seemed doubtful.

The occasion was the presentation at the John Golden Theater of a minor Sacha Guitry item now known as *Where There's a Will*. The play was adapted and translated by Mr. Stirling. Getting starred billing (above Guitry) for playing the major role is Mr. Stirling. The presentation was made by Mr. Stirling. And, it is to be parenthetically noted, the play is owned and controlled by Edward Stirling Productions, Inc. One finally gathers that Mr. Stirling had something to do with the production. Guitry, as original author, and Jessie Royce Landis, featured in the cast, look like a couple of ringers in the announcement, the whole thing seeming a bit like the mythical law firm of Ginzburg, Ginzburg, Ginzburg, Ginzburg, Ginzburg, Ginzburg & O'Brien.

The original play, it is to be suspected, was pretty bad—and in its translation and adaptation by Mr. Stirling it's frankly awful. Dealing at unconscionable length with a few of the peccadillos that are the stock in trade of French farce, it tells of a doctor married 17 years who discovers that his wife is having an affair with the son of a woman with whom he himself had this and that to do many years before. The woman and her husband, incidentally, have become good friends of the family. So the doctor makes out a will, revealing all of the goings-on, and adding bequests to an innamorata and a daughter who have hitherto been unsuspected. The wife and the others involved think him dead and prematurely open the will, thereby causing consternation to everyone but the customers; but when the husband come home he straightens everything out with Guitry epigrams and leaves on a trip with his new-found daughter.

It's bad, but it's not really as bad as it seems at the Golden. Weak, stale and unprofitable as the fable is, some of the interminable dialog does contain smart things and witty things and a very few wise ones, so far as can be seen from the hash that Mr. Stirling has made of them. But they're lost in the sluggish flood of words that inundates the stage like a stream of frozen molasses, further slowed down by the direction and most of the acting.

For Mr. Stirling's staging is like a very old man—antique, fumbling, paceless and unbearably slow. A bevy of unfortunate players is unhappily bogged down in it, with the single exception of Miss Landis. She indeed does her level best, working like a glittering, demonic trouper to raise the funeral-cortege pace and lend life to the loggy action. She overdoes it at times (which is natural, considering the overwhelming odds), but it's to her credit that at frequent intervals she almost succeeds single-handed. It's gallant tramping.

There is no aid from any of the others—and particularly there is no aid from Mr. Stirling in the leading role. As an actor, he could furnish work for the entire Armour company for at least a month—and his appearance here allows us to sympathize as never before with

the tribulations of American and English expatriates in Paris.

There is, incidentally, a family named Worms in the play. It's common knowledge that the worms get all human endeavor in the end—but the Worms got this thing before it ever opened.

## MARTIN BECK

Beginning Thursday Evening, January 12, 1939

### IOLANTHE

(Repertory Revival)

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penry Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

The Lord Chancellor.....Martyn Green  
Earl of Mountararat.....Darrell Fancourt  
Earl Tolloller.....John Dean  
Private Willis (of the Grenadier Guards).....  
.....Sydney Granville

Strephon (an Arcadian Shepherd).....  
.....Leslie Rands  
Queen of the Fairies.....Evelyn Gardiner  
Iolanthe (a Fairy, Strephon's Mother).....  
.....Marjorie Eyre

Fairies:  
Celia.....Margery Abbott  
Leila.....Ivy Sanders  
Fleta.....Maysie Dean  
Phyllis (an Arcadian Shepherdess and Ward in Chancery):  
Thurs., Fri. Eves.....Helen Roberts  
Sat. Mat. and Eve.....Viola Wilson

Chorus of Dukes, Marquises, Earls, Viscounts, Barons and Fairies.  
ACT I—An Arcadian Landscape. ACT II—Palace Yard, Westminster.

The D'Oyly Cartians holding forth at the Martin Beck went on to *Iolanthe* the second half of last week and gave it a generally excellent performance—despite the fact that what the management regards as the first team and this corner regards as the scrub outfit was back in the starting line-up. In other words, Helen Roberts and John Dean sang the soprano and tenor roles respectively. They did, however, a lot better than in their initial appearances in *The Pirates*, with Mr. Dean offering an altogether acceptable rendition of Tolloller, and Miss Roberts, as Phyllis, staying encouragingly on key most of the time. For the two performances on Saturday Phyllis was sung by Viola Wilson, who did so well as Yum-Yum in *The Mikado*.

*Iolanthe*, which is this corner's favorite among all the Savoy operas, is a grateful job for any troupe, and the company spread itself with zest and zeal. Leslie Rands was in excellent voice as Strephon (tho his readings, in the accepted Savoy directorial tradition, were a bit too formalized for comfort); Marjorie Eyre was excellent in the title role; Ivy Sanders and Margery Abbott (particularly the latter, who seems to be the white hope of the company) were splendid auxiliary sprites; Sydney Granville was a grand Private Willis; Darrell Fancourt was a good enough Mountararat, and Martyn Green gave the Lord Chancellor as fine a performance as this corner has even seen or heard. He slowed the nightmare song under the tempo of George Baker, one of his predecessors, it is true; but in the encore he tumbled the words out with perfect diction and a speed that was astounding.

The only drawback to a really beautiful performance, as a matter of fact, was the somewhat distressing work of Evelyn Gardiner as the Fairy Queen—unfortunately, a pivotal role. Her readings were often unintelligible; her voice would make even Libby Holman seem like a Louise Homer in comparison, and her rendition of the lovely *Oh, Foolish Fay* was almost unbelievably bad.

Isidore Godfrey's musical direction was, as goes without saying, perfect. It always is.

## MARTIN BECK

Beginning Monday Evening, January 16, 1939

### COX AND BOX

(Repertory Revival)

An operetta with book and lyrics by F. C. Burnand, based on a one-act farce by Maddison Morton, and with music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penry Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

Cox (a Journeyman Hatter).....William Sumner  
Box (a Journeyman Printer).....John Dean

Bouncer (Their Landlord).....Richard Walker  
SCENE—A Room in Bouncer's House.

followed by

## H. M. S. PINAFORE

(Repertory Revival)

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penry Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

The Rt. Hon. Sir Joseph Porter, K.C.B. (First Lord of the Admiralty).....Martyn Green  
Captain Corcoran (Commanding H. M. S. Pinafore).....Leslie Rands  
Ralph Rackstraw (Able Seaman).....John Dudley  
Dick Deadeye (Able Seaman).....Darrell Fancourt  
Bill Bobstay (Bo'sun's Mate).....Richard Walker  
Bob Becket (Carpenter's Mate).....Radley Flynn  
Josephine (the Captain's Daughter).....  
.....Helen Roberts

Hebe (Sir Joseph's First Cousin).....Marjorie Eyre  
Little Buttercup (a Portsmouth Bumboat Woman).....Evelyn Gardiner  
First Lord's Sisters, His Cousins, His Aunts, Sailors, Mariners, etc.  
ACTS I and II—Quarterdeck of H. M. S. Pinafore (off Portsmouth).

Skipping merrily from peak to peak of Savoy song, the D'Oyly Carte troupe at the Martin Beck alighted on a top-mast Monday night, descending to deck to offer *H. M. S. Pinafore*, one of the more liltily tuneful and generally delightful items in the series. The players offered it, as a matter of fact, extraordinarily well, with all of the stalwarts of the company coming thru to do excellent jobs—with the exception of Sydney Granville, who gets a well-deserved rest when *Pinafore* is being sung.

Drawbacks were few and far between, with Leslie Rands again in excellent voice as the captain, with Martyn Green conducting restrained and commendable capers (and giving a fine rendition of *The Ruler of the Queen's Navee*) as Sir Joseph, with Darrell Fancourt, Richard Walker and Radley Flynn lending admirable vocal support as Dick Deadeye and other members of the crew, and with Marjorie Eyre as charming and able as ever as the leader of the sisters and the cousins and the aunts. John Dudley, a new Ralph, came thru admirably, and Helen Roberts, a new Josephine, was pleasantly acceptable, even tho she still shows an alarming tendency to flat her high notes.

*Ring the Merry Bells* received six encores the second night—and deserved them—which pretty well exemplifies the general level of the performance.

The D'Oyly Cartians, as is their wont, preceded *Pinafore* with *Cox and Box*, a trifle for which Sir Arthur did the music but for which Gilbert most emphatically did not do the words. Those were provided by F. C. Burnand, who based his libretto on an awful one-act farce by John Maddison Morton (the Beck program omits the John) which was inexplicably the rage for many years around the middle of the last century. William Sumner, John Dean and Richard Walker perform it nicely enough, but one wonders why the company insists on keeping it in the repertory.

## MARTIN BECK

Beginning Thursday Evening, January 19, 1939

### THE GONDOLIERS

(Repertory Revival)

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Munro. Stage manager, Harry Arnold. Assistant stage managers, T. Penry Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co.

The Duke of Plaza-Toro (A Grandee of Spain).....Martyn Green  
Luiz (His Attendant).....Richard Dunn  
Don Alhambra del Bolero (The Grand Inquisitor).....Sydney Granville  
Venetian Gondoliers:  
Marco Palmieri.....John Dudley  
Giuseppe Palmieri.....Leslie Rands  
Antonio.....William Sumner  
Francesco.....Leonard Osborn  
Giorgio.....Radley Flynn  
Annibale.....T. Penry Hughes  
The Duchess of Plaza-Toro.....Evelyn Gardiner  
Casilda (Her Daughter).....Margery Abbott  
Gianetta (Thurs. and Friday Evenings).....  
.....Helen Roberts

(Sat. Matinee and Evening).....Viola Wilson  
Contadine:  
Tessa.....Marjorie Eyre  
Fiametta.....Marjorie Flinn  
Vittoria.....Ivy Sanders  
Giulia.....Maysie Dean  
Inez (the King's Foster-Mother).....Ella Halman

Chorus of Gondoliers, Contadine, Men-at-Arms, Heralds and Pages.  
ACT I—Venice. ACT II—Pavilion in the Palace of Barataria.

At the risk of being challenged to mortal combat by the legions of Gilbert and Sullivan addicts, we must confess we found the D'Oyly Carte Co.'s revival of *The Gondoliers* quite dull. The word "quite" is strictly a means of softening the wrath that will surely descend upon this minority report.

Anyway *The Gondoliers* is not completely satisfying to one who had never seen it and who anticipated eagerly a grand performance. The singer has comedians and the other performers were in excellent voice and the direction squeezed the most out of comic situations—but the heavily stylized performance of this company tends to ripple speedily over certain singing portions so that those seated in the back rows cannot understand the lyrics. And what is Gilbert and Sullivan when you cannot understand and chuckle over each and every line?

That part of the lyrics that was distinct was often a delight. The comic spirit is rampant and the darts at royalty, democracy and other human habits are sly and juicy. The costumes, lighting and directorial touches are excellent—except for the unfortunate slurring over of fast sung lyrics—and the musical accompaniment by Isidore Godfrey is liltily and pleasurable.

As usual, Martyn Green dominates when he is on the stage. Excellent performances are turned in by Sydney Granville, Evelyn Gardiner and Richard Dunn.  
Paul Denis.

## MUSIC BOX

Beginning Wednesday Evening, January 18, 1939

### SET TO MUSIC

A revue with lyrics, music and sketches by Noel Coward, starring Beatrice Lillie. Additional monolog by Richard Haydn. Staged by Noel Coward. Settings and costumes designed by C. E. Calthrop. Settings built by Vail Construction Co. and painted by Triangle Studios. Costumes executed by Helene Pons, Veronica and Brooks. Orchestrations by Hans Spialek. Orchestra conducted by John McManus. Press agent, Willard Keefe. Associate press agent, Bill Doll. Stage manager, Ward Bishop. Assistant stage manager, Robert Calley. Presented by John C. Wilson.

CAST: Beatrice Lillie, Richard Haydn, Hugh French, Bronson Dudley, Eva Ortega, Penelope Dudley Ward, Gladys Henson, Maide Andrews, Moya Nugent, Rosemary Lomax, Sarah Burton, Anthony Pelissier, Angus Menzies, Kenneth Carten, Robert Shackleton, Victor Cutrer, Laura Duncan, Anna Jackson, Ruby Green, Mary Anne Carr, Leonard Gibson, Sanders Draper, Ray Dennis, Florence Britton, Tilda Getz, Carol Louise Wanderman, John Mathews, Gilbert Wilson.

GIRLS: Toni Sorel, Helen Bennett, Helene Hudson, Verna Long, Ann Eden, Tilda Getz, Sylvia Dale, Anne Graham, Hilda Knight, Laurie Douglas.

On Wednesday night the Music Box opened its doors to John C. Wilson's production of *Set to Music*, a revue written, composed, rhymed, staged and (indirectly at least) presented by Noel Coward, the Edward Stirling of the carriage trade—and cafe society, if any, will probably be simply agog for months and months and months. The piece is as glittering as a paste necklace, as witty as a conversation in Le Mirage, as polished as a gigolo's hair-comb, and as sophisticated as a self-conscious debutante. However, Beatrice Lillie is in it—and anything Miss Lillie is in is bound to be at least occasionally amusing. While she is on, as a matter of fact—assisted as she is by a number of excellent English comedians—it is frequently hilarious; but when she's backstage it seems woefully dull, at least to those lowbrows in search of mere entertainment who wander in by mistake.

She is for the most part unassisted by the author, who has furnished her with a number of long, pointless and unbelievably dull sketches that are brightened only by her own inimitable clowning. She's at the top of her form—but she has to be.

Certain numbers, almost inevitably, are excellent—but they are pitifully few. There is a terrific satire on crumbling English aristocracy called *The Stately Homes of England* that is worthy of a place next to Gilbert and Sullivan; there is an intermittently hilarious number, uproariously delivered by Miss Lillie, called *Marvelous Party*; and there are a few tunes that seem very well in their way, but certainly nothing exceptional. The general level of the sketches can be guessed when it is reported that the

## "Clowns" Keeps Running

NEW YORK, Jan. 21.—Here Come the Clowns, scheduled for closing tonight, will continue, moving to the Golden Theater Monday.

height of the evening's hilarity came with the old gag of the presentation of a society pageant. Ineptly amateur productions have been getting laughs from customers since *The Rehearsal* was first presented back in Restoration days—and probably before.

Also, rather inexplicably, certain of the numbers appear (or reappear) at various points in the program, giving a sort of postponed encore to themselves—notably a dull and witless little item called *Three Little Debutantes*, sung for some indiscernible reason by a trio of pretty colored lasses. The customers practically groaned each time it reappeared.

Miss Lillie, however, is terrific—and if there were no Lillie-less episodes in *Set to Music* it would probably be a terrific show. And, too, she is hugely aided by Richard Haydn, a character comedian who does hilarious work in the society pageant and various other episodes, and who erupts at one point to impersonate a gentleman who makes a living imitating the noises of fish (the only trouble being that you can't hear them unless you have the eardrums of a Norwegian Elkhound). His routine, it is to be noted, was written by himself.

Also helping mightily is an amazing tap dancer named Bronson Dudley who, for reasons known only to a truly sophisticated mind, is not allowed to show either his face or his feet until the finale. Then, indeed, he lends a spurt of terrific life to the proceedings with his amazingly excellent work, scoring a thundering and entirely deserved show-stop. Hugh French appears pleasingly in the sketches and sings very nicely; Gladys Henson, that grand comedienne, is wasted in a number of bits; and various of the other boys and girls perform creditably. On the other hand, Penelope Dudley Ward, the emaciated charmer of *French Without Tears* last season, is pretty painful in a couple of spots, and the chief female singing assignments fall to Eva Ortega. Miss Ortega who looks as tho she had been dipped in oil, manages to hide completely whatever merit her numbers may possess.

All the devotees who call Mr. Coward "dear Noel" behind his back will undoubtedly be ravished by joy; but mere cash customers in search of entertainment, it is to be feared, will find *Set to Music* (except for Miss Lillie) just a wee bit attitudinizing and more than a wee bit dull.

**HUDSON**

Beginning Friday Evening, January 20, 1939

**ONE ACT REPERTORY**

A bill of three one-act plays. Directed by Emjo Basshe. Settings designed by Manuel Essman and executed by Centre Studios. Costumes by Eaves. Press agent, Mollie Steinberg. Stage manager, Lionel Ferrand. Presented by the One Act Repertory Co., in association with Sam H. Crisman. Bill consists of the following.

**MR. BANKS OF BIRMINGHAM**

A one-act play by Jean Giraudoux, adapted by Sidney B. Whipple.

King's Lieutenant ..... Lionel Ince  
 Quartermaster Solander ..... Clement O'Loughlin  
 Valao a Native ..... George Kossoff  
 Mr. Banks ..... J. P. Wilson  
 Matamua, a Native ..... Roc Galvann  
 Chief Outourou ..... Walter N. Greaza  
 Amaroura, His Wife ..... Dorothy Maris  
 Pomaretoota ..... Vera Visconti  
 Tahiriri, Chief Outourou's Daughter ..... Barbara Robbins

Mrs. Banks ..... Esther Mitchell  
 Chief Outourou's Brother ..... Horton Foote  
 Chief Outourou's Uncle ..... Robert Payson  
 Vaiturou, Chief Outourou's Son ..... Robert Wallsten

Natives and Marines: Jeanne Benchley, Berry Hassman, Shirley Rose, Georgette Spelvin, Shirley Zak, Glenn Arnold, Robert Bowers, John Ricken, Alfred Etchevery, William Howell, Milton Hahn, Gordon Peters, Philip Roll, John Woods.

SCENE: Tahiti, Just Before Sundown, April 9, 1769.

Followed by

**THE COGGERERS**

A one-act play by Paul Vincent Carroll.  
 Charles Stewart Parnell ..... Lionel Ince  
 Wolfe Tone ..... Robert Wallsten  
 Lord Edward Fitzgerald ..... Roc Galvann  
 Robert Emmet ..... Horton Foote  
 John Mitchell ..... Ross Matthew  
 Eamonn O'Curry, a Librarian ..... Clement O'Loughlin  
 Mrs. Galgoogley ..... Irene Oshier  
 Oweneen, Her Son ..... Evan Stephen Evans

**For World Fair News**

Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

**BROADWAY RUNS**

Performances to January 21, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	115
American Way, The (Center)	Jan. 21	1
Dear Octopus (Broadhurst)	Jan. 11	14
Gentle People, The (Belasco)	Jan. 5	20
Hamlet (St. James)	Oct. 12	96
Here Come the Clowns (Booth)	Dec. 7	56
Importance of Being Earnest, The (revival) (Vanderbilt)	Jan. 12	12
Kiss the Boys Goodbye (Miller's)	Sept. 28	138
Mamba's Daughters (Empire)	Jan. 3	23
Merchant of Yonkers, The (Guild)	Dec. 28	31
One-Act Repertory (Hudson)	Jan. 20	3
Oscar Wilde (Fulton)	Oct. 10	122
Outward Bound (revival) (Playhouse)	Dec. 22	39
Primrose Path, The (Biltmore)	Jan. 4	22
Rocket to the Moon (Belasco)	Nov. 24	70
Spring Meeting (Morosco)	Dec. 8	52
Tobacco Road (Forrest)	Dec. 4	2080
What a Life (Mansfield)	Apr. 13	332
Where There's a Will (Golden)	Jan. 17	7
White Teeth, The (Cort)	Jan. 10	16

**Musical Comedy**

Boys From Syracuse, The (Alvin)	Nov. 23	72
D'Oyly Carte Repertory (Beck)	Jan. 5	20
Pirates & Trial by Jury, The	Jan. 5	4
Mikado, The	Jan. 9	4
Iolanthe	Jan. 12	4
Pinafire & Cox and Box	Jan. 16	4
The Gondoliers	Jan. 19	4
Hellzapoppin (Winter Garden)	Sept. 22	145
I Married an Angel (Shubert)	May 11	296
Knickerbocker Holiday (Barrimore)	Oct. 19	109
Leave It to Me (Imperial)	Nov. 9	88
Pins and Needles (Labor Stage)	Nov. 27	37 512
Set to Music (Music Box)	Jan. 18	6

SCENE: The Entrance Hall of a Library in Dublin.

TIME: Easter Monday, 1915.

Followed by

**THE RED VELVET GOAT**

A one-act play by Josephine Niggli.

Mariana ..... Barbara Robbins  
 Esteban, Her Husband ..... Walter N. Greaza  
 Lorenzo, Their Son ..... Horton Foote  
 Nimfo ..... George Kossoff  
 Ester ..... Frances Dworken  
 Lola ..... Vera Visconti  
 Carmen ..... Dorothy Maris  
 Ramon ..... Roc Galvann  
 Don Pepe ..... Ross Matthew  
 Dona Berta ..... Esther Mitchell  
 Ambrosio ..... Robert Payson  
 Saturnino ..... Lionel Ince

VILLAGERS: Jeanne Benchley, Berry Hassman, Shirley Rose, Georgette Spelvin, Shirley Zak, Glenn Arnold, Robert Bowers, John Dickens, Alfred Etchevery, William Howell, Milton Hahn, Gordon Peters, Philip Roll, John Woods.

SCENE: Esteban's Patio in the Town of the Three Marys in Northern Mexico.

For many years—all right, for two years anyhow—this reporter has been howling, pleading and waving the flag for one-act plays on Broadway. The advantages have been gone over too frequently to need repeating, and the disadvantages never seemed very evident. So on Friday evening the One-Act Repertory Co., an offshoot of the *One-Act Play Magazine*, presented a bill of playlets at the Hudson Theater, including Jean Giraudoux' *Mr. Banks of Birmingham*, in an adaptation by Sidney Whipple; Paul Vincent Carroll's *The Coggerers* and Josephine Niggli's *The Red Velvet Goat*—and even after seeing the program I still advocate the cause of the one-act play.

For my advocacy presupposed productions that were at least faintly professional, and plays that were at least vaguely calculated to be effective upon the stage. The primary thought was, of course, the inclusion of at least one tried and true classic of the form on each bill; but even tho the entire emphasis should be upon new work, there are surely better examples of the form than those ruthlessly exposed at the Hudson. I've seen better examples in the *One-Act Play Magazine* itself.

The only balm of the evening comes with the Carroll piece, a legend of that Black Easter Monday of 1916 in Dublin, when rebellion suddenly bathed the streets in flame and blood. The scene is a library, with statues of Ireland's great standing around—Parnell and Wolfe Tone, Fitzgerald, Robert Emmet and Mitchell—and the statues wake to life, sniffing gunpowder in the air. They also talk to an old scrubwoman who loves them, who doesn't know that her only son is at that moment getting himself killed outside. When he staggers in mortally wounded she inveighs against the statues who have plotted to turn his warm flesh and blood into cold marble like their own and shouts against Dublin, that whore of a city who insatiably

gulps red draughts of humanity to feed her drunken heart. But after the statues comfort her—particularly cold comfort, it seemed—she ends by placing the body of her boy upon a vacant pedestal among the rest. And then the shots outside rise to thunder and the statues all shout incoherent, threadbare, ancient battle cries, the curtain coming down upon a pandemonium of seething marble. This futile cannonading and incoherent and pointless howling is probably, in view of the Irish character, highly symbolic.

As usual with Mr. Carroll, the play isn't entirely thought thru, but it does carry a very definite emotional effect. And the incoherence of the curtain may have been necessary because the real point of the play seems to lie in the scrubwoman's vindictive lamentations. These almost succeed in doing for the women of the pointless Dublin massacres what Sygne did for the women of the waters in *Riders to the Sea*.

The Giraudoux-Whipple item tells of an Englishman of the 18th century trying to convert Tahiti natives to the English point of view and succeeding only in completely wrying their native innocence, straight thinking and honesty. The theme has been handled countless times before and certainly never handled much less effectively. The play is dull, pointless in its lines, often almost ludicrous, and at almost all times absolutely unactable, attributes that are hardly aided by the snail-paced and painfully hammy direction of Emjo Basshe.

As for *The Red Velvet Goat*, it tells with highly self-conscious local color of a Mexican peasant who wrote a play and charged all the neighbors to come and see him, his wife and his son act it. They do act it, and the whole thing resolves into just another of the supposedly funny plays within plays, like the first act finale of milord Coward's *Set to Music*. Only the One-Act Repertory Co. doesn't, unfortunately, have Beatrice Lillie in its cast. Again the Basshe direction is of no help whatsoever, allowing the hams in the company free and painful headway and bogging down even the really competent members in a morass of obviously amateur staging.

Walter Greaza, in *Mr. Banks* and *Goat*, does his best, but he's fighting for a lost cause. And others who at least try hard include Robert Wallsten, Barbara Robbins, Roc Galvann and George Kossoff. But the only acting of the evening that manages to break thru both the direction and the scripts is that of Irene Oshier as the scrubwoman in *The Coggerers*. Miss Oshier, it is true, had at least something to work with—but she makes the most of that something, turning in a powerful, affecting, sincere and altogether beautiful performance.

Even the direction can't excuse the work of some of the rest, notably Horton Foote and Robert Payson, who could probably improve a lot by taking lessons from an average Little Theater performer.

There is, I still insist, a place on Broadway for a professional one-act play repertory. The idea should by no means be condemned—for it has yet to be tried out.

**VANDERBILT**

Beginning Thursday Evening, January 12, 1939

**THE IMPORTANCE OF BEING EARNEST**

(Revival)

A comedy by Oscar Wilde. Staged by Estelle Winwood. Settings designed by Watson Barratt, built by Martin Turner Scenic Construction Co. Costumes supervised by Watson Barratt and executed by Brooks Costume Co. Acts I and III sets painted by Louis Kennel Studios; Act II painted by Kaj-Velden Studios. Press agent, Phyllis Perlman. Stage manager, Fred Bolton. Stars Clifton Webb, Hope Williams and Estelle Winwood. Presented by Richard Aldrich and Richard Myers, in association with Albert Tarbell.

Lane ..... Guy Spaul  
 Algernon Moncrieff ..... Derek Williams  
 John Worthing, J. P. .... Clifton Webb  
 Lady Bracknell ..... Estelle Winwood  
 Hon. Gwendolyn Fairfax ..... Helen Trenholme  
 Miss Prism ..... Hope Williams  
 Cecily Cardew ..... Florence McGee  
 Rev. Canon Chasuble, D.D. .... Ainsworth Arnold  
 Merriman ..... A. C. Andrews  
 ACT I—Algernon Moncrieff's Flat in Half

Moon Street, London, W. ACT II—The Garden at the Manor House, Woolton. ACT III—Drawing Room of the Manor House, Woolton.

A corps of producers, it seems, was necessary to revive Oscar Wilde's comedy, *The Importance of Being Earnest*, starting at the Vanderbilt January 12. The presentation was made by Richard Aldrich and Richard Myers in association with Albert Tarbell, thereby effectively disproving the variation on an axiomatic theme that three heads are better than two. *The Importance of Being Earnest* is to be read or remembered, but it is not to be remounted these days with modern actors who cannot possibly re-create the necessary theatrical illusion. There are a host of scintillating lines in the comedy which nothing, not even the amateurish declamation going on at the Vanderbilt, can spoil. And even if modern actors could do the required job, the group selected for the revival, with one or two exceptions, does nothing but play medicine ball with ping-pong balls.

It was something that couldn't have and shouldn't have been done. And above all it never should have been done crudely. The play, despite its glistening dialog, is nothing more than an antic. It should have stayed in its museum niche to be revered. Gossamer cannot be even daintily handled, and it is certainly not for the pawing.

Clifton Webb is John Worthing. It may be said that Mr. Webb is far ahead of the rest of his players in draping Wilde's lines in crepe. As the English worthy who finds himself in trouble trying to get rid of a nonexistent brother he has created so that he may have occasional forays away from his home, he gawkes around the stage like a vaudeville hooper hell-bent for an eccentric number. As commented by my helpmeet, "Somehow, I can't forget that Webb is a dancer."

Probably the greatest disappointment is in Estelle Winwood as the snobbish mother of Worthing's light of love. It seemed to me that Miss Winwood, who directed the play, directed herself into a state where she was unable to say a line without a swish and sweep of the parasol she carried. It may be an illusion of the lethargic play, which awakens in the third act as Wilde worked desperately to get all the ends together, but Miss Winwood did seem to perform more efficiently in that canto.

Hope Williams, the third star, was cast in the almost-bit role of Miss Prism, governess and tutor to Worthing's ward, played by Florence McGee in the prize miscast of the season—or perhaps many seasons. Now Miss Williams, it has always seemed to me, is a most fortunate young lady in that she fitted into a role where acting ability was not required. This refers to Philip Barry's *Holiday*, a gorgeous show if ever there was one. But to see Miss Williams recite her lines as grimly as the Yale line on the one-yard mark is to see as classist a bit of misdirected effort as can be imagined.

To vary this dreary report, it may be said that Helen Trenholme seemed quite at home and convincing as Gwendolyn. A very charming actress, she alone was able to make one feel (See *NEW PLAY* on page 27)

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# Philly Cafes Take Touring Bands in Feud With Union

**Claim union officials "high handed"—shun local bands—union claims pay scale is low enough—accuses niteries of arousing unemployed men against officers**

PHILADELPHIA, Jan. 21.—Local night club operators—particularly those in key spots—who have been at odds with the local musicians' union on numerous occasions over wage scales, policy, etc., are contemplating hiring traveling bands in retaliation against the leadership of the local union. The owners are resentful at the union moguls, who have been adamant in their stand on keeping up the union scale in spite of poor business. The operators feel that the union should have allowed a reduction in pay when business was low, especially in view of the great number of union unemployed musicians.

A. Rex Riccardi, secretary of the local, ridiculed reports that the union had been "persecuting" the operators. "Our scale is lower than any comparable-sized city in the United States," he said.

"Some of the night club operators are trying to bolster up their business by signing out-of-town name attractions and are using this as an excuse to try to create dissatisfaction among our members by blaming the lack of employment on officers of the union."

Riccardi pointed out that night clubs were forced to pay much higher prices for out-of-town bands than for local units.

"You know they wouldn't pay higher prices just to get back at us—if they didn't think they'd get back the money in gate receipts," he said.

In any event, a survey of the leading local spots showed a trend toward out-of-town bands.

Arthur H. Padula, president of the Philadelphia Restaurant Owners' Association and operator of the Arcadia-International and Anchorage, is getting lined up for traveling bands at both spots.

Padula has alternated his Arcadia between local and traveling crews. He has always played a home band at the Anchorage.

Benny-the-Bum's, which has adhered strictly to a local band policy, will start next week with Jackie Heller's crew, followed by other out-of-town bands.

The Cafe Marguery at the Adelphia Hotel likewise is featuring a traveling band—Howard Woods' Orchestra. The Benjamin Franklin Hotel opened its season with an out-of-towner, Reggie Childs, and followed with Red Norvo last week.

The only Class A spot with a local band is Jack Lynch's, with Jeno Donath's Orchestra. But Lynch concentrates on big name acts rather than bands.

One prominent nabob characterized the situation thus: "The union officials have been trying to kill the hen that

laid the golden egg for them by their high-handed tactics. In spite of the fact that it costs us 10 per cent more to hire a traveling band than a local outfit, it's worth the difference not to have the aggravation of having the union officers making trouble for us."

## Miami Spots Dying; Gambling Ban Still

MIAMI, Fla., Jan. 21.—Several local clubs are more than slightly tottering and local receivers should have a field day shortly. Answer seems to fall into the categories of running joints on short dough and childishly expecting the "go" sign for gambling.

Usual pre-season publicity stories on "gambling will surely go this winter" were again the lure for the smart boys to pick up closed clubs cheap. They did; and now it's only a question of time before somebody will pick up their closed clubs cheap.

Legitimate businesses are against the gambling as ever. It's a terrific odds-on affair that the town will never be wide open.

Spots running now include Plantation, Merry-Go-Round, Frolics and Royal Palm. Palm, a nitery, is now offering Ted Lewis' show.

## Bound Brook, N. J., Vaude

BOUND BROOK, N. J., Jan. 21.—Brook Theater here inaugurated two-day vaude at turn of the year, Otto Lehr, manager, using five acts together with double-feature pix.

Opening bill headed by Charlie Barrows' Orchestra, which is doubling from the Stockholm Restaurant, Comerville, N. J.

## Observations From Chicago

By SAM HONIGBERG

REPORTS of a general vaude revival in this area are premature, for the chain moguls will not bother adding stage bills so long as their current film policies are making money. Receding grosses open their ears to ideas on policy changes, but few theaters have fallen below the level of general business conditions. The case of the Balaban & Katz Corp. is a typical one: only the neighborhood Norshore added week-end vaude, the house books having used up considerable red ink of late with double and single picture programs. Switch will be in effect for a month and will have to show a profit or house will revert to the picture bill gamble.

OUR recent statement that the Midwest is facing an act shortage despite the comparatively few houses using flesh brought heated contradictions from acts and vaude supporters alike. The general complaint is that fresh talent is abundant, but that the agents are not aware of the fact.

Unfortunately, the operators chancing combo policies are tough nuts to crack and will not accept the new crop from the lists supplied by agents and bookers. Here they have been repeating veteran acts time and time again rather than use new faces. They want the yearlings to smoothen up, away from the key cities, and to have a thoroly polished act before being submitted for a big-time date. But until such "away from the key city" dates are made available a shortage of strong acts, particularly in the comedy field, will remain.

LOUIS LIPSTONE finally left his Balaban & Katz booking worries here last week and Super-Chiefed to the Coast, where the post of music director at Paramount awaited him. He promised local bookers that he will do everything in his power to make that studio more flesh conscious.

While rather contradictory as far as increasing the demand for shows is concerned, Lipstone is now in an excellent position to effect the use of more acts in pictures. He is well acquainted with the talent that highlighted his bills at the Chicago and State-Lake theaters, as well as those who headlined in competitive Loop strongholds. It's a safe bet that numerous acts will find their way into Paramount films so long as Lipstone will hold on to that important post.

THAT crack Johnny Jones, of Jones, Linick & Schaefer, made at the Lipstone farewell luncheon, incidentally, is funny enough to stand repetition. (The firm is B. & K.'s independent vaude competitor in the Loop.) Quoting Mr. Jones: "The expressions from the boys that they are sorry to see you (Lipstone) go are a lot of hooey. But J., L. & S. are REALLY sorry to see you go for so long as you booked for B. & K. we were sure that your shows would be lousy enough to chase the customers into our house."

## We're Not Surprised

VILLAGE BARN NIGHT CLUB  
New York, N. Y.

January 21, 1939.

Editor:

Next time I will know better! I was warned—but I didn't listen.

My club has been so flooded with replies since I placed that advertisement for talent in *The Billboard* that it has become very hard to distinguish between the customers and the inquirers.

Next time I will know better—I'll hire Madison Square Garden as mailing address.

Very truly yours,  
MEYER HOROWITZ.  
(Owner, Village Barn.)

## AFA Fines Cast Of Hollywood Cafe For Strike Refusal

NEW YORK, Jan. 21.—American Federation of Actors fined 15 principals \$50 each and 24 chorus girls \$25 each, members of the now-defunct Hollywood Restaurant show, for failure to obey AFA organizers' orders not to play a show until management paid cast \$1,300 back salary. Fines, however, were suspended owing to extenuating circumstances. Trial testimony alleged that cast had been coerced by strong-arm methods.

AFA trial board has asked the union's claim department to make efforts to collect salaries owed to Hollywood cast. Members who were fined but received suspended sentences may also file claims against Hollywood.

Union, tho, asks all members to file notice of nonpayment of salary within 48 hours after the occurrence. Council has ruled that unless this is done the union will not assume responsibility. Failure to notify union promptly in the past has resulted in performers losing two or three weeks' salary.

According to the AFA, evidence brought out in Hollywood Restaurant case, tried Monday, indicated that a majority of cast had been in favor of not playing the show. Understood that AFA organizers Harry Calkins, Jack Kramer and Al Weisbrod were also threatened with "violence" by men allegedly in the employ of the Hollywood.

Hollywood is still closed, altho a door sign says, "New show rehearsing; will reopen." Backers are trying to dig up new money.

## Club Talent

New York City:

MARCIA HARRIS, dancer, has recovered from a fractured nose sustained while ice skating recently. Resumes playing local night spots. . . . HAL WINDSOR, singer, is making his local night club debut at the Village Barn.

HACKER AND SIDELL did not return to the Rainbow Room floor show after opening night, effecting an amicable settlement of their contract.

Chicago:

EMILY VON LOSEN has followed Edna Sedgwick into the Drake, Edna leaving for New York. Other newcomers into the hotel, which henceforth will change shows every two weeks, include Mildred Fenton and Bob Neller, who come in February 4.

PAUL REGAN, the mimic, tried out a new act with Jackie Heckler in St. Charles, Ill., Sunday. . . . ALLAN TRENT, brother of Rodrigo, of Rodrigo and Francine, is now doing a dance act with two girls under the name of Adele, Trent and Sawyer. . . . TONY OWENS, formerly with the amusement advertising department of *The News*, is the new Congress Hotel press agent. . . . RETA OEHLMAN, formerly of the Oehlman Twins, is in town after finishing work in her first Metro picture, *Happily Buried*.

INA RAY HUTTON has been booked by Frank Howard at his Rose Bowl February 15. The club's bandstand will be enlarged to give her band sufficient room. Booking brings a considerable tilt in the talent budget.

Here and There:

GLOVER AND LA MAE, dancers, have had their engagement extended four more weeks at the Copacabana Casino, Rio de Janeiro, Brazil.

DR. SYDNEY ROSS opens February 4 at the Breakers Hotel, Palm Beach, Fla. Ross was there last year. . . . FLORETTA AND BOYETTE, mentalists, opened Monday at the Deshler-Wallick Hotel, Columbus, O., for a month's engagement. Hugo Monaco's Orchestra and Madeline Chevallard complete the current bill. . . . JOHN STEELE, Harry Rose, Ann Pennington and Buck and Bubbles have been set for new show at Top Hat, Union City, N. J., opening January 26. Booked by Will Weber in association with Al Davis.

PETER HIGGINS has returned to Jimmy Brink's Lookout House, Covington, Ky., for a third return engagement. . . . SID WARD is emceeding at the Showboat, Pittsburgh. . . . EMIL DE COSTER, after working for six months out of Cincinnati, is now playing theaters in Southern California. . . . NADINE AND CHARLES recently concluded an engagement at the Royal Palm Club, Miami, Fla., and are off on a cruise to the West Indies to fill an engagement at the Glass Bucket, Kingston, Jamaica. They will also entertain on the ship. . . . VALDEZ AND PEGGY, after three weeks at Chez Maurice, Dallas, are being held over there indefinitely. . . . JAE AND LOIS LONNETTE are doing a four-week engagement at the Northwood Inn, Detroit. . . . WOODS AND BRAY will open at the Lookout House, Covington, Ky., January 25.

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## Agent Auditions Start in Philly

PHILADELPHIA, Jan. 21.—Entertainment Managers' Association, organization of 10 per centers, will hold its first open audition of potential night club and vaude acts at the Walton Hotel Sunday, February 5.

The auditions, long a standard way of judging club acts in New York, have never been tried here. Bookers and night club operators will be on hand.

Florence Bernard, EMA president, gave the lie to charges that the audition would be made a cuffs act racket.

"The only persons to be invited are people who have a direct business interest in entertainers, and there will certainly be no money made by the EMA on the deal," she said.

## A-Ticket, Itaca!

ITASCA, Wis., Jan. 21.—Prize name for a nitery is that of the C. 4. Cinn, opened near here recently by Charlie Forsey. The Three R's (Rhuc, Redmond and Reed) are furnishing the music.

## Material

### Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

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

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

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## Billy Rose Claims \$1,716,000 Gross For Year at Casa

NEW YORK, Jan. 21.—Billy Rose's Casa Manana, the only night club on Broadway that has managed to weather the financial storm, passed its first anniversary Wednesday. During his 12 months of operation, Rose says, the Casa grossed a total of \$1,716,000. There has only been one change of policy during that time—the change from the girlie revue to streamlined vaude. The newest change is the introduction of a "tent colony" to supplant the Casa Lounge, where Kay Parsons led the community sing. Rose's tent-colony idea will be on the order of a gypsy's midway, with palm readers, fortune tellers, head readers and the like.

Current Casa show, which goes in Monday, consists of Everett Marshall, Gertrude Niessen, Gomez and Winona, Jack Durant (holdever), Irene Franklin, Three Stooges, Reginald Gardner, the Four Vespers and an afterpiece consisting of refugee talent.

The Sert Room at the Waldorf-Astoria, featuring class entertainment and high prices, shutters tomorrow (except for lunch), approximately two and a half months before the usual Easter closing.

The first apparent effort to crack down on night club and restaurant owners for increased wages prior to the World's Fair occurred Wednesday when the waiters' union, Local 16, called a strike against the Brass Rail for refusal to grant a \$3 per week increase and other demands.

Bert Frohman says he expects to open his own night club on 52d street in two weeks.

Cotton Club is readying a new all-Negro show to open February 22.

Paradise Restaurant is holding on, having gotten a break when the opposition Hollywood folded. Paradise has cut its nut to the bone. NTG's Hollywood, also going thru a 77b reorganization, is managing to get by also.

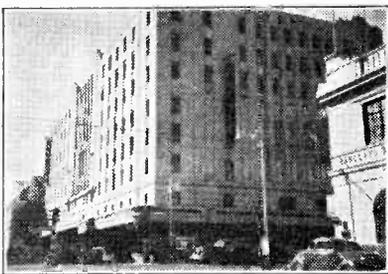
Joe Zelli is still negotiating to take over the old Yumuri Club and reopen it as the Arabian Nights. Rental cost is holding up the deal.

Cuban Casino announces it will reopen as soon as it is rebuilt; it was damaged by fire three weeks ago.

Oetjen's, Brooklyn, has cut from full-week floor shows to week-ends.

### AFA Board in Chicago

CHICAGO, Jan. 21.—American Federation of Actors here has formed an executive board among local performers to make decisions on local problems and to devise ways and means of strengthening the organization in these environs. First board meeting was held yesterday. Included on the board are Willie Shore, Billy Carr, Paul Lorenzo, Lew King, Joe Wallace, Jimmy Ames and Dolly Kay, according to AFA's local head, Guy Magley.



THE EMPIRE THEATER, JOHANNESBURG, South Africa, is a good example of the de luxers playing stage shows in far off countries. The A. B. Marcus Revue recently played 18 consecutive weeks there. It stopped off there on its way to India from Australia. Charles Fearon, musician with the revue, took this snap and mailed it to Al Donahue, band leader, who, in turn, gave it to us.

## Philly Arcadia Goes Dark as Employees Walk

PHILADELPHIA, Jan. 21.—The Arcadia-International closed tonight after 75 employees walked out following a demand that they receive back pay ranging from two-and-one-half weeks to a month. The employees were members of the Bartenders, Waiters and Cooks' Union, affiliated with the American Federation of Labor.

Arthur H. Padula, operator of the spot, said that the place was to be closed indefinitely. He said, "I have nothing to say now, but I'll have plenty to say about the union later."

The place was darkened totally and a sign was placed outside reading, "Closed on Account of Labor Difficulties." Nine patrons in the place for dinner were ordered out by Padula. Clem Williams' Orchestra was getting ready to go on when the walkout was staged.

### Mississippi Spots Reopen

JACKSON, Miss., Jan. 21.—After several weeks of darkness following raids by State militia on grounds that gambling and liquor serving broke State laws, Jackson's Gold Coast is reopening this week. One State official announced that he knew of no further steps to retard operations of the dozen or more spots that booked bands and floor shows thru their own contracts.

## Maisie Weakening; Maybe She Ought To Try That Double Act

By PAUL DENIS

Detroit.

Dear Paul Denis:

I'VE been waiting impatiently for word from Maisie about doubling up—meaning I doing that two-act. You'd better tip her off, Paul. She's missing a great chance. I'm really killing them around here and, with a partner like Maisie, the act can go places. Tell Maisie that, after all, a girl single is just another act; but with a top-notch guy like me for a partner she'll get her name in lights.

And here's some advice for her, too. The sooner she drops Joe Pursent the sooner she'll get away from the small time. I met a guy last night and he tried to tell me that Pursent was okeh. Boy, I told him plenty.

Did I tell you about New Year's Eve? I had four spots—alho I missed one and another didn't pay off. But it shows I've got an act that gets the bookings! You ought to get a load of these Detroit audiences. They know talent! Last night at the Bubble and Squeek Club a couple said to me after the show, "We enjoyed your act very much and when you got thru we were especially delighted." (Please tell Maisie about this compliment.) The Bubble and Squeek crowd is very critical. When I finished the act last night it was still razzing the act ahead of me. Just proves that you can't keep good talent down.

I didn't get that new toupee—you know how the money goes around Christmas time—but I got me a good used one. It's not exactly the right shade—but in a colored spot you can't tell the difference.

Remember the sure-fire parodies I got from that act that knew someone in Chicago who heard of them? Well, Tom Bulle already stole them from me. There's an awful lot of thieves in show business, Paul.

Please put in a good word for me with Maisie. Some day when we're teamed up as Frazer and Maisie you'll be proud that you brought us together.

FRED FRAZER.

New York.

Dear Paul:

HAL HAZY, who used to do a dance with Daisy Dale (Hazy and Daisy), dropped in at the club last night and said I'm wasting my time doing a single. He says what I need a smart partner like himself.

Hal used to do a good act—but he hasn't been working much since Daisy left him. He tried singing for a while—but he admits people knew he was a dancer by the way he sang.

Paul, I'm beginning to think I ought to take a partner, but I can't make up my mind. Please advise me. My entire career is at stake.

MAISIE.

## To Dismantle Int'l Casino; Bank Already Seeking Tenant

NEW YORK, Jan. 21.—The International Casino, America's largest night club (2,500-seater), which folded less than two weeks ago, seems to be closed for keeps and will dispose of its assets in about two weeks to satisfy pending judgments, taxes and back salaries. Ever since the closing the board of directors has kept mum about future plans for reopening, but Saturday the Incas Corp., operator of the Casino, filed an assignment in New York State Supreme Court, naming an administrator to dispose of the assets of the company among its creditors.

The "assignment," which named Harry V. Chasan, executive secretary of the Amalgamated Hotel and Supply Association, is in actuality, liquidation proceedings equivalent to an act of bankruptcy, without having a trustee appointed. If the present owners desired to continue business under the present condition it would first have to be approved by the court.

Only one year old, the \$750,000 turkey,

which was started by Lou Brecher, Joe Moss and band leader George Olsen, the Casino took the gaspipe once before but successfully emerged from bankruptcy and named Robert Christenberry, general manager of the Hotel Astor, to guide its affairs.

Chasan's creditors' committee is now taking inventory of the assets, most of which, he says, are covered by mortgages and thereby are not tangible, and will notify the creditors in several weeks of the assets which will be sold at public sale. The furniture and other valuable assets are also covered by mortgages, Chasan says, but the good will and the name of the spot are held by him to be valuable pieces of property also. Out of the money raised at the sale taxes and salaries must be paid off first. If any money is left it will be divided pro rata among the creditors. It is held likely that the present management may retrieve the spot at public sale and reopen with a clean slate.

Robert Christenberry's office when questioned about the situation said that the board of directors of International Casino was "arbitrating the question."

It could not be ascertained what the liabilities and assets of the spot total, as a schedule has as yet not been filed. The Farmers City Bank, however, owner of the property occupied by the Casino, has not been notified by the board as to the outcome, but an official stated that "if the management doesn't make up its mind soon the bank will look for a new tenant."

## Three Clubs Usher Hot Springs Season

HOT SPRINGS, Ark., Jan. 21.—Night clubs have taken off the shutters in preparation for the winter season. Edgmoor Club and Avalon Club have reopened, while Belvedere Club, all-year-round resort, has started its floor shows for the season.

Entertainment at the Belvedere, booked by Curley Ross, Chicago, offers Gloria Shayne, singer, and Alfred and Arline Marfield, dance team. Bills changed every two weeks. Jimmy Capra and orchestra purvey music.

Harry Foley, manager of Avalon Club, said he would start with regular floor shows soon. Acts will be booked by Mamie Cox, Kansas City, and Edna Neal, St. Louis. Mel Cook and orchestra are currently filling a winter engagement here.

Edgmoor Club is featuring the Lanham-Sliker troupe, including a six-piece Dixieland band. Show offers Dick and Midge Lanham, xylophonists; Ray Sliker, accordionist, and Peggy Marie, dancer.

While night club business has been spotty here so far, managers predict a pick-up. The high point is during the Oaklawn Park spring race meeting, February 22 to April 1.

## Dallas Niteries Cutting Talent

DALLAS, Jan. 21.—Acts working territory around here are having tough going and advise other acts to stay out of the South unless already booked.

Hotel Adolphus' Century Room and Hotel Baker's Mural Room here have had no floor shows since New Year's, both spots having agreed upon band policy plus vocalists.

Little Theater here has been trying to merge with Civic Theater. Court ruled both groups must pay their taxes after they had tried to prove they were educational and cultural. Admission charge licked them.

## 2-Hour Musical Clicks in Boston

BOSTON, Jan. 23.—Lou Walter's two-hour musical show at Brown Derby club has proved a sensation. It's the first time that a show of this type has ever been attempted here and the idea has taken hold with a bang. Ethelind Terry is featured and it's really in the nature of a comeback. Freddie Bernard, as emcee, has plenty on the ball.

Harlem on Parade, the torrid show at the Southland, is the gayest offering presented in Boston in months. The Six Cotton Club Boys are featured in a cast of 40. Cost \$2,200. Intake last week was better than \$6,000.

Kiki Roberts is back in town at the Crawford House Cafe.

The Trocadero is clicking heavily with its twin-band policy, while Ranny Weeks continues to register heavily at Club Mayfair.

The Embassy Room at the Fritz-Carlton is now ranking with the Balinese Room of the Somerset as one of the real swank spots of the Hub.

Dolores Wermuth is now with the Stan Willis booking office.

Eddie Doherty has opened a new Boston booking office.

The Silver Dollar's attraction is Evelyn Nesbit Thaw.

Business at night clubs is brisk.

CHICAGO'S NEWEST  
PIANO SENSATION  
**JOE VERA**  
PLAYING  
"PIANO INTERLUDES"  
at the  
PEACOCK ROOM  
CONGRESS HOTEL  
CHICAGO  
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**10 SURE-FIRE PARODIES, \$1**  
A laugh in every line with sensational surprise punch lines at the finish on "Pocketful of Dreams," "Stop Beating 'Round the Mulberry Bush," "Alexander's Ragtime Band" and other late ones. You can stop a show with any one of them. Put a dollar in an envelope and get these Sure-Fire Laugh Producers NOW! Your money back by Special Delivery if they are not the best you ever used. Also 10 Comic Recitations, \$1, and 6 Sure-Fire Monologues, \$1.  
HARRY PYLE, 804 W. 180th St., New York City.

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**MAX RICHARD**  
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Also Booking Theaters, Fairs, Radio, Night  
Clubs, England.

## Sert Room, Hotel Waldorf-Astoria, New York

Calling for an entertainment policy in keeping with its dignity and social prestige, this room maintains a floor show of the non-effervescent type; a dance team, a singer, novelty act and a smooth society orchestra.

Highlighting the bill are Medrona and Donna, Spanish dancers, who not only look Spanish but authentically interpret spirited dances of Spain. Altho their routine runs overlong and the pained expression Miss Donna wears could be easily done without, this does not divert from their versatility and artistry. The numbers they do and the quality of their work are more frequently to be found on the concert stage than in night clubs, but where the cultural level of the guests is on an even keel with the performance this team is sure to go over. Both work in costume and use castanets extensively. Team does tango, spiritual and novelty numbers. One number, where only castanets are used for accompaniment, is outstanding.

Grace Drysdale, puppeteer, also does a grand act, working with hand and puppets and a specially built screen. She puts her dolls thru a series of dances, including a fan dance, rumba, ballroom and sophisticated. Then breaks thru with a Henie skating routine that's a pip. When she finishes her act she acquaints the customers with the routine, showing a good use of the arms to depict dance numbers. Strictly a swell act that's suitable for almost any kind of an entertainment spot.

Also on the bill is tennis champion Alice Marble, who has turned singer. Why?

Emil Coleman and his society orchestra, almost symphonic in size, emphasize rhythmic dance music and are intensely popular with the blue bloods who keep the floor crowded.

Sol Zatt.

## Walnut Room, Bismarck Hotel, Chicago

One of the more successful dinner hour rooms due to excellent food and service policy established over a period of years. (To cite an example, the chef has been here for 42 years and the steward for 44 years.)

Shows, usually augmented with two outside acts in addition to band specialties, are toned down to go hand in hand with the pleasant quiet atmosphere.

Art Kassel's Orchestra, an entertaining organization, has been held over again, this time thru February 23, when it moves on to the Baker Hotel, Dallas. Outfit dishes out dance and show tunes in a down-to-earth manner, the leader succeeding in pleasing the customers whether on the floor or at their tables. He works for them in an ingratiating style and milks from his boys full, melodious arrangements of current and old favorites.

Two unusual band features between shows include a "sweepstakes" idea in which an imaginary race is whipped into a frenzy by colored jockeys, with wine and champagne prizes for lucky ticket holders and a free recording stunt in which the customers record their vocal talents. Stunts are informal and keep the trade in continuously good humor.

Current bill, repeated thrice nightly, is opened with a band medley in which Kassel airs some of his own tunes, including a new one, *I'm Hanging by a Thread*, tenored by Billy Leach. Darlene

O'Day and Betty Gray, the intermission song and organ duo, stay on for a brief session. Miss Gray's organ work is a predominant feature.

Tony Marks, youthful magician, has a routine act which is too slow for a modern audience. He should either accelerate the pace of his tricks or combine them with some lively talk to add some spice to his stand. Works with cards, thimbles and kerchiefs. A young brunet assists.

Don and Sally Jennings are back for another engagement with refreshing ballroom work. Team works smoothly and sandwiches in some nice sight tricks, particularly the flashy aerial spin which climaxes their graceful waltz. Man is very light and fast on his feet.

A decorative and vocal asset on the band stand is Marian Holmes.

Room, like the other hotel spots, has no cover charge.

W. H. Padgett still presides over the press desk.

Sam Honigberg.

## El Rio, New York

This attractive East Side bistro blossomed out as a full-fledged supper club Thursday by replacing the mimicry of Sheila Barrett with an hour-long floor show.

The spot is now opening at 10 p.m., presenting the revue twice nightly, and offering between shows a jam session for conga and rumba enthusiasts, with the El Rio Rumba Band beating out torrid Latin rhythms that eclipse Johnny Johnson's conventional music-making as dance incentive.

Virginia Sisters get the show under way with a couple of Mexican numbers and a fair version of *Chiribiribi*. Two girls are attractive, but their singing is on the negative side.

The quaintly named April, currently featured in *Leave It to Me!*, follows with a couple of tap routines, one employing a well-done stop chorus, that display no particular ingenuity but are above average for the type.

Nora Sheridan does well with a pair of parodies, the lyrics of which could hardly appear on sheet music. Good-looking chanteuse opens with a ditty lamenting that she's not the type to sing sophisticated songs and then proceeds to disprove the point by enshrining *Cowboy From Brooklyn* and *Remember Me* in a slightly blue haze. Special material is the work of Allen Jones, who also acts as accompanist.

Most interest in the show centered upon the return to the local scene of Georges Fontana and his new partner, Bettine. Those with hallowed memories of Fontana and Marjorie Moss, as they appeared in Noel Coward's *This Year of Grace* some years back, will find it a bit difficult to accept Bettine as Miss Moss' logical successor. A waltz, an Astaire-Rogers-like routine, and two tangos showed Fontana to be as smooth and finished a dancer as ever, but his partner seemed to be straining to achieve his high level of perfection. It may have been nervousness on Bettine's part or our own recollections of Marjorie Moss, but the new combination fell far short of the standard set by the old.

Dell O'Dell, "mistress of mysteries," writes finis to the bill with a showmanly display of standard magic tricks. Miss O'Dell's best stock in trade is her prestidigitating ability without the aid of sleeves, pockets, etc., working as she

does in a backless evening gown. Act is replete with clever tricks up to and including the old rabbit disappearance and is embellished by a good line of patter that sells it nicely.

Johnson accompanies the show adequately, but his six-piece crew isn't up to supplying rhythmpation that gets the ringsiders out on the floor and holds them there. Far better along these lines are the half-dozen men in the rumba relief band. For once the word "relief" is used advisedly.

Club has a \$2.50 minimum week days, with \$1 more tacked on Saturday and holiday eves. Spot is dark Sundays.

Dorothy Ross press agents.

Daniel Richman.

## Nixon Restaurant, Pittsburgh

Team dancing, a pony line, comedy acrobatics and songs are the tried success formula for Tony Conforti's midtown cafe. In its same location under the Nixon Theater for 16 years, the basement is a rendezvous for business tycoons on a spree, family diners and adult ballroom trade.

Booked by Joe Hiller, five-act shows usually change every two weeks, with smash talent good for a fortnight hold-over. Dansapation is Fran Eichler's, home-town product who will make way January 30 for Al Kavelin, first touring band to play Nixon in four years. Reason for change is management's hope of bolstering late-night dancing patronage and Saturday afternoon trade. Years back spot played Bernie, Kemp, Pollock and other travelers, then adopted Pittsburgh orchestra policy.

Heart of full coffer is special attention to food. Dinner business is heavy, and at medium-steep prices.

Current show begins and ends with six Rockettes, chorines who step gayly—and smile. First spotlight goes to Dawn and Darrow, whose ballroom dancing stands out for their series of twirls and whirls. Then, the band's Bob Carter, tenoring. From films tumble in the Three Macks, knockabout comics whose sailor garb cues their hoke heaving and tumbling. After the Rockettes in a gauzy *Dance of the Hours* fluff, and a waltz by Dawn and Darrow, house fixture, Angelo di Palma, pulls his usual house-down-bringing with extra loud and jovial arias. He's been at the Nixon so long that regular ringsiders know what he's going to sing and join in, which doesn't hurt his popularity in the least. Wind-up, a tap routine from the ponies. Entertaining bill without corn, but one that could stand some female pipes. Eichler emcees.

Morton Frank.

## La Fonda, Hollywood

This spot in the heart of Studio City gets heavy play from the flicker crowd. Situated on Ventura boulevard, a few minutes from Hollywood. Entertainment is handled by "Wimpy" Sigler, George Barclay and "Curly" Riggs.

Spot is very informal, drinks are nominal and dinners by a Chinese chef go for \$1 a copy.

The trio of entertainers work hard and give the customers plenty for their money. "Wimpy" Sigler scored big with his special number, *Shepherd*, done in a Swede dialect. This number gets requests every night. George Barclay warbles straight ballads. He knows every song written in the last 20 years and has yet to be stuck on a number. His best was *Old Man River*. "Curly" Riggs handles the piano and does a creditable job.

Spot has been in this location for the past 12 years and is well known around town. Now owned by Scotty Robb and Merle Harding. La Fonda goes heavy for Mexican atmosphere in decorations. Good nightly crowds fill this place.

Dean Owen.

## Yacht Club, New York

After languishing for months this club opened a new show Friday that appears to be just what the doc ordered. The floor show is in the *Hellzapoppin* spirit—which means dizzy doings, audience participation, heckling and informal-style comedy. For a night club catering to the Broadway crowd, this sort of stuff is perfect.

The floor show is too long and sometimes dull—but in the main it's a lot of fun and kept the customers howling. Lester Allen is featured, but the Three Play Boys (Eddie Mills, Roy Tracey and Bobby Star) steal the show. The trio romps thru the proceedings, breaking up

other acts, staging fast blackouts and then doing their own very amusing song-dance-comedy turn. Mills' thoroly likable comedy style is given swell backing by the other two and their material is fresh, saucy and spicy in true night club tradition.

Allen is still doing his trick acrobatic dancing and sight comedy and then brings on Nellie Breen for eccentric dancing—but their style is dated and not fitted to the fast night club pace.

Enice Beyer, blond singer comedienne recently with the road company of *Babes in Arms*, did all right with an original comedy song which includes—believe it or not—a portion from *Macbeth* and also delivered the *Chain Store Daisy* number from *Pins and Needles*. Material is better fitted for classier spots.

Linda March, a very attractive brunet, disappoints with her singing. Her contralto voice needs training—being too monotonous now.

Omar drew a great hand with his extra-fancy acrobatic dancing. A stand-out.

The rest of the show has eight show-girls billed as former commercial models. They are an uncommonly attractive lot and manage to go thru simple dance routines and formations (arranged by Boots McKenna) nicely. There's a bathing suit number and other parades in cute costumes designed by Roy Driscoll and executed by Mayhew. The girls are Vera Shea, Pat Dillon, Zori Kurzell, Pauline Meadows, Helen Henry, Evelyn Monte, Violet Carson and Margaret Fitzpatrick.

Jack Bocksmith (piano) and his eight men (three sax, three brass, drums and string bass) provide the dance and accompaniment music. Okeh stuff. Ken Nickols did the special music and lyrics for the show, with arrangements by Don Redmon.

Coleman Jacobi is the p. a. The friendly Nelson is the host, and dinner is \$1 and up. (Opening night minimum was \$2.)

Gene Geiger is listed as "announcing" the club's show.

Paul Denis.

## Bamboo Room, Hollywood Beach Hotel, Hollywood, Fla.

Probably the most listenable emcee in the area is Cass Franklin, who functions in the Bamboo Room here. Well away from a grating style in introductions and ad lib lines, which is a feature in itself, the versatile Franklin yodels in five different tongues and tears off ballads, pop tunes and heavy and light opera with equal facility. And he is having a lot of difficulty breaking away from here as he continues to be held over and over.

Rest of show, which the management could make lightweight on the strength of Franklin, isn't. Acts include an interpretative dance team yclept Enters and Borgia; a gliding ballroom duo called Shayne and Armstrong; a now-you-see-it-now-you-don't billed as Lesta, "Society's Favorite Magician"; Jules and Webb, who play and sing more than fairly well; Bunny Hallow, a personable sprite who jigs about, and Sally Gay, a lissome miss who reels off dirt in rhythm and who almost cops as many bows as Franklin. Her risque stuff seems out of place here, but to date nobody has run squawking to the manager.

During interludes the Arthur Murray exhibition dancers terp.

Publicity by Louise May.

Lee Simmonds.

## Marine Dining Room, Edgewater Beach Hotel, Chicago

Probably the most scenic hotel room in the city, spacious and interestingly lighted and looking out on Lake Michigan.

Its most popular periods, however, are the spring and summer months when

## SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-22-65 represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

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Direction

COL. F. MAYBOHM, Palace Theatre Bldg., N. Y. City

the atmosphere is more seasonally inviting. The cold season attracts crowds on week-ends and a fair dinner trade from the hotel's permanent guests. Late hours on week nights are quite weak, room closing at midnight and last show going on much earlier. Only recently Managing Director William Dewey has been attempting to build up Tuesday nights with a radio show broadcast, and brought in Charles Hughes to revive the *Behind the Camera Lines* feature. It has been of some help.

The Harriet Smith line of eight girls continues, and routines as always are nicely costumed and well staged. With plenty of floor space to work on, Miss Smith is pacing the kids thru impressive interpretative routines to pop ballads. Girls are snappily, attractive and combine to make a good dance group.

Shows include a dance team and novelty act, the latter changed weekly and the team held for a fortnight. Rodrigo and Francine are one of the strongest ballroom teams seen here in a long time. Making its fourth return appearance, the team excels in silky-smooth work, highly graceful postures and fine spins that begin and end with a total lack of awkwardness. Appearance is tops. When caught they danced to a slow, dreamy waltz and a rumba.

Catherine Westfield preceded the team with a marionette turn that brought to the front some lifelike caricatures of a danseuse, jitterbugging clown, rumba dancer and a Donald Duck on roller skates. Brings them out individually and manipulates them from the floor.

Herbie Holmes' sweet-swing band, an organization of 15 persons including the emceeding leader and its blues-singing vocalist, Nancy Hutson, justifies its long run here with tuneful dance sessions and strong show accompaniments. Holmes doubles in song and reveals a pleasing voice of the pop tenor type dipped in a natural Southern accent. His first violinist, Ray Laughlan, appears in a brief recital that includes *Play, Fiddle, Play* and *Getting Sentimental Over You*. Above average.

Herbert Foote, veteran organist, is the intermission entertainer.

Sam Honigberg.

**Palm Island Club, Miami Beach, Fla.**

This club opened with a 4G pay roll and with the chances of gambling slimmer than an underweight judy emerging from a steamroom. Locals are still scratching their already heartily furrowed thatches.

Back again at Palm Island, as if they had a piece of it, is the very okeh team of Alan Cross and Henry Dunn. The boys have repeated yearly at this class joint and are given credit as being terrific draws. Old tunes are still No. 1 in their repertoire, and the new stuff is fast and smart.

Next in billing is Hildegard. The house seemed somewhat restless during her opening number but then settled down and apparently enjoyed it.

The dance team, Raoul and Eva Reyes, floor ringsiders with their Latin wriggings and then try to spoil everything with American interpretations. They are well known to night-clubbers here, having appeared at the Biltmore and the

now totally disappeared Ira's Supper Club.

Another dance team, Ross Wyse Jr. and Jane Mann, slapstick around and receive more than their share of cheers.

Al Donohue's Band handles the top music assignment, and Monchito's rumbaists are chucked in in place position.

Lee Simmonds.

**El Chico, New York**

Tipoff on this Village Spanish spot is that it's now a dozen years old. That's not remarkable for a nitery, it's incredible; but the spot deserves it. Shows are always pleasing and the food is tops.

Opening for this show is probably the most disarming piece of business this reviewer has seen. Ramiro Gomez, tenor, starts to introduce the first act, Paquita Dominguez. Gal comes out, jabbars at Gomez furiously (in Spanish, of course) and sits down at a table. Every act on the bill does the same, until Gomez explains it's a "sit-down strike" and the acts won't work until ork leader Eliseo Grenet first plays a number. Effect of the stunt on the house was noticeable immediately, relaxing every person in the spot.

Miss Dominguez is a pleasant singer, but overshadowed by Joyita and Maravilla, a charming and really comely sister team. Sang several Mexican numbers and captivated the clientele. Dorita and Valero, dance team—and the girl is another swell looker—could have repeated with a second number, first one is that good. Fantasia Novoa, songstress, features the playing of a bongo, a small barrel-like drum affair, which she beats to good rhythm results. Her Conga number, with a remarkably infectious beat, gets the house hoofing.

Grenet, noted Spanish leader and composer (*Mama Inez* et al.), and his Flamencos dish out swell Andalusian music. American stuff not so forte.

Jerry Franken.

**Chateau, Rochester, N. Y.**

A novelty act would have helped offset the overdose of taps and songs in the five acts, the best of which easily was Verne Wilcox, acro dancer. Her tricks with a stool, plus pinwheels, were well executed before a small "so what?" crowd that attended the early show.

Helen Denault and her Manhattan Maids did a creditable job of tapping and soft-shoeing, as did Artie Brooks, who followed with impersonations of Bill Robinson and Pat Rooney. Betty Hill stepped from the ensemble for a terpsichorean solo, a diverting bit for a likable youngster. *Temptation*, sung by Jona La Tour, was fair, marred by her standing too close to the mike. A wee bit back would overcome her unintentional shrillness. Before the finale by the ensemble Mac Mcomber, who doubles as ork pilot and emcee, aped Bing Crosby in *Pocketful of Dreams* and *Mexicali Rose*, accompanying himself at the piano.

Biz picks up at later shows and draws well week-ends, due in a large measure to Al Michaels, who personally knows and greets more than half of the cash customers. Food, drinks and service compare favorably to clubs of its size, one of the largest in the city.

Al Norton booked the acts.  
Burgess E. Smith.

**Budapest Restaurant, New York**

Small floor show, satisfactory in that it might please stanch Magyar followers and Magyarophiles who are mainly this spot's trade. Otherwise it's pretty flat.

Josef Rob, tenor, emsees, and his singing, at least, is acceptable. Malone Sisters, hoofers, seemed to be either inexperienced or incapable. Carly Maria, buxom soprano, does several Hungarian numbers satisfactorily.

Charles Benci's Hungarian Orchestra plays for the show and dancing in the style to be expected. Max Yadler, violinist, takes over the relief with piano and cello and really gets things going with the three pieces. He plays an excellent hot fiddle.

Jerry Franken.

**Kennedy's Inn, Binghamton, New York**

Floor show for two weeks commencing January 16 is known as Al Norton's Production, featuring Sandy McDonald as emcee. McDonald gives a number of characterizations, including James Barton. His dancing repertoire includes

impressions of Bill Robinson, Buddy Eden, Eleanor Powell and George Primrose.

Program opens with Margie Hight in her aerial acrobatic and soft-shoe dancing. Next comes Sally Sawyer in a fast gypsy dance to the music of *Hungarian Rhapsody*. Third is Bernice Perry doing some very commendable toe dancing. Show concludes with a graceful muscle-control dance executed by Louise Valentine.

G. H. Barlow III.

**Talent Agencies**

HERMAN FIALKOFF has set act of Jack Lenny and Statler Twins for a Warner short when act returns from Rio de Janeiro. Also set Bob Doffey for a short. Both booked thru Bernard Burke.

JACK MILEY, formerly in vaude and tab as a member of the team of the Mileys, has opened a booking office in Mobile, Ala.

BILL ARMS, formerly with the Wilbur Cushman Circuit and indie ork manager, has joined the Gus Sun office as fair department rep in Chicago.

WILL J. HARRIS, Chicago, is producing an ice show to be sponsored by the Chicago Figure Skating Club at the Arena in that city for four days beginning March 1.

AMUSEMENT BOOKING SERVICE, Detroit, Peter J. Iodice, manager, has added Club El Dorado, that city, to its books, enlarging shows to 15 people weekly, including line of six girls. Agency recently brought Jay Jason, mimic, into Palm Beach Cafe, Detroit, also the Six Vanettes. Don Pablo's Orchestra is being held over at the spot. Harry Hill Faulkner has rejoined the Amusement Booking staff.

**Jack Shea Unit Now**

NEW YORK, Jan. 21.—Owing to plethora of "Cowboy Jacks" on local radio stations thruout the South, Jack Shea, who has been working with his unit in New York and New England theaters under the name *Cowboy Jack and His Radio Round-Up*, has changed his name to *Jack Shea and His Radio Round-Up*. Unit includes Texas Cowboy Band, Blackie Spencer, Yodelin' Wahoo, Prairie Dick, Buck Bell, Oklahoma Al, Dusty Joe, Cactus Pete, Billie Berger, Midgie Thomas and Little A-Flat. Unit is booked into theaters in Virginia, West Virginia and Kentucky.

**Mgr. Nicked on Gambling**

SHREVEPORT, La., Jan. 21.—Claude Williams, operator of the newly opened Club 400, four miles east of Shreveport, was fined \$1,000 for having allowed a dice game to run. Williams pleaded guilty to the charge, made early in December.

**Hotel's Flesh Swing**

MADISON, Wis., Jan. 21.—Hotel Loraine has inaugurated new policy of nightly entertainment in its cocktail lounge, with the exception of Mondays. Three Majors are currently holding forth.

**Philly Niteries Change Hands**

PHILADELPHIA, Jan. 21.—Dave Rudolph, former co-partner of the defunct 1412 Club, is now operating the State Cafe in West Philadelphia.

Stanley Carroll, owner of the Yacht Club, has purchased the Skytop Cafe from Mrs. Harvey Lockman.

Doc Lander, formerly of Lander's Tavern, is now operating Lou-Peg's, a West Philadelphia nitery.



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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country 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.

A. B. C. Trio (Paradise) NYC, nc. Adele, Trent & Sawyer (King Edward) Toronto, Ont., h. Adrian, Iris (Leon & Eddie's) NYC, nc. Ails, Roscoe (Harry's New York Bar) Chi, nc. Alee, Edna. Trio (Sportsmen's Show) Buffalo 21-28. Allen, Roberta (McAlpin) NYC, h. Allen Beverly (Palmer House) Chi, h. Allen, Vicki (Blackhawk) Chi, nc. Ammons, Albert (Cafe Society) NYC, nc. Anderson, Helena (Midnight Sun) NYC, nc. Andre, Julia (Crisis) NYC, nc. Andrea, Andre (Downtown Casino) Detroit, nc. Antoine & DuBarry (Woodside Gardens) Long Island, nc. Arden, Dolly (Casa Nazionale) Havana, nc. Arden's, Don, Artist Models (Lookout House) Covington, Ky., nc. Armstrong, Harry (Diamond Horseshoe) NYC, nc. Arren & Broderick (Earl Carroll's) Hollywood, nc. Atterberry Players (Del Monico's) Miami, nc.

B Bailey Sisters (Palmer House) Chi, h. Bain, Donald (Selwyn) Chi, t. Baker, Bea (885 Club) Chi, nc. Baldwin & Bristol (Wilson) Phila, nc. Ballard & Rae (Chiswick Empire) London, t. Ballew, Julie (House of Murphy) Hollywood, nc. Bailey, Mildred (Famous Door) NYC, nc. Baker, Bonnie (Palmer House) Chi, h. Ballero, Mark (Continental) Miami, nc. Banjo Bernie (Plantation) NYC, nc. Banks, Sadie (Old Roumanian) NYC, nc. Bannister, Barbara (Le Mirage) NYC, nc. Barber, Red (Shubert) Cincinnati, t. Barnes, Johnny (Capitol) Washington, D. C., t. Barrie, Ann (Pepper Pot) NYC, nc. Barrie, Gracie (Chez Paree) Chi, nc. Barrie, Mickey (Mother Kelly's) Miami Beach, nc. Barsony, Dr. L. (Zimmerman's Hungaria) NYC, nc. Barth, Ruby (Yacht) NYC, nc. Bates, Lulu (Diamond Horseshoe) NYC, nc. Beaucaire, Pierre (Monte Carlo) NYC, nc. Behan, Arthur (Gay Nineties) NYC, nc. Bell & Grey (Maggie's Club) Phila, nc. Belmont Bros. (Italian Gardens) Pittsburgh, nc. Belostotsky, Boris (St. Regis) NYC, h. Bemis, Beverly (Chicago) Chi, t. Bennett, Ethel (Old Roumanian) NYC, nc. Beno, Ben (Playland) Key West, Pa., 16-28, p. Berle, Milton (Chez Paree) Chi, nc. Berman, Herman (Roumanian Village) NYC, nc. Bernie, Ben, & Orch. (Earle) Phila, t. Bettine (El Rio) NYC, nc. Betty Lou (RKO Albee) Providence, t. Big Time Crip (State) NYC, t. Birsch, Daria (Russian Kretchma) NYC, re. Bishop, Corine (Maple Grove) Huntsville, Ala., nc. Blackstone (Shubert) Cincinnati, t. Blaire, Dorothy (Hungaria) NYC, re. Boaz, Jean (Aims) Cincinnati, h. Bolton, Jean (Royal Palm) Miami, nc. Borg, Igna (Colosimos) Chi, nc. Bouvier, Yvonne (St. Regis) NYC, h. Bowes, Major, 1939 Revue (Stanley) Pittsburgh, t. Brander, Margot (Diamond Horseshoe) NYC, nc. Britton, Milt, & Band (Paramount) Ft. Wayne, Ind., t. Brock, Heine (Pan-Pacific Rink) Los Angeles, a. Brown, Jimmie (Commodore) NYC, h. Brown, Evans (Rex) Terre Haute, Ind., nc. Brown, Barbara (Nut Club) NYC, nc. Bruce, Hazel (Gibson) Cincinnati, h. Byrne, Kathleen (Chateau Moderne) NYC, nc. Burnett, Denise & Louise (Earl Carroll's) Hollywood, nc. Burns, Kathleen (Crisis) NYC, nc. Busse, Henry (Orph.) Memphis, t.

C Callahan Sisters (Rose Bowl) Chi, nc. Calloway, Hazel (Plantation) NYC, nc. Campbell's Trio (Santa Rita) Tucson, Ariz., h. Carlyle Sisters (Leon & Eddie's) NYC, nc. Carpenter, Imogene (Weylin) NYC, h. Carr, Billy (686 Club) Chi, nc. Carr, Alexander (Roumanian Village) NYC, nc. Carroll, Della (Merry-Go-Round) Newark, nc. Cass, Owen & Topsy (Shubert) Cincinnati, t. Cassandra (Patio Club) Palm Beach, nc. Carter & Bowie (Barney Gallant's) NYC, re. Carter, Betty (Jimmy Kelly's) NYC, nc. Carlos & Carito (Havana-Madrid) NYC, nc. Carpenter, Thelma (Black Cat) NYC, nc. Century Dancers, Twelve (Century) Baltimore, t. Chandler, Patsy (2 o'Clock) Baltimore, nc. Chapman, Dick (Armando's) NYC, re. Chiquita (Bedford Rest) Brooklyn, nc. Claire, Jean (Piccadilly) NYC, h. Clark Sisters (Maple Grove Inn) Huntsville, Ala., nc. Claudet, Marguerite (Lowry) St. Paul, h. Cleary, Michael (La Cava) NYC, re. Clements, Curly (Wivel) NYC, re. Coffey, Pete (Swing) NYC, nc. Cobey, Lew (White) NYC, h. Collette, Joan (606 Club) Chi, nc. Colligan, Bill (Crisis) NYC, nc. Collins & Beasley (Plantation) NYC, nc. Collins & Patrick (Arrow) Los Angeles, t. Colombo, Aurelia (St. Moritz) NYC, h. Comets of Swing (Geo. Washington) Jacksonville, Fla., h. Connors, Jack (Onyx) NYC, nc. Continentals, Three (La Marquise) NYC, re. Cook, Aileen (Ruben Bleu) NYC, nc. Cooper, Etiz (Kit Kat) NYC, nc. Cooper & Dixon (College Inn) San Diego, Calif., nc. Corlies & Palmer (Queen Mary) NYC, re. Cortez, Sammy (Kit Kat) NYC, nc. Corvino & Ardella (Exposition) Aurora, Ill., h. Coy, Lyda Mae (Netherland Plaza) Cincinnati, h. Crane, Gladys (Maxim) Bronx, NYC, nc. Crane, Ford (Leon & Eddie's) NYC, nc. Craig, Reginald (Earl Carroll's) Hollywood, nc. Cross & Dunn (Palm Island Club) Miami, nc. Cummings, Don (RKO Albee) Providence, t.

D D'Avalos, Rodolfo (Versailles) NYC, re. Dandridge Sisters (Cotton Club) NYC, nc. Daniels, Jean (Plantation) NYC, nc. Daniels, Muriel (Hungaria) NYC, re. Daniels, Billy (Mammy's Chicken Farm) NYC, nc. Dare & Yates (Tower) Kansas City, Mo., t. Dario & Diane (Casa Nazionale) Havana, nc. Datsko, Yasha (Russian Art) NYC, re. Davis, Dolly (Lexington) NYC, h. Dawn Sisters (Oriental) Chi, t. Dawn, Alice (Continental) Miami, nc. Day, Gloria (Paramount) NYC, t. DeCamp, Ronnie (Old Roumanian) NYC, nc. De Flores, Felipe (Havana Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. Deauville Boys (Top Hat) Union City, N. J., nc. Del Rios (Roxy) NYC, t. Delahanty Sisters (Buckeye Barn) Dayton, O., nc. Dell, Helen (Bertolotti's) NYC, nc. Denning, Ruth (Club 17) Hollywood, nc. De Thury, Ilona (Tokay) NYC, re. Dermody, Cliff (Tic Toc) Montreal, Que., nc. Deslys, Leo (Le Mirage) NYC, nc. D'Ivons, The (Continental) Miami, nc. Diamond Brothers (Savoy) London, h. Dixon, Alice (Kit Kat) NYC, nc. Dominguez, Paquita (El Chico) NYC, nc. Donnelly, Harry (Gay Nineties) NYC, nc. Dorita & Valero (El Chico) NYC, nc. Dorsey, Jimmy, & Band (New Yorker) NYC, h. Dowling, Tom, & Sis (McAlpin) NYC, h. Downey, Morton (Plaza) NYC, h. Doyle, Buddy (Diamond Horseshoe) NYC, nc. Dracken, Russell (Whirling Top) NYC, nc. Drayton Sisters & Jack (Luigi's Italian Village Club) Syracuse, nc. Duanas, The (Downtown Casino) Detroit, nc. Duke, Maralyn (Royal Palm) Miami, nc. Dumont, Valerie (Village Casino) NYC, nc. Dunn, Vera (Tic Toc) Montreal, Que., nc. Duncan, Midget Jackie (Frank's Casa Nova) Buffalo, nc. Durant, Jack (Casa Manana) NYC, nc. Durkin, Nellie (Swing) NYC, nc. Duro, Fred (Brevoort) NYC, nc.

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

E Earls, Four (State-Lake) Chi, t. Earlson, Vic (Swing Club) NYC, nc. Elaine & Henry (Garbo) NYC, re. Emerald Sisters (Arcadia International) Phila, nc. Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h. Estelle & Leroy (New Yorker) NYC, h. Evans, Steve (Oriental) Chi, t. Everett & Conway (Clover Club) Portland, Ore., nc. Everetts, The (New Town Casino) Miami Beach, nc. F Fagan, Nutsey (Village Nut) NYC, nc. Fanton, Joe, & Co. (Apollo) Dusseldorf, Germany, t. Fairfax (White) NYC, h. Farmer Ray's Hill Billies: Winchester, Va. Farrell, Bill (Place Elegante) NYC, nc. Fawn & Jordan (Mayfair) Boston, nc. Fay, Vivien (Earl Carroll's) Hollywood, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye & Wellington (Royal York) Toronto, Ont., h. Fears, Kay (Diamond Horseshoe) NYC, nc. Ferguson, Al (Pepper Pot) NYC, nc. Fink, Henry (Ike's Chop House) NYC, re. Fiske, Dwight (Colony Club) Chi, nc. Fitzgerald Lillian (Plantation) NYC, nc. Fitzsimmons, Loretta (Maple Grove Inn) Huntsville, Ala., nc. Flores, Felicia (El Gaucho) NYC, nc. Floretta & Boyette (Deshler-Wallick) Columbus, h. Fontana, Georges (El Rio) NYC, nc. Forbes, Marla (Chez Firehouse) NYC, nc. Foster, Gae, Girls, 16 (Earle) Washington, t. Foster, Gae, Girls (Roxy) NYC, t. Frances, Emma (Diamond Horseshoe) NYC, nc. Francine, Anne (Le Coq Rouge) NYC, re. Franklin, Irene (Casa Manana) NYC, nc. Frederick & Yvonne (Blackhawk) Chi, nc. Fredericks, Charles (Midnight Sun) NYC, nc. French, Eleanor (Ambassador) NYC, h.

G Gail & Diane (McVan's) Buffalo, nc. Gale, Al (Hi-Hat) Chi, nc. Gale Sextet (Royal Palm Club) Miami, nc. Gale, Judith (Fifth Ave.) NYC, h. Gallagher, Jim & June (Gay Nineties) Miami Beach, Fla., nc. Gall, Norma (Century) Baltimore, t. Gang Busters (State-Lake) Chi, t. Gardner, Madeline (Preddie's) Cleveland, nc. Gardner, Reginald (Casa Manana) NYC, nc. Gavin, Margo (Harry's New York Bar) Chi, nc. Georges & Nannette (Ranch) Seattle, nc.

Gerrin, Dorothy (Earl Carroll's) Hollywood, nc. Gerrits, Paul (Earl Carroll's) Hollywood, nc. Ghezis, Les (Riverside) Milwaukee, t. Gilford, Jack (Cafe Society) NYC, nc. Ginger & Patsy (Bat Gormley's) Lake Charles, La., nc. Gleason, Art, & Julie Sanborn (Playhouse) Providence, t. Glover & Lamae (Copacabana) Rio de Janeiro, nc. Gomez, Romero (El Chico) NYC, nc. Gomez & Winona (Casa Manana) NYC, nc. Gond, Gertrude (Elysee Club) NYC, nc. Gonzales & Menen (McAlpin) NYC, h. Goodelle, Niela (Road to Mandalay) NYC, nc. Gordon, Connie (Green Gables) Drums, Pa., nc. Gray, Jack (Park Lane) NYC, h. Grays, Six (Shubert) Cincinnati, t. Gray's, Jack, Debutantes (Lyric) Indianapolis, t. Greben, Michel (St. Regis) NYC, h. Green, Al (Pioneer Nut) NYC, nc. Green, Bennett (Mother Kelly's) Miami Beach, nc. Grey, Betty (Bismarck) Chi, h. Grogan, Willie (18) NYC, nc. Guy, Barrington (Plantation) NYC, nc. Gyldenkrone, Baron (Wivel) NYC, re.

H Hager, Clyde (Diamond Horseshoe) NYC, nc. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Hale, Johnny (New Town Casino) Miami Beach, nc. Hale, Teddy (Kit Kat) NYC, nc. Hammond, Earl P., Eskimo Troupe (Ice Follies of 1937) Atlantic City. Handy, W. C. (Cotton Club) NYC, nc. Hank the Mule (New Town Casino) Miami Beach, nc. Hanscom, Joan (Montparnesse) NYC, nc. Harrington, Pat (Club 18) NYC, nc. Harris, Marcia (Monte Carlo) NYC, nc. Harris & Howell (Earle) Washington, D. C., t. Harris, Connie (Kit Kat) NYC, nc. Harrison & Fisher (Earl Carroll's) Hollywood, nc. Harrison, Spike (Gay '90s) NYC, nc. Hartmans, The (Plaza) NYC, h.

I Ice Follies of 1939: Ottawa, Ont., 24-25; Montreal, Que., 26-28. Irving, Jack (Club Alabam) Chi, nc. Jackie & Lane (Chicken Coop) Grand Rapids, Mich., nc. Jackson, Jigsaw (Gotton Club) NYC, nc. Jackson, Connie (Plantation) NYC, nc. Jackson, Stone & Reeves (Club Alabam) Chi, nc. Janet of France (Janet of France) NYC, re. Jarvis, Johnny (Fifth Ave.) NYC, h. Jarvis, Sam (St. Regis) NYC, h. Jennings, Don & Sally (Bismarck) Chi, h. Joel & Anette (606 Club) Chi, nc. Johnson, Mae (Cotton Club) NYC, nc. Johnson, Charlie (Black Cat) NYC, nc.

J Johnson, Mary (Merry-Go-Round) Newark, nc. Johnson, Marjorie (Garbo) NYC, re. Johnson, Mary Vee (Midnight Sun) NYC, nc. Jonay, Roberta (2 o'Clock) Baltimore, nc. Jones, Owen (Leone's) NYC, re. Jones, Tommy (Harry's New York Bar) Chi, nc. Jordan, Kay (Palace) Houston, t. Joyce, Marion (Bedford Rest) Brooklyn, nc. Juanita & Champions (Belle Vue Circus) Manchester, England. Juvelys (State) NYC, t. K Kapelova, Klavdia (Russian Kretchma) NYC, nc. Karavaeff, Simon (Russian Kretchma) NYC, nc. Karina, Karin (Tokay) NYC, re. Karolls (Biltmore Bowl) Los Angeles, nc. Karoszy, Ethel (Tokay) NYC, re. Karson's, Maria, Musicales (Onesto) Canton, O., h. Kay, Dolly (Royale Frolles) Chi, nc. Kay, Beatrice (Diamond Horseshoe) NYC, nc. Kaye, Evelyn (Biltmore) NYC, h. Kelly, Paula (Rainbow Room) NYC, nc. Kemper & Haggerty (Earle) Washington, D. C., t. Kenney, Billy (Cortez) El Paso, Tex., h. Kent, Allen (Riverside) Milwaukee, t. Kermit & Demris (Washington-Youree) Shreveport, La., h. Kim Loo Sisters (Earle) Washington, D. C., t. King, Anna (Garbo) NYC, re. King, Carol (Paradise) NYC, nc. Kinney, Ray (Lexington) NYC, h. Kirk, Joe (Merry-Go-Round) Newark, nc. Kitchell, Iva (Village Barn) NYC, h. Kramer, Dolly (Barrel Club) Vallejo, Calif., nc. Kramer, Leon (Hungaria) NYC, re. Kress, Carl (Onyx) NYC, nc. Kruger, Jerry (Midnight Sun) NYC, nc.

L LaMarr, Henry (Murray's) Tuckahoe, N. Y., nc. Lamberti (Lyric) Indianapolis, t. Lane Lovebirds, Jack (Paradise) NYC, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Joyce (The Drum) Coral Gables, Fla., nc. Lane, Loretta (Royal Palm Club) Miami, nc. Lane, Judy (Club Tivoli) Juarez, Mexico, nc. Lanning, Don (Demsey's) Miami, nc. Larue & Carol (Loew's) Montreal, Que., 27-Feb. 2, t. Lassen, Sigrid (Armando's) NYC, re. Lathrop Bros. & Lee (Oriental) Chi, t. Laurie, Jack (Swing) NYC, nc. LaValle, Billy (Wonder Bar) NYC, nc. LaVernes, The (Monte Carlo) NYC, nc. LaZellas, Aerial (Nite Spot) Dallas, nc. LeBaron, Peggy (Wivel) NYC, re. LeBeau, Rus (Savarin) Buffalo, nc. Lee, Bob (Wivel) NYC, re. Leeds, Happy (Gibson) Cincinnati, h. Leeds, Sammy (Gibson) Cincinnati, h. Legg, Harris (Pan-Pacific Rink) Los Angeles, a. LeMaires, The (College Inn) Chi, nc. Leimomi (Lexington) NYC, h. Lengel, Maxine (Pioneer Nut) NYC, nc. Leonard, Hazel (Roumanian Village) NYC, nc. LeRoy, Hal (Lyric) Indianapolis, t. Lerner, Max (Lyman's) Los Angeles, nc. Le Shay & Leda (Top Hat) Union City, N. J., nc. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Texas Jim (Village Barn) NYC, nc. Lewis, Joe (Hi-Hat) Chi, nc. Lewis, Meade Lux (Cafe Society) NYC, nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Lind, Della (Diamond Horseshoe) NYC, nc. Liszt, Margaret (Hungaria) NYC, re. Lombardo, Guy, & Band (Roosevelt) NYC, h. Lombard, Leda (Queen Mary) NYC, re. Long, Avon (Plantation) NYC, nc. Lorraine, Billy, & Ed Furman (Bill's Gay '90s) NYC, nc. Los Rancheros (Weylin) NYC, h. Los Calaveras (El Chico) NYC, nc. Louise, Mary (Merry-Go-Round) Newark, nc. Lucas, Nick (Roxy) NYC, t. Lucien & Ashour (Chez Paree) Chi, nc.

M McCabe, Sara Ann (Pal.) Chi, t. McCane, Mabel (College Inn) Chi, nc. McConnell & Moore (Nut Club) New Orleans, nc. McCoy, Clyde, & Band (Palomar) Los Angeles, b. McNallie Sisters, Four (Belmont-Plaza) NYC, h. Macks, The (Gray Wolf Tavern) Youngstown, O., nc. Madera, Nedra (Gaucho) NYC, nc. Madison, Rudy (Gay Nineties) NYC, nc. Makarenko, Daniel (Rainbow Inn) NYC, re. Mallory, Mickey (Swing Club) NYC, nc. Malloy, Ullaine (Bradford) Boston, h. Mangan Sisters (Diamond Horseshoe) NYC, nc. Manners, Carole (State-Lake) Chi, t. Mara (Old Roumanian) NYC, nc. Marble, Alice (Waldorf-Astoria) NYC, h. Marco & Romola (Club Tivoli) Juarez, Mexico, nc. Marget (Tokay) NYC, re. Marion, Sid, & Madeline Killeen (State) NYC, t. Marka (Piccadilly) NYC, h. Marks, Tony (Bismarck) Chi, h. Marlynn & Michael (Rainbow Grill) NYC, nc. Marsh, Gloria (Jimmy Kelly's) NYC, nc. Marshall, Everett (Casa Manana) NYC, nc. Martel, Jerry (Geo. Washington) Jacksonville, Fla., h. Martin, Claire (Essex House) NYC, h. Martin, Mary (Rainbow Room) NYC, nc. Martinet (Rainbow Room) NYC, nc. Marvey, Gene (Warwick) NYC, h. Masters, Johnny (Murray's) Tuckahoe, N. Y., nc. Mattison's Rhythms (Pal.) Chi, t. Maurice & Cordoba (Book-Cadillac) Detroit, h. Medrano & Donna (Waldorf-Astoria) NYC, h. Men of Manhattan, Eight (Capitol) Washington, D. C., t. Merriman, Ted (Lobby No. 2) Juarez, N. M. Merry Macs (Onyx) NYC, nc. Miami Mannequins (Geo. Washington) Jacksonville, Fla., h. Michi, Princess (Merry-Go-Round) Newark, nc. Michon, Michel (Russian Kretchma) NYC, nc. (See ROUTES on page 65)

**Subway Exits Sought**

CHICAGO, Jan. 21.—Balaban & Katz Corp. is seeking to connect several of its downtown theaters to the new subway which is now being erected here. Plans are being drafted for underground connections between the transit tubes and four leading B&K theaters, Chicago, United Artists, Roosevelt and State-Lake.

**Vaudeville Notes**

CHARLES NIGGEMEYER and wife, Dolly Nutter, producers of the Oriental Theater shows, Chicago, are leaving for Florida on a three-month vacation. House is switching its policy Friday to double features and straight vaude and unit attractions.

NAT HOLT, division manager of Great Lakes Division of RKO, returned to Cleveland Saturday after a New York visit.

ROGER PRYOR Band, with Ann Sothern, opens at RKO Palace, Cleveland, Friday (27). BLACKSTONE, playing the Boston Theater, Boston, recently, did so well that management reversed its usual three-day stage policy and held bill for one week. DAN FRIENDLY has booked line of 24 Chester Hale girls into Palace, Chicago, week of February 3. This is line's fifth repeat since March. Show will probably run four weeks with *Gunga Din* pic.

EMMETT OLDFIELD plays the Palace, Chicago, beginning March 3. Will remain for the run of the new Irene Dunne-Charles Boyer pic. BOB HAMILTON, organist on WHN, New York, opened Thursday at the Albee, Brooklyn, for a six-night engagement. ABBOTT and COSTELLO are booked for two weeks at the Paramount, New York, February 3. Act recently did a return at the Shubert, Newark. CABIN KIDS, playing to capacity audiences on current tour, had an audience of 3,000 for date at Lincoln Theater, Houston, Tuesday.

JOAN (LeTOURNEL) MELLER, dancer, who won a beauty contest in Montreal when she was titled "Queen of Sport," has been signed for *Monte Carlo Follies* thru the Colonel F. Maybohm office.

GEORGE JESSEL goes into Jack Lynch's Walton Roof, Philadelphia, February 1 at \$2,500 a week. Reported the highest salary Lynch has ever paid for a single. MINOR AND MIGNON, dance team, went into the Riley Hotel, Washington, for a week and were held for four. NED WAYBURN, New York dance-school operator, will produce units for CRA for convention and Junior League dates. A special show is being built for Ferde Grofe's Band. BETTY WILLIAMS, singer, is now on WBBR, Brooklyn, Wednesday mornings. Sustaining program.

VELOZ AND YOLANDA returned to New York Friday (20) aboard the Aquitania. Played London and Monte Carlo, experiencing trouble in Monte Carlo due to missing the opening night and having to adjust their contract. Team may vacation before taking more dates.

ELEANOR HOLM goes into the Radio City Music Hall, New York, February 9. She will do a water tank swim act. BENNY RUBIN is staying in Hollywood to play the lead in *Somewhat Secret*, an MGM short. RITZ BROTHERS returned to Hollywood January 15 to begin working on their new 20th Century-Fox film, *The Gorilla*. EL BRENDEL opened a p.-a. tour at the Palomar Ballroom, Seattle, January 16 thru the Bert Levey office. STAN LAUREL'S UNIT, including Ilcana, Eddie Borden and James C. Morton, opened January 21 at the Roosevelt, Oakland, Calif. MONTE BLUE, film player, is picking up vaude dates. Opens at the Orpheum, Vancouver, B. C., February 3.

BERNI MILLER, clown and champ baton twirler, is producing a baton-twirling number with the Oriental Theater house line, Chicago, last week. Miller leaves for New York next week. BENNY DAVIS' unit will play the Oriental week of February 3. HAPPY FELTON'S Orchestra follows Ted Weems' current engagement at the Chicago, Chicago, February 27. Gower and Jeanne on the same bill.

**No Vo-de-do Stuff, Says Frank Fay, of N. Y. Vaude Plan**

New York, Jan. 21.—"No vo-de-do stuff, no carrying a torch for any cause, no message and no sympathy stuff," is the way Frank Fay sums up what he'll not try to do with his straight vaude policy at the 1,094-seat Hudson Theater.

"It will be regular vaudeville, the kind that made the Palace. There may be production effects and a girl line may be used, but there'll be no streamlined vaude stuff," he adds.

Fay says he has almost set the acts for his first bill and that rehearsals start next week, with the opening slated in about three or four weeks. One show a night and a matinee Saturday at \$3.30 top.

Harry Delmar will stage the bills and Fay will head the works. Fay says he has no backers and that he is putting up all the dough.

Bills will run indefinitely. Name bands apparently will be avoided. The pit band hasn't been chosen yet. It is understood a "personality pit leader" is wanted.

Fay will play the President's Ball in Washington January 30.

**N. Y. Nabe Houses**

**Doing Okeh With Vaude Experiments**

NEW YORK, Jan. 21.—Neighborhood vaude spots are going fairly well and experimenting with flesh continues.

The Skouras' Beacon Theater, which tried a five-day stage show featuring Dave Schooler last week, admits the experiment was "not very successful" and will make up its mind Monday as to future policy. Arthur Fisher booked the show, which cost somewhat more than \$2,000 for the five days and was to get a percentage over a certain gross.

The Forum, Bronx, tried a vaude unit, *Monte Carlo Follies*, Saturday (evening show) and Sunday (three shows) on top of the usual double features and, according to the house manager, upped gross 20 per cent. Next vaude show will be February 4 and will probably run with a single film feature.

The Riviera, Brooklyn, operated by Sam Cocalis and Al Rogers, the latter booking also, is coming along nicely. Cocalis says the Riviera is doing so well that he might put vaude into "three or four other houses soon."

**Cincy Shubert Calls Quits**

CINCINNATI, Jan. 21.—Shubert Theater, which since November 18 has treated its patrons to a fare of name bands and straight vaude, drops the flesh schedule the week of February 3, with Bandman Ozzie Nelson and his charming frau canary, Harriet Hilliard, as the final attraction. Anemic box-office reaction is the cause for the vaude fade, according to Cliff Boyd, Shubert manager. House will continue operation with first-run pictures.

**Harry Clark To Book L-J Houses Of Georgia; 3 Weeks To Start**

CHICAGO, Jan. 21.—Flesh hopes in the South, particularly in the State of Georgia, have gone up with the appointment this week of Harry Clark, local unit producer, as exclusive booker for the Lucas & Jenkins Circuit, operator of 83 houses in Georgia. Clark states that the move will do away with constant repetition of acts into the same houses which hindered business and will encourage the L&J chain to convert more houses to a combo policy wing.

At a meeting held in Atlanta last week operators decided to add three-day vaude dates immediately into their Bijou, Savannah; Waycross, Waycross, and Capitol, Macon. Monday and Tuesday dates will be added to the Albany, Albany, and a Wednesday to the Rose, Thomasville, next week. The new time, with the addition of the regular full week at the Capitol, Atlanta, and three days at the Royal, Columbus, will give acts three consecutive weeks on the L&J route.

**Kalchein Tiffs With MCA**

NEW YORK, Jan. 21.—Harry Kalchein, Paramount booker, had a tiff with Music Corp. of America this week that shows signs of further reverberations, altho Kalchein contends that his relations with MCA are still "friendly."

The scuffle was due to MCA canceling Benny Goodman's booking at Shea's Theater, Buffalo, after Goodman's current engagement at the local Paramount because Kalchein refused to book Walter Dare Wahl, an MCA act, on the same bill.

Kalchein claims that it was the choice of the Shea's house manager not to book Wahl's act, as he felt it didn't fit on the same bill with Goodman. MCA gave the ultimatum that if they don't accept Wahl, Goodman's booking would be canceled. It was.

Kalchein, however, states that there is no breach of feelings between him and MCA because of the incident and they will still conduct amicable relationships.

**Review of Unit**

**"Wonder Bar Follies"**

(Reviewed Tuesday afternoon, January 10, at the James Theater, Newport News, Va.)

An entertaining enough little show as is, this one needs only a little dressing up to get into the top flight. There is a total absence of anything in the way of adequate opening and closing, and there is need of an emcee and a few more girls. The show lacks unity and fails to give the impression that it is as good as it actually is. Yet there is some fine talent—witness the personable tap team of Watts and Moreland, the Seror Twins and Kozak and Trika, Cossack slack-wire specialty. Tappers open the show, and boy comes back for a worth-while baseball specialty. Both look good and are willing workers, and the lad would serve admirably as emcee for the show.

Seror Twins, looking like Ted Lewis (both of them), got favorable reception with an unusual brand of silent comedy. The Kozak-Trika pair scored with their flash slack-wire act, climaxed when the boy rides his illuminated bicycle on wire in darkened house.

An unbilled male acro dancer got a fine hand, and black-face skits, tho little of the material was new, were capably handled. Jimmy Brooks' six-piece stage band is far above average for stage bands.

Picture was *His Exciting Night*, and attendance just fair.

Warner Twyford.

**Loew Wins Stockholder Suit**

NEW YORK, Jan. 21.—Judge Valenti, of New York Supreme Court, handed down a decision yesterday approving profit-sharing and personal-service contracts extending back to 1924 in the case brought against Loew's, Inc., by minority stockholders. Court exonerated MGM board of directors from charges of fraud and mismanagement.

**Vaude Grosses**

**Goodman 2d Week Poor; Roxy Big; Robitschek Slips**

NEW YORK.—Roxy Theater this week garnered the heaviest gross of all of the Times Square presentation houses due to the heavy exploitation and publicity build-up given to the picture *Jesse James*, which brought in \$76,500. On the stage bill is Nick Lucas, Three Swifts and the Rios. This bill is expected to run at least three weeks.

Radio City Music Hall grossed \$60,000 with *Trade Winds* and the regular revue, plus the Gilbert Brothers as the only outside act. A poor figure considering the MH's capacity.

The picture *Zaza* at the Paramount is blamed as the factor for the poor gross at the Paramount, despite Benny Goodman's presence on the stage. Take for the second week was only \$29,000 compared to the first week's gross of \$51,000.

Second week of *Going Places* and Louis Armstrong and Bill Robinson p. a.ing at the Strand accounted for a fair \$27,000.

The State, with Benny Meroff, the Stroud Twins and Joy Hodges, plus *A Duke at West Point*, was good for a fair \$22,000.

Kurt Robitschek's three-a-day vaude at the Majestic had a poor week for its second bill, grossing between \$10,000 and \$12,500.

CHICAGO—Chicago had one of the best weeks in months, excluding the holiday period, grossing a heavy \$36,000 with Warner's remake of *Dawn Patrol* and a stage bill topped by Mary Raye and Naldi. Palace, also, had a better than normal take with *Son of Frankenstein* and a Billy House revue, winding up with \$20,000. Oriental with its first unit, *Girlie Gambol*, and a return of *The Great Waltz* held its own with an average \$18,000, and the State-Lake with an eight-act bill headed by Romo Vincent and an inconsequential picture, *Illegal Traffic*, ended the week with a fair \$13,000.

AKRON, O.—Phil Spitalny's unit, playing at the Palace here for the first time, hung up a record for this house when on Sunday, January 8, it grossed \$3,700, eclipsing the previous high of \$3,200. House thruout the day was jammed and, despite five shows, lobby crowds waited until after the last curtain at night before all were in the house, according to Manager Bud Sommers. The unit played the house three days.

INDIANAPOLIS.—Lyric, with Gang Busters, Britt Wood and Rolf Holbein on stage and *Going Places* on the screen, grossed a slightly-better-than-average \$8,300 for week ending January 17.

MONTREAL.—Loew's, week ending January 17, dropped to \$7,000, one G under average, with Mike Riley Band and other acts. Pic, *The Storm*.

LOS ANGELES.—Paramount did \$19,000, one G above average, for week ending January 18 with Rudy Vallee Band on stage. Pic, *Ride a Crooked Mile*.

KANSAS CITY, Mo.—Fox Tower grossed \$10,000, as against \$7,000 house average, for week of January 18 with Ina Ray Hutton Band, Winstead Trio, Elaine Merritt, Boy Foy, Bobby Pinkus and Ruth Foster. Pic, *Charlie Chan in Honolulu*.

NEWARK, N. J.—Week ending January 21 found the Paramount Theater, with Ozzie Nelson and Harriet Hilliard on the stage and *Beachcomber* on the screen, leading the town's two vaude houses. Take was \$15,600. Shubert, running straight vaude and one hour of shorts, dropped behind a bit last week. Harry Richman headlined the stage show, which included Block and Sully, Nella Goodelle and Toy and Wing, and grossed \$12,400.

Empire, town's only burlesque house, hit a high \$6,100 with Ann Corio and her *Glamour Girls*. Miss Corio is in for the second time this season, having only been here a few months ago. Usual take for the Empire has been around \$3,200.

PHILADELPHIA.—Will Osborne's Orchestra, heading a snappy bill including Phil Regan, Fuzzy Knight, Harry Savoy and Vivian Newall, was good for \$20,000 at the Earle Theater last week. Picture was *Pacific Liner* (RKO).

**For World Fair News**

Complete news of the World Fairs (New York and San Francisco) will be found on page 33.

**Majestic, New York**

(Reviewed Monday Evening, Jan. 16)

Second edition of Kurt Robitschek's attempt to revive the halcyon days of vaude is labeled *Laughter Over Broadway*, and a strenuous effort to carry out the titular implications has certainly been made. Seven of the 10 acts are comedy turns and the assortment is bound to arouse the risibilities, at least thru a goodly portion of the bill, of even the most blase disbelievers in vaude's entertainment ability.

Holding over from the initial show are Eddie Garr and the Wiere Brothers, carrying along with them their show-stopping proclivities. Garr's emseing is in his usual capable, genial manner, and his drunk routine, impersonations, et al., continue to be surefire. The Three Wieres, Europe's gift to America's vaude renaissance, have the sort of novel, original offering than can do much to return the two and three-a-day to favor, and their fooling is outstanding and highly amusing.

Clare and Sana Sisters, roller-skating trio, open, offering nothing particularly new in their routines but handling them in a more showmanly fashion than most similar acts. Joey Faye, fresh from his personal success in *Sing Out the News*, scored a like hit here with his pantomimic mugging, his fast comedy delivery and the zany one-man wrestling bit.

First and only complete egg-laying of the whole bill was Herman Bing, whose Hollywood reputation garnered top billing here. Due to a line of chatter and song that was embarrassingly bad, Bing's only accomplishment will be a loss of prestige with those moviegoers who catch him here. Whoever wrote the material he's using must have been deliberately trying to insult the parishioners' intelligence, and Bing is no less guilty as an accomplice after the fact. This wasn't only bad, it was painful.

The show got back into its humorous groove with Walter (Dare) Wahl, assisted by pint-size Jonnie Trama. Wahl worked a bit too slowly, allowing too much time for build-ups, but on the whole his bit has all its old-time entertainment quotient. Avis Andrews, sepia songstress, was accorded one of the best hands of the evening, and rightly so. With the aid of great arrangements, she made *You Went to My Head*, *While a Cigarette Was Burning*, *Swanee River* and *I Can't Face the Music* really something to listen to. The Stephen Foster melody in particular was a delight, with part of the main phrase sung in a minor key, original and effective.

Chaz Chase received his usual share of laughs and gasps while eating everything in sight. His propensity for digesting indigestibles always has been and probably always will be a never-ending source of amazement to the bicarbonate-of-soda addicts out front. Jack Holland and June Hart followed the Chase hokum, their smart, polished ballroomatics contrasting nicely. Team is one of the better waltz-tango-rumba combinations, presenting a fine appearance and accomplished routines. Between costume changes Gloria Rich, subbing for Bernice Stone during the latter's illness, turned in a stereotyped

**Vaudeville Reviews**

tap performance that was no better than the filler it was intended to be.

Last act was Jeanne Lorraine and Roy Rogan, whose superior clowning overcame the handicap of following so many other comedy turns. Their burlesque waitz adagio is a standout and won them one of the best ovations of the evening, a definite tribute from an audience a little weary of palm-beating by that time. "Finale" was hardly that, cast merely coming out for another bow.

Routining of the first half of the bill could be a lot better, with four comedy acts, all male, following one another before the introduction of either music or femininity. No production attempt is made, but solid-color drops and cyclorama present a smart decor. Robitschek dispensed this time with two of the first bill's mistresses of ceremonies, maintaining only Vera Nargo for an opening and closing announcement.

Julian Fuhs handles the pit band's baton capably, altho the music is the least important part of the proceedings and stands out at no time. The accent is entirely on comedy for this edition and in the main is successful.

Daniel Richman.

**Paramount, Newark, N. J.**

(Reviewed Friday Afternoon, Jan. 20)

Continuing the battle of names between this house and the Shubert, A. A. Adams this week offers a stage show headed by Duke Ellington and band, Ivy Anderson and the peckin' Chocolateers.

Setting for the opening is one of the most effective seen here for some time. Band opens on a dimly lit stage with an overhead amber spot picking out Ellington as he plays a spinet piano in front of the band. Entire organization is behind a bobbinet scrim. While the ork plays thru an overture alternating spotlights pick out performers on either side of the stage while they do introductory bits. Scrim is finally raised, with stage-lights going up with it.

Show then goes in the usual routine with Flash and Dash, animated tapsters, starting things off. Band alternates with acts. Outstanding attraction was Tanya, interpretative dancer who thrilled and amazed with her spectacular twists and twirls. Act leaves her completely exhausted. Rex Stewart got a nice hand for his *Boy Meets Horn*, one of Ellington's latest compositions, which features all the odd tunes and tones available on the trumpet. Ivy Anderson is on after Stewart and pleases with her version of *Alexander's Ragtime Band* and *He's a Smart Talking Man*. Ivy's performance is more talking than singing. She should stick to the vocals—that's what her public wants.

Johnny Hodges and his band within a band are called forth for the *Jeeps Blues* and then the Chocolateers have their inning. Peckin' boys, in for a repeat, give out with their usual stuff. Band finishes up with another Ellington tune, *I Let a Song Go Out of My Heart*, and they make their exit with a lowering of

lights and the dropping of the scrim. Screen fare is Paramount's *Zaza*. Biz at supper show good. B. M. Kern.

**Loew's State, New York**

(Reviewed Thursday Evening, Jan. 19)

Top billing this week to Ann Sothorn and Roger Pryor's Band. Miss Sothorn, besides being Mrs. Pryor, is a personable femme who sings; but not well. Pryor fronts his band with vigor and enthusiasm, but resembles a prize fighter in training rather than a batonist. The orchestra needs sparkle.

For the rest, the vocalist, Lana Truesdale, is mediocre. She also plays piano in the band. Act's other attraction, trumpeter Red Hodgeson, claimed to be the original writer of the *Music Goes Round*, sings this tune. Very uninteresting.

Band does burlesque take-offs on names such as Wayne King, Eddy Duchin and Sammy Kaye, and for a period contributes renditions of standard tunes. Pryor engages in some chatter with Miss Sothorn. Turn in general needs much refurbishing.

Sid Marion, with Madeline Killen straightening, is still doing a very funny act. Opens gagging in that Dutch, lisp-style, then goes into drunk imitations. Engages in some love hoke with Miss Killen, and mugs while she does a tune. Marion's turn is old, but packs plenty of comedy. Girl is a good talker and has looks.

Big-Time Grip, one-legged Negro dancer, gets around the stage in amazing fashion. Hoofs with and without a crutch, and is able to deliver some difficult acro steps. Includes versions of *Lambeth Walk* and *Boogie Woogie* in repertoire and closes to a good hand. Turn opens with Grip singing a bit, but this is negligible.

The Juvelys, mixed team, do a smart equilibrist turn. Man balances on a teeterboard atop a small roller, and girl then balances head-to-head. Routine grows more complicated with both balancing and juggling items. Act has suspense and interest.

Pfc. *Sweethearts* (MGM). Excellent house. Paul Ackerman.

**Chicago, Chicago**

(Reviewed Friday Afternoon, January 20)

Back on home grounds after a lengthy stay on the Coast, Ted Weems has again whipped into shape an entertaining unit, containing some lively specialties and specialty entertainers, and commercial all the way. First show caught, however, ran overtime and will probably be trimmed to regulation size. Undue length is first noticeable particularly after the Peggy Taylor Trio comedy waltz, which takes several minutes and exhausts the audience with a conglomeration of bits and tricks.

Band opens with a spirited version of *Jeepers Creepers*, and Patsy Parker, a Martha Rayesh blonde from Texas, swings out with *Story of a Dixieland Band* and *I'm Nobody's Sweetheart*. Puts her all to work and gets the show off on a speedy journey.

The boys get together next for a medley of three old tunes, and Beverly Bemis, now tapping alone, follows with two personality routines that netted a good hand. Kid is cute and her taps are full of rhythm.

Elmo Tanner, the veteran whistler, had little trouble getting over his tunes and thruout the show is a thoroly useful member. Peggy Taylor Trio, mentioned above, have many laughs in their number but because of its exhaustive length should either come later in the bill or shorten the turn to make it easier for the rest of the gang to follow.

Mary Lee, kid warbler, has a warm, small-townish personality that goes well with her songs, and Red Ingle, the bespectacled comic, joins her at the end for *Small Fry* and remains for an amusing ventriloquism specilaty. Red stays on with Tanner for their old song and fiddle novelty that still remains clean fun.

Perry Como, scheduled for an earlier spot, was held back due to an attack of laryngitis. He did mighty well with a brief medley, his voice surprisingly melodious and the delivery full and mellow.

A feverish swingaroo featuring the most unorthodox drum work of Orm Downes, and the familiar Weems novelty, *The Martins and the Coys*, wind up the program. The maestro was as jovial as

ever and conducted the bill in acceptable style.

House was big at end of first show. Screen has Paramount's *Zaza*, starring Claudette Colbert. Sam Honigberg.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, Jan. 20)

The Earle had plenty of talent this week—and knew what to do with it. The stars, headed by Ben Bernie and his lads, were whipped into an hour and 10 minutes of solid entertainment.

Bernie unveiled two new vocalists. Bob Gibson, a lanky youngster with a Crosbyish voice who should go far, and Peggy Hope, a cute little trick whose pipes are a bit thin but can sell a song. Gibson leads off with *Old Folks* and encores with *Two Sleepy People*, both on the sockeroo side.

Colonel Mannie Praeger scores with a comic rendition of *Ferdinand, the Bull*. Then Peggy tried *Get Out of Town*, which is out of range for her voice, and followed with *They Say*, a bit better.

Linda Moody, a clever tap dancer, provided the hoofing for the bill. Pretty and has plenty on the gamms.

The Maestro and the lads then go for a bit of medley work, with Gibson doing the vocals on *Mexicali Rose*.

Colonel Praeger then returns with his old favorite, *Ten Little Bottles*—a tune that hasn't lost its zip despite the Colonel's 10 years of plugging.

Bill Ames, "voice caricaturist," imitates everybody from Jimmy Durante to F. D. R. Mixed with funny lines, the act was a real click.

Mary Small provided the sockeroo finish with *This Can't Be Love*, *Franklin D. Roosevelt Jones* and a comic-classical rendition of *Flat Foot Floogie*, which was terrific. She encores with *Old Man River*, and the customers wouldn't let her off the stage. Bernie came to her rescue by having his drummer go into Krupa-like gyrations and, while the audience was thus diverted, wound up the show.

Business was terrific, with SRO sign out early. Line of customers was waiting in the cold when the first show ended.

Picture was *Off the Record*.

Si Shaltz.

**Forum, Bronx, New York**

(Reviewed Saturday Evening, Jan. 14)

House runs double-feature pix and is trying vaude on week-ends by way of experiment. Bill caught was given once on Saturday night and three times Sunday, Manager Louis Gianazza explaining policy to the audience and plugging vaude. Theater has Bank Night Monday, Wednesday and Friday.

Titled *Monte Carlo Follies*, stage unit had Larry Maddi's Orchestra on stage, a line of 12 girls and six acts, including emsee Eddie Collis. Program was just fair, but good for a neighborhood spot.

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and audience gave the bill a strong reception.

Top billing to Rulson, Dorsha and Baro, ballroom dance satirists. Act includes two men and a girl, and style is the usual one—a straight beginning which degenerates into hokey nonsense with falls, torn clothing and tangled dresses. Part of the turn is in questionable taste, but audience went for it heavily. Good turn for its type.

Haynes, Hay and Howe, three-man hoke and knockabout turn. Do nut afro, screwball comedy, a bit of impersonation and dancing. It's a regulation turn and a bit crude in spots, but the lads were socko in here and can undoubtedly repeat in any nabe house.

Shirley Herman (Mrs. Schlepperman) gave over much of her turn to comedy singing, chief tune telling of a dame trying to get a job in show business. Miss Herman does this with gestures and posturings. Part of her act done with aid of emcee Collis. Winds up with a comedy dance and, like most of the acts, knocked them over.

Ruth Coburn, blond soprano, has some technique but needs more vocal quality. Would do better with dumping arrangements which include interpolations of numerous other tunes—such as her *Make Believe* number. May come along.

Steve Dey, tap dancer, is a very hard worker. But this reflects itself in his style—which is too energetic. Dey should attempt a more facile turn.

Eddie Collis did a nice emcee job and showed a very passable vocal ability. Came thru nicely with *Says My Heart* and *Music, Maestro*.

Maddi Orchestra, 11 men including batonist, are capable musicians but need arrangements with more sparkle. Five of girls just so-so.

Pix were *Just Around the Corner* (20th-Fox) and *Hard To Get* (Warners). Both oldies. Very good house Saturday night. *Paul Ackerman.*

**Palace, Chicago**

(Reviewed Saturday Afternoon, Jan. 21)

A better than average five-act combination here this week, topped by Tony Martin, whose screen following should draw a few extra shekels into the box office. He has been billed here several times before with his band unit, but the orchestra idea has since been abandoned.

He is not bad at all. Has a pleasing personality, natural song delivery and is most generous with his offerings. At the first show he did a batch of pop tunes, and returned with the composer of *Everybody's Laughing* to air the number to the author's piano accompaniment.

The Six Grays with rhythm tap routines. The five girls and one man appear in various turns, but some of them are poorly costumed in briefs, since the femmes, in particular, do not have those sweet 16 personalities that go well with revealing outfits. Their unison tap work is okeh.

Brown and Ames, adhering to their old formula, still dish out fresh and clean entertainment. Man's screwy story opening is entertaining and his tiny partner furnishes appeal with her piping and cute dance steps. Went well.

Harris and Shore followed with four comedy numbers that were given a strong reception. Team garners laughs soon after its initial appearance and keeps the customers in good humor thruout the turn. Sylvia Shore's amiable, laugh-provoking personality and

Norman Harris' informal introductions of each number also help keep the act in the upper brackets.

The Seven Fredysons, teeterboard acrobats, follow Tony Martin's next-to-closing spot. Act has been here before with its intricate tricks, familiar comedy bits and generally fast-paced conglomeration of hullabaloo that entertained a young, morning audience.

Screen has John Barrymore in the unheralded but strong RKO feature, *The Great Man Votes*. House was filling up at the end of the first show.

*Sam Honigberg.*

**Strand, New York**

(Reviewed Friday Evening, Jan. 20)

Show this week is light on box-office pulling power, but, as usually happens with a bill that doesn't shape up too well on paper, the entertainment actually offers a lot more than star-studded flascos. Band-of-the-week is Leo Reisman, the only name value of the 52-minute show. And in comparison with jitterbug delights like Goodman, Dorsey and Co., his drawing ability is negligible.

His brand of music, however, needs no excuses. Jumping from *One o'Clock Jump* to *My Reverie*, and taking in *St. Louis Blues* and *Hurry Home*, Reisman proved that he has lost none of the excellent musicianship framed in superlative arrangements that made his band one of the top-notch outfits some years ago when he reigned at the erstwhile Central Park Casino. Highlights are the string obligato on *My Reverie*, the fiddle and growl trumpet orchestration for the W. C. Handy classic, and Larry Stewart's and Dinah Shaw's vocalizing.

Tenor did the DeBussy-Clinton opus, with Miss Shaw handling *Hurry Home* just right. Seventeen men look good in white tux jackets against a simple blue backdrop, and all in all Reisman acquits himself more than creditably. Jay and Lou Seiler impressed with a curved ski routine that carries plenty of originality and laughs. Greater part of their act is spent on the semispheric runners, and the tricks that are possible from the unusual footgear are manifold. The Seilers take advantage of all of them and throw in the proper amount of showmanship and hokum. Turn is novel and a real audience-pleaser.

Toy and Wing, Oriental dance stylists, work with all the smart eclat of their occidental colleagues in shag, tap and afro routines that are decidedly non-Oriental and exited to one of the best hands this observer has ever seen accorded an opening dance duo. Boy and girl are accomplished hoofers.

Pansy the Horse shares comedy honors with the Seilers. "Horse's" antics are familiar but potent as ever for laughing. Virginia Mayo, shapely and beautiful blonde, puts Pansy thru its paces, and if the pew-holders' attention is divided between the "nag" and its "trainer," it's Pansy's own fault for hiring an attendant with legs like that. "Extra added attraction" is Dick Todd, baritone, who has been making a name for himself on records. Singer has an extremely pleasing voice, nicely brought out in *They Say*, *Two Sleepy People* and *Deep in a Dream*, but is gauche and appears uncomfortable. Personality is nil, which is too bad, considering Todd's other attributes of nice appearance and a definitely superior baritone for the pop stuff. Received only a mild hand, however, because of his inability to sell himself.

Screen offers John Garfield in *They Made Me a Criminal*. Plus the interest engendered in Garfield by the Warner publicity department, it may make up partly for the lack of ticket-window power on the stage. *Daniel Richman.*

*Made Me a Criminal*. Plus the interest engendered in Garfield by the Warner publicity department, it may make up partly for the lack of ticket-window power on the stage. *Daniel Richman.*

**Palace, Youngstown, O.**

(Reviewed Monday Afternoon, Jan. 16)

First vaude in many weeks that hasn't come in with its own orchestra, but current bill, co-starring Lou Holtz and Helen Morgan, with three excellent supporting turns, is about as pleasing entertainment as has appeared here in some time.

Joe Martinko's Orchestra deserts the pit for the stage and does nicely as (See VAUDEVILLE REVIEWS page 32)

**Crisis for N. Y. Straight Vaude**

NEW YORK, Jan. 21.—Kurt Robitschek's wails about declining business at his three-a-day vaudeur at the Majestic have finally been heard by the stagehands' union (Local 1, IATSE) and his stage crew last week was reduced from 14 to four men.

Business at the Majestic, in the first three weeks of the new venture, hasn't been a paying proposition, and it is reported that if attendance doesn't perk up Robitschek may call it quits.

For the first three weeks approximately \$43,000 was grossed but does not represent any money made. Nut runs around \$13,000 per. From the time it opened there have been squawks that the musicians' and stagehands' unions "packed" the house and the pit with 14 stagehands and four "additional" musicians. Both unions claim that that amount of men was agreed upon before the house opened.

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**Late RKO Bookings**

NEW YORK, Jan. 21.—RKO bookings include Ozzie Nelson and Harriet Hilliard in Cincinnati week of February 3, and Dayton, February 10. Nelson and Hilliard are playing this week at Providence, and open January 27 at Chicago.

Blackstone, following this week's engagement at RKO's Shubert, Cincinnati, goes to Palace, Cleveland, week of February 3.

**MCA-Morris Split Fee**

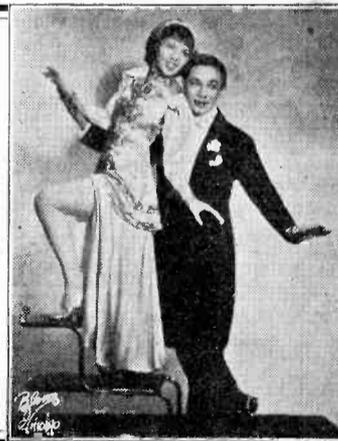
NEW YORK, Jan. 21.—Clifford Fischer revue from the defunct International Casino will be booked jointly by Music Corp. of America and the William Morris Agency, bookings to include San Francisco exposition, theaters, etc.

MCA originally had the okeh to book, but Morris agency grabbed the show later and the agencies agreed to split commissions.

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# N. Y. Follies Houses Again Ask Right To Use Burlesque Label

NEW YORK, Jan. 21.—Contrary to impressions handed out, peace does not reign in local burlesque, because the theaters have not yet signed the contract pending since early in December, stalling being attributed to disagreement over performers' scale for extra shows, time off for musicians and stagehands and desire to have name of burlesque returned.

Situation was aired at membership meeting of the Brother Artists' Association Sunday evening and also at a behind-closed-doors powwow participated in by the operators and representatives of the musician and stagehand locals. Performers suspect the operators of deliberately stalling until the season is over. Tactics are a repetition of maneuvers attempted about a month ago.

Originally, operators were supposed to have signed the contract as a Christmas gift to the performers. City censor J. F. X. Masterson drew up the terms, having been given the power of attorney to represent all seven houses. The trade raised eyebrows at such a queer combination of supposed-to-be-impartial city censor and authorized spokesmen for the operators. It's been reported that Masterson has had much of his own law practice to attend to, necessarily delaying action on the contract. Real issues came out in the wash at BAA meeting.

The chorus girls have been getting their \$24 weekly, there's been difference of opinion on paying the principals for extra shows over week-ends and holidays. In contract which BAA had with the Gayety earlier this fall, all extra shows were to draw 1/14. In deal pending, operators were given concession. The 1/14 scale was to prevail only on holidays and on Saturdays and Sundays a 1/28 rate would be in effect. The coincidence of holidays on the week-end in December caused the howl, with the operators (except the Republic) paying the 1/28 rate on grounds that the week-end rate should stand. Cast at Gayety is particularly burned, feeling that theater should be made to live up to the signed contract until the new one had superseded it. Issue seems a long way from settlement.

Operators called in Masterson last week to negotiate for them with musicians and stagehands over the day off. He has advised operators, however, not to try to whittle down union standards. Most of theaters use five musicians (Gayety has six). Stagehand Local 1's minimum for burly houses is six in the crew at \$75 per man. This move on part of operators might be used, as they tried before, to get the unions to take the initiative in petitioning the mayor's office for return of name burlesque in time to capitalize on World's Fair trade.

For a time the operators didn't give a hoot for the return of the name, but when a BAA contract seemed imminent, and they could no longer alibi that a "Follies show couldn't contract with a 'burlesque' union, they cried wolf again. Business had fallen, they contended, and with World's Fair visitors due they must have the name burlesque back.

Once before the operators tried to bargain with the unions. In return for union support of plea for return of

## Phil Rosenberg's Bookings

NEW YORK, Jan. 21.—Jeanne Williams, National, Detroit, opening today. Poppy O'Hara and Vic Plant, Shubert, Philly, tomorrow. Billy Wallace and Roxanne, Troc, Philly. Diane Rowland, Gayety, Baltimore. Moran Brothers, Gayety, Washington. Gates and Claire, Casino, Pittsburgh, and Foley and Mason, Shubert, Philly, January 29. Margie Hart, Gayety, Baltimore. Roxanne, one-nighters, February 5, and Gayety, Baltimore, February 12.

burlesque at mayor's office, operators promised they would accept union demands. Situation was a ticklish one and supposed to be kept in secret, unions not wanting leak on their ulterior motives. However, operators seemed to have blabbed and the unions refused to confront the mayor. Now the operators seem to be heading in the same direction. They've succeeded thus far in avoiding a BAA contract.

## Burlesque Reviews Follies, Los Angeles

(Reviewed Tuesday Afternoon, Jan. 17)

Show this week was full of sock and good entertainment value. Staged by Grover Franke, the whole performance was smooth and got good audience response. Mounting of the show was above the average, showing taste and class not usually associated with burlesque.

Tuesday mat found the house nearly filled. Unusual at this time of day here.

Line-up of strippers was okeh, with Nora Ford still headlining. More on the rowdy side, Miss Ford did a strip that got the customers stamping their feet. Other peelers were Flo London, tall statuesque blonde; Leona Lewis, billed as the personality girl; Zella Lane, who put plenty of umph in her number, and Lolita, a favorite at this theater.

Mozelle did an Oriental dance that scored. This performer brings an element of class. Production on this number was very good, with line girls opening and fading, leaving Mozelle alone on the stage.

Murray Greene and Elsa Lang do a couple of duets that are good, *They Say and One Song*. They really know how to sell their stuff. Parker Gee, who also straightens in the blackouts, sang *Get Out of Town*. Gee is a fixture here and always manages to turn in a good performance.

Comics were George Lewis, Jimmie Hewitt and Howard Farris, with Bob Freeman and Murray Greene straightening. Blackouts were adequate but lacked punch. Bits have been well scrubbed due to local pudge.

Line girls above the average in looks and dancing ability. Their numbers showed precision.

Biz good here. Grover Webb house manager.  
Dean Owen.

## Casino, Pittsburgh

Positively innocuous. Even Grandma, if a Puritan, could hardly blush. Maybe that's why the audience forgot to get up off its hands most of the time.

Pretty scenery, fresh costumes, talent variety . . . but little punch, neither dirty nor clean.

Formula still same one that's been bringing b.-o. boosts over last season, which might indicate it's a click. But I can't forget those silences after the acts bowed.

Line of 16 girls (not as gay as the choruses a couple months ago), slapstick, song and dance specialty, then repeats, with variations by combining lassies with singles.

Current road crew, labeled *Strike Me Pink*, fails to draw red faces or hands, however, not so much from cleanliness as from lack of any outstanding scenes or acts.

Featuring "remote control dancer" Carrie Finnell, adequate cast includes teasers Gladys McCormick and Marie Cord; comics Happy Hyatt, Charles Harris and Sam Raynor; dancer Ruth Brown, and the acrobatically tapping Three Lunatrix, a version of the Three Stooges aping the Ritz Brothers in their adolescence.

If any tops could be named, probably: Finnell, Brown, Hyatt and the "Trix."

Despite lack of usual sizable skirted portion of audience, customers significantly unappreciated the strips.

Also on the bill, short film subjects.  
Mort Frank.

## New York:

DIANE JOHNSON sends the news from Detroit that the National, recently returned to stock, will alternate its shows with the Capitol, Toledo, due to reopen either January 27 or February 3. Each show to remain a fortnight, with Paul Morokoff producing. Bill Collins to manage the Toledo house. . . . MAC (GOGGLES) BARRON, comic, celebrated his 14th week at the Esquire Club, Baltimore, January 16. . . . BOO LAVON joined the Marshall-Leonard show on the Midwestern circuit in Cleveland. . . . HELEN COLBY and Bert Marks new principals at the Republic January 20. Replaced Ermaine Parker and Slats Taylor. . . . EDNA (HOTCHA) DEE opened January 20 at Miami Beach to relieve Maxine DuShon, who returns here for the Continental opening. . . . ANN AND BERT ROYCE played a week's stand at the Star, Brooklyn, January 13 to 19 as a specialty tap-dance team.

CAROL DRAKE, en route with the Valerie Parks show on the Hirst wheel, can now be termed an international player. Filled a European engagement for Clifford Fischer, which included a month in London and another in Paris. . . . PHIL SILVERS left the Star, Brooklyn, January 26 for the Midwest circuit. Hank Henry, after a lengthy stay at the Eltinge, replaced him. . . . LOUISE ROGERS, recovered from 10 days' battle with a cold, opened January 23 at the Columbia, Boston, for two weeks. . . . TOMMY (BOZO) SNYDER and John Head are rehearsing a vaude act to be handled by Eddie Sherman, in which Bozo will drop the pantomime comedy gestures for a talking part. . . . TINY HUFF forced to close at the Triboro January 14 to undergo a throat operation. Will be in Mount Sinai Hospital until February 1. . . . GINGER BRITTON completed two engagements of six weeks each at the Star, Brooklyn, January 19, to open at the Eltinge the day following.

GLENN MASON, xylophonist, opened January 29 in Baltimore on the Hirst circuit.

ERMAINE PARKER, who shifted from the Republic to the Star, Brooklyn, last week, is awaiting cable news regarding settlement of salary question for a prospective London engagement to do her tangle dance in a production to open February 20. Deal is thru Dick Henry, of the William Morris office. . . . WALTER BROWN, Billy (Bumps) Mack and Annette joined the Triboro stock January 22, and Irving Selig, Charles (Tramp) McNally and Joan Mavis closed January 21. Roxanne extra-attractioned over the week. . . . DIXIE HEY, dancer, who joined the Republic January 20, comes from niteries out of town. Dad is Ben Hey, formerly identified with pics but now with real estate in Mason, Tex. . . . COO-COO MORRISEY and Jack O'Malley are new principals at the National, Detroit. Open January 28. . . . SLATS TAYLOR left the Republic January 19 to proceed to Miami Beach, where he replaced Rags Ragland January 22 at the Million-Dollar Pier.

NAT MORTAN says he is managing Senorita Gertrude McCarthy, "the only Irish-Spanish singer-dancer." Booked her into the Nomad Club, Atlantic City. . . . CORA ZELDA, singer, and Geneva Lawrence, dancer, will play a niterie in Venezuela, says Mortan. They sail from New York February 15. . . . MILLIE DUBOIS, formerly of the dance combo DuBois and Curtin, opens next week at

the Gayety as a specialty dancer. . . . BARBARA FRIED, former niterie dancer, joined the Eltinge show last week.

EVELYN MYERS moved from the Gaiety to the Star, Brooklyn, January 20. Replaced by June St. Clair. Betty Rowland shifted to the Gaiety the same day, with the exit of Sunny Lovett. Herbie Fay and Steve Mills became new comics, succeeding Bert Marks and Fred Walker. . . . HINDA WASSAU, Margie Hart, Hank Henry and Phil Silvers all dated ahead for the new Continental and all booked direct by Producer Allen Gilbert, who states that absolutely no agents will be identified with the Continental bookings except Milt Schuster in Chi, who will send in any talent wanted from the West. Dorothy Mae also in for the opening, January 27, cast, and Herman in to set new styles in female hairdress. Louise Stewart and the Three Titans, instead of Joan Lee and the Three Lunatrix, are other openers. Most of the chorus recruited from the recently closed International Casino and Hollywood niteries, according to Gilbert. . . . RUDY HORNE, tap dancer, booked by Lou Miller, of Phil Rosenberg's office, opened January 20 at the Republic.  
Uno.

Chicago:  
BILL COLLINS, who reopens the Capitol, Toledo, February 4 with a stock policy, was in town arranging bookings thru Milton Schuster. . . . SCHUSTER, incidentally, set Peaches into the Continental Theater, New York, for two weeks, opening January 27. . . . N. S. BARGER, of the Rialto here, is taking over the Lyric Theater on 42d street, New York. . . . KITTY ELLIS has closed with the Midwest circuit and left for Kansas City, Mo., to visit her mother. . . . BOBBY PEGRIM is in town, producing the line numbers at the Town Club. . . . GAIL LAWRENCE, dancer, opened for the Midwest circuit at the Avenue, Detroit, Friday. . . . CHARLES FOX reopened his Empress, Milwaukee, with burlesque, running Friday to Sunday. . . . TRZOFF AND CLEO, nudes, joined the new unit at the Gayety, Cincinnati, Friday.

From All Around:  
MIAMI NOTES: Clarice Isbell, Minsky chorine, celebrated a birthday at the Music Hall here recently. Marilyn Colton, chorine, taken ill in Miami. Friends took up a collection to send her home to Seattle, Wash. Mike Ballerino, former featherweight champ and one-time doorman at Minsky's Music Hall, married last week. Cast at Music Hall last week was "Nuts" Kaplan, "Rags" Ragland, "Stinky" Fields, "Shorty" McMallister, Bob Taylor, Jess Mack, "Buddy" Orlando, Paul Rich, Amy Fong, Jean Lee, Sally Keith, Honey-Bee Keller, Jeanne Rochelle, Margie Kelly, Dorothy Lawrence, Adra Cooper, Sonya Duval, Louise Stewart. Dottie Milberry captained the chorus. Audrey Allen produced.  
JACK YATES, veteran electrician at the Avenue and Gayety theaters, Detroit, is recovering from a stroke.

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**This Week, January 20—REPUBLIC THEATRE, N. Y. City**

Perm. Add.—BILLBOARD, New York City.

**Woods To Put Cowfolk Under Canvas in Spring**

YOUNGSTOWN, O., Jan. 21.—Harry V. Woods, whose Purple Sage Riders of Station KWTR, Hollywood, are now located at WKBN here, states that he will launch the unit under canvas early in spring, working under an 80 by 120-foot top, with two large trucks to haul the equipment.

The unit, comprised of cowboys and cowgirls, is heard each Tuesday, Thursday and Friday at 8:45 a.m. over the local radio works and is making personal appearances nightly in night clubs and theaters in the Ohio and West Virginia territory. At this writing the company is booked until February 6. G. Lockhart is handling the business for the troupe.

**H. L. Brunk Back in Wichita After Jaunt Thru Southwest**

WICHITA, Kan., Jan. 21.—Henry L. Brunk, of Brunk's Comedians, tented organization, returned here this week from a 3,500-mile trip thru the Southwest, where he looked over the territory and did some booking for spring play dates.

Brunk's Comedians will open its new season in March and, as usual, will carry a street band and feature an orchestra under the direction of Klink Lemmons, who will begin his fourth season with the show.

Brunk is spending the winter in Wichita, where his daughter is in her final year in East High School. He recently visited the Ted North and Wallace Bruce shows, circling near here, as well as the Fred Brunk Show, working the Lone Star State under canvas.

**Recalls Haraden's Big 10c Vaude Show Under Canvas**

Jeffersonville, Ind.

Editor *The Billboard*:  
Some rep folks will recall the G. F. Haraden Big 10-Cent Vaudeville Show under canvas. I opened the 1913 season with it in Charlotte, N. C., and traveled on its private car on week stands. I was in the band and orchestra.

A few actors I recall are Archie Fonnier and wife, comedians; the Hamilton Sisters and their parents, who did dramatic parts; a Mr. Sullivan and a daughter of C. F. Haraden. Show was in the Carolinas all winter. Mr. Greenwall, of Wilkes-Barre, Pa., was orchestra leader.

I closed with the company in March, 1913, and went to New York and was with Barnum & Bailey Circus all season in Ned Brill's Band. "Pop" Haraden's vaudeville show was a popular troupe and the natives in the Carolinas turned out for it. C. E. DUBLE.

**Capitol Players Find Biz Okeh in San Antone**

SAN ANTONIO, Jan. 21.—Capitol Players, under management of Carl Briggs and Dick Darling, are now in their fourth week of stock under canvas in a suburban district here. Troupe opened here during the holidays and the box-office take has increased each week. Policy of show is comedies and dramas changed twice weekly, with vaude specialties between acts. Tuesday is opportunity night for amateurs and Friday is country store night.

**Goff in Waco Storeroom**

WACO, Tex., Jan. 21.—Utilizing his tent show seats, stage and scenery, B. M. (Goofy) Goff has rented a vacant storeroom on Elm street here and installed his troupe for a season of stock. With the opening of the improvised theater the local residents seemed to appreciate the fact they could see flesh shows and, as a result, business has been reported to be good.

**Misner Heading for Coast**

KANSAS CITY, Mo., Jan. 21.—Misner Players, who hail from Omaha, made their headquarters here this week while playing schools and colleges in and around the city. E. R. Misner, manager, who was a former partner of the late Frank North, states that his attraction, now in its 22d week, is California bound, which will be the first time in many years that the troupe has invaded the West. Misner appears as Rip in the old favorite *Rip Van Winkle*.

**Rep Ripples**

PHYLLIS CASTLEMAN, now out of the business and residing in Denver, states that it was not she who made the switch from the Odell Players to the Whitechurch Players in Missouri with her husband, Dick Castleman, as mentioned here recently. . . . LOW-LOIS PLAYERS will go out under canvas in the early spring with a line of new plays. . . . DOTTS FAMILY SHOW, small outfit touring Idaho, reports that biz is okeh on week stands. . . . RALPH WORDLEY, veteran dramatic stock and rep performer, entered Good Samaritan Hospital, Cincinnati, January 18 for an operation on his eyes. He'll be confined there a week or 10 days. . . . JOHN R. VAN ARNAM opens his new tent season at Hialeah, Fla., March 2. Piping from his headquarters at Opa Locka, Fla., John says: "Everything okeh in Florida. Horses running out and the dogs way out."

AL S. PITCAITHLEY, past summer with the Heffner-Vinson org. journeyed to Louisville from Cincinnati last week to present his contortional bends at the Club Neon for a week. Al was last week informed by his former wife, Jane, that he is now free of all marital entanglements, she having been granted a divorce in the Windy City.

BILLY BRYANT was in St. Louis last week to sign final papers, giving him ownership to a new steamboat to tote the Bryant Showboat about next season. Steamboat is known as the New Lotus.

CAPT. J. W. MENKE, now in his 18th month in the St. Louis harbor with his Golden Rod Showboat, also is dicker-ing for a new steamboat. The Golden Rod continues to play to satisfactory returns and is carded to remain in the Mound City until spring. . . . JIM BONNELLI, veteran showboat operator, last week took an option on the old Hollywood Showboat, now tied up in Paducah, Ky., and on a steamboat from John Klein, steamboat broker. If he acquires the Hollywood he'll completely revamp the craft. . . . RIPPLE ENTERTAINERS report biz okeh with their school show in North Carolina. . . . WILBUR TYLER, formerly of the Tyler-Varney Players, is producing amateur shows for a Boston concern. . . . ERNEST O'BRIEN is playing lyceum dates for a Boston bureau, using sketches from famous plays arranged by E. F. Hannan. . . . BATISE FAMILY is reported to be getting by nicely with its small dramatic trick in Canada.

BILLY ARMAND and Herman and Dolly Lewis have left the Roxy Theater, Knoxville, Tenn., to work the Habanna night club, Key West, Fla., in which Jim Heffner, tent show tycoon, is said to be interested. Jack and Rene Keating and daughter, Pauline, have taken their places in the Roxy roster. . . . TOBY EASTMAN filled in for two days at the Knoxville Roxy recently and then departed for Florida to resume night club

work. . . . GEORGE B. HILL, veteran rep, tab and burly comic, is now producing the Roxy shows. . . . HARRY DALY, now in Sarasota, Fla., is planning to launch a one-nighter soon to play theaters, schools and halls thru the South. . . . NEALE HELVEY, of the Morgan-Helvey Tent Show, is vacationing in Miami, Fla. . . . HARRY JOHNSTON, formerly of the Favorite Players, has landed a posish with one of the Chicago radio works. . . . LEROY AND SHARP, past summer with the Norma Ginnivan Co. in Ohio, are currently playing night haunts with their walking and talking vent figures. They'll return to rep in the spring. . . . MRS. WALTER CROWLEY, stricken suddenly ill and removed to a Chicago hospital January 1, is reported considerably improved. Her husband is now directing a FTP unit in Northern Illinois. . . . WALLACE BRUCE reports good business on his Kansas circle. In the cast are Wallace and Ruby Bruce, Edith Erixon, Esther Macklin, Jimmy Erixon, Riley King and Dick Lauderbach.

WILLIAM BALTHAZOR'S Show, which has been trouping for the past 18 weeks in and around Jamestown, N. D., last week moved to Sioux Falls, S. D., which will be the base town for balance of the winter. . . . TROUPERS' CLUB of Larned, Kan., will stage its annual banquet and ball January 29. . . . TED NORTH'S Kansas circle, which opened during the holidays, has dropped three of its unsatisfactory towns and added three others. . . . CLIFF AND MABEL MALCOLM, Midwest rep team, have temporarily forsaken the field. They are now located in Omaha, where Malcolm has entered the commercial field. . . . DON NULL'S one-nighter is said to be doing good business in the Lone Star State. . . . JACK AND NONA HART, of Jack Hart's Comedians and who have conducted their own tent show for many years, have opened a novelty store in an Arkansas town. . . . HARRY HELLER, who has been confined in Veterans' Hospital, Sawtelle, Calif., has been released and is at his home in Los Angeles. . . . JACK SCHAAP, formerly with Skippy Lamore's Comedians in Michigan, has cast his lot with the Frank Smith circle, which opened last week in Arkansas. . . . BOB SPERRY, former rep and med show comic, was in Kansas City last week.

SID KINGDON, manager of the Kingdon Players, circling in Northern Missouri, motored into Kansas City, Mo., last week-end on business. He was accompanied by two members of the troupe, Aileen Gibbs and Blanche Bradley. . . . VIVIAN VETTER, rep comic who has been confined in a veterans' hospital in Kansas for several weeks, has been released and joined the Hopkins Players, showing indefinitely in Houston. . . . JOEY AND MAE LAPALMA suffered the loss of their housecar when it was destroyed by fire recently in Alabama. Joey and Mae were burned badly following the explosion of a gasoline stove in the trailer and were admitted to City Hospital, Mobile, Ala., for treatment.

**Coudens Launch New Idea In Small-Town Truck Opry**

MOBILE, Ala., Jan. 21.—Doug and Lola Coudens recently began a Southern tour with their Wonder Car, which they claim is a new idea for a small show. Outfit consists of truck, a living trailer and a passenger car, with three people comprising the troupe.

Van body on truck opens out, forming a stage, and, instead of a canvas inclosure, the Coudens use a high Diamond-Dye drop. They are presenting a program of magic, illusions, juggling, vent, Punch and music.

The Coudens, originally of California, constructed their new outfit in New Orleans early in the winter.

**NEW PLAY**

(Continued from page 17)

that she was not burdened down with self-consciousness or was saying to herself, "Now don't even try to believe this." Miss McGee, her vis-a-vis in a spirited argument over the mistaken identities of the two non-existent Ernests, could not hope to surmount the mentioned miscasting and strained herself every inch of the script. Derek Williams, as Algernon, joined his fellow players, other than Miss Trenholme, in showing that he was entirely out of place and faced with a responsibility he could not even start to meet. To see Webb and Williams tossing Wilde's repartee between them was to see the Watson beef trust do a fan dance to Debussy's *Afternoon of a Faun*.

Miss Winwood's direction failed, but whether it could do otherwise with the cast is too hard to say. It should be said, tho, that Ainsworth Arnold was quite good in his bit as the Rev. Chastable. Watson Barrett's sets were pleasant. Jerry Franken.

**OUT-OF-TOWN OPENINGS "Stars in Your Eyes"**

(Shubert Theater)

NEW HAVEN, CONN.

A new musical staged by Joshua Logan in settings by Jo Mielziner. Book by J. McEvoy, lyrics by Dorothy Fields and music by Arthur Schwartz. Choreography by Carl Randall, with costumes by John Hambleton. Starring Ethel Merman and Jimmy Durante, with Richard Carlson, Mildred Natwick and Tamar Toumanova.

Here is the fascinating experience of a simple artisan battling the turmoil of Hollywood, all dished up with lively tunes, pleasing romance and a spectacular setting.

*Stars in Your Eyes* lampoons Hollywood in a good-natured fashion, telling the story of a Nebraska youth who has produced an inspiring short for the Nebraska Chamber of Commerce, brought to Hollywood to revolutionize the industry.

Confronted with the temperament of the business, with all its idea men and foibles, he finds nothing to satisfy him but his admiration for a little Russian extra girl he finds hiding on one of the sound stages.

Richard Carlson, fresh from a brief triumph in the films, gives a straightforward performance as the boy, with Jimmy Durante taking honors as the idea man of the studio, and Ethel Merman singing her way forward as a sumptuous leading lady.

The first act, filled with actual demonstrations of movie-making technique, is exciting from a mechanical point of view, particularly the making of a "process shot" of Miss Merman riding to victory in a steeplechase.

The last act is taken up largely with a dream the young hero has after having taken too much champagne in the star's dressing room.

Show ran ragged until long past midnight at its first performance. Harsh cutting will, however, be a great help in making it a contender for high honor on Broadway, for it is an extremely well-constructed show. It is plausible enough to hold interest, and Mr. Durante is funny enough to keep the laughter running. Miss Merman's songs are admirably suited to her range and personality. Julian B. Tuthill.

**JOHN R. VANARNAM WANTS**

Versatile Tent Show People in all lines. Novelty, Musical, Dancing, Hillbilly, Comedy, Radio, Vaudeville Acts, Chorus Girls with Specialties, Sister Teams and Trios, Musicians. Youth and sobriety essential. Single trailer berths, eat on lot. Opening March 2d in Florida. Send late photos and full details. ROY ROBERTS, Opa Locka, Fla.

**What Ails the Tent Rep Biz?**

By CHARLES C. LUDWIG

THE above query is heard repeatedly during the summer by those in the tent show field. The trouble is that in the "good old days," when nearly all managers made money, they carried a show of real actors and plays selected to fit the territory in which they showed. Acting on tent shows today seems secondary, just as in the movies. Only looks count, acting ability means little. In the olden days a manager selected his cast for its acting ability. Details were not neglected, and the business end of the show was strictly up to the minute of the play action. If the actors did not have the appearance, voice and acting ability it was just too bad. Today it appears that salary is the main objective. "How cheap will you work?" is all-important. The rest makes no difference, and the results are that most shows are sent out without actors, but with a cast of line readers. The art of make-up seems to have gone also, especially in the character line where it requires real talent.

In the old days the tent show managers carried a band and orchestra to attract the populace and to let them know the show was in town. Companies of 25 people, with real musicians playing instruments and real actors doing the acting, were not uncommon. What a contrast today! The show sneaks into town like Rip Van Winkle returning.

Everyone in the orchestra, if they have one, doubles stage and, in most cases, canvas. There is no flash or ballyhoo to keep the natives interested. The seating arrangements of the tents have also been changed. In these times when money is needed the lower-priced seats have been placed so far back in the tent that a pair of field glasses is required to see the stage. The remainder of the house is given over to "reserves." In the good old days there were twice as many of the popular-priced seats, and they were filled. Today, under the above set-up, they can't fill any of them. These facts are cited to point out that the set-up today is wrong and that a return to the old days, when a show had to be a show instead of an amateur reunion, is the only solution.

The 1939 season bids fair to bring a return of live talent. It has been proved that the people want live actors, but they want a cast that can act and settings to fit the play. There is still plenty of money to be made in the tent rep business, but you must have a real outfit, lots of flash and a performance to meet the times. If this is done and the proper efforts are put forth from the time the show opens to the time it closes it is certain that prosperity will be yours and that the future will hold no doubts for you.

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The Billboard reserves the right to edit all advertising copy.



Vol. 51. JANUARY 28, 1939. No. 4

## Magic

By BILL SACHS  
(Communications to Cincinnati Office)

DELL O'DELL, one of the world's foremost mistresses of mysteries, now in her sixth month in the Raleigh Room of the Hotel Warwick, New York, is tentatively set to open at the St. Moritz in the same village at the conclusion of her Warwick engagement. There are few male magi who carry more tricks and effects than Miss O'Dell, and her almost nightly change of program during her long stay at the Warwick has made her popular with the Raleigh Room guests. . . . MARDONI concluded an eight-day stand with his combo magical turn at Jimmy Brink's Lookout House, Covington, Ky., last Wednesday (18). Mardoni, who is assisted by his wife, headed south for Florida, where he is set on several weeks of club work. Mardoni was a visitor to the magic desk during his Lookout House engagement. . . . MAIN EVENT of the two-day Magi-Fest to be held by the Columbus, O., magicians in that city January 27-28 will be the mystery show to be presented on the final night. Among the entertainers will be Harry Cecil, emcee; E. J. Moore, Jack Thomas, Earl Pogue, Reeder Hutchinson, Al Saal, Jimmy Trimble, Norman Cummings and L. L. Ireland. . . . SYL REILLY, Dr. C. J. Okey and Marvin Jones will miss the Columbus Magi-Fest for the first time since its inception, having gone to Florida early last week. Reilly expects the Florida sunshine to drive off the illness which

has been bothering him since November. . . . MAX TERHUNE, popular exponent of magic, mimicry and ventriloquism, is playing the role of "Deaf" Smith, Texas scout, in *Wagons Westward*, starring Richard Dix, now in production in Stockton, Calif. . . . JEAN FOLE, Smoky City trixster, has just begun on a string of Ohio dates. . . . FLORETTA AND BOYETTE, who closed a fortnight's stay at the Carter Hotel, Cleveland, January 16, opened in the Sapphire Room of the Deshler-Wallack Hotel, Columbus, O., Monday (23). They're carded to remain there a month. . . . PHIL D'REY, vent worker, opened January 15 at the Casa del Tonio, Tulsa, Okla., after an 18-week run at the Chez Maurice, Dallas, a record run for any kind of a turn at the latter spot. . . . ELMER MORRIS is doing a magic and comedy turn in hillbilly regalia with the Dick Huddleston show, which gets frequent mention on the Lum and Abner air programs. Huddleston unit is currently in Arkansas.

MILBOURNE CHRISTOPHER, Baltimore rope expert, is current at Billy Rose's Casa Manana, New York. Mil sneaks in a free ad by telling us he'll have a new trick ready for the market early in February. . . . GLEN POPE is at the Road to Mandalay, New York; Ade Duval is at the New Yorker and Seims and Kaye are at Leon and Eddie's. . . . ALSO IN the Big Town are John Booth, whose book, *Forging Ahead in Magic*, is due this month; Henry Haviland, who will join Forstone for a tour of the South; Arno, and Johnny Devant, the

latter just in from Boston. . . . CARLYLE is out on another cruise, but where, we don't know. . . . HOWARD BROOKS is currently at the Roxy Theater, Atlanta, with Florida dates to follow. . . . JIM SHERMAN, popular Chicago magic vendor, sails on the Queen Mary for England February 10 to line up some new nifties for his catalog and to extend a personal invitation to all magicians to visit the INM Convention to be held in Battle Creek, Mich., next June. . . . PERCY ABBOTT, Colon, Mich., magic broker, who will have the management of the IBM Convention in Battle Creek, Mich., shoots us a bit of advance dope on the conclave, to wit: "June 14-17 are the dates, with the night-before party slated for the 14th. Three night shows will be held at the Kellogg Auditorium; headquarters will be at the Post Tavern Hotel. Chester Morris will be honored guest and will be featured on first night's program. Second night's show will be presented by a party of English magi headed by the Great Levante. Will Rock will be featured on the final night's program. Ted Banks will stage manage, assisted by Vic Torsberg. Al Saal will have charge of musical arrangements and John Snyder Jr. will look after the dealers' space." . . . ENJOYED A SESSION with Blackstone, his manager, Ed Milne, and his trail-blazer, Tommy Thompson, backstage at the Shubert, Cincinnati, last Friday (20), where the company is appearing this week. As usual, Blackstone pulled heavy pre-opening publicity in the local dailies with a radio stint and a personal appearance at a local department store.

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### E. St. Louis Contest Has 8 Teams, Solo in Running

E. ST. LOUIS, Ill., Jan. 21.—At the 470-hour mark eight couples and one solo remain in the local contest. They are Jack Duval and Joan Leslie, Clifford and Frances Shaw, Eddie and Tony McBride, George Walker and Viola Comerford, George and Leona Bernstein, Arnie Ray and Carol Dufoe, Joe and Mary Stelso, Murphy and Mary Lou Hastings, and Phil Rainey, solo.  
Moon Mullins, Art Wolf, Jack (Dead Pan) Kelly and Tony Lewis are handling emcee duties, and John Agrilla and Eric Lawson are judges. Fifteen-minute sprints were inaugurated last Monday.

HAL J. ROSS, one of the best known of endurance show promoters, was a visitor at the desk last Friday (20) while in Cincy to arrange details for a new show he's opening soon in near-by territory. Ross is enthused over his forthcoming venture, slated to get under way early in February. New spot is practically virgin ground, not having had a show in six years. In addition, the town is a liberal one, with a drawing population of something like 1,000,000 people. He also has several ideas lodged in the back of his skull for later presentation.

LOUIS (PEE WEE) ELLIS reports that he is doing double-duty emcee work in Baton Rouge, La., handling the stage shows at the Paramount Theater and doubling with several bands on the side, besides preparing for a shot on a local commercial radio program. "Why in the heck don't more of you ex-and-present endurance dancers, singers, etc., wake up and write in to the column once in a while," asks Louis. He also reports he saw Mac Nethedland, an old-time walker, working in a Baton Rouge department store recently.

NELLIE ROBERTS and Bennie Rothman, who walked in a number of shows for Pop Dunlap and Hal J. Ross, are now dancing in Olsen and Johnson's *Hells-a-poppin* in New York, after a several years' sojourn in China, where they played clubs. They are now known as Roberta and Ray. Nellie, with Hughie Hendrixson as her partner, won the Phoenix, Ariz., contest a year ago.

TIM HAMMACK letters from Alexandria, Va., wanting to know why more of you kids don't send in write-ups and notes on the different shows that you are in. Tim says he would like to read something about the Port Arthur, Tex., show and the Coliseum Show, Chicago. Tim also reports that Jack Kearns, Harry Hamby, Pop Miller, Orrie Bayless, Bob

Gorden, Bobby and Jean Smith, Mary Garwood, Aretta Booth, Tee Tyler and Promoter Ray C. Alvis are in Washington, and that Alvis had a write-up recently in the sport column of *The Washington Herald*.

"I READ THE ENDURANCE page weekly. The only objection is that I think you should have a whole page," letters Art Wench from St. Louis. Art says that he is not a contestant, but expects to join the ranks in June.

CLYDE EARLE and Lew White, emsees, are working night clubs in Los Angeles. Lew reports that Bob Lee, Al Painter and Jack Rhodes are also around town. "What's become of Skippy Williams, Tony Merlino, Mickey Hogan, Joe and Marion Gruber, Tex Falk, Daddy Fox and Nona Hess," queries Lew. Come on, folks, let's hear from you.

AL LYMAN, former endurance show emcee, posts from Elgin, Ill., that he is on the road with a radio revue, thanks to George W. Pughe's advice and instruction, acting as singing emcee and doing a card and silk magic turn.

"JUST A FEW LINES to let my friends know I'm temporarily out of the marathon game," writes Dale Thorpe from Kansas City, Mo. Dale says he is working the Tango games in K. C. these days. Dale would like to read a line here on some of his friends.

FROM PHOENIX, Ariz., comes a reprimand from Johnny Donny and Naomi Jean King: "Just a line to walkathon contestants and promoters. Why are the oldtimers of the endurance field letting the column in *The Billboard* die (See ENDURANCE SHOWS on page 63)

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

THE DISPUTE over the birthplace of George Primrose is continued by Walter Brown Leonard, who writes: "Again I must correct our friend's (referring to Ben E. Taylor, who last week reported that Primrose was born in Pictou, Ont.—Ed.) data on George Primrose's nativity. Primrose was born in London, Ont., November 12, 1852. His first professional appearance was about 1867 with MacFarland's Minstrels, in which he was billed as Master George, child dancer. First engagement of prominence was with the New Orleans Minstrels, of which Joseph Gorton obtained the title. I am wondering where the boys pick up their data. I looked up data on Primrose when I was in London, Ont., not so long ago. I met an old schoolmate of George's who ran a hotel there and who danced with George when they were kids together."

JAMES D. WINNE, of Marion, Va., complies with C. E. Duple's request, which appeared in this column recently, and submits data on the Ted Faust Minstrels. Winne says he was with Faust's Minstrels for two seasons, 1903-'04, and that he knows C. E. Duple very well, as he tramped with him several seasons ago on the Downie Bros.' Circus and two seasons ago with Smith's Superba Band. The Faust Minstrels, according to Winne, was a 25-people railroad show, personnel of which included Ted E. Faust, owner; George Cunningham, manager, middle man and bass singer; Doc Waddell, advance agent; Billy Beard, Bobby Derue, Pete Detzel and Castle and Collins, comedians; Clem de Bruin, Robert Fisher, Gus Saum, Clarence Marx, J. A. Delaney, Harry Meyrick, William R. Pattie and George, Vic and Alex Faust, vocalists; Axel V. Smidt, Herman Myers, Isam Hosie, Bill Yago, John L. Adams, musicians. James D. Winne doubled, playing melophone in the band and drums, bells and traps in the orchestra.

G. A. SEVERANCE, of Troy, N. Y., who has been reading the dispute in this column over the birthplace of George Primrose, has this to say regarding the matter: "George Primrose was born in London, Ont., November 12, 1852. His career began in Detroit in 1867 with McFarland's Minstrels. In 1871 he teamed up with Bobby McGown and that summer was with O'Brien's circuit. At the end of the season they dissolved partnership and Primrose joined Skiff & Gaylord's Minstrels, and it was then that he met William H. West. It was not until in November, 1874, that he and West joined Haverly, making their first appearance with that company in Brooklyn. They continued with that organization until early in the summer of 1877. It was in 1877 that Barlow, Wilson, Primrose & West minstrels took to the road."

ART CRAWFORD is currently playing night clubs in the Twin Cities.

### HAL J. ROSS

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# The Final Curtain

**ANDRESS**—O. K., 51, 16 years secretary of Loudonville (O.) Agricultural Society, sponsor of the annual Loudonville Free Street Fair, January 14 of a heart attack en route to Mansfield (O.) General Hospital. He was World War veteran, member of Loudonville American Legion Post, Knights of Pythias and Masonic Order. For 22 years he had been employed in the Loudonville Post Office. He had returned from the Ohio Fair Managers' Association Convention in Columbus one day prior to his death. Address was widely known among outdoor showmen. His widow, Vera, and a son, Randolph, both of whom assisted him during the fair, survive. Services in Loudonville Presbyterian Church January 17 and burial in Loudonville Cemetery with military rites.

**BIRD**—Mrs. Ida, 46, wife of Frank W. Bird, showman and concessioner with the Queen City Shows, Toronto, and manager of the Bingo Supply Co., that city, in Toronto General Hospital January 13. The Birds were with Conklin's All-Canadian Shows for seven years and bingo operators since 1918.

**BURKE**—Minnie, for many years in vaude, tabloid and burlesque and wife of G. O. Dupuis, former theater manager of Lima, O., and for the past eight years connected with the Milt Holland and Polack Bros.' indoor circuses, in St. Joseph's Hospital, Hot Springs, Ark., January 15 of leukemia after a short illness. Miss Burke started in show business at the age of 9, appearing as a singer and dancer in and around Boston. When 12 she went on tour with *Peck's Bad Boy* and later was engaged to appear with Frank Finney on the Columbia Wheel, where she co-starred for several years as soubret. Later she appeared in vaude, leading her own jazz band. Abe Lyman gained his first road experience as a drummer in her band. In recent years she worked as secretary to her husband. Besides her husband, she is survived by a sister. Burial in Haverhill, Mass.

**BYRNE**—Jack, 48, actor, in the Columbia-Presbyterian Medical Center, New York, January 12 after an illness which forced him to withdraw from the stage play *What a Life*. Had he recovered he would have had the lead in George Abbott's new production, *Mrs. O'Brien Entertains*, which is already in rehearsal. He was popular as Timothy Hogarth, the Collection Man, in *Room Service*. Byrne's 25-year stage career started in Atlantic City. He sang with Murphy's Steel Pier Minstrels and made the vaudeville rounds for several years. He debuted on Broadway in *The Tired Business Man*, appearing later with Fritz

Scheff in *Mlle. Modiste* and in *The Street Wolf*, *The Commodore Marries*, *Roadside*, *Mourning Becomes Electra*, *Subway Express*, *Ah, Wilderness*, *Hold Your Horses*, *Swing Your Lady* and *Storm Over Patsy*. Survived by his widow, Helen Vincent, actress, and three stepdaughters, Dorothy, Peggy and Arline Byrne.

**CAMERON**—Ollie Alice, 63, veteran stage actress, suddenly in Los Angeles January 15. She was said to have been despondent since a relapse from a major operation. Miss Cameron scored her first triumph in a musical comedy, *Lost, Strayed or Stolen*, 43 years ago and later appeared with the J. C. Duffy Opera Co. as a soprano before managing her own company in Quebec. Recently she had appeared in Federal Theater Project plays in Los Angeles.

**CAMPBELL**—John, 68, of a heart attack in the Hubbard Hotel, Chicago, January 19. Veteran showman of the legitimate and vaudeville stages, Campbell for many years was a member of the vaudeville team of Smith and Campbell. He was a native of Chatham, Canada. Survived by two sisters, Mrs. Margaret Kearney and Mrs. Anna Cohan, and five brothers, James, Ignatius, Harry, Charles and Arthur. Services under auspices of the Performers' Club of America in St. Dominick's Catholic Church, Chicago, January 21. Interment in Calvary Cemetery, Chicago.

**CARR**—Leslie A., 58, for many years doorman at the old Butterfly Theater, Milwaukee, January 10 at his home there following a two-year illness. Survived by his widow, two daughters and a sister.

IN MEMORIAM

**HENRY CHESTERFIELD**

Executive Secretary of the National Variety Artists, Inc. (N. V. A.)

who passed away January 11, 1939. His long years of devoted service and sincere spirit endeared him to all.

**CONNORS**—Johnny, 54, showman for the past 30 years, killed in an auto crash in Raton, N. M., January 8. For the past three years he was with the Zimdars Shows. He also operated a hotel in Phoenix, Ariz. his home town. Survived by a brother, William, and his stepmother. Burial in Raton, but plans are being made to have his body removed to Hannibal, Mo., where his father is buried.

**DAVIS**—Jake R., veteran Detroit showman, in Seattle recently.

**DIGMAN**—Harry, 62, past assistant president of the International Alliance of Theatrical Stage Employees, January 18 of diabetes.

**FIDLER**—Max, 67, Detroit orchestra leader, there January 13 after an illness of three months. Survived by seven children. Burial in Yiddish Folks Cemetery, Berrein, Mich.

**GRIFFITH**—Mrs. Hattie, 59, manager of the Wild West show with Downie Bros.' Circus, of traumatic poisoning November 15 in Perry, Fla., in the family trailer. Deceased and her family are well known in show business and at one time were owners of a Wild West show which toured the United States. She was also a lecturer on Indian life and customs on chautauqua circuits and had been on the road for the past 23 years. At one time she served the U. S. Department of the Interior in the Indian service. Survived by her husband, B. S. Griffith; a daughter, Thelma; two sons by a former marriage, Henry and Norman Tyndall. Services and burial November 17 in Perry, attended by many show people.

**HAMILTON**—George Gordon, 55, actor, at his home in Port Lee, N. J., January 16 of a heart attack. He gave his last stage performance less than a week before his death in the New York Federal Theater Project production of *Macbeth*. Before succeeding in motion pictures Hamilton had his own stock company. His film career began in his home town in a part opposite the late Pearl White in *Perils of Pauline*. Later he played with Charlie Chaplin, Mary Pickford and Owen Moore. On the legitimate stage he appeared in *Subway Express*, *Diamond Lil* and *Lights of London*, his last important performance being given as Captain Flagg in *What Price Glory?* He was a member of Actors' Equity, the Actors' Guild and the Masons. His nieces are known on the stage as Fanny and Kitty Watson. He leaves also his

widow, Elizabeth, and a sister, Mrs. Frances Watson. Burial in Boonton Cemetery.

**HASKINS**—Elmer E. (Dad), 75, pioneer Akron broadcaster, January 12 in Mantua, O., after a lingering illness. Haskins organized his Hicktown Band in 1925 and for many years was featured over Station WADC, Akron. Services and burial in Mantua.

**HEIN**—Conrad, 57, former Milwaukee musician and member of the Milwaukee Musicians' Association, January 10 of a heart attack at his home in Muskego, Wis. Survived by his widow, a daughter, a sister and two brothers.

**HOLZMANN**—Abe, 64, composer of popular music and advertising manager of *The International Musician*, house organ of the International Federation of Musicians, at his home in East Orange, N. J., January 17 after a long illness. As composer he had been associated with Leo Feist, Inc., and the Remick Music Corporation. His compositions include *Smoky Mokes*, *The Spirit of Independence*, *Loveland Waltzes*, *Blaze Away* and *The Whip*. He was a member of the American Society of Composers, Authors and Publishers, the Elks, Masons and Knights of Pythias.

**HURST**—Joseph P., 28, of a streptococci infection January 12 in New York. A 1938 graduate of the American Academy of Dramatic Arts, New York, he was stricken January 6, one day before he was to go into rehearsal for a role in the play *The American Way*. Survived by his parents, four brothers and a sister, all of Milwaukee.

**JOHNSON**—William H., 47, musician and member of the Musicians' Local No. 260, A. F. of L., suddenly January 1 in a Superior, Wis., hospital. Survived by his widow, two sons and a brother.

**KAHN**—Mrs. Bertha, music director at Station KDKA, Pittsburgh, and mother-in-law of Maurice Spitalny, orchestra leader, in Cleveland December 28.

**MAHLKE**—Edward, 48, former skating official and for the past three years general manager of the *Hollywood Ice Follies*, January 16 in Boston of complications following an appendectomy. He first became associated with skating about 20 years ago when he was a member of *The Chicago Tribune's* Officials' Association, which promoted the paper's Silver Skates and Golden Gloves promotions, and for many years thereafter was connected with sports promotions of that type, first as member of the Western Skating Association, then as secretary of the International Ice Skating Union. He was born in Chicago January 22, 1891. Survived by his widow, Lillian. Burial in German Waldheim Cemetery, Forest Park, Ill., January 20.

**MAXWELL**—Jack, 41, magician, January 12 in Lincoln Hospital, Detroit, from injuries sustained in an auto accident last August. He was a well-known figure in carnival fields, a member of Michigan Showmen's Association and the Showmen's League of America. Services in Detroit January 15, attended by many members of show business. Burial in Showmen's Rest, Chicago. Survived by his widow and adopted son.

**MESTER**—Arthur Cecil, legitimate theater manager, January 15 in Roosevelt Hospital, New York, from a stroke suffered the day previous. When associated with Winthrop Ames he was manager of the Little Theater and the Booth Theater, New York, and later was general manager of Elmer Rice at the Belasco Theater. At time of his death he managed the 46th Street Theater, New York.

**MORGAN**—Mrs. Morris, 53, widely known in Northwest music circles, in a plane crash near Miles City, Mont., January 13. Born Clara Cowell June 24, 1885, at Arpin, Wis., Mrs. Morris was educated in Wisconsin schools and graduated from the University of Wisconsin school of music. From 1918 to 1930 she was organist in the Eltinge Theater, Bismarck, N. D., and Palace Theater, Mandan, N. D. Her husband, two daughters and three sons survive. Burial in Union Cemetery, Mandan.

**MOSJOUKINE**—Ivan, 50, Franco-Russian actor of the silent films, in Courbevoie Nursing Home, Paris, January 18 after a long illness. He starred in *Casanova*, *Michael Strogoff* and other French productions, but retired with the advent of talking pictures.

**NOVIKOFF**—Annabelle Clay, trapeze artist of the Novikoff Troupe, of a heart attack in Los Angeles January 15. Survived by her husband, George, her

partner in their aerial act, and a daughter, Joyce Diane.

**PETERSON**—Mrs. Florabel Livingston-Kellogg, 49, former singer with New York Opera and Metropolitan Opera companies, in her home in Schenectady, N. Y., on January 18 after a three-year illness. Born in Chatham, N. Y., Mrs. Peterson was a graduate of Vassar and Boston Conservatory of Music and during the World War gave series of concerts with proceeds going to Liberty Loan funds. For this she received a citation from the United States government and personal thanks from President Woodrow Wilson. Burial in Park View Cemetery, Schenectady. Her husband and four daughters survive.

**RAINES**—Grover C., 48, trouper with the J. J. Page Shows the past season and in the carnival field for over 25 years, in Mountain Home (Tenn.) Hospital January 13. Raines was a World War veteran and was booked this season with the Dee Lang Shows. Among the survivors are two brothers and a sister. Services and burial with military honors in Mountain Home January 9.

**REID**—Kenneth A., 38, formerly associated with Loew's theaters in Ohio, January 17 when he was struck by a locomotive at Cuyahoga Falls, O. Reid was manager of Loew's Theater, Canton, O., in 1934 and 1935, going to Canton from Cleveland, where he was with the same organization. He was shifted back to Cleveland late in 1935 to become manager of the Garden Theater. In recent months he had been employed on a WPA project in Cleveland and had moved to Cuyahoga Falls only a few days before his death. His widow, a daughter and his father survive.

**RENO**—Paul, 52, former tabloid show manager and producer, suddenly at his Sarasota (Fla.) place of business, the Greyhound Inn, Friday night, December 23, of coronary thrombosis. Surviving are his widow, Maxine, and a son, Paul Jr., age 6. Funeral services at the Thacker & Van Gilder funeral chapel, Sarasota, December 26, with burial in Manasota Cemetery there. Rev. Father Charles Elslander, of St. Martha's Church, officiated at the final rites.

**RICH**—Lucius M., 77, better known as Daddy Rich, in Brooklyn January 10 after a long illness. He was a pioneer promoter of baby shows at amusement parks, summer resorts and fairs, his last one having been staged at Mineola Fair, N. Y., last September. Survived by his widow, Mary L., and two sons, Harold M. and William Shelton. Burial in Mountain Grove Cemetery, Bridgeport, Conn.

**SHAIRP**—Mordaunt, 51, dramatist and author of *The Green Bay Tree*, which ran on Broadway, in Hastings, England, January 18. Among other plays he wrote are *Impossible Thomas* and *The Crime at Blossoms*. He also wrote the scenario for the Hollywood production *Dark Angel*.

**STRAUSS**—Johann, 72, orchestra leader and nephew of Johann Strauss, composer of the *Blue Danube*, in Berlin January 14. He was the son of Eduard Strauss, composer and conductor of the Austrian court balls. For many years he conducted his orchestra in Berlin and other European cities and had composed an operetta and numerous pieces of dance music.

**STRAUSS**—Samuel Simon, 53, formerly of the vaude team of Hilton and Hughes and of late years in the pitch profession, known as Bob Hilton, in Cook County Hospital, Chicago, of a heart and liver ailment January 13.

**STRICKER**—George Sylvester, 46, stage manager of the Tivoli Theater, Richmond, Ind., and former billposter with Ringling Bros. and Barnum & Bailey and other circuses, in that city recently of an internal hemorrhage. Survived by his widow, Mary; two daughters, two sons, his father and two sisters. Services January 21, with burial in Earlham Cemetery, Richmond.

**TROYK**—William F., better known in outdoor show circles as Blooie-Blooie, dwarf clown, in a Richmond, Va., hospital January 17 of a heart ailment following a month's illness. Burial in Maury Cemetery, Richmond, January 19. A daughter survives.

**WEEKS**—Elmer, 52, former harness horse trainer, January 9 in Monroe, Wis., of injuries sustained in harness race accident at the Green County Fair last August. Survived by his widow, a daughter and five sons.

**WRIGHT**—Robert H., 42, announcer and program director for Station CJCB, Sydney, N. S., in that city recently. He was the originator and producer of *The Cottar's Saturday Night*, heard over that station and the Canadian Broadcasting Corp. network. Wright had been affili-  
(See FINAL CURTAIN on page 69)

## Robert H. McLaughlin

Robert H. McLaughlin, 61, playwright, theater manager, producer and wit, author of *The Eternal Magdalene* and *Pearl of Great Price* and the first American to have a play produced in the Theater Royal, London, died in Mount Sinai Hospital, Cleveland, of uraemic poisoning January 16 after a long illness. He entered the hospital November 16.

McLaughlin was born November 16, 1877, in St. Petersburg, Pa. Beginning his career as a newspaper man, he became press agent for the Prospect Theater, Cleveland, in 1910 for the late B. F. Keith, later going on the road for Keith. He returned to Cleveland later to manage the Euclid Avenue Opera House and the Hippodrome for Keith. Other Cleveland houses which McLaughlin managed were the Colonial, the Ohio, the Hanna, the Duchess and the Metropolitan. The Ohio was opened in 1920, and for 12 years McLaughlin produced summer stock there. In recent years he had been engaged in writing scenarios in Hollywood.

Besides *Decameron Nights*, *The Eternal Magdalene* and *The Pearl of Great Price*, McLaughlin wrote a number of other plays, among them *Home Again*, *Demi-Tasse*, *The Band Master's Sister*, *The Sixth Commandment* and *The Fires of Spring*.

McLaughlin was one of the best loved men in Cleveland theatrical history. He was a member of Phi Kappa Psi, an honorary member of the American Society of Composers, Authors and Publishers, the Authors' League and the Lambs. Burial was made in the family plot at Fostoria, O. Surviving are his widow, Myrtle, and a sister, Mrs. Margaret M. Lloyd, who were with him at the end.



- Dean, Doc M.  
Dean, Roy  
Decker, Jack  
Decker, Ralph  
Deis, Cary A.  
Deitz, Wm.  
Delaney, Pat  
Delaney, Sam  
Dell, Millison  
Delmar, Hypnotist  
Delmonte, Jos.  
Delopel, H. H.  
Denay, Lester B.  
Denber, James  
Demetro, Tom  
Demetro, Walter  
Demsey, Johnny  
Denham, Capt.  
Denham, Elton  
Denment &  
Dennessy Shows  
Dennis, Buckey  
Dennis, Harry  
Dennison, Ernie  
Desseau, Roy  
Devine, J. M.  
Devines, W. D.  
Deveese, Thomas  
Dewitt, Johnny  
Dietrich, Ted  
Dillard, S. E.  
Dillard, Bill  
Dillon, Wm. E.  
Dillon, Jack  
Dillon, Hugh  
Dionne, Ed  
Dissel Jr., Chas.  
Dixie Four Quartet  
Dixie Medicine Co.  
Dixie Expo. Show  
Dixon, Dave  
Dixon, Henry  
Dixon, Jimmie  
Dockery, Jack  
Dobbins, H. T.  
Dodd, W. H.  
Dodson, Eddie  
Doggett, Art  
Doll, Earl  
Donaghan, Jake  
Donley, W. L.  
Donnelly, J. W.  
Donoghue, James F.  
Donovan, Forest  
Dontigney, W. C.  
Dooley, J. C.  
Dorner, A. C.  
Dorris, Joe &  
Dorris, Primrose  
Dove, Mike  
Doyle, Pat  
Dress, Frederick W.  
Druum, W. J.  
Drushkew, Joe  
Duane, Jack  
Duane, John H.  
Dunbar, Ward  
Dunbar, (Dad)  
Dunbaer, J.  
Duncaer, Jack  
Dunkel, Harry  
Dunn, Lonnie  
Dunniri, Dave  
Dunning, Geo.  
Dupuis, G. O.  
Durrege, Jimmy  
Durante, Joe  
Dustin, Will T.  
Dyer, John Luther  
Dyess Shows  
Eagles, Four  
Earl, The Great  
Earle, Eugene  
Earle, George  
Eames, Arthur  
Easley, W. D.  
Easlin, E. C.  
Eckly, Formerly of  
Eckley, Circus  
Ederley, Jack  
Edmonds, Geo.  
Edwards, Jos.  
Edwards, Justus  
Edwards, R. M.  
Eiler, L. C.  
Elliott, Harold  
Elliott, Jack  
Ellis, Frank  
Ellis, H. C.  
Ellis, John  
Ellison, Earl  
Ellison, Larry  
Ellison, (Jeggs)  
Elmore, Frank  
Emswiler, Babe  
Engel, Arthur  
Enocks, Ray  
Enos, Rue  
Ephraim, Frank  
Ephraim, Gypsy  
Erbe, Adam (Pop)  
Erlebein, Herman  
Erwin, C. H. Jack  
Estridge, Clarence  
Estridge, C. C.  
Etridge, Morris E.  
Escalera, Geo.  
Evans, Bob  
Evans, Ernest  
Evans, Robt. Lee  
Evans, Buddy  
Evans, Thrill Show  
Evans, Frank  
Evans, Geo. L.  
Evans, Roland M.  
Evans, E. V.  
Evans, Leo  
Falcon, Charlie  
Falkner, J. T.  
Falsler, T. G.  
Faraday, H. C.  
Faraday, Harry  
Farmer, Billy  
Farrell, E. S.  
Farrow, E. S.  
Faulsticher, Larry  
Faulstich, Gordon  
Faust, F. L.  
Faust, Ike  
Faustino, Roy  
Fee, Frank  
Fegan, Earl  
Feinell, Harry  
Feltz, Nabor  
Feltz, Harry C.  
Feltz, King  
Fendrick, Boyvie  
Fennell, R. E.  
Ferber, Herman  
Ferguson, Bobby  
Ferguson, Joe  
Ferguson, Danny  
Fertis, Howard  
Fetchett, W.  
Fiber, Roxy  
Fields, James  
Fields, Sidney  
Finch, Leon  
Finchum, Joe  
Finn, Thos. L.  
Finnerty, Pat  
Fisher, Dr. John  
Fisher, Lou  
Fisher, Sam
- Fitchett, Billy  
Fitzroy, Louis  
Flammer, Guessie  
Flannigan, Paul  
Flaeten, L. S.  
Flemm, Shorty  
Florida Expo. Shows  
Florida Fun Show  
Floyd, Billy  
Floyd, Wm. (Crip)  
Forbes, Walter  
Ford, Chester L.  
Ford, Joe  
Ford, Johnny  
Foreman, Bud  
Fortune, Geo.  
Foss, John  
Foster, Doc  
Foster, Victor J.  
Fouts, James  
Fowler, E. J.  
Fox, Bob  
Fox, Geo.  
Fox, J. Roy E.  
Fox, Tomie  
Foy, Jack  
Fra-Divels, Magic  
Fransisco, Reviesso  
Francis, John  
Francis Trio  
Frangee, the  
Frangee, the  
Frangee, the  
Frank, Dully  
Frank, P. G. Red  
Frank, Tony  
Franklin, E. J.  
Franklin, Eugene  
Franklin, W. E.  
Frazier, Harry E.  
Frederick Amuse.  
Co.  
Fredericks, Freddie  
Fredericks, Billy  
Frederist Amuse.  
Co.  
Frederick, Harry T.  
Freeman, Mitch  
Freeland, R. F.  
Freeman, Bel  
Freeman, Johnnie  
Fretette, Art  
Frith, James B.  
Frud, H. T.  
Fry, Gilmore  
Fry, Sticks  
Fullen, E. M.  
Fuller, Hubert  
Fulton, C. Stanley  
Fuzzell, Tom  
Gaither, Woodie  
Gallagher, Orville  
Gamble, Walter  
Ganch, John  
Gardners Elephants  
Garkow, Philip  
Garrett, Edw.  
Garwood, L. C.  
Gasdia, Donald  
Gear, Billy  
Gecoma, John  
Gemison, Eddie  
Gentry, John H.  
Gentsch, J. T.  
Gerber, Frank  
Gerber, Joe  
Gerrit, Fred  
Geyer, Bert &  
Gibson, Don &  
Gibson, Irene  
Gilbert, Art &  
Gibson, Euna  
Gilbert, Harry L.  
Gilbert, J. O.  
Gilds, H.  
Gilliam, Frank  
Gilliam, E. L.  
Gilliam, Dick  
Gilliam, Bill &  
Gilliam, Burth  
Gillam, Eddie  
Gillmore, Pat  
Girard, Frank  
Girard, Ted  
Giroud Sr, Billy  
Giroud, Wm.  
Gish, Lew  
Gladden, Clyde  
Glickman, S.  
Glidden, Blackie  
Gloth, Bobby  
Glover, Tally  
Goat, Charlie  
Goerny, Robt.  
Goetz, Jos. A.  
Goldberg, Gino  
Goldberg, Jay  
Goldberg (Red)  
Golden, Geo.  
Golden, Nat  
Golden, Box B.  
Golden Valley Shows  
Goldstein, Al  
Goldstein, Irving  
Goldstone, Roy  
Golub, Meyer  
Gongelos, Geo.  
Gonzalus, Blackey  
Goodman, Luther  
Goodrow, Freddie  
Gordon, Chappie  
Gordon, Chas. L.  
Gordon, Fred  
Gordon, Freddy  
Gordon, Jim &  
Gordon, Jim &  
Gordon, Jos. S.  
Gordon, Robt. A.  
Gore, W. B. Red  
Gorman Jr., Jas. F.  
Gorman, Cap Tom  
Gorman, Bernie  
Gould, Jerry  
Goufain, Harry  
Graham Jr., A. C.  
Graham, Geo.  
Graham, J. E.  
Graham, R. E.  
Graham, Roy  
Grainger, Edmund  
Gramercy, Thomas  
Grant, Russell N.  
Gray, G. G.  
Gray, Geo. F.  
Gray, Roy  
Graybill, Al  
Green, Clifton T.  
Green, Jack E.  
Green, Russell  
Green, Thomas H.  
Green's United Shows  
Greenspoon, J. L.  
Gregory, Chester  
Gregory, Carl C.  
Gregory, Leovy  
Greibling, Otto  
Gretanos, The Six  
Griffin, Eddie  
Griffin, Willard  
Gross, Stanley J.
- Gross, Walter  
Guido & Eva  
Guilons, Hemon  
Gunn, Harry P.  
Hackensmitz, Jimmie  
Hailey, C. F.  
Hair, Bill  
Hagerty Jr., Jos.  
Hailey, V. M.  
Hale, D. D.  
Haley's Show  
Halke, R. S.  
Hall, D. D. (Doc)  
Hall, Jimmie (Duke)  
Hall, John  
Hall, Jos.  
Hall, Larry  
Hall, Otis  
Hall, Preston  
Hall, Raymond  
Hall, Sam  
Haller, Oscar J.  
Hallie, Robt.  
Hallies, Finkey  
Halm, Eugene J.  
Hamilton, James  
Hamilton, W. D.  
Hamilton, Wm. Bill  
Hamin, Mel  
Hammell, Ray  
Hammeroff, Allen  
Hammond, Earl  
Hammond, L. Loyd  
Hammond, Russell  
Hampton, Ernest  
Hancock, Glim  
Handmaker, Ben  
Hanley, Dick  
Hansen, Leo  
Hanson, Fred (Heyday)  
Hanson, Fred  
Hanson, G. Morse  
Happy Days Shows  
Harddigg, Bill  
Harick Co.  
Harnett, Wm.  
Harper, Ray  
Harrington, Geo.  
Harrington, Geo.  
Harris, Bel  
Harris, Boyd  
Harris, Dan  
Harris, Dick  
Harris, Red  
Harris, Tony  
Harrison, Eddie  
Harrison, Jess  
Hart, B. K.  
Hart, Everett  
Hart, John B.  
Hart, Liont. Chas.  
Hart, Tommy D.  
Hartley, Geo.  
Hartnagel, Geo.  
Hartwick, Doc  
Hartzberg, Amos  
Harvey, Henry  
Harvey, Jack  
Hartz, Ben  
Hartz, W. W.  
Harwell, W. A.  
Hastings, Harold  
Hatcher, Ward  
Hatfield, L. E.  
Hatton, Thomas  
Haverstacks  
Haverstick, Geo. E.  
Hawley, Fred  
Hawkins, Harry  
Hawkins, Frank  
Hawkins, Sam E.  
Haworth, J. W.  
Hays, Harold W.  
Hayes, Anato  
Hayes, Pat  
Hazelwood, Shelton  
Head, Harry  
Head, Russell  
Heath, J. A.  
Heberstreit, Harry  
Hedder, Jack  
Hefferan, Dr. Jos.  
Heiman, Tubba  
Heller, Al  
Heller, Chas.  
Heller, Erwin  
Hendrich, J. B.  
Henderson, Billy  
Henderson, E. G.  
Henderson, (Grabbo)  
Henderson, T. M.  
Hendrichs, Paul  
Hennessy, Cecil  
Hennessy, Col.  
Henry, Gus E.  
Henry, Speedy  
Heppding, Wm.  
Herbert, Ralph &  
Buddy  
Herman, Jack  
Herman, Russell  
Hern, Jimmie  
Herrington, Bill  
Hertz, Lew  
Herwitz, Chas.  
Hesnault, Blackie  
Heth, Henry  
Heth, Robt.  
Hertl, Johnnie E.  
Heyers, The  
Hickman, Geo. &  
Hickman, Paul  
Hicks, Dave  
Hickard, H. B.  
High, L. L.  
Hilburn, Dickie  
Hilderband, Clelon  
Hildebrandt, Col.  
Hill, R. James T.  
Hill, Geo.  
Hill, (Pincushion)  
Hill, J. E.  
Hill, James W.  
Hill, Milton  
Hills, Prof.  
Hindo, M. Kahn  
Hippodrome Shows  
Hirsch, Lionel  
Hibon, Jimmie  
Hoack, Hugo  
Hobart, Ralph  
Hobson, Homer  
Hockett, Glen  
Hodge, Jimmie  
Hodges, Hilton  
Hoffman, John  
Hoffman, (Trainer)  
Hoffman, W.  
Hogan, Mickey  
Hogan, S. L.  
Hogan, W. J.  
Hoge, Clarence  
Holdenkamp, Chick  
Holt, Ned  
Holsey, Gerald L.  
Holt, Archie Boyd  
Homoka, John
- Hood, John  
Horner, Harry  
Hosmer, J. E.  
Houch, Paul  
Hough, Herbert H.  
House, Edd  
Housels, Bob  
Houts, J. C.  
Howard, Babe  
Howard, E. A.  
Howard, Garry  
Howard, Joe E.  
Howard, Ohny  
Howdy, Clyde  
Howe, Herb  
Howell, C.  
Hubbard, Paul  
Hubbell, Art  
Hubell, Arthur  
Hudson, Cecil  
Hudson, Dewitt  
Hudspeth, Tex  
Huett, Willie  
Humpty  
Hufford, D. Stack  
Hugans, L.  
Hughes, Chet  
Hughes, T. E.  
Hughes, Robt.  
Hull, John J.  
Hull, Hubert  
Hull, Sam  
Hummel, Ray C.  
Huntred, Tommy  
Hunsacker, Bobby  
Hunsinger, Harry (Magician)  
Hunt, Bob  
Hunt, Harry Kid  
Hunt, Harry Show  
Hunt, Gordon  
Hunt, Robt. C.  
Hunter, Charlie  
Hunter, Harry  
Hunter, Paul  
Hurd, James M.  
Hurler, Joe  
Hutchens, John T.  
Hutson, Thomas  
Hutton, M. C.  
Hyler, Ed  
Hymes, A.  
Iberson, Bert  
Illington, Clarice  
Illions, Rudy  
Inglet, E. L.  
Inham, Ralph W.  
Inman, J. S.  
Imman, Maurice S.  
Irving, Martin  
Isham, Walter  
Isham, The Musical  
Isler, Louis  
Jackson, Dick  
Jackson, H. N.  
Jackson, Jerry  
Jackson, Harry  
Jackson, Red  
Jacobs, Jack  
Jacob, Lou  
Jacob, Harry  
Jahn, Carl  
James, Alf & Kitty  
James, Curly  
Jannette, Jean  
Jansen, Elmer  
Janson, Fred  
Jay & Lucille  
Jenkins, Jonney  
Jennings, Bob  
Jennings, Ted  
Jimae, Mystifier  
Jimiso, Eddie  
Jobe, Fred  
Johns, A. W.  
John & Vivian  
Johns, J. R.  
Johns, R. I.  
Johns, Vernon N.  
Johnson, Alfred F.  
Johnson, Andrew  
Johnson, Carl  
Johnson, (Hank)  
Johnson, Emmett  
Johnson, Harry K.  
Johnson, Jesse  
Johnson, Fred W.  
Johnson, Merlin  
Johnson, (Pole)  
Johnsons, Musical  
Johnson, Nesbett  
Johnston, Lloyd G.  
Johnston, Mack  
Jones, Buhl  
Jones, Robt. T.  
Jones, Mack  
Jones, Owen  
Jones, Peg  
Jones, Scottie  
Jonson, Charlie  
Jordan, Oscar  
Jouden, Von K.  
Joy, Jimmie  
Kafka, John  
Kable, Harry  
Kain, White  
Kaisers Mechanical Show  
Kallistobohen, Byron W.  
Kaminski, John  
Kane, Feely J.  
Kane, Jack  
Kane, Max  
Kantell, Robt. J.  
Karr, Joe  
Karston the Magician  
Kartner, Frank  
Kasna, Rev. C.  
Kauffman, Harry  
Kean, Frank Scotty  
Kearney, Pat  
Keller, Johnny  
Keller, Henry  
Keller, J.  
Keller, Kenneth  
Kelley, C. H.  
Kelley, Lawrence H.  
Kelley, Thos. W.  
Kelley, Jack White  
Kelley, Gr. Show  
Kelly, Gustonia  
Kelly, George  
Kelly, Jerome  
Kelly, Lewis  
Kelly, Samy  
Kelly, Ted R.  
Kendall, Charles  
Kennedy, Glenn & Billy  
Kennedy, Joe (Hamburger Stand)  
Kennedy, John C.  
Kennedy, L. R.  
Kennon, C. W.  
Kent, Willard  
Kenyon, Jack  
Kepler, Jesse R.  
Kerr, S. A.  
Keubler, Carl  
Keyser, W. F.
- Kidd, C. E.  
Kight, Gene &  
Kippatrick, Johnny  
Kimball, Wade  
Kimball, Chas.  
Kimball, Lee  
Kimmer, Marvin  
Lollar, Roy  
Loh, Art  
Loh, Hariman  
Lopez, Pedro  
Lopresti, Thos.  
Loring, Harold R.  
Loros Bros.  
Louthills, C. H.  
Lou-Louette  
Lovell, Mitchell  
Love, E. S.  
Lowen, Michael W.  
Loyal, Alfonso  
Lubling, Laddy  
Lucas, Geo.  
Lucas, Harold  
Lundquist, Kinkus  
Lunsford, Mack  
Lupis, Jack  
Luttringer, Al  
Lyerly, Ace  
Lyman, Orville  
Lynch, Eddie  
Lyons, Leo  
MacDonald, Chas. F.  
MacGregor, Harry  
McAfee, Mac  
McAllister, Wm.  
McArdle, Vernard  
McArthy, Jack  
McAtee, Ben  
McCartin, Lou  
McCartin, Geo. T.  
McClain, Walter  
McClintock, Bob  
McCloud, W. J.  
McClung, C. C.  
McCluskey, Frank  
McCooler, Red  
McCord, Binger  
McCormick, Bill  
McCormick, Jess  
McCrene, Neil  
McCrene, Reno  
McCullom, Wm.  
McDaniel, Walter  
McDonald, Jack of  
Jack & Max  
McDonald, H. H.  
McDonald, L.  
McDonald, Thos. J.  
McFarland, Jack  
McPeeters, Harry  
McGowan, Ken  
McGowan, Lindy  
McGowan, Mack  
McGrath Jr., Jos.  
McGuire, Thomas N.  
McHugh, Frank J.  
McKay, Jerry  
McKenna, Scotty  
McKenzie, W. D.  
McKenzie, Kenneth  
McKeone Family  
McLachlan, A.  
McLachlan, Harry  
McLaughlin, Jas. J.  
McLean, R. T.  
McLeod, Lloyd  
McManus, Wm.  
McNease, M. N.  
McNeef, Jack  
McNight, Slim  
McNitt, John F.  
McPeak, Jack &  
Jimmie  
McPherson, James  
McQuage, Jimmie  
McSpadden, John  
McStar, Frank  
McWilliams, Eddie  
Mabry, Harry  
Mace, Jim  
Mack, Hughie  
Mack & LaRue  
Mack, Doral  
Mack, Eddy &  
Ruth  
Macey, Jerry  
Mack, Wm.  
Macurio, Joe  
Maddigan, Eddie  
Madison, James  
Majestic Expo.  
Lee, Don Show  
Lee, David W.  
Lee, Frank B.  
Lee, Geo. L.  
Lee (Lead Gallery)  
Lee, Jimmie P.  
Lee, Robt. E.  
Lee, Robt. T.  
Lee, H. E.  
Lee, Les Comedians  
Lefler, Harry  
Lehman, Carl  
Lehman, Herbert  
Lehr, Raynor  
Leidman, Wm.  
Leidman, John C.  
Lenon, Harry  
Leo, Prof.  
Leon, King  
Leonard, Fred  
Leonard, Hario &  
Mario  
Leonard, Harry  
Leonard, Harry  
Leonard, Sid  
Lepper, W. O.  
LeRoy, the Flying  
LeRoy, John F.  
LeRoy, Billie &  
Mary  
LeRoy, Fred  
Lester, Thos. H.  
Lester, W. G.  
Lewis, Bill C.  
Lewis, Casey  
Lewis, Edward M.  
Lewis, James  
Lewis, L. B.  
Lewis, R. V.  
Lewis, Robt. E.  
Lewis, Sammy  
Lewis, Shadow  
Lewis, T. C.  
Lewis, Tony  
Lewis, Wm. W.  
Libby, Frank  
Lieberwitz, Sam  
Lilly, W. E.  
Lindenstruth, Wm.  
Lingle, Floyd  
Lippincott, Mal B.  
Lippman, Red  
Lipsky, Morris  
Lithard, Lillian  
Little, Phil  
Littlejohn, Robt. E.  
Litz, Herbert  
Livingston, Earl  
Livewell Jr.  
Lockbox, Dr. D. D.  
Logan, J. A.  
Logdon, M.
- Melville, Bert  
Melville, Joe  
Melville, Juggler  
Melville, Freddie  
Mendez & Ramons  
Mercy, Frank  
Merlin, Jack  
Mernetti, Eddie B.  
Mexos, Chief  
Meyer, Earl F.  
Meyers, Bob &  
Eilene  
Meyers, Charlie  
Meyers, Earl &  
Marion  
Meyers, Fred  
Meyers, Joe &  
Arline  
Michaels, J. C.  
Midwest Show  
Miers, Harry  
Mikola, Francis  
Miller, Abie  
Miller, Bobby  
Miller, Brown E.  
Miller, Cash  
Miller, F. G.  
Miller, Frank &  
Paul  
Miller, Freddie  
Miller, Harry-Legal  
Adj.  
Miller, Jake  
Miller, Kent  
Miller, Leland  
Miller, Marvin  
Miller, Nate  
Miller, R. A.  
Milliton, Foots Red  
Mills, Duke E.  
Mills, Geo. W.  
Mills, J. T.  
Mines, Bert  
Mines, Harry  
Mitchell, Alex  
Mitchell Bros., Concession  
Mitchell, Charlie  
Mitchell, Frank  
Mitchell, George  
Mitchell, Green  
Mitchell, Gus  
Mitchell, Joe  
Mitchell, Lawrence  
Mitchell, McMiller  
Mitchell, Mike  
Mitchell, Mico  
Mitchell, Oel  
Mitchell, Tom  
Mitchell, Walter  
Mize, Lee  
Modernistic Show  
Moll, James Shim  
Montague, Jack A.  
Montana, Bull  
Montana, Jimmie  
Montgomery, Bert  
Montgomery, Howard  
Moonan, Francis  
Moore, H. V.  
Moore, Patrick H.  
Moore, Vernon  
Moore, W. P.  
Morgan, Chas.  
Morgan, T. P.  
Morgan, Willie J.  
Morning, Star  
Chief  
Morrell, M.  
Morris, Elmer  
Morris, Milton  
Morris, Nat Henry  
Morris, Robt. K.  
Morris, G. Walter  
Morris, Billie  
Morocco, P. P.  
Mosler, Leo &  
Pearl  
Moseley, W. P.  
Moss, Chas.  
Moss, Geo. Wm.  
Moten, Bennie  
Motley, Ernest (Orch.)  
Moyer, Capt.  
Mulholland, Jim  
Mullen, Joe  
Murdock, Robt. K.  
Murice, the Ossified Man  
Murphy, Al H.  
Murphy, Al H.  
Murphy, Jos.  
Murphy, Andrew  
Murphy, Dan J.  
Murphy, Jack R.  
Murphy, Francis  
Murphy, Tiny  
Murphy, P. A.  
Murphy, Mr. Ruby  
Murphy, R. Lee  
Murphy, Tom  
Murray, Jack  
Murray, Robt. G.  
Murree, Fred  
Bright Star  
Murrey, Ray  
Murry, Billy  
Myers, E. M.  
Pussy  
Myers, Everett  
Myers, Geo.  
Nadreau, Gene  
Naidi & Perez  
Nairn, Charles  
Naito Troupe  
Nalbandian, Jake  
Nator, Bert  
Nathroth, Paul  
Naylor, W. B.  
Neal, Eugene F.  
Nealand, Walter D.  
Nealy, Sam  
Neelabhai, Chief  
Nelson, Robt. A.  
Nelson, G. A. N.  
Nelson, M. J. Red  
Nelson Jr., Jas. N.  
Nelson & Lee  
Nelson, Carl Mack  
Nelson, Oscar E.  
Nelson, Victor  
Nelson's Cats  
Nessley & Norman  
Nestor, Carl  
New, Bert  
Newman, Art E.  
Newton Jr., Bill  
Newton, Earl  
Newton, Horace  
New York Amuse.  
Ed.  
Niblek, Al  
Nicholas, George  
Nicholas, C.  
Nicholas, John  
Nicholas, Nidos  
Nicholas, Michael  
Nichman, Grover  
Noble, Joseph  
Noble, Ralph  
Noffy, Wm. C.  
Nolan, Tommy  
Noite, Whitey  
Nouan, Gilbert
- Norris Bros. Circus  
Norwid, Chas.  
Novak, Robert  
Nueman, Doc X.  
O'Brian, George  
O'Brian, Geo. F.  
O'Brien, Emmett  
O'Brien, W. C.  
O'Bryan, Jimmie  
O'Connell, Ted  
O'Connor, Francis  
O'Dare, James  
O'Dare, Virgel  
Barney  
O'Dea, James  
O'Keefe, Ralph  
O'Leary, Red  
O'Mally, Pat  
O'Neill, J. R.  
Marvello  
Oakley, Julius  
Oddi, J.  
Ocurran, Happy  
Oldfield, O. H.  
Olick, John  
Olmer, Chas.  
Olson, Bud  
Olympia Boys, The  
Orange State Show  
Orman, Frank  
Ormand, Frankie  
Ortagus, Leonard  
Osar, Joe  
Osborne, Bill  
Owens, Frank  
Owens, W. L.  
Pablo, Juan J.  
Pacific Whaling Co.  
Paden, Howard  
Padden, Ed J.  
Paddock, Buddy  
Page, Slim  
Page, Harry  
Page, Robert  
Page, Sammy Boy  
Palen, Geo. W.  
Palen, Ed  
Palmer, Charles  
Palmer, Judge A. B.  
Paramount Tent Show  
Parker, H. L.  
Parker, Jimmie  
Parks, Bobby  
Parks, Joseph  
Phillips  
Parrell, Paul  
Parrish, Clifford  
Parrott, Geo.  
Parsons, David  
Parsons, J. E.  
Parsons, Jack  
Paslay, Bert  
Paterink, Jack  
Patterson, Archie  
Paternos, Nick  
Paul & Queta  
Paul Jr., Charles B.  
Paul, John  
Pault, Albert  
Pavan, Louis  
Payne, Chas. F.  
Payton, Wm.  
Brownie  
Peabody, Eddie  
Pearson, James  
Pearson, Ralph  
Peasley, Francis  
Peck, A. M.  
Peck, Kenneth  
Pelkey, Chester  
Pelletier, Paul  
Penner, Roy  
Penny, A. B.  
Penny, Geo. M.  
Penny, R. D.  
Perdiat, Eugene  
Perdue, Anges  
Perkins, Armand G.  
Perkins, Syd E.  
Perkins, Tom  
Perkinson, Perk  
Perry, Ernest  
Perry, Paul Popeye  
Pesa, Fred  
Peters, Ernie  
Peters, Frank  
Peters Jr. & Sr.  
Wm. Robt.  
Peterson, H. V.  
Peterson, Henry  
Pettigrew, Bill  
Pettigrew, Joe  
Phelps, Otto  
Phillips, Elvert  
Phillips, J. D.  
Phillips, Orville  
Phleen, Phil  
Phoenix, Speedy  
Piercy, Howard  
Piercy, Ralph  
Pifer, Harry  
Pinewitt, Bob  
Pinsley, Freeman  
Pistol Pete  
Pittington, Elmer  
Plambeck, Frank  
Plante, Texas  
Ploest, Bert  
Ploest, Philip R.  
Plumhoff, Wilbur  
Poc, James  
Pogson, Alan  
Polk, Ollie  
Polhemus, Frank  
Polster, Bob  
Pope, Glen  
Popell, Scymore  
Poplin, Tommy  
Port, Jacob  
Porter, Glenn H.  
Porter, James H.  
Porter, P. A.  
Potts Jolly  
Pathfinders Co.  
Powell, E.  
Powers, Doc Frank  
J.  
Powers, G. W.  
Pratt, Ralph  
Pratter, Henry  
Prentiss, Pete  
Prestcott, F. L.  
Preston, R. L.  
Prexost, Jack  
Price, Al  
Price, Arthur  
Prince, James  
Provine, Edgar  
Purcell, Ray  
Purtle, Ray  
Quigley, Willie  
Quimby, Howard  
Quinn, Floyd  
Quinn, N. J.  
Rafferty, Jimmy  
Ragland, John  
Ragsdale, L. H.  
Raley, Silver
- Ramelli, Tony  
Ramsay, Darrel  
Ramsey, Don  
Randalls, C. W.  
Rangoon, Wm.  
Raterink, Jack  
Ray, Buster  
Ray, Harold Rufus  
Ray, Ralph V.  
Ray, Reuben  
Raymer, Lew  
Raymer, A.  
Reading, Cleve  
Reading, L. E.  
Reading, Spud  
Reard, Johnnie O.  
Redding, Joe  
Redman, E. Ray  
Redmond, Norton  
Rednick, Spud  
Reed, Chas. S.  
Reed, Johnnie  
Reed, Johnnie  
Reeves, Chas.  
Borromeo  
Reeves, H. F.  
Reyes, Paul  
Reha, John  
Reha's Gr. Show  
Reigle, Hugh  
Reitler, Edw.  
Blackie  
Remilet, Joe  
Remand, Howard  
Renault, Francis  
Reno, Paul  
Reno, Thos. A.  
Reese, Jack  
Restorick, J. W.  
Revell, Kenneth  
Reynolds, C. W.  
Reynolds, E. W.  
Reynolds, L. C.  
Reynolds, P. C.  
Rhoades, Jesse E.  
Rhinehart, Jack  
Ricardos, The  
Rice, F. A.  
Rice, G. D.  
Rice, Lucien Lee  
Rice, L. Z.  
Richards, Pete  
Richards, Ralph  
Richey, F. S.  
Richey, John  
Riechman, Daniel  
Rieckard, Earl N.  
Richs Traveling Show  
Rights, Steve Roy  
Riley, Art  
Riley, Capt. Dan  
Riley, Mike  
Riley, R. T.  
Rinehart, Jake  
Rink, Wright, Duo  
Ritter, Beans  
Rittley, Harry  
Roberson, Bus  
Roberts, Chas. Red  
Roberts, Guy  
Roberts, F. O.  
Roberts, P. A.  
Roberts, Whitey  
Robertson, Richard  
Robson, J. C.  
Rocco, Richey  
Rocco, E. W.  
Rocco, W. C.  
Rodriguez, George  
Rogels, Ken  
Rogers, C. W.  
Rogers, H. V. Bill  
Rohler, Larry  
Roland, Norris P.  
Roland, Oliver A.  
Roley, Silver  
Romeo, A. J.  
Rose, Dave, Chem. Co.  
Rose, Harry A.  
Rose, Louis  
Rosen Bros. Show  
Rosen, H.  
Resior, Roy  
Roth, Nat  
Rounds, James &  
Edna  
Rouse, Lee Edw.  
Rowe, Jimmie  
Rowlands, Dave  
Rowland, N.  
Royal Comedy Co.  
Royal, Hubert  
Royal Repensky Troupe  
Royal, Richard S.  
Royal United Show  
Royster, Dick  
Rubin, Harry  
Ruebach, Jack  
Ruffing, B. H.  
Rumbell, E. J.  
Rumbell, Red  
Runge, H. E.  
Runge, Whitey  
Russ Show Co.  
Russell, Jas. Al  
Russell, Bert  
Russell, Mel  
Russell, Reb  
Rutherford, Harry  
Ryan, George  
Ryan, H. E.  
Sabott, Chas.  
Sacks, Louis  
Sadler, Idus Shorty  
Saez, E.  
Sailer, Ervin  
Sailor Jack  
Salter, Earl  
Saluto, Frankie  
Salzer, Ray C.  
Samson, Jack  
Sanders, Doc W.  
P.  
Sandy, John  
Sanford, Joseph  
Santante Med. Co.  
Santucci, Tony  
Saulvan, Sammy  
Saunders, Bert  
Saunders, Frank  
Saunders, Ray  
Scaulon, Billie  
Schaaf, Jack  
Schaefer, Fred  
Schaefer, Edgar  
Schaefer, Wingle  
Schluhter, H. G.  
Schmidt, Carl J.  
Schmetzer, George  
Schoen, Sammy  
Schuler, Ann &  
Gene  
Schultz, Harold  
Schwartz, Walter  
Schwartz, Herman
- Schweyer, Emil  
Schwartz, Oliver  
Seifres, J. B.  
Scott, H. H.  
Scott, R. Dewy  
Scott, R. W.  
Searcy, Harry  
See, Tom & Mabel  
Seidner, Chas.  
Seifried, G. W.  
Sein, Charles  
Self, Frank  
Sella, Geo. L.  
Seltzer, Leo A.  
Setler, George  
Sewell, Dave  
Seward, Harry M.  
Sexton, Thos. J.  
Seymour, Fred  
Shaboo, Eddie  
Shades, Carl F.  
Shaffer, Charles  
Shaffer, Walter A.  
Shaffer, Wm.  
Shaler, J.  
Shankle, Floyd  
Shannon, George  
Shapiro, Prof.  
Sharkey, Ted  
Sharpley, H. G.  
Shaw, Geo.  
Shaw, Glen H.  
Shaw, Frank D.  
Shell, Dale Shorty  
Shelton, P. G.  
Shelton, Toby  
Shempp, Johnnie  
Shenandoah Valley Show  
Shepard, Eddie  
Sherck, W. E.  
Sheridan, R. J.  
Sherman Jr., Carl  
Shoe, Carl  
Shoemaker, Hoyt  
Shoemaker, E. E.  
Shote, Roy E.  
Shower, Roy E.  
Shriver, Eugene  
Shumaker, Ray  
Shull, F. E.  
Shulman, Wm.  
Shults, Traveling Schoolmaster  
Shurber, Johnnie  
Sica, A.  
Sidener, A. J.  
Siever, O. B.  
Signor, Art  
Signor, Hal  
Simons, Arnon  
Simons, Harry  
Simpson, Jimmie  
Simpson, Joe  
Simpson, Wilfred G.  
Sindel, Harry  
Singalee—Fire Eater  
Sipdik, Stanley  
Sisco, R. H.  
Sitts, C. W.  
Skating Swingers  
Skinner, Doc  
Skinner, Hank  
Skinner, Maurice  
Skuller, Charles  
Slinker, Lloyd  
Sloan, Jimmy  
Slott, Dave  
Sluscher, Earl  
Smart, Herbert I.  
Smiley, L. R.  
Smilo the Clown  
Smith, Chas.  
Myrlon  
Smith, Ben A.  
Smith, Bert & Vi  
Smith, Chas. C.  
Smith, C. M. Sid  
Smith, Carl  
Smith, E. J.  
Smith, James E.  
Smith, J. Lacy  
Smith, Joe Rush  
Smith, Luther I.  
Smith, Norman  
Smith, R. D.  
Smith, R. D.  
Smith, Ralph  
Smith, Sid  
Smithly, Wallaco  
Smithy, Texas  
Snyders, Bears  
Snyder, F. H.  
Snyder, Tex Leon  
Sobough, Jimmy  
Solobun, Sammie  
Solodubn, Gabriel  
Sordet, Henry  
Sorenson, Joe  
Soret, Joe A.  
South, Earl  
Southern Am. Co.  
Sowerby, L. S.  
Spahr, Freddie  
Sparks, J.  
Sparks, Jesse  
Spaulding, Bill  
Spaulding, Geo.  
Spaun, Byron  
Speagle, J. A.  
Speights, Sol  
Spencer, Art  
Spencer, Bennie  
Spencer, C. H.  
Spending, J. L.  
Spierke, G. W.  
Spillsberry, Bud  
Spivey, R. T.  
Spuzler, Harold  
Spraggins, Geo. W.  
Sprague, Ellsworth E.



# The 1939 World's Fairs



**- ATLANTIC -**  
**New York World's Fair**  
 Flushing, L. I.  
**Opens April 30**

## Lohr Okehs Zone of Fun

**Amusement line-up as it now stands called winner by former C. of P. head**

NEW YORK, Jan. 21.—Speaking to members of the fair's entertainment advisory board at the Terrace Club yesterday, Lenox R. Lohr, president of the National Broadcasting Co., who was vice-president and general manager of Chicago's A Century of Progress, warned delegates that the importance of the amusement area of any world's fair can not be overestimated. Lohr advised, however, that in his opinion the New York attraction line-up as it stands today assures the amusement zone of tremendous success.

Meeting had been called by Chairman John Golden, legit producer, to discuss ways and means of improving Flushing attractions thru inclusion of additional theatrical-type entertainment projects. Approximately 30 leaders in the legitimate theater and picture field were present to meet with Fair President Grover A. Whalen and John Krinsky, of the entertainment department. Harry C. Baker was the sole signed concessioner present.

### Old Stand-Bys Popular

Lohr, when asked for comments, agreed that more attractions would be an asset to the fair, but claimed that "even without any additional attractions being signed up, I can unqualifiedly say that your amusement zone is bound to be a tremendous success."

He said that from his experience in Chicago he felt free to state that it is not always the newest attractions that get the crowds. "Some of the old stand-bys," he said, "are still immensely popular with the public. It probably will surprise you to learn that the guess-your-weight scales at Chicago netted the fair \$200,000. The importance of your amusement area cannot be overestimated, but I am sure that with what you already have on your books you are going to give the world a grand show."

Harry C. Baker, who holds several contracts for rides and shows at the 1939 event, emphasized the importance of financing many attractions already at the fair rather than a search for additional features. He maintained that it was the obligation of the Fair Corp. and the advisory board to aid in financing many approved enterprises that have been unable to make headway in that direction.

### More Features Planned

It is a known fact that altho about 70 per cent of amusement ground space has been allocated to concessioners, actual construction in that area is far behind exhibits and other phases of the grounds. There is doubt in some circles close to fair operations that the amusement zone will be ready by April 30.

Meeting closed with the decision to appoint committees, with approval of President Whalen, to (1) confer with motion-picture producers for production of a (See LOHR OKEHS on page 68)

## Concessioners To Meet

NEW YORK, Jan. 21.—Next meeting of the Concessioners' Association of the World's Fair is scheduled for 3 p.m. on January 25 at the Yale Club, Vanderbilt avenue and 44th street. Association, formed several weeks ago to represent concessioners at the front office of the fair, has limited its membership to concessioners holding a contract direct with the Fair Corp. Understood that election of officers and appointment of committees will constitute next meeting's activity.

### Maybe He's Too Young

NEW YORK, Jan. 21.—The Messmore & Damon-George Jessel Old New York show will find the singing comedian producing but not performing. What's more, there won't be any stellar talent in the flashback attraction, which will have a high dive (a modern Steve Brodie plunging off a Messmore & Damon Brooklyn Bridge), simulation of old-time acts of whatever period or periods they're going to depict, saloon stuff, eats and plenty of noise. Selden Bennett is down as producing aid to Jessel. (Wonder if the famous toastmaster will come thru with a couple of sidelights on the Gus Edwards' discoveries, of which he and a guy called Winchell were a part.)

## "X" Contracts Are Flexible

**W. F. has final say as to whether items fit into the character of attraction**

NEW YORK, Jan. 21.—Many so-called exclusives at the fair are flexible in their application, as explained by an expo official. A firm which has the frankfurter privilege, for example, may sell the same at its self-operated restaurant or restaurants, if any, and at stands on the grounds, or both. However, other concessions, particularly admission attractions with subconcessions, may sell the hot canines, but such sales are to be conducted on the inside only, and what is more important, the fair has the final say on whether the delicacy may be dispensed by that particular concession. The fair will determine whether the frankfurter fits into the nature of the attraction in the first place.

This is the general rule which is being applied to subconcession contracts, all of which must be approved by the fair, even when not a matter relating to exclusives.

### Some Outright Exclusives

There are, of course, a number of outright exclusives, notably on expo literature (See "X" CONTRACTS on page 68)

## On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Jan. 21.—"Beer at its best and served across a 120-foot-long open-air bar" will be the outstanding achievement of "Schaefer House," 53,000 square-foot building located between the foreign exhibit, Court of States and the amusement zones. Very little, if any, entertainment will be presented, attraction specializing chiefly in rare foods, good beer and a general exhibition of the processes of brewing the amber fluid. Construction started this week and exhibit should be complete by April 1, when it is planned to open for pre-view trade.

Grover Whalen's recent statement that the fair is nine-tenths complete caused no little comment around town. Even tho some circles close to Flushing activity wonder somewhat if the percentage is correct, it stands to reason that months of heated building has put the exhibit zone far ahead of schedule. Amusements, on the other hand, have much to accomplish and for many attractions it will no doubt be a tough task to be ready by April 30.

Booking of talent by amusement projects apparently moves slowly, most enter- (See ON FLUSHING FRONT on page 68)

**- PACIFIC -**  
**Golden Gate International Exposition**  
 San Francisco  
**Opens February 18**



## Spec Starts Sans Arena

**Cavalcade rehearsal on in warehouse—"Month-Away" celebration is started**

SAN FRANCISCO, Jan. 21.—With all publicity Cavalcade of the Golden West has been receiving, the spec of Producer A. L. (Red) Vollman is at last being readied for the Golden Gate International Exposition. Press reports churned up so much enthusiasm for it that when Vollman stepped in to begin rehearsals he was floored by a new angle. The arena wasn't ready for rehearsals and there'd have to be another place. So down in a warehouse on Pier 50A rehearsals were begun on Tuesday, with 165 people striding nervously about clutching scripts for the big show of the fair.

### Some Construction Lags

Looking at the construction side of the fair, officials report that 85 per cent of the work will be completed by opening day. Lagging construction is said to be that of tardy exhibitors and concessioners.

Steamship lines are considering designs for a flag to be flown from masts to advertise the fair in foreign ports. Guards are on duty in the Palace of Fine Arts to watch the \$25,000,000 exhibit.

### Barkeeps' Cards Curbed

Union bartenders from outside the bay area who may be saving pennies for a visit and a "spot" at the big show are doomed to disappointment. Recognition of traveling cards has been suspended, said William McCabe, secretary of the bartenders' local.

Harry Polish Fisher, manager of the North Coast Shows, is representing West Coast Amusement Corp. and Crafts Enterprises in efforts for a city-wide celebration a week before opening of the expo. Fair has adopted Robert W. Hadley's *Golden Gait* as the theme dance. Cameron's Oakwood Barbecue, opened Monday, is being used to serve workmen. Treasure Island has been closed to the public and will remain so until opening day.

### Jobs Sought by 80,000

About 80,000 persons have asked for employment, with possibility of between 10,000 and 12,000 getting jobs. Application service has closed. After the fair opens everyone employed will be hired directly by exhibitors or concessioners.

"Only-a-Month-Away" Celebration was staged on Wednesday with a rally luncheon in the Palace Hotel Palm Court and a 10-station radio broadcast as keynotes.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Jan. 21.—American Express Co. reports it has already received requests for nearly 300,000 hotel room reservations for 1939.

There will be more sporting events on Treasure Island during the fair than the world has ever had during the same length of time, starting with world's championship ski-jumping contests to open the fair, say officials.

Johnny Branson's Lion Drome and Deep-Sea Diving shows are nearly completed and he has done himself proud with this job. His attractive frame-ups should do big business.

Lew Dufour left for New York to care for his interests there after perfecting (See GLEANINGS on page 68)

### Ducat Grabbing Good

SAN FRANCISCO, Jan. 21.—Free tickets! Well, downtown crowds could hardly believe it. A truck carrying \$200,000 worth of souvenir ducats for the Golden Gate International Exposition dropped a bundle in the middle of a street. In no time \$300 worth of the pasteboards were gone. And so was the crowd. Expo officials wrote the lost tickets off the books.

## Concessioners' List To Jan. 14 Is Issued

SAN FRANCISCO, Jan. 21.—List of approved concessioners, as of January 14, for Golden Gate International Exposition was issued from the fair offices as follows:

- A. W. Belcher, six sea-food cocktail stands.
- Adoree Berry, pirate dolls.
- C. L. Cameron, barbecue restaurant, cafeteria, restaurant and California Coliseum.
- Chinese Factors, Inc., Chinatown.
- Louis Crillo, Italian restaurant.
- D. C. Cross, riding device.
- George E. Fike, coffee shop.
- Mrs. May Allen Gibson and Joseph C. Ewing, two specialty sandwich stands.
- Golden Products Co., Dirigold products.
- James A. Gray, five cold sandwich stands.
- Clarence Gump and W. Smit, high striker.
- R. E. Haney, Stratoshop.
- Hinz Amusements, Inc., Flying Scooter.
- Jolly Roger, Inc., restaurant.
- J. B. Lane, frozen custard.
- Ben Lexel, horoscopes and mental act.
- Lusse Bros., Inc., Auto Skooter.
- F. M. McFalls, two shooting galleries.
- Owl Drug Co., drug store.
- Steady Service Co., five cold sandwich stands.
- R. F. Tillmans and Hervey Schaffer, broiled steak sandwiches.
- Treasure Island Catering Co., 20 peanut and pop-corn stands, 35 frankfurter stands and pre-exposition canteen.
- Herman R. Zapf, penny arcade.
- John T. Branson, deep-sea divers.
- Rev. A. Bucci, stamp collection.
- Sam Weiner, two fresh fruit stands.
- Coca-Cola Bottling Co., 30 Coca-Cola stands.
- Swift & Co., 20 ice-cream stands.
- Clif Wilson, snake show.
- Annie M. Blake, show.
- Gustafson & Hamilton, 10 weight guess stands.
- D. Ghirardelli Co., chocolate products.
- Tom Wolfe, grind show.
- E. B. Mooney, redwood plaques.
- Key System, intramural transportation.
- Streets of All Nations Corp., village.
- Count Alex O. Dandini, show.
- Mrs. C. E. Prontice, cactus shop.
- Mariano Prinszano, sea-shell novelties.
- Albert Gieren, show.
- J. M. Anderson, Miniature Railway.
- Gabriel Barnett, show.
- Jess I. Lubin, redwood novelties.
- Mrs. Alza Conkle, costume jewelry.
- White Star Restaurant.
- Bay Auto Parks, Inc., auto parking.
- C. A. Wahlgreen, wheel chairs.
- Treasure Island Personal Service Salons, foot oscillation stands.
- Dufour & Rogers, Life Show.
- Women's Clubhouse Association, women's clubhouse.
- Joe Van Bussell, restaurant.
- Claude K. Bell, sand sculptor.
- Royal Hawaiian District Co., perfume.
- Ben J. Gilbert, perfume.
- Harry C. Traver, show.
- Harry C. Traver and Harry C. Baker, Roller Coaster.
- Peerless Weighing and Vending Machine Co., coin-operated scales.
- Tower of Jewels, Inc., jewelry.
- J. Varsi Co., flowers.
- Doughnut Corp. of America, three restaurants.
- Crocker Co., official publications.
- E. J. Busch and Frank Koss, cuboid foot comfort shop.
- M. Mathur & Co., Ltd., Hindustan Temple.
- International Movie Flash, movie flash candid cameras.
- Mrs. S. Menges de Hartog, restaurant.
- Edmund S. Martine, diving bell.
- Kindel & Graham, license plates (pre-exposition).
- Adoree Berry, pirate head boutonnieres (pre-exposition).
- Crowley Launch and Tugboat Co., boat concession.
- James A. Gray, lunch and cigar stand. (See CONCESSIONERS' LIST on page 68)

## New Corp. Formed To Operate Cole Bros.; Opens Under Canvas Rochester, Ind., May 1; 20 Cars

ROCHESTER, Ind., Jan. 21.—It can now be definitely stated that there will be a Cole Bros.' Circus on the road season of 1939, operated by Cole Bros., Inc. The show will be of 20-car size and opens under canvas in this city May 1. Jess Adkins, Zack Terrell and Jess L. Murden filed incorporation papers at Indianapolis January 19. The purpose of the corporation is to operate circus and lease equipment. Capital consists of 1,000 shares of no par value stock.

No statement has been made regarding Robbins Bros.' Circus, which was operated by Adkins and Terrell last year. It was unofficially stated that a Mr. Shortemier is backing Cole Bros., Inc., as well as Clyde Beatty, Inc. The

Beattys, who have been contracted for the Golden Gate International Exposition, San Francisco, for about 40 weeks opening February 18, will receive \$3,500 weekly, it is reported.

It is also reported that Jorgen M. Christiansen has contracted his Liberty act at the New York World's Fair.

## Gainesville Opens Apr. 26

Three-day initial engagement tied up with Chamber of Commerce festival

GAINESVILLE, Tex., Jan. 21.—The Gainesville Community Circus will open its 10th season at the Cooke County fairgrounds here April 26, it was decided at a meeting of the board of directors last week. Performances also will be given April 27 and 28. Performers' rehearsals will start February 1. Program Director A. Morton Smith has sent contracts to the 65 prospective performers.

Clifford McMahon, secretary of the Chamber of Commerce, outlined plans for a circus festival to be staged by that organization for the three days of the circus engagement here. A big parade with a celebrity acting as honorary ringmaster for the circus opening, a dairy show, society horse show and other events are planned.

The board authorized construction of a number of props to be used in acts, rebuilding of the No. 1 tableau wagon, issuance of a new souvenir program, purchase of new side wall for the big top and announced plans were being drawn for a rehearsal building which may be constructed with NYA labor on the fairgrounds this year.

Alex Murrell has started a crew of men building props at the quarters and Verne Brewer and Portis Sims are working the stock in the poultry building at the fairgrounds. Animals are housed in the live-stock building, where 18 stalls were recently built by the circus crew.

Manager Roy Stamps, General Agent Joe Leonard, Roy P. Wilson, A. Smith, Charles Stringer, Secretary G. D. Bell, and Clifford McMahon, of the Chamber of Commerce, will attend the Texas Association of Fairs meeting in Dallas January 27 and 28. The circus will have a room on the same floor of the Adolphus Hotel, where the convention will be held.

Several members of the circus plan to attend Polack Bros.' Circus under Shrine auspices at Wichita Falls.

## Ingham's Business Very Good

JEFFERSON, N. C., Jan. 21.—Ingham's Congress of American Indians is working schools in near-by counties. Business

## Harter Arrested, Charged With Embezzlement; Hearing in Feb.

PERU, Ind., Jan. 21.—Donald H. Harter, former vice-president and secretary of the Wabash Valley Trust Co., was arrested at his home here Monday, charged with embezzlement. Federal officials fixed the total of his alleged shortages at \$285,000. He was freed on bond of \$10,000 and will appear before Judge Thomas Slick in South Bend Federal Court next month.

Harter contends that he had authority to invest the funds of Mrs. Bessie Bowers, widow of Bert Bowers, wealthy circus owner, in a circus venture and indicated that he plans to plead not guilty.

The U. S. Attorney's office, following his arrest, made public eight counts contained in a secret indictment voted by a federal grand jury. The indictment charged misappropriation and embezzlement of funds that were turned over to



FRED BRADNA, Ringling Bros. and Barnum & Bailey equestrian director, is directing the program of the Orrin Davenport show, playing under auspices.

## Myers Buys Mighty Marlowe Show Property

NASHVILLE, Tenn., Jan. 21.—Elmer C. Myers' Wild Animal Circus bought Marlowe's Mighty Hippodrome Shows on Tuesday and moved the property from Ruben Ray's farm near Bolivar, Tenn., to this city, winter quarters of the Myers show.

It consists of 4 trucks, 2 light plants, side-show canvas, callope, seats for 2,000 persons, 10 ponies, 2 January mules, 3 goats and 12 dogs. Trucks and canvas will be traded in on new equipment and all other paraphernalia will be gone over and repainted.

## Purcell in Schools, Theaters in the South

BILOXI, Miss., Jan. 21.—Since closing the fair season, P. B. Purcell's Stage Circus has been playing schools and theaters in the South, business being very good. Show was recently at the U. S. Veterans' Hospital, Gulfport, Miss.

With the show are Zack Bennett, pantomime clown; Harry Villeponteaux, contortion and trapeze; Miss Lorraine's dogs and monkeys; Purcell, juggling and slack wire; Venice, wonder pony. E. E. Maxon is agent. Tucker Key and wife and Ed Hiler and wife were recent visitors.

has been very good. Mrs. L. L. Ingham, who has been visiting Mr. and Mrs. Rex M. Ingham, has returned home to Washington, D. C. Jerry Burrell was a recent visitor at Ruffin. A number of the birds and animals used at Rex's in Ruffin have been loaned to City Zoo at Greensboro, N. C. Chief Walks with the Wind is in Florida.

## Looks Like No Tom Mix Show

Dail Turney says he cannot state plans — nearly all equipment sold

EL PASO, Tex., Jan. 21.—Strong indications here are that the Tom Mix Circus will not go out this spring, altho Dail Turney, general manager, said he cannot definitely state plans.

Turney said, however, that Mix probably will not return to the United States for two years. The cowboy star is in the British Isles, where his personal-appearance tour is scheduled to end late next month.

"He has an offer for a Scandinavian tour of four months, and one of seven months in the antipodes," Turney said. "I'm sure he will take them."

Nearly all of the show's equipment brought to winter quarters here has been disposed of. Show's two elephants went to Barney Bros.' Circus and Bud Anderson. Verne Newcombe, promoter, acquired much of the equipment.

About 20 head of horses and ponies have been attached by sheriff's office for claim of \$607 against show, filed by Gladstone Shaw, former superintendent of show.

Turney and C. W. Warrell, assistant manager, took a light wagon and a callope back to the Pacific Coast this week after a short visit in El Paso.

Most of show's trucks were sold to Karl Goodman, El Paso used car dealer. Present winter quarters must be vacated by February 1. Mix show was on the road four years.

## WPA Elizabeth Biz Fair; Ben Probst, Others Leave Show

ELIZABETH, N. J., Jan. 21.—The WPA Federal Theater Project's circus closed its engagement here January 15. Business was fair thruout the date. Show opened in a blinding snowstorm.

The following closed with the show last Saturday night: Eva Burducci, Ben Probst, Harry Fisher, Frank Parrish, Alice Percival, Billy Ruge, James Flanagan, Paul Bruchard, Stasia Moore, Charlie Russell and Martin and Cooper.

Tommy O'Brien has been appointed equestrian director to succeed Probst and also has been made a member of the executive staff of the show.

Visitors included Jimmy Duggan, former banner man, who is now working on special promotions in Newark, and Frank Hardy, last year with Robbins Bros.' Circus, reports Wendell J. Goodwin.

## Ringling and Other Acts At Tin Can Tourists' Meet

TAMPA, Fla., Jan. 21.—A number of acts from the Ringling and other circuses was presented at Phillips Field during the Tin Can Tourists' convention here this week. Shows were presented January 16, 18 and 20. Attendance was very good. Frank Van Epp, of Portage, Wis., had a splendid band of 50 pieces and John M. Carson was equestrian director, program running 1 hour and 45 minutes.

The acts included the Uyenos, acrobats; Three Aces, comedy tumblers; Corinne Dearo, cloud swing; Hama, slack wire; the Canastrellis, ladder; Teresa Morales, web; Kaichi Koban, head balancing; Bert Dearo, traps; Kaneko Brothers, comedy; Three Walters, comedy bar turn; Toska, juggling; Walter Guice Family, riding, and Flying Nelsons. Joe Lewis was in charge of clown alley.

Show will be at Bradenton February 1 for benefit of Tourist Camp.

## Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

## Jacobs Plans To Work 50 Animals

SARASOTA, Fla., Jan. 21.—Terrell M. Jacobs, Ringling's ace wild animal trainer, after two months of intensive daily sessions in the big cat barn at quarters, is rapidly polishing what show officials declare to be the "most sensational" cat act ever seen in this country. He plans to work 50 animals—lions, tigers and black leopards—in the same arena and simultaneously. To date he has succeeded in congregating 45 assorted beasts in the ring barn at one time. It has been necessary to increase the standard 45-foot steel cage to a diameter of 50 feet.

Show officials said last week that attendance at quarters apparently has no chance of catching up with the figure reached last winter. The expected January rise has failed to materialize, and with the exception of a few good weekends, the gate has been poor. The blame, officials said, rests with the generally-below-par Florida season. They pointed to similar gate deficiencies at the Ringling Museum of Art and other prime West Coast attractions.

The Doll family, side-show midgets, returned home here last week, after two months in Hollywood, working in the filming of *The Wizard of Oz*, together with 112 other midgets. Tiny, smallest of the four Dolls, received wide notice in Florida dailies when she applied for her final citizenship papers in Tampa the day after her arrival. The four are the children of a German cabinet maker named Schneider, and have five normal brothers and sisters in Germany.

A loudspeaker system has been installed (See JACOBS PLANS on page 37)

## Watts Optimistic On Coming Season

MACON, Ga., Jan. 21.—Ira M. Watts, head of the Parker & Watts Circus, visiting here this week, expressed an optimistic view on the coming season.

The past season was successful for the show, and in anticipation of better business the show is being materially enlarged, it was stated.

Besides the cleanliness of its performance, the show became known on its first tour for its unusual street parade and extensive advertising. More than 50 head of stock is carried.

Watts was a guest here of Paul M. Conway, attorney, and also visited Charles Sparks and others with the Downie Bros.' Circus. He was accompanied on an auto trip from his winter quarters in South Fort Smith, Ark., by Joe Webb and Joe Kennedy.

Watts had his initial experience as a circus owner last year but previously for many years held high executive positions with Hagenbeck-Wallace, Sells-Floto, Al G. Barnes and other shows, and for two years was manager of the Sparks railroad show.

SARASOTA, Fla., Jan. 21.—Ira M. Watts, of the Parker & Watts Circus, was here this week on business for the show. He expects to be back in South Fort Smith, Ark., next week.



# With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH  
716 Evans Bldg., Washington, D. C.  
Secretary W. M. BUCKINGHAM  
Thames Bank, Norwich, Conn.

Conducted by WALTER HOENADEL, Editor  
"The White Tons," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 21.—In honor of the "Save the Circus" movement of the CFA the executive staff of the WPA Federal Theater Project's circus has designated the evening of February 3 to be known as "Circus Fans Night." Tickets for everything are only 40 cents. All checks, money orders or bank drafts must be payable to Treasurer of the United States and must be sent to Walter Campbell, business manager WPA Federal Project No. 1, 95 Madison avenue, New York City. If you are not able to attend, perhaps you would like some underprivileged child or children to represent you on this night.

What the Fans are doing in Binghamton, N. Y.: Stuart English has returned from a vacation in St. Petersburg, Fla. Upon arrival he found that seven-year-old son had started a miniature circus which he has named "Tom Thumb's Circus." While in Florida he visited the Ringling quarters in Sarasota. Will return South again in the late spring. . . . Will E. Hill, cartoonist of *The Chicago Tribune* and other papers, recently visited relatives in Binghamton. He was entertained by Fans Barlow Jr. and Barlow III. Hill recently presented the Pat Valdo Tent with red and gold draperies for use on the stage of the Circus Room and made a number of artistic suggestions for the stage and auditorium. He has made many pictures of circus life in his newspaper work. His home is in Redding, Conn.

The Live Wire Club of Binghamton sang a group of songs, including some circus numbers, at the annual Chamber of Commerce banquet in the Arlington Hotel Spanish Ballroom January 10.

G. H. Barlow III presented a miniature circus wagon to Bobby Bailey, the son of Fred Bailey, co-founder of the Barlow & Bailey Circus, as a Christmas gift. Wagon was equipped with brake, drag shoe, water bucket, extra wheels and lettered Barlow & Bailey Circus. . . . Fans Frank Boland and G. H. Barlow Jr. will soon leave for Daytona Beach, Fla., to spend the remainder of the winter, and will also visit Sarasota. . . . James M. Cole, circus troupier, is spending the winter in Penn Yan, N. Y.

Chairman Charles D. Collins of the Chicago Tent and wife called on Sir Cedric Hardwicke at the Selwyn Theater in that city recently. The famous British actor is past president of the CFA of Great Britain.

Fred Orsinger, of the Bureau of Fisheries, recently entertained the James E. Cooper Top at a venison dinner at his home in Washington, D. C. Circus moving pictures were shown.

John R. Shepard attended the Chicago Shrine Circus January 11. Reports a dandy show.

Dr. William E. Mann, chairman of the James E. Cooper Top and member of the national board, addressed the Explorers' Club recently, relating an account of the capture of a rhino. It will be for the United States National Zoological Park.

## Tent Manufacturers Must Follow Standards

CHICAGO, Jan. 21.—The National Canvas Goods Manufacturers' Association desires to call the following to the attention of tent buyers:

In 1932 the association, which takes in a greater percentage of tent and awning manufacturers in this country, in co-operation with the United States Department of Commerce, Bureau of Standards, promulgated certain standards of marking finished tents—tar-

**AERIAL ORTONS**  
America's Fastest Double Trapeze Act,  
"GOING STRONG" AT  
SALADIN TEMPLE SHRINE CIRCUS,  
Grand Rapids.

**TIGHTS**  
OPERA HOSE  
KOHAN MFG. CO., 290 Taaffe Pl.,  
Brooklyn, N. Y.

paulins and covers with a printed linen targe, to be sewed on the item, or by stencil showing the actual weight of the material used in the fabricated item based on a square yard of material. If the materials used are less than 36 inches in width, the weight based on square yard is the only weight permissible; in other words 10-ounce double-filled khaki 28½ inches in width will be known as 12.41-ounce based on 36-inch width by 36-inch long strip. This was done primarily to eliminate the abuses existing thru merchandising these items.

It is mandatory for the manufacturer to follow this standard, and any other marking is considered an unfair trade practice and can be referred to the Federal Trade Commission.

If any tent buyers have legitimate complaints against tent manufacturers the national association would like to have them, investigate the facts and report back what it can do to correct same. S. T. Jessop, of the United States Tent and Awning Co., of this city, is president of the association.

## Schaller's Queens in Game

LONDON, Jan. 14.—Annual football match between Bertram Mills' Circus and Olympia Fun Fair played on January 8 was followed by game between two teams of women. In 11 representing the circus were three of Schaller's Queens of the Air, Lou Ann Haydon, Agnes Hawkins and Boots Strueby. Altho with no knowledge of the game the girls did well, Ann Haydon scoring winning goal and Boots Strueby making strong show at back. Girls were only representatives of performers in team, remainder being usherettes.

**15 Years Ago**  
(From The Billboard Dated  
January 26, 1924)

The Pubillonos Circus and Habana Park, Havana, Cuba, merged to form a large outdoor show to be known as the Habana Park-Pubillonos Circus, Manager Canosa of Habana Park announced. . . . Melvin (Pinky) Hollis and wife, Bessie, riders, signed with the Gentry-Patterson show. . . . Charles Simpson, animal trainer of the Kroger Animal Shows, was killed and three performers were injured when a truck went over a 50-foot embankment near Seattle, Wash., January 9. Injured were Roy Roberts, Mrs. Alice Weiser and Robert Singeltary. . . . An order for marble markers for the graves of William Lee and Barney Multany, who were killed in the Walter L. Main wreck at Tyrone, Pa., May 30, 1893, was placed by *The Billboard* with Stilwell & Metcalfe, of Tyrone. Contributions for same came in as a result of a move started by the Gentry Bros.-Patterson Circus.

W. J. Lester signed with the John Robinson Circus to do contracting. . . . Advance staff of Walter L. Main Circus included F. J. Frink, general agent; James M. Beach and A. C. Bradley, local contractors; George E. Caron, special agent; Charles Bernard, contracting press agent; Clyde H. Willard, manager advertising car No. 1; Charles H. Banther, manager advertising car No. 2. . . . Hillary Long dislocated his shoulder in Troy, N. Y., while performing at indoor circus. . . . Roland Butler, who handled general press work on the Sparks Circus two seasons, contracted to be with Ringling-Barnum for 1924. . . . New license and tax ordinance adopted by the city council of Savannah, Ga., was regarded as prohibitive, as circus and Wild West license was placed at \$1,000 per day.

J. W. Dahm, of Local No. 3 of the Billers' Alliance, signed with Ringling-Barnum circus. . . . Fred Bartlett, clown, suffered serious injury at Troy, N. Y., while playing indoor circus date. . . . Charles Dryden and Bert Deairo, after closing of Christy Bros.' Shows, joined the M. L. Clark & Son's Shows. . . . Wyatt Davis, singer and dancer, who had been playing vaude dates, was engaged by Christy Bros.' Circus for 1924.

John Knorr, stock watchman for Jake Posey on the Sparks Circus, died at the show's winter quarters, Macon, Ga., January 17 from a paralytic stroke. . . . Sig Faranta, old-time circus man, known in private life as Frederick W. Stempel, died at New Orleans January 10.

# Favorite Outdoor Performer Contest

• Sponsor—THE BILLBOARD •

DONORS: *Circus Fans of America; Dealer Fellows Tent, CSSCA; National Showmen's Association.*

For ballot with detailed explanation send request postcard to Contest Editor, 1564 Broadway, New York. Active performers not eligible to vote.

In his *Notes From the Crossroads* last week Nat Green, whose performer friends are legion, wrote the following: "It is interesting to note that practically all of the performers so far nominated in *The Billboard's* Favorite Outdoor Performer Contest are well-known circus personalities. This is not surprising, for it is undoubtedly true that most of the big names in outdoor show business have made their reputation with the circus. There are scores of acts of outstanding excellence that have won acclaim on the fair circuits, but there they have neither the glamorous background nor the elaborate build-up that a circus provides, nor are they seen by anywhere near as many people as are circus acts. No doubt as the poll goes on acts other than those of the circus will be nominated, for there are many worthy of inclusion among the topnotchers."

What Columnist Green says is quite true. The editor would like to see more artists voted for who are identified with the fair, celebration and amusement park circuits—working channels not identified solely with the circus, in other words.

There have been a few so far, including ERIC THE GREAT, D'ARCY GIRLS, BLONDIN-RELLIMS TROUPE, BOB MATTHEWS, THE PALLENBERGS, HELEN REYNOLDS SKATERS, CAPT. SOL SOLOMON and others. Most of them have played with circuses, but they are more or less associated with other outlets nowadays. The Reynolds Skaters and Captain Solomon have never appeared with a circus as far as the editor knows.

Incidentally, quite a few ballots marked for both circus and so-called free-act artists have been sent in by performers. Performers are not eligible to vote, but they are at liberty to suggest to others that they send for ballots. In that way they can advance the candidacy of their fellow performers—or even their own candidacy if they feel so inclined.

It is noted that groups are getting together in various cities and voting for their favorite actors. This is a splendid idea and can be carried on effectively and with much interest from week to week.

A new donor has joined the contest in the Hollywood Trophy Co. of Hollywood, Calif., whose catalog of trophies, medals and plaques is wide in its appeal and its variety.

## Model Builders' Activities

ST. JOSEPH, Mich., Jan. 21.—The by-laws recently submitted to a vote of the membership were adopted. No votes were cast against adoption and only two members failed to vote.

Col. Walter H. Woods, St. Petersburg, Fla., recently visited Terrell M. Jacobs and looked over the Ringling quarters at Sarasota. George H. Graf, Peru, Ind., has completed a red ticket wagon and a cage. He visited Bert Backstein at Decatur, Ill. Jean LeRoy, Detroit, presented Graf with a mounted parade marshal.

Backstein gave a carved white ticket wagon to Gordon M. Potter, St. Joseph, Mich. Backstein has received a set of 14 side-show banners for his model circus. Robert D. Good, Allentown, Pa., saw the Shrine Circus in Philadelphia. Visited Frank B. Updegrove Jr. at Boyertown, Pa., and looked over his model circus. Updegrove has completed several hand-carved mounted figures and a baggage wagon, complete with horses and driver, for his circus.

Harold U. Moore, Reading, Pa., has made a menagerie pole wagon and a cage for his model circus. Also visited Updegrove and saw his show. George H. Barlow III, Binghamton, N. Y., presented a

baggage wagon to Bobby Bailey, son of his old partner, who founded the Barlow & Bailey Circus with him 25 years ago. Walter W. Matthie, Long Beach, Calif., and Kenneth D. Hull, Los Angeles, visited the winter quarters at Baldwin Park and looked over the H-W equipment.

James F. Malfatto, Philadelphia, visited Charles N. Sateja, Camden, N. J., and saw his large model circus. Sateja had his show on exhibit in a department store there during the holiday season. John R. Shepard, Chicago, had a portion of Hale Bros.' Circus on display in a store over the holidays. George B. Hubler, Dayton, O., has made a model of the McCoy cookhouse boiler wagon.

Charles H. Elwell, Bennington, Vt., has built a pole wagon for his model Cole Bros.' Circus. Eddie Smart, Mt. Vernon, Me., has completed a calloper for his circus which really plays.

Anyone interested in the Circus Model Builders and Owners' Association should write the secretary-treasurer, John R. Shepard, 440 North Parkside avenue, Chicago, Ill.

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# Under the Marquee

By CIRCUS SOLLY

JIM CONLEY and his animals are appearing in North Carolina schools.

ORA PARKS and wife, who were in Miami, Fla., have returned to Marion, Ind.

DICK SCATTERDAY, who handled the banners at the indoor circus in Chattanooga, Tenn., is now in Macon, Ga.

JACK RINEHART and family, Mrs. Bye Rinehart, Olive, Jackie and Jake, are playing South Georgia theaters.

W. R. TUMBER, side-show manager with Barnett Bros.' Circus, is advance agent for *Vaudeville on Parade*, large stage revue playing the Southeast.

**ONE'S AMBITION** should be to live long and be good—good for something.

ANECDOTES of Walter L. Main, written by Fred L. Thompson, are being published in *The Rock Creek (O.) Independent*.

JOSEPH P. SCHAD is playing night clubs in Kansas City, presenting con-tortion act. He closed his Great Zadok show at Flora, Ill.

FRED WENZEL, tramp clown, is producing joey numbers for Keyes Bros.' United Indoor Circus. Billy Ward, clown cop, is also with show.

HAROLD MUIR, formerly of the Beers-Barnes advance, is advertising manager of the DeLuxe Theater Circuit in Eastern Michigan.

PAULINE KING pens that she will undergo an operation January 26 at French Hospital, New York. Letters from friends will be appreciated.

LEE S. CONARROE, manager of advertising cars of Downie Bros.' Circus last season, has been visiting in Macon, Ga.

THE FRIENDS of Harold G. Hoffman, president of the Dexter Fellows Tent, Circus Saints and Sinners' Club, New York, will give him a birthday dinner party at Hotel Commodore February 7.

BERT AND CORINNE DEARO presented their aerial acts at the Tin Can Tourists' convention at Tampa, Fla., last week. This week they are at the Florida Orange Festival, Winter Haven.

**TENACITY** is the thing that tells whether you are on your way up or on your way out.

IRA MILLETTE will play fairs for Barnes-Carruthers this season, and Jimmy Millette will again be with Dunningan's high act. Both will be at the Shrine Circus, Terre Haute, Ind., next month.

LEO FRANCIS, known as Prince Leo, singing, dancing and musical clown, worked for Nick Carter at his Circus Night Club, Peru, Ind., New Year's Eve. Leo is now with McCormick and Deering Haymakers.

JOE SIEGRIST, trapeze performer, is producing gymnastic numbers at the Fanchon & Marco Studios. The 20 Fanchonettes were held over for a second week at Paramount Theater, Los Angeles.

BILL MOORE, legal adjuster with the Hagenbeck-Wallace Circus past two seasons, has been traveling considerably lately after several weeks' rest at home in Texas. He made a motor trip to Chicago and Peru and then went to Macon, Ga., via Kentucky points.

CHARLES AND JEWEL POPLIN, Western performers with the Downie Bros.' Circus, recently were the added stage attraction at the Peach Theater, Fort Valley, Ga. Incidentally, this theater is now managed by Al Rock, former circus troupier.

DOC CANDLER during the Christmas season worked in night clubs, theaters and churches around Detroit, Marysville and Port Huron, Mich., with his Punch and Judy show. Is booked solid in Detroit and Toledo and says he will be at the New York World's Fair.

**FAST DJMES** are better than slow quarters. Have your prices in keeping with the times.

LOUIS BRIGHT cards that Clarence (Red) Shelton recently underwent an operation in a Houston (Tex.) hospital

for gland trouble. Red is of the old school and had the privileges with Christy Bros.' Circus as long as it was in existence. He would appreciate letters from friends. Mail will reach him at 4615 South Main street, Houston.

CLINT PARTELLO is visiting his brother, Doc Partello, of the Cole show, in St. Petersburg, Fla. While fishing Clint caught a 140-pound tarpon. His wife, Aurellie, member of the Zoppe Family, is playing dates.

IN LAST WEEK'S issue it was stated that Ray Dean, who was announcer on the Cole Bros.' and Robbins Bros.' shows last season, handled the mike at the Shrine Circus, Chicago. This was in error. Jack A. Ryan was the announcer on Robbins Bros.' Circus last season and the Cole show the year before.

DAN ODOM, former manager of Hagenbeck-Wallace Circus, and Chick Riordan, front-door man, arrived in Miami, Fla., by boat from Galveston, Tex. They motored from Chicago to Hot Springs, Shreveport and San Antonio, renewing friendships en route. They plan to stay a month or more in Miami, then Riordan returns to the white tops and Odom to his coin machine business.

H. R. BRISON is at Durham, N. C., playing schools with his Ko-Ko Safety First clown unit, also has Punch and Judy, marionettes, vent and hillbillies. Four people are in unit. J. Williams, superintendent of school buildings, has eight cages, water wagon, calliope wagon, three ponies and dogs. It's a hobby with him.

LESTER B. DeMAY and other Ringling-Barnum boys, who were at the Davenport show in Chicago, will make Cleveland, Detroit and other indoor circuses before joining the Big One when it opens in New York. DeMay says that Charles Land was seriously injured in Miami December 29. Charles Hoffman, Rex Allen and J. Wilkes also were at the Chicago show.

**CLEAN UP** that lot after you have played a date. Remember, you may want to return and then there will be no comeback.

SAMMY RODINEAUX, who has been at El Jobean, Fla., for several weeks, will soon leave. He has seen a number of showfolk in Punta Gorda, which is near there. Harry Fitch and family, at a trailer camp, have moved on. Mary and Jim Morris, formerly with Newton Bros.' Circus, were en route to Tampa. The Johnnie Jacks and Chester Gregory are in Punta Gorda. Jack and Gregory have been with World Bros.' Circus past four seasons. Rodineaux, who recently saw Haag Bros.' Circus in Louisiana, says show looks good and that it was doing fair business. Charles (Nubby) Parkins, who was with Haag Bros., is still in cast. He was in a wreck at Tallulah, La., in October. Is at his home in Punta Gorda and would be glad to receive let- (See UNDER THE MARQUEE page 41)

# The Corral

By ROWDY WADDY

CHARLIE ALDRIDGE, veteran Wild West and rodeo figure, is wintering in New York for the seventh season. During the winter months he has a peculiar position. Several steamship lines employ him to convey insane passengers and employees from the ships to Ellis Island for deportation.

RUSTY TULK, Wild West and rodeo star of years ago, is living on his own spread near Mesquite, N. M. A story of Rusty's life was started by an author who died recently. The uncompleted book will be put in shape and published by Fog Horn Clancy.

CECIL CORNISH, trick rider and owner and trainer of Smokey, high school horse; a Brahma bull and a Palomino auto jumping team, is wintering his stock on a ranch near Waukomis, Okla., pending the opening of the rodeo season.

RED RANDOLPH, who enjoyed a good season with his sound equipment at various rodeos, has been in the U. S. V. A. Hospital, Albuquerque, N. M., since No-

# RAA 1938 Cash Purses

City	No. of Days	Total Cash Purses Per Day	Number RAA Events	Average Cash Event, Per Day
New York	23	\$1,458.00	5	\$291.60
Chicago	18	694.00	5	138.80
Detroit	10	455.00	5	91.00
Cleveland	8	389.50	4	97.38
Houston	7	648.00	5	129.60
Oklahoma	7	371.00	4	92.75
Calgary, Can.	6	692.00	5	138.40
Little Rock, Ark.	6	493.00	5	98.60
Cheyenne, Wyo.	5	1,180.00	6	196.67
Boise, Ida.	5	425.00	5	85.00
Woodstown, N. J.	5	410.00	5	82.00
Salt Lake City	5	560.00	4	140.00
Lincoln, Neb.	5	350.00	4	87.50
Salinas, Calif.	4	1,300.00	8	162.50
Prescott, Ariz.	4	735.00	6	122.50
Tucson, Ariz.	4	725.00	6	120.83
Sidney, Ia.	4	755.00	5	151.00
Phoenix, Ariz.	4	712.50	5	142.40
Filer, Ida.	4	625.00	5	125.00
Ogden, Utah	4	540.00	5	108.00
Billings, Mont.	4	322.00	3	107.33
Sacramento, Calif.	3	1,100.00	6	183.30
Reno, Nev.	3	1,066.33	6	177.72
Visalia, Calif.	3	625.00	6	104.17
Goldendale, Wash.	3	415.00	6	69.17
Lewiston, Ida.	3	1,841.00	5	368.20
Nephi, Utah	3	400.00	6	66.67
Sun Valley, Ida.	3	950.00	5	190.00
Woodward, Okla.	3	766.00	5	153.20
Klamath Falls, Ore.	3	733.33	5	146.67
Mollala, Ore.	3	710.00	5	142.00
Des Moines	3	600.00	5	120.00
Caldwell, Ida.	3	545.00	5	109.00
Willits, Calif.	3	425.00	5	85.00
Tremonton, Utah	3	416.00	5	83.20
Gordon, Neb.	3	408.00	5	81.60
Logan, Utah	3	400.00	5	80.00
Baker, Ore.	3	375.00	5	75.00
Elko, Nev.	3	350.00	5	70.00
Colfax, Wash.	3	366.00	5	73.20
Lakeview, Ore.	3	333.00	5	66.60
Provo, Utah	3	333.00	5	66.60
*Lakeside, Calif.	3	163.33	5	32.67
Pendleton, Ore.	3	1,233.00	4	308.25
Colorado Springs, Colo.	3	833.00	4	208.25
Livingston, Mont.	3	660.00	4	165.00
Ellensburg, Wash.	3	655.00	4	163.75
Burwell, Neb.	3	600.00	4	150.00
Springfield, Mo.	3	600.00	4	150.00
Harrison, Ark.	3	600.00	4	150.00
Monte Vista, Colo.	3	550.00	4	137.50
Fort Smith, Ark.	3	533.33	4	133.33
Hinton, Okla.	3	466.00	4	116.50
Burley, Ida.	3	350.00	4	87.50
Price, Utah	3	350.00	4	87.50
Gooding, Ida.	3	285.00	4	71.25
Sheridan, Wyo.	3	633.00	3	211.00
Wolf Point, Mont.	3	533.00	3	177.67
Belle Fourche, S. D.	3	566.66	3	188.89
Deadwood, S. D.	3	500.00	3	166.67
Lewistown, Mont.	3	450.00	3	150.00
Idaho Falls, Ida.	3	433.00	3	144.33
Nampa, Ida.	3	375.00	3	125.00
Red Lodge, Mont.	3	355.00	2	177.50
Bakersfield, Calif.	2	750.00	7	107.14
Marysville, Calif.	2	875.00	6	145.83
Livermore, Calif.	2	850.00	6	141.67
Vallejo, Calif.	2	430.00	6	71.67
Los Angeles	2	1,350.00	5	270.00
Red Bluff, Calif.	2	800.00	5	160.00
Los Vegas, Nev.	2	700.00	5	140.00
Sonora, Calif.	2	500.00	5	100.00
Taft, Calif.	2	462.50	5	92.50
Saugus, Calif.	2	475.00	5	95.00
Dinuba, Calif.	2	375.00	5	75.00
El Monte, Calif.	2	335.00	5	67.00
Hayward, Calif.	2	275.00	5	55.00
Durango, Colo.	2	550.00	4	137.50
Omak, Wash.	2	525.00	4	131.25
Preston, Ida.	2	500.00	4	125.00
Thermopolis, Wyo.	2	375.00	4	93.75
Montrose, Colo.	2	350.00	4	87.50
Cardston, Can.	2	195.00	4	48.75
Brigham, Utah	2	175.00	4	43.75
Casa Grande, Ariz.	2	200.00	2	100.00
Jackson, Calif.	1	635.00	6	105.83
Cambria, Calif.	1	405.00	6	67.73
*Lakeside, Calif.	1	600.00	5	120.00
Hanford, Calif.	1	425.00	5	85.00
Sonoma, Calif.	1	395.00	5	79.00
Monticello, Calif.	1	550.00	4	137.50
*Lakeside, Calif.	1	350.00	4	87.50

\*All different dates.

The above interesting table shows the various spreads in the cash purses paid as well as in the number of Rodeo Association of America events used at different contests. The money paid (as above) is in RAA events only: Bronk riding with saddle, bareback bronk riding, bareback riding of bulls and steers, calf roping, single steer roping, team steer roping, steer wrestling and steer decorating. Those are the only events in

which the RAA issues points toward a world's championship title. It makes no provision for either points or cash purses for ladies' bronk riding nor trick riding or roping for men or women. The table was compiled from a bulletin issued by RAA. From this source of information we learn that there were 320 contest days and 92 rodeos, which paid a total of \$202,377. RAA managements choose the events which they desire to use on their programs.

member 9. He says he'd appreciate reading letters from friends.

LALLAH ROOKH GROTTO, Rochester, N. Y., has started preliminary work on its fourth annual rodeo, which will be handled by Col. Jim Eskew. Albert O. Parsons, former Grotto Monarch, has

been named chairman of the general committee on arrangements.

CAPT. GEORGE M. BURK, veteran Wild West show producer and trainer of high school horses, is located near Holcomb, N. Y., where he is educating a (See CORRAL on opposite page)

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

"REPORTS from all over the country indicate that roller-skating rinks are showing the biggest business increase of any part of the amusement industry," declared Fred A. Martin, general manager of Arena Gardens Rink, Detroit, and secretary-treasurer of the Roller Skating Rink Operators' Association of the United States. "There has been a general pick-up at rinks everywhere since the first of the year and the immediate outlook is very good."

WODDIE AND BETTY, skating turn, report that they recently played dates in Montreal, appearing at Forum Arena, the Francia and Corona theaters and Vienna Grill.

MANAGER Gordon Woolley, Woolley's Rink, Salt Lake City, who is helping other roller rinks in Utah to introduce dance steps on skates, sent out a group including Dr. A. H. Whytock, 75-year-old fancy skater; Gus Harris, Ray Herzog, Emogene Stark, Helen Dahl, Thelma Parry, Tom Coza and Hugh Whytock. They appeared in Athley Rink; Smuin's Park, Robano; Spanish Fork and Payson. Waltz club at Woolley's has proved a big attraction and membership is growing, gold pins being presented to those who qualify. A rink publication is edited by Gus Harris. A new roller rink is being opened in Murray, Utah.

"MR. AND MRS. JACK BRITTON, proprietors of Warner Park Roller Rink, Chattanooga, are doing their part for the future of roller and fancy skating in their city," write the Royal Rollers, who skated at the rink three days recently while working an indoor circus date. "The Brittons, formerly known professionally as the Flyers, were playing a date in Chattanooga Auditorium about

2½ years ago when they decided to visit the 90 by 125-foot brick rink on the fairgrounds. They subsequently bought the building. At that time few Chattanooga roller skaters could waltz or two-step, and business was poor. Today skaters do fancy skating as well as patrons we have seen in other rinks, and the rink operates seven nights weekly, averaging 200 skaters nightly and two private matinee parties weekly. Rink club has membership of 400. A new floor was recently installed."

MR. AND MRS. MELVIN UMBACH are teaching roller-dance classes at Winter Garden, Chez Vous and Lyonhurst Rollerways, Boston. Dorothy Lavoie and Charles Houghton have qualified for the New England Roller Dance Championship contest to be held at Winter Garden Rink in March, winners to get a free trip to the national championship contest to be held in Mineola (L. I.) Rink.

MEMBERS of Joplin (Mo.) Skating Club attending a recent dinner at the home of Lucille Rippey, president, were Mr. and Mrs. John Renfrow, Mr. and Mrs. John Brown, Dollie and O. Lou Brown, Lois McNevin, Mary Wells, Brose Dennis, and Armand J. Schaub Sr., instructor. After dinner the group visited Mr. and Mrs. L. T. Mitchell's Oasis Roller Rink, Joplin, to see a roller hockey game between Joplin and a team from Carthage, Mo., latter winning 3-1. A league has been formed by merchants and games are to be played Friday nights. Rink is open every night except Mondays, reserved for private parties.

SUIT AGAINST Paul Moss, New York City license commissioner, to void suspension of license of Park Amusement Corp., owner of a roller-skating rink in the Bronx, was withdrawn on January 17 when the commissioner stated in open court that it had all been a mistake and that no suspension was ever in effect. Corporation had pressed action in Supreme Court, claiming its license had been canceled following hearings before the commissioner, it having been alleged that a judgment based on negligence had been obtained against it by a skater. The plaintiff proved that judgment was against a predecessor and that cancellation was therefore improper.

THE COLISEUM in North Lake Park, Mansfield, O., has been acquired from Mrs. Rilla Smith, Dayton, by Harry Denis, who has operated a roller rink in the building for more than a year. He also operates rinks in Coshocton, Logan and Wooster, O. Mrs. Denis will be in charge of the rink.

JACK DALTON, manager of Dalton Roller Rink, Canton, O., announced start of an amateur roller-skating tournament to be held every Saturday. First anniversary of Ohio Roller Club was celebrated recently, with large attendance reported.

"FOUR EARLS, Victor and Ruth Rocco and my wife and myself played 13 weeks of fairs last year for George A. Hamid," writes Earl Woodward, "and closed at the Palace Theater, Chicago, on December 29. We were booked for the State-Lake, Chicago, week of January 20, to be followed by appearances in Milwaukee. I noted with interest what Jimmy Lidstone, of England, had said about our skating rinks, and I can't quite agree with him in regard to rink management. He stated Fred Martin's was the best managed and conducted rink he had visited. Freddie has a great rink, really conducted in a manner that would do justice to any rink, but I have visited practically every rink in the United States and I have yet to see a rink as beautiful and conducted as well as Earl Van Horn's in Mineola, L. I. Earl has spent some \$150,000 on his rink in rebuilding and remodeling alone, which I think should speak for itself. The rink has an estimated crowd of an average of 1,200 to 1,800 skaters a night and is conducted in the very highest style. He has special parties of 500 and 600 of Long Island's society on special afternoons. Detroit would come second, while Frank Albright's Rollerdom in Culver City, Calif., would come fourth and Sefferino's Rollerdom, Cincinnati, would come third. There are more large and beautiful rinks in and around New York now that Van Horn has showed them how to run a rink successfully

than there has been in the last 15 years. Please do not misunderstand this letter, for I think Mr. Martin has a beautiful, well-managed rink, but that Earl Van Horn has the edge on all."

## Passing of Eddie Mahlke

By EARLE REYNOLDS

CHICAGO.—Word received here on January 16 from Boston of the death of Eddie Mahlke, well-known skating official and manager, reminds that he became well known in skating circles some 20 years ago as one of *The Chicago Tribune* silver skate Derby officials and year after year he had been connected with sports promotions of this type as an official, first as member of the Western Skating Association as an official, then as secretary of the International Ice Skating Union.

About three years ago he booked Shipstead and Johnson and Roy Shipstead into the Hotel Sherman College Inn, Chicago, as well as other skaters. The show proved such an outstanding hit that he organized the Ice Follies in conjunction with the Shipstead Brothers and Johnson, each taking a 25 per cent interest. And with this organization he booked the show in all big ice arenas in the country, meeting with great success from the start. The show was continually enlarged, two years ago having a company of 40 skaters, the pick of the world in ice skating, and this year the cast ran 60 people besides an augmented orchestra. This year they secured as an additional attraction Evelyn Chandler, world's greatest woman exhibition skater. I might add that for a spectacular musical comedy production America has never seen anything so stupendous and beautiful.

I knew Eddie Mahlke many years and only recently had a chat with him in New York. He was a lovable character and the skating world will mourn the passing of this great and honest personality. He was born in Chicago on January 22, 1891. Cause of his death was an operation for appendicitis. He was married about 12 years ago to Lillian Elberg, Chicago, who brought the remains to Chicago for burial in German Waldheim Cemetery, Forest Park, Ill., on January 20.

## CORRAL

(Continued from opposite page)

black and white stallion and an Arabian mare.

LEONARD MURRAY, Oklahoma bronk rider and dogger, is back on the guard personnel at the model Walkhill, N. Y., prison, where Frank Biron is sergeant of the guard. Leonard and his trick-riding wife, Peggy, are living near the prison.

TOM MIX ESKEW, youngest son of Col. Jim Eskew, JE Ranch Rodeo, is finishing high school studies in Woodstown, N. J., this winter. He was a member of the school's football team and is rated a star basket-ball performer.

PANCHO VILLA JR., bull fighter, is recovering from neck and back injuries sustained last season while baiting wild Brahma bulls armed only with his nerve. He is in Pittsburgh taking chiropractic treatments.

MILT HINKLE, Texas Rangers Rodeo, is at the Cadillac Hotel, New York, arranging to produce a Wild West attraction at the World's Fair.

ABOUT 50 cowboys and cowgirls, including Billy Keen, Chip Morris, Mark Parks, Buddy Mefford and Paul Bond, participated at the rodeo under Veterans of Foreign Wars auspices, which con-



## THE NEW IMPROVED Fred Nall TWIN PLATE SHOE SKATE

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New features include
- (1) Large doubly strong, replaceable adjusting screws.
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  - (5) New triple wear FIBRELITE rollers designed for dancing and fancy skating, made with either solid or two-piece bushings, guaranteed not to loosen.

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cluded a three-day run at Stewart Field, St. Petersburg, Fla., January 21. Show, a member of the Rodeo Association of America, offered prize money totaling \$1,540 to winners in the saddle bronk riding, bull and steer riding, calf roping, steer wrestling and wild cow-milking events.

RED HAMMERSCHMIDT, bronk rider, is again with Col. Al Chase at the Red Horse Ranch, Kent, Conn. Tommy Privett, trick-roping son of the late Booger Red Privett, also is enrolled under the Chase banner.

MAYOR HARMON PEERY, accompanied by John Shearer, Frank Vause and Bill Burch, of Ogden Pioneer Days, Inc., has returned to Ogden, Utah, from the Rodeo Association of America convention in Livingston, Mont., where Peery arranged for Burel Mulkey, 1938 World's Champion Cowboy, to appear at the 1939 Ogden show. Peery also signed Jasbo Fulkerson and Homer Holcomb to clown the event.

REMEMBER Wayne Sutton, South Dakota cowboy, who was a Pony Express rider at the Atlantic City Auditorium a number of years ago and then rode bronk in Douglas Hertz's Wild West Show? He now has a well-stocked saddle horse barn on Long Island near the World's Fair.

JOHN A. GUTHRIE, Wild West showman of Muskogee, Okla., furnished the Wild West concert for the Shrine Circus, which wound up a 15-day stand at the International Amphitheater, Chicago, on January 15. Ruth Mix, daughter of Tom Mix, and a company of 12 were featured. Line-up included John R. Agee, Australian Waites, Bennie Pettit, T. P. Lewis, Ray and Ann Doering, Arvil Gilliam, Rex Rossi, Jerry Lee, Naconli Slim Barnett, Gale Thomas, and Shorty Flemm, clown. Guthrie says present plans call for the unit to play several vaudeville and indoor engagements.

## JACOBS PLANS

(Continued from page 34)

stalled for paging officials and workmen on the grounds at quarters here during the past week. Two huge loudspeakers have been placed on top of General Manager George Smith's office, with controls and microphones in the office.

The John Ringling Hotel opened for its third season here January 15. Charles Carr, summer manager of the Dunes Club in Narragansett, R. I., has returned to manage the hostelry.



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  - Balloons, Assorted Shapes and Colors. Your Name and Address, Skate Couple Design, Printed. 500, \$7.50; 1,000, 12.50
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# W. F. SPURS BOARDS

## Easterners Tilt Shows' Budgets

Augmented attractions and promotion marshaled to meet Flushing competish

NEW YORK, Jan. 21.—Bigger and better attractions, more special features and augmented promotion budgets seem to be the road Eastern fairs are following to meet contemplated competition from the New York World's Fair this season. Information coming from State and county fair headquarters indicates that already there is a definite movement in this direction as '39 program and operation plans are lined up.

There has always been a difference of opinion as to just what inroads large expos make on the pulling power of smaller yet well-established annuals. When pinned to facts, however, it is seldom that a fair expert doesn't admit that world's fairs undoubtedly cut into the entertainment budgets of the most loyal local patronage to at least some (See W. F. SPURS on page 40)

## Portage Discusses Circuit

PORTAGE, Wis., Jan. 21.—A proposed six or eight-county consecutive fair circuit, including Beaver Dam, Madison, Portage, Baraboo, Janesville, Stevens Point, Wausau, Manitowoc or others, as well as any August fair, will be discussed by the new board of directors of Columbia County Fair Association here early in February. Plans for a 1939 fair on the new grounds here were discussed this week when Secretary W. Horace Johnston reported that the 1938 fair, despite obstacles, broke about even and paid about \$5,000 in premiums and purses. Stockholders unanimously re-elected John Klaila, president; Henry Kroncke, vice-president; W. Horace Johnston, secretary; Willis Cuff, treasurer; Clarence Fahey, H. H. Niemeyer and Earl Peterson, directors. The association will celebrate its 88th anniversary next August.

## Large Gain in Valuation Of Beaumont Plant Shown

BEAUMONT, Tex., Jan. 21.—A \$5,247.76 operating gain for 1938 was reported at the winter meeting of membership of South Texas State Fair Association here. President Howard W. Gardner said revenue was \$52,564.60, only \$300 less than record receipts of the previous fair, despite four days of bad weather during the 1938 fair, while expenses were \$47,316.84, \$9,800 above the previous high amount.

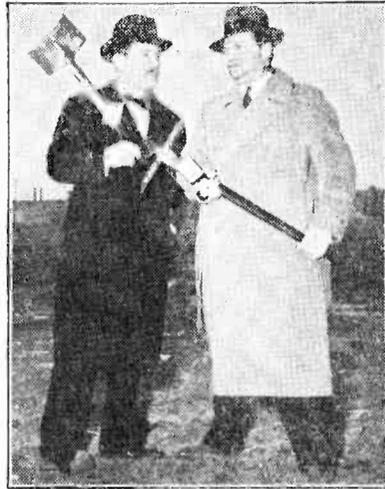
President Gardner reported the Harvest Club, operated in the auditorium as a night club, broke even on its first-year operation as it spent some \$500 for talent. The investment represents about \$3,500, he said.

During the past year properties of the association were increased in value by \$27,441.55 so that the plant now has valuation of about \$400,000. Total attendance was given officially as 151,316, 37,000 below the peak of 1937. Perry McFaddin and Leo Ney were elected directors.

BELLEFONTAINE, O. — Mrs. Don A. Detrick was named Midwest secretary of newly organized U. S. Trotting Association.

## "Legality of Prize Contest"

In this issue, in the Carnival Department, is the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



JOE ROGERS (right) is pictured here with Grover A. Whalen, president of the New York World's Fair, as they broke ground on December 30 for Dufour & Rogers' "Strange as It Seems" auditorium in the Flushing amusement zone. Not so strange as it seems, pick and shovel are historical items discovered by "Strange-as-It-Seems" cartoonist John Hir, whose strange and interesting people and objects will feature the big freak show.

## Managers of Many Annuals in Line for Long Trek to Tampa

TAMPA, Fla., Jan. 21.—Completion of Florida State Fair's 10-year building program puts everything in readiness for opening of the 1939 Pan-American Hernando DeSoto Exposition here. Three new entrances to grounds have been erected with neon-lighted arches and well-equipped box offices, and an electric fountain built just inside the main gate.

A new steel and concrete annex has been added to the grand stand, making (See MANAGERS OF MANY on page 40)

## Ozark Spending \$250,000

SPRINGFIELD, Mo., Jan. 21.—Ozark Empire District Free Fair's \$250,000 improvement program is one-third completed and is expected to be finished by June 15, reports Edwin W. Watts, re-elected secretary. Improvements consist of erection of a coliseum and live-stock pavilion, educational and poultry building and landscaping of race track and infield. Others re-elected were H. Frank Fellows, president; W. P. Keltner, vice-president, and Tom Watkins, treasurer.

CHIPPEWA FALLS, Wis.—Barnes-Carruthers Fair Booking Association will furnish grand-stand attractions for Northern Wisconsin District Fair, and Beckmann & Gerety Shows have been booked for the midway.

## Ga. Managers Map Vigorous Drive On Midway Tax and for State Aid

MACON, Ga., Jan. 21.—A vigorous legislative campaign to repeal State taxes on midway attractions and to obtain State aid for all agricultural fairs was mapped and adopted at the 27th annual meeting of the Association of Georgia Agricultural Fairs in the Hotel Dempsey here on January 12. An optimistic note predominant, it was declared one of the liveliest sessions in history of the organization.

Unlike other conventions of the body in recent years, fair officials greatly outnumbered showmen and other attractions men, and nearly half of the 60-odd fairs held in Georgia last year were represented. Expansion of membership was voted, and directors inaugurated a system whereby each board member will

## Mich. Would Guard Funds

Managers want State aid kept for county fairs — tributes paid to Chapman

DETROIT, Jan. 21.—A move to prevent last-minute changes in the State appropriation for fairs, which it is claimed would benefit the State Fair here at the expense of the 93 county fairs of Michigan, enlivened opening session of the 55th annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel here on Wednesday and Thursday. Also highlighted was the Social Security tax and whether fairs should be required to pay it.

Aside from these major topics the meeting was quiet insofar as the speaking program was concerned. Instead of the usual grist of topics, the first day's schedule was largely made a memorial program for the late Fred A. Chapman, former president of the association and head of Ionia Free Fair. Sincere tributes (See MICH. WOULD on page 41)

## Largo Annual Successful

LARGO, Fla., Jan. 21.—The 22d annual Pinellas County Fair here on January 10-14 was the most successful in local history. Manager F. Drew Lewis said attendance was more than 50,000. Previous high was 34,000. Partial reason for success was seen in the increased number and variety of exhibits. Midway attraction was West's World's Wonder Shows. Neil Burke, general agent, said business was satisfactory. It was voted to again contract the West shows for next year.

## Many Contracts Signed At Minnesota Meeting

MINNEAPOLIS, Jan. 21.—The recent meeting of Minnesota Federation of Fairs here was productive of many contracts for booking agencies.

M. H. Barnes, of Barnes-Carruthers Fair Booking Association, stated that he signed a much larger number of fairs than at last year's meeting. Jule Miller, of Northwestern Amusement Co., reported bookings as satisfactory and ahead of last season, and Billy Williams, of Williams and Lee, said he was satisfied with results. Lew Rosenthal, Billie J. Collins and DeWaldo reported brisk business.

ROCHESTER, N. Y.—Two committees of the board of supervisors met recently regarding Monroe County Fair and Rochester Exposition and debated legality of paying \$6,500 in premiums won by children at last year's fair, adjoining without reaching a decision. If legal obstacles are overcome it is expected a compromise plan will be agreed on.

## CNE Surplus Is Up

TORONTO, Jan. 21.—Surplus of \$115,416 was reported by the Canadian National Exhibition here for 1938. This compares with a deficit of \$57,730 for 1937. Revenues for 1938 showed an increase over 1937 of \$114,015; expenditures decreased \$59,248. Expressing satisfaction, directors noted that the surplus exceeded any shown since 1930, when it was \$35 more.

## Dorton Reports \$16,829 Profit on 1938 N. C. State

RALEIGH, N. C., Jan. 21.—Reporting net profit of \$16,829.82 on the 1938 North Carolina State Fair, Manager J. S. Dorton, Shelby, was unanimously re-elected by the State board of agriculture as director of the 1939 annual. Profit reported is twice that realized by the State from the fair in 1937, when the State resumed management. A resolution in praise of Dr. Dorton was adopted.

Dr. Dorton's recommendation that \$25,000 of State fair funds be invested in State and federal bonds as a reserve for financial protection of future expositions in case of bad weather or other misfortune won unanimous approval. He took over the State fair and \$11,740 from private management in 1937 and closed with profit of \$8,048, first ever recorded under State operation. The fair now shows a capital reserve of \$36,518.

"In addition to net income from operation in 1938, taxpayers were given \$7,358.78 in improvements to grounds and buildings, which would bring the profit to \$24,187," he said. Improvements in 1937 cost \$10,693.

## To Quit as Vancouver Head

VANCOUVER, B. C., Jan. 21.—Walter Leek, for 12 years president of Vancouver Exhibition Association, is expected to announce his resignation at the annual meeting in February. There will be strong pressure by directors for him to serve another year, but he is understood to have announced his retirement definitely. He will continue on the executive body. He was elected president in 1927, succeeding the late R. P. McLennan, and under his regime the exhibition has had its greatest period of expansion and progress. John Dunsmuir and Frank Gross, members of the board several years, have been mentioned as possible successors.

## Flemington Fair Re-Elects; Plans Improvement Program

FLEMINGTON, N. J., Jan. 21.—Decision was made at the annual meeting and election of officers of Flemington Fair to use profits from the 1938 fair for permanent improvements and to book George A. Hamid acts and Hankinson's auto races for 1939, officials report. Lucky Teter's Hell Drivers will be an attraction.

Among improvements will be construction of a 32 by 180-foot horse barn, widening and banking of race track, erection of wire fencing before the grand stand, construction of an auto entrance to grounds and laying of permanent flooring beneath the grand stand.

Re-elected officers are Maj. E. B. Allen, president and manager for his 29th term; George N. Robinson, vice-president; Dr. C. S. Harris, secretary; Mrs. Florence Wells Green, assistant, and Herbert J. Rodenbaugh, treasurer.

## Portland Improves Grounds

PORTLAND, Ind., Jan. 21.—Improvements have been made to Jay County Fair grounds here since close of the 1938 event, including erection of a 350-foot horse barn, tiling of grounds, repainting of buildings, remodeling of sheep barns and sealing of booths beneath the grand stand to improve sanitary conditions and lessen fire hazard, reports Roger Ludy. Construction of a stock pavilion and remodeling of the art hall are planned for the spring. At a recent meeting J. B. Cummins was elected president and O. E. Holsapple, secretary.

FORT MYERS, Fla.—Capt. Frank Cushing's Death Holiday Thrill Show was booked as grand-stand show for Southwest Florida Fair here, reports L. C. McHenry, manager of Crescent Amusement Co., contracted as midway attraction.

# Kansas Gets Bigger Gates

State body hears of increases in past two years — Ashcraft is president

TOPEKA, Kan., Jan. 21.—Substantial increase in attendance at Kansas fairs during the last two years was reported by George Harman, Valley Falls, secretary of the State Association of Kansas Fairs, at the 16th annual convention here on January 10 and 11. "People are showing more interest in products displayed at fairs and prospects for 1939 are bright," he said. "The general feeling is much better and attendance showed a decided pick-up in the fall of 1938."

One of the most interesting discussions was on *What Constitutes a Questionable Amusement?*, led by John Redmond, secretary of Coffey County Fair, Burlington. Debate centered around gambling at concessions and girl shows. General opinion appeared to be that carnivals conducted their concessions to give the community what it wanted.

### Jencks Banquet Emsee

C. P. Ashcraft, Hillsboro, was elected president to succeed R. M. Sawhill, Glasco. George Dietrich, Richmond, was named vice-president and secretary-treasurer. Harman was re-elected for the 16th term. Directors elected are Maurice W. Jencks, Topeka; H. C. Lathrop, Blue Rapids; Roy W. Reed, Iola; George Dietrich, Richmond; W. P. Royer, Coffeyville; G. B. Woodell, Winfield; C. P. Ashcraft, Hillsboro; Earl Mayer, Oak Hill; Manuel Kolarik, Caldwell; R. M. Sawhill, Glasco; J. B. Kuska, Colby; Everett Erhart, Stafford; George B. Viney, Murdock.

At the annual banquet on the roof garden of the Hotel Jayhawk, convention headquarters, on the night of January 10 emsee was Mr. Jencks, secretary-manager of Kansas Free Fair, Topeka. Floor show was presented by B. C. Truex and Vic Allen, Paragon Theatrical Enterprises.

Speakers on opening day included S. M. Mitchell, secretary of Kansas State Fair, Hutchinson; Walt Neibarger, Tonganoxie; Ira C. McKay, Sylvan Grove; H. S. Fish, La Crosse; Harry Pearce, Beloit; H. N. Eller, Salina; B. C. Truex; C. G. Buton, J. L. Landes Shows; Jack Polk, Barnes-Carruthers Fair Booking Association.

### State Officials Visitors

On the January 11 program were Stanley A. Matzke, president of Nebraska Association of Fair Managers, Seward; E. W. Williams, secretary of Iowa Fair Managers' Association, Manchester; L. H. Galloway, secretary of Trego County Fair, Wakeeney; D. Linn Livers, Barnes; J. B. Kuska, Colby; H. R. Shimeall, Goodland; Homer Alkire, Belleville; Ivan Roberson, Abilene; Col. J. B. Jenkins, Kansas highway patrol, Topeka; Jean Kissell, Norton County Fair, Norton; E. Lister, Ottawa; Frank Dunkley, Dodge City; George Viney, Murdock; C. P. Ashcraft, Hillsboro; Albert R. Reiter.

President Matzke of the Nebraska association warned the Kansans that while pari-mutuel betting on races is a money-maker for a fair, he believed it a detriment to real objectives of fairs as educational institutions and that eventually it would ruin a fair which permitted it.

### Bochert in Mineola Post

NEW YORK, Jan. 21.—President J. Alfred Valentine, Queens-Nassau Agricultural Society, Mineola, L. I., has named Charles Bochert manager of fair in charge of attractions, amusements and special events. For the first time in the society's history the executive staff will function continuously in a campaign to draw some of the World's Fair traffic, with emphasis on rural events and exhibits. Bochert has been connected with Broadway activities about 20 years.

SALT LAKE CITY.—Mrs. H. E. Godwin has been selected hostess for the Utah exhibit at the Golden Gate International Exposition, San Francisco, said Ernest S. Holmes, finance officer in charge of the committee. George S. McAllister, member of the State Fair board, will be superintendent of Utah's exhibit at the New York World's Fair.

# Fair Grounds

DELAWARE, O.—Work is progressing on the \$150,000 Delaware County Fair plant, according to Beverly Kelley, president. Grading work is under way and lights have been set up for night work. Project includes a junior fair building, race track and swimming pool.

ALAMEDA, Sask.—Alameda Agricultural Society appointed a committee to investigate possibility of reviving the summer fair in 1939.

SPOKANE, Wash.—Abandonment of plans for a 1939 Northwest Montana Fair in Kalispell was announced by Flathead County commissioners, action being taken to keep the tax levy down.

IMLAY CITY, Mich.—Lapeer County Fair had receipts of \$11,514 last year and expenses of \$11,161.

JACKSON, Miss.—S. W. Miller chairman of Mississippi Progress Committee, sponsor of the 75 Years of Progress of Negroes in Mississippi Celebration, said the event would be staged on the State Fair grounds here for six days and that a cast of 500 would present a spec, 75 Years of Progress. Exhibits will be a feature.

HALIFAX, N. S.—Heartening phase of the annual report of the Provincial Exhibition was reduction of the annual deficit from \$40,106 in 1937 to \$29,762 in 1938. Admission receipts totaled \$62,958, an increase of \$13,209 over 1937.

BATON ROUGE, La.—New stock barn for East Baton Rouge Fair Association and Rodeo will be ready in April. It is being erected on grounds of Louisiana State University stock farms and will be 322 by 297 feet of steel and concrete.

EUNICE, La.—A drive for members thru revival of banquets of recent years was announced by Tri-Parish Fair Association officers. It was also suggested that social meetings be held in schools and other public buildings thruout the fair area to increase exposition interest. Ferdinand Quirk is president.

WAUTOMA, Wis.—Waushara County Fair grounds are undergoing a \$20,000 WPA improvement program, including grading race track, building stables, reconstruction of grand stand and ticket office, remodeling exhibition platform and construction of an electric power line.

BOSTON.—The State received \$1,000,000 from pari-mutuel horse racing at Suffolk Downs the past year. This goes into the old-age pension fund. State also will receive several hundred thousand dollars from dog tracks.

LAFAYETTE, La.—With the three-day crowds setting a new peak, Midwinter Fair of Southwestern Louisiana closed here on January 15 with attendance of 7,500, an all-time mark for a single day. Total of \$3,200 in premiums was awarded. A camellia pageant drew 5,000 on opening day. Officials, mainly backed by Southwestern Louisiana Institute, branch of the State University, plan to double expenditures in 1940.

# Fair Elections

IMLAY CITY, Mich.—Lapeer County Agricultural Society elected Lester Smith, president; D. J. Allison, Lewis Steele, vice-presidents, and re-elected Austin T. Cornell, secretary.

FOAM LAKE, Sask.—Foam Lake Agricultural Society elected J. Pendlebury, president; F. A. Virgin, W. Mason, vice-presidents, and W. Dobson, secretary-treasurer.

LIVONIA, N. Y.—William A. Miller was re-elected president of Hemlock Fair Society for the fourth year. Other officers are O. G. Smith, Frank Stauart, William Luther, Adolph Walkey, F. H. Huff, Willard McDonald, J. J. Wadsworth, Donald Allen, John Grady, vice-presidents; Glenn McNinch, secretary and superintendent of privileges; W. L. Short, treasurer; W. W. Hoppough, race secretary; Clayton Harvey, marshal; William Fogarty, superintendent of police.

MARIETTA, O.—F. L. Christy was re-elected president of Washington County Agricultural Society.

MANSFIELD, O.—H. H. Wolf was re-elected president of Richland County Agricultural Society; C. S. Henry, vice-president; A. W. Strater, treasurer, and

R. D. Hale, secretary. C. C. Hout, retiring secretary, reported that last year's fair lost \$150.

RANDOLPH, O.—Randolph Fair Association re-elected: President, A. T. Libis; vice-president, J. H. York; secretary, R. P. Hamilton; treasurer, O. F. Meriam.

PLAINVIEW, Tex.—Plainview Fat Stock Show directors re-elected Ben F. Smith president. O. B. Jackson was named vice-president; E. C. Kuykendall, secretary-treasurer.

YAZOO CITY, Miss.—F. H. Jenne was elected president of Yazoo County Fair Association; Dr. J. T. Rainer, vice-president; W. A. Steinreide, secretary and treasurer.

WEST POINT, Miss.—J. T. Cluett, president of Northeast Mississippi Live-Stock Association; B. T. Schumpert, secretary, and Milford Williams, treasurer, were re-elected.

BARABOO, Wis.—Arthur Attridge was elected president of Sauk County Fair Association. Others named were Fred Bisch, vice-president; W. T. Marriott, secretary, and Urban Mather, treasurer.

GETTYSBURG, Pa.—South Mountain Fair re-elected P. S. Orner, president; G. W. Koser and E. D. Bushman, vice-presidents; A. D. Sheely, secretary, and S. A. Skinner, treasurer.

BLACK RIVER FALLS, Wis.—Frank Bright was elected president; Ray Kunselman, vice-president; Douglas Curran, secretary, and Willard Jones, treasurer, of Jackson County Fair Association.

MONROE, Wis.—Green County Fair Association reorganized and elected Dr. Byron R. Bennett, president; William A. Brown, vice-president; R. B. Gifford, secretary, and Brooks Dunwiddie, treasurer.

WAUTOMA, Wis.—Waushara County Fair Association elected Herman Hansen, president; Frank Ploetz, vice-president; E. A. Jorgensen, secretary, and Russell Anderson, treasurer.

HAMBURG, N. Y.—Erie County Agricultural Society re-elected George B. Abbott, president; Clark W. Hurd, Nelson W. Cheney, John W. Kleis, Gustave C. Miller, vice-presidents; Jacob C. Newton, secretary, and Lyle J. Tillou, Arthur G. Fries and Hamilton Ward Jr., directors. Treasurer's report showed paid attendance of 68,019 in 1938, best in history, and receipts of \$69,194, exclusive of State and county aid.

### Lewis Sworn as Lieut.-Gov.

HARRISBURG, Pa., Jan. 21.—Samuel S. Lewis, president of York Interstate Fair, was sworn in as lieutenant governor of Pennsylvania on January 17, oath being administered by Governor-Elect Arthur H. James, who was a judge of the State Supreme Court until he became governor shortly after presiding at ceremonies which placed President Lewis in office.

### Earl H. Hanefeld in N. Y.

COLUMBUS, O., Jan. 21.—Earl H. Hanefeld, former State director of Agriculture, is in New York to supervise interior decorating in the Ohio building at the World's Fair. He was accompanied by State Architect John P. Schooley and Arthur Hamilton, secretary of the Buckeye commission for the exhibit. Exhibit will include agricultural, industrial, commerce, transportation, educational, art and natural resource displays, Hanefeld said. General assembly appropriated \$100,000 for Ohio's participation in the fair. The building, nearly completed, cost \$36,000. Another \$36,000 will go for exhibits, \$23,000 for personnel and \$5,000 for maintenance.

DAYTON, O.—Auto racing dates for fairgrounds and speedway activity will be allotted applicants and members of Central States Racing Association, national governing body, when officers meet in the Gibbons Hotel here. Much activity in the fair field, both for still dates and annual fairs, is predicted for the coming season.



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ANNUAL MEETING, TUESDAY AND WEDNESDAY, FEB. 7-8

AT THE CITY HALL, EUNICE, LA.

Opening Session 10:30 A.M. — Banquet Tuesday 7:00 P.M.

FAIR, MEN — ATTRACTION MEN — CARNIVAL OWNERS

AGENTS — CONCESSIONAIRES — EXTENSION WORKERS

*Everybody Is Cordially Invited To Attend*

**HARRY D. WILSON**  
Commissioner of Agriculture,  
President.

**P. O. BENJAMIN**  
Secretary-Treasurer,  
Tallulah, La.

# Oregon Votes To Protect Aid From Mutuels

PORTLAND, Ore., Jan. 21.—Seeing a threat of being cut off from one of its best sources of funds, the pari-mutuel take on horse racing, the 11th annual convention of Oregon Fairs Association asked in a resolution that its legislative committee use efforts to see that no change is made in the present pari-mutuels law. About 35 delegates represented 18 of the 30 county fairs, State fair, Pacific International Exposition and Northwest Turkey Show at the meeting on January 13 and 14 in the Imperial Hotel here, attendance being about the same as last year.

Amusements interests represented were Browning Bros. Amusement Co., Edward and Will Browning; West Coast Amusement Co., W. J. Jessup; Fanchon & Marco, Charles W. Nelson, Russell Stapleton; Hitt Fireworks Co., Thomas Hitt, and Schmitt Amusement Co. Monte Brooks, booking agent, and Mrs. F. B. Bunn, pony concessioner, also attended.

### More Taxes Are Hit

Frank Lonergan, attorney for the Oregon racing commission and a member of the Legislature now convening, said Governor Charles Sprague had suggested that the Legislature amend the pari-mutuels law to make all commission earnings revert to the State general fund. Under this fair boards would have to appeal to the ways and means committee of the Legislature for appropriations. Present law allows direct distribution of earnings on pari-mutuels betting on horse racing to the State fair, county fairs and other beneficiaries on a scale that appears satisfactory to the fair boards. Delegates and Lonergan were unanimous in the belief that the proposed move might necessitate lobbying by fair boards and curtail fair activities to the extent that participants, especially young people, would lose interest in fair work.

A second resolution favored amendment of the present law that would abolish license fees or other tax methods employed by cities which have county fairs within their limits. It was pointed out that such cities are seeking new revenues by taxing admissions, attractions and concessions. As amusement companies serving fairs thruout the State were considered as vitally interested in welfare of fairs as any member of the association, it was voted to admit the companies to non-voting membership. The convention recommended a later opening of Oregon State Fair, bringing it closer to the Pacific International Exposition and eliminating long stopovers by participants in both shows. It voted to ask the Legislature to earmark half of its appropriation for the San Francisco exposition for exclusive use of the agricultural and dairy exhibit and supported stockmen of Oregon in their request for a \$15,000 appropriation for a live-stock exhibit at San Francisco.

### Officers in 12th Year

About 85 attended the annual banquet. Complimentary were comments on a floor show presented by Monte Brooks and Fanchon & Marco. Brooks presented Juana and Cortez, ballroom dance team; Franz and Fuller, comic acrobats; Virginia Becker and Hanna Sisters, Sweethearts of Harmony, and Parker Twins, tap team. Fanchon & Marco contributed Claude DeCarr, acrobat, and his trained dog, Spotty. Herman H. Chindgren, Molalla, president; T. J. Krueder, Portland, vice-

### Fair Meetings

Pennsylvania State Association of County Fairs, January 26 and 27, Penn - Harris Hotel, Harrisburg, Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Louisiana State Association of Fairs, February 7 and 8, City Hall, Eunice. P. O. Benjamin, secretary, Tallulah.

Mississippi Association of Fairs, February 9 and 10, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

president, and Mrs. Mabel H. Chadwick, Eugene, secretary-treasurer, were re-elected to start the 12th consecutive year in their offices. L. H. Pearce, Myrtle Point, and Mrs. Willard Herman, Harrisburg, were renamed directors. F. G. Roper, Grants Pass, was elected director, replacing N. A. Burdick, Bend.

# Moon Is Head In S. C. Again

COLUMBIA, S. C., Jan. 21.—Officers of South Carolina Association of Fairs were re-elected at the 10th annual meeting in the Jefferson Hotel here on January 16 and 17. Termed by President J. P. Moon "about the best meeting we ever had," it was attended by 15 fair officials and 32 representatives of carnivals, fireworks companies and concessioners. Officers are J. P. Moon, Newberry, president; J. M. Hughes, Orangeburg, vice-president; J. A. Mitchell, Anderson, secretary-treasurer; Paul V. Moore, Columbia, secretary of the State fair, chairman of the board of directors. Returned to the board were J. Cliff Brown, Sumter; W. M. Frampton, Charleston; W. B. Douglas, Florence, and J. P. Fielder, Spartanburg.

Convention was welcomed by Alva M. Lumpkin, president of the Chamber of Commerce. D. W. Watkins, director of Clemson College extension service, discussed value of fairs as promotional mediums for demonstration agencies of the State. J. A. Mitchell spoke on *What I Know About Handling Concessions*, and Paul V. Moore's topic was *Is Your Fair an Exposition That Creates Good Will . . . Or What?* A. T. (Tony) Vitale, Ohio Display Fireworks Co., told of value of displays, and Eddie Lippman presented a *Preview of the 1939 Carnival*. In open forum Secretaries J. Cliff Brown, Sumter; W. B. Douglas, Florence; Marie Fewell, York County; W. M. Frampton, Charleston, and Vice-President Hughes led discussions.

### Some Contracts Made

At the annual banquet, attended by about 70, Dr. J. C. Kinard, president of Newberry College, said: "Fairs would serve a worth-while purpose if their sole accomplishment was to promote civic pride and teach men and women the value of working together in co-operation." Billy Beard, old-time minstrel man, had the diners in an uproar as he related one story after another in mimicry of the fictitious secretary of the Ninety-Six fair. There is a town called Ninety-Six in South Carolina.

Representatives of amusement interests said a number of contracts were pending. A. T. Vitale reported signing South Carolina State Fair for fireworks and contracts for displays at Orangeburg, Greenville, Sumter, Dillon and Florence fairs.

### Showmen in Attendance

Attractions representatives included A. D. Baysinger, R. E. Savage, C. C. Jernigan, William R. Hicks, J. J. Page Shows; F. A. Conway, United Fireworks Co.; G. E. Kohn, Fulton Bag and Cotton Mills; Harry Heller, Acme Shows; Sam

Lawrence, Sam Lawrence Shows; F. E. Spain, Eddie Lewis, Maurice Lipsky, Ralph Lockett, Johnny J. Jones Exposition; W. C. Kaus, Kaus Shows; J. Picchiani, Frank Wirth agency; Tom Terrell, Terrell Shows; Mr. and Mrs. Eddie Lippman, Ideal Exposition Shows; K. F. (Brownie) Smith, Smith Greater Atlantic Shows; Thomas Kirk, Fair Publishing house; Mr. and Mrs. H. S. Roeller, J. W. Wilson, Roeller Amplifying service; V. L. Ireland, Smith Shows; M. B. Howard, George A. Hamid, Inc.; T. Buchanan, Bob Penny Shows; William Breese, James E. Strates, C. W. Cracraft, Jake Lucas, Tommy York, Strates Shows; Mr. and Mrs. James Raftery, World's Exposition Shows.

### Military Rites for Andress

LOUDONVILLE, O., Jan. 21.—Funeral services for O. K. Andress, 15 years secretary of Loudonville Free Street Fair, who died January 14 of a heart attack, were held here January 17 in Presbyterian Church, which was filled with showmen and friends. The body lay in state for an hour before services, taken part in by the American Legion Post at the church and grave. Front of the church was banked with floral pieces, many from prominent showmen. Among showfolk attending were Mrs. F. E. Gooding, Mrs. William J. Gouterout, Mrs. Ed C. Drumm and Mr. and Mrs. N. H. Cohen, Columbus, O.; Larry Larrimore, Barney Felger, Akron; Keith W. Lowery, secretary of Licking County Fair; J. R. Edwards, J. R. Edwards Shows; Jack W. Nedrow, Massillon, O., and Harry Graf. Further details in the Final Curtain.

### MANAGERS OF MANY

(Continued from page 38)

total capacity 8,000. Bleachers have been erected in the infield. New stage in front of the grand stand is 90 by 90 feet, with a 550-foot scenic spread. One of the new buildings will house the U. S. Government Temple of Progress, with exhibits showing activities of 25 of the 34 federal agencies.

Fair officials and others from all over the country have indicated intentions of visiting the fair, and those who have advised General Manager P. T. Strieder of plans to come include Ethel Murray Simonds and Dr. Simonds, Oklahoma Free State Fair, Muskogee; Eddie E. Watts, manager Ozark Empire Fair, Springfield, Mo.; M. L. Daiger, manager Maryland State Fair, Timonium; Charles Taylor, secretary Waushara County Fair, Wautoma, Wis.; Frank H. Kingman, secretary Brockton (Mass.) Fair; Will L. Davis, Rutland (Vt.) Fair; Rob Roy, De Kalb County Fair, Alexandria, Tenn.; D. F. Elderkin, Regina (Sask.) Exhibition, with party of four; E. B. Clinton, Central Iowa Fair, Marshalltown; Nat Green, *The Billboard*, Chicago; two directors from Saskatoon (Sask.) Exhibition; James Cayce, Tennessee State Fair, Nashville; Norman Y. Chambliss, North Carolina Fair Operating Co.; J. P. Fielder, Spartanburg (S. C.) Fair; Paul Smith, director New York State Fair, and party of four, Syracuse; Earl E. Hanefeld, former director of agriculture of Ohio; E. Ross Jordan, R. L. Millican, Georgia State Fair and Exposition, Macon; Milton Danziger, assistant general manager Eastern States Exposition, Springfield, Mass.; James W. Huntgate, Marion County Fair, Marion, O.; Dr. J. S. Dorton, secretary North Carolina State Fair, Raleigh; R. P. Buckley, secretary Bad Axe (Mich.) Fair.

### W. F. SPURS

(Continued from page 38)

degree. Only answer to this, apparently, is to push promotion and appeal of their own enterprise during a world's fair year. Commenting along these lines George A. Hamid, Eastern attraction booker, said that, in his opinion, the '39 fair season will not be affected seriously by the monstrous New York event even though millions will leave their native haunts to visit Manhattan and A World of Tomorrow.

"Most fairs that we have sold this year have realized that bigger shows and additional special features will bring the customers out regardless of the time and money those same people have already spent on Flushing Meadows," he said. "Then, too, there is no denying the fact that the New York event, like all other big outdoor shows, makes the American public amusement conscious, which indirectly aids attendance and spending thruout our regular outdoor business for years afterward."

Among the fairs contracting for larger shows or on a par with 1938, as released by Hamid, are Canadian National Exhibi-

tion, Toronto; Central Canada Exhibition, Ottawa; New York State Fair, Syracuse; Great Allentown (Pa.) Fair; Virginia State Fair, Richmond; North Carolina State Fair, Raleigh; Tennessee State Fair, Nashville; Western Fair, London, Ont., and Vermont State Fair, Rutland.

Also Batavia (N. Y.) Fair; Fredericton, St. Johns, St. Stevens and Halifax fairs in the Canadian maritime provinces; Skowhegan (Me.) Fair, Lewiston (Me.) Fair, Winston-Salem (N. C.) Fair, Shelby (N. C.) Fair, Lewisburg (W. Va.) Fair, Norwich (N. Y.) Fair, Columbus (Ga.) Fair, Harrington (Del.) Fair, Cumberland (Md.) Fair, Flemington (N. J.) Fair and the exposition in Three Rivers, Que.

Increase in grand-stand expenditures range from very little to 20 and 30 and even 50 per cent in some cases. Allentown has purchased by far the largest show in its long history, Hamid said, as has Skowhegan, a fair that until three years ago had always subordinated grand-stand attractions. Lewiston bought much more than usual and Raleigh went heavy on afternoon acts.

### GA. MANAGERS MAP

(Continued from page 38)

tion resulting in greater attendance. Ed G. Jacobs, president of Georgia State Fair and Exposition here, indorsed the resolution.

It was announced that Georgia State Fair will operate 10 days this year instead of the customary six. Numerous contracts were reported, representatives saying they would make announcements later. Felix L. Jenkins, secretary of Chattahoochee Valley Exposition, Columbus, retiring president, reported more fairs held in Georgia in 1938 than any previous year. He urged boards to stress live-stock shows instead of agriculture.

### Sumerau New President

Succeeding Jenkins as president is R. L. Sumerau Jr., secretary of Exchange Club Fair, Augusta, formerly first vice-president. Other officers are O. P. Johnson, secretary of Sumter County Fair, Americus, first vice-president; Dallas Spurlock, secretary of Southeastern Peanut Festival, Dawson, second vice-president, and E. Ross Jordan, secretary of Georgia State Fair, Macon, re-elected secretary-treasurer. Mike Benton, president of Southeastern Fair, Atlanta, was re-elected chairman of the board of directors, and other directors are Felix L. Jenkins; J. Howard Ennis, Milledgeville; I. V. Hulme, Elberton; L. C. Summers, Conyers; Dallas Spurlock, Dawson; R. E. Roundtree, Swainsboro; Sumerau, Johnson and Jordan. Illness detained Mike Benton from attending, and a message was delivered for him by Virgil Meigs, secretary of Southeastern Fair.

Alderman Taylor T. Carstarphen, who delivered the address of welcome, response being by Dallas Spurlock, declared the Macon fair was considered one of the city's greatest assets and told delegates he considered a fair "the best show window" a community can obtain. One of the principal addresses was by C. E. Barfield, manager of the Cosmopolitan Shows, on *A Carnival Manager's Observations of the Modern County Fair*. As a result of his suggestions it was voted to establish an information bureau in connection with the secretary-treasurer's office where fair officials may obtain information as to shows and showmen will be provided information on fairs.

On the resolutions committee were Paul M. Conaway, Macon; Dallas Spurlock, Dawson, and G. H. Sumerau, Augusta; nominations committee, L. C. Summers, secretary, Rockdale County Fair, Conyers; Gordon S. Chapman, secretary, Washington County Fair, Sandersville; George Oakley, secretary of Macon County Fair, Montezuma.

### Have Two Toastmasters

Showmen, attractions representatives and others attending included Ralph Lockett, Johnny J. Jones Exposition; J. J. Page, C. C. Jernigan, R. E. Savage, J. J. Page Shows; Joe J. Fontana, Fred Meyers, L. J. Heth Shows; Mr. and Mrs. C. E. Barfield, R. E. Stewart, Barfield's Cosmopolitan Shows; M. B. Howard, George A. Hamid, Inc.; Tony Vitale, Ed Gennock, Ohio Display Fireworks Co.; Harry W. Lamon, Savannah; W. M. Breese, Augusta; Charles Sparks, owner of Downie Bros. Circus, who resides in the Hotel Dempsey; Thomas Kirk, Fair Publishing House; G. E. Kohn, Fulton Bag and Cotton Mills; Jake Shapiro, Triangle Poster Advertising Co.; J. A. Franklin, Regalia Mfg. Co. A banquet in the Dempsey with R. L. Sumerau Jr. and E. Ross Jordan as joint toastmasters was concluding event.

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A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
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# Sheard Heads MAFA; Selling Talks on Bill

NORTHAMPTON, Mass., Jan. 21.—The 19th annual meeting of Massachusetts Agricultural Fairs Association on January 19 and 20 opened here with election of Samuel T. Sheard, Sturbridge, as president, to succeed Leon A. Stevens, Cummington, and more than 200 representatives from Massachusetts, Vermont, New Hampshire and Rhode Island fairs and guests attended. Other officers elected are: First vice-president, Warren V. Bodurtha, Blandford; second vice-president, Robert P. Frask, Topsfield; third vice-president, Whitman Wells, Greenfield. A. W. Lombard, Boston, was re-elected secretary-treasurer.

New executive committee comprises Past President Leon A. Stevens, Cummington, chairman; Frank H. Kingman, Brockton; Ernest M. Sparrell, Norwood; Fred B. Dole, Shelburne; Ralph H. Garskill, Topsfield; Milton Danziger, Springfield; Willard Pease, Middlefield.

Session opened with reports and a discussion, *What We Heard at the 14th New England Conference*, by Secretary Lombard. Mr. Kingman presented an illuminating report on the 1938 annual meeting of the International Association of Fairs and Expositions in Chicago. Following the past presidents' luncheon in the Hotel Northampton, headquarters, delegates heard an informative discussion on *What We Have To Sell and How To Sell It* by members of the association. Brockton's Secretary Kingman and President Sheard outlined the importance to fairs and the interest to foreign-born elements of racial group exhibits. Both related steps along these lines, catering to foreign groups at their fairs. Erection of nationality exhibits and buildings and emphasis on displays of handiwork of racial groups has not only provided "focal and rallying points" but has resulted in attendance at the fairs by those who might not otherwise go, the speakers said.

### Bean on Features

Frank L. Wiswell, Albany, N. Y., executive vice-president and secretary of the newly formed United States Trotting Association, after outlining the set-up of the organization, declared trotting races have been and should always be an integral part of agricultural fairs. "Harness racing will die out unless some thought is given to the promulgation of that sport," he said. Mrs. Pearl Holcomb, Southwick, made a plea for allotment of State prize money for culinary exhibits, saying that in recent years products of the kitchen have been neglected insofar as State awards are concerned. Past President Stevens, discussing *Possibilities for Co-Operation*, said that thru the medium of inter-fair contests, attendance, the ultimate goal of all fairs, might be increased.

Northampton's George H. Bean, past president, for many years active for Three-County Fair here, outlined briefly the attendance-attracting potentialities of special features, referring to the sugar-beet exhibit at the fair last fall in commemoration of the 100th anniversary of that industry. In a talk on *Newspaper Advertising and Publicity*, Allan C. Inman, advertising manager of *The Fitchburg (Mass.) Sentinel*, advised his hearers to "play ball with newspaper editors and reporters." He stressed importance of enthusiasm on the part of fair publicity agents and inclusion of reader interest in publication of releases. "It pays to advertise" holds true only when advertising is carried on "at the right time, in the right way and to the right audience," he said.

### Agencies Present Acts

President Hugh P. Baker, Massachusetts State College, guest speaker at the banquet, which was attended by a more-than-capacity crowd, expressed confidence in the co-operative potentialities of State and county fairs and agricultural institutions. He suggested the possibility of making use of fair plants during periods when they are not regularly in use.

Acts were presented by George A. Hamid, Inc., and Frank Wirth Booking Association. Performers appearing under the Wirth banner included Paxton, memory marvel; Arthur Ball, emcee and singer, and Janice Thompson, acrobatic dancer. Performing for the Hamid or-

ganization were Naples and Martin, pot-pourri of song and dance; Moran and Gulton, novelty from dogland, and the Phantom Steppers, class in rhythm and dance. Music was provided during banquet and entertainment by George Ventry and his Stetson Radio Band. The acts were well received by the festive gathering.

## Lethbridge To Add a Day

LETHBRIDGE, Alta., Jan. 21.—Lethbridge Exhibition board is preparing a four-day show for this summer. On the first three days there will be horse races. The three-day stampede will be retained, opening on the second day. Day money will be paid in addition to last-day finals. There will be no advance ticket sale as in former years, when an automobile was given away. It is felt that public support has grown to a point where general policies deserve support without the advance sale feature and that with the addition of horse racing, provision for better night entertainment, an increase in the prize list offerings and the extension of the fair one day, net revenue will serve as further foundation for building up the agricultural and live-stock end of the fair.

## MICH. WOULD—

(Continued from page 38)

were paid Chapman by the officers of the association.

### Bradish Named President

At the annual election on Thursday Frank A. Bradish, Adrian, was unanimously elected president for the ensuing year. Other officers chosen were: First vice-president, Robert P. Buckley, Bad Axe; second vice-president, Arnell Engstrom, Traverse City; third vice-president, William F. Jahnke, Saginaw; fourth vice-president, Mrs. Harvey A. Walcott, Marne; fifth vice-president, Rose Sarro, Ionia; secretary-treasurer, Chester M. Howell, Chesaning, re-elected. Detroit was chosen as the meeting place for 1940.

Attendance was about the same as last year, and banquet attendance, it was announced, was probably the largest association has ever had, there having been 270 tickets sold.

### Carton on State Aid

Acting President Bradish called the meeting to order, with 24 fairs represented. After Secretary Howell had read the minutes of the previous meeting the delegates stood in silent tribute to Fred A. Chapman, late president, probably the best loved officer the association has ever had. Sincere tributes were paid him by President Bradish, William F. Jahnke, Robert P. Buckley, Arnell Engstrom, Mrs. Harvey Walcott, A. C. Carton, Rose Sarro, Frank P. Duffield and Sam J. Levy.

"Fred A. Chapman filled all the requirements of the man who lived by the side of the road and was a friend of man," said Mr. Carton.

Secretary Howell aptly expressed the feelings of all toward Chapman in a memorial page in the association's program which he concluded with: "Fred Chapman, he was 'Chappie' to us, has gone on to a land where a fair secretary does not have to gamble on the weather for the success of his show; his worries and cares are mortal no more—but to us, left behind to carry on the work he so skillfully guided for many years, there is a heritage of distinct achievement that will remain as a goal toward which we must constantly strive for finer and bigger and better fairs in Michigan. 'Chappie' would have it that way!"

A. C. Carton, chief of fairs, presented a detailed report on the allocation of State moneys for payment of premiums at fairs. The year 1938, he said, was the most prosperous and successful in history of Michigan fairs. The amount of money paid in premiums was the largest, and all classes of exhibits were more completely filled than in any previous year. He stated that in addition to the money distributed by the State department of agriculture to township, county and district fairs, the department will distribute this year \$40,000 to members of boys' and girls' 4-H Clubs and \$10,000 to members of the Future Farmers of America. The appropriation bill passed by the 1937 Legislature provided only \$50,000 for fairs and \$33,000 for boys' and girls' 4-H Club work.

Balance of the appropriation, \$135,000, was given to the Michigan State Fair. When it was discovered that the amount set aside for the fairs was inadequate a communication was sent to the governor

and a copy to the special commission of appropriations asking them to make available an additional \$50,000 for the fairs, \$7,000 for 4-H Clubs, \$10,000 for Future Farmers and \$5,000 to pay expenses of the department in making exhibits of their activities at the different fairs. The request was granted unanimously.

"I have every reason to believe," said Mr. Carton, "that while Frank D. Fitzgerald, our present governor, is going to do everything that is reasonable and proper to support both the Upper Peninsular State Fair and the State Fair at Detroit, he will not land himself to any plan that has for its purpose the extending of unfair treatment to the 160 township, county and district fairs, the 45,000 members of boys' and girls' 4-H Clubs and the Future Farmers of America which are under the banner of 200 chapters in the State."

He said there is no law designating any department or individual to distribute the moneys appropriated by the Legislature or received thru the channels of the so-called racing bill. "If you are desirous of having the commissioner of the State department of agriculture continue to distribute this money, you should interest yourself in seeing that the Legislature makes provisions for him to do so."

Secretary Howell, in discussing the Carton report, said, "Out-State fair men place the blame for this change (allocation of money earmarked for the county fairs) squarely on Frank N. Isbey, manager of the State fair." Harry B. Kelley, Hillsdale secretary, complimented the department of agriculture, Mr. Carton and others for their co-operation with the association.

### Social Security Talked

Status of the fairs as regards payment of Social Security tax provoked a prolonged discussion. Only two fairs in Michigan, Ionia and Allegan, have paid the tax. Some of the fairs reported they had had no word of any kind from the government and others said they had received notices but had ignored them, as it was felt the fairs should be exempt from the tax. While there had been some notifications that the fairs were liable for the tax, reports received by several fairs indicated that government officials themselves were uncertain as to whether the fairs were exempt.

A motion was offered by E. W. DeLano, secretary at Allegan, that the association go on record as favoring action to exempt county fairs from the Social Security tax and that a committee be appointed to confer with government officials as to the status of the fairs. Motion was later amended to bring in an off-the-record report on Thursday, at which time it would be decided whether the association should definitely commit itself on the issue. It was argued that it would be unwise for the association to make inquiries of the government concerning the tax. However, it was brought out that at least one fair that had failed to pay the tax in 1937 had been assessed a penalty last year and that a definite ruling had been made that the fairs are liable for the tax. At the Thursday morning session it was decided to take action to clarify the situation as had been originally proposed.

### The Banquet

Banquet committee, Harry B. Kelly, Hillsdale; Frank McLain, Ann Arbor, and George Winget, Ithaca, did an excellent job and was rewarded by what was declared to be a banner attendance. Acting President Bradish introduced Mr. Buckley, toastmaster, who during the evening introduced a number of the prominent people at the speakers' table. Among them were J. C. McCaffery, president of the Showmen's League of America; A. C. Carton, chief of fairs; Leo Lippa, past president Michigan Showmen's Association; John B. Strange, commissioner of agriculture; Harry Kelly, secretary of state, representing Gov. Frank J. Fitzgerald, and Rose Sarro, secretary of Ionia Free Fair. Secretary Howell also introduced Mrs. Robert P. Buckley, "boss of the manager of the Bad Axe Fair." Secretary of State Kelly expressed the governor's regrets at being unable to attend because of legislative matters requiring his attention at Lansing and assured the fair men that the governor is with them heart and soul. Commissioner Strange presented a paper embodying suggestions on the conduct of fairs which he was scheduled to read at the Thursday session.

Secretary Howell announced that the silver cup presented each year for the fair having the largest representation at the banquet was won this year by the Caro Fair. Thru courtesy of booking

agents an excellent entertainment program was presented. Sam J. Levy was emcee and, as usual, did a swell job.

### Fewer Attractions People

There were fewer attractions people in attendance than usual, but about 40 firms were represented. Among them were Adams Rodeo, Geo. V. Adams; American Fireworks Co., James Solger; Amusement Corp. of America, J. C. McCaffery, R. L. Lohmar; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Gertrude Avery, Camille Lavilla; B. Ward Beam, thrill-day program; Barkoot Bros.' Shows, K. G. Barkoot, Babe Barkoot; Columbus Imperial Fireworks Co., Joseph Caccavella, James Caccavella Jr., John Berardo; Fair Publishing House, A. H. Sutton; Fulton Bag and Cotton Mills, F. L. Deane; Colonel Gatewood's Flying-X Rodeo; Elmer Gantry, Eleanor Getzendaner; Globe Poster Co.; Gooding Greater Shows, Floyd E. Gooding; Greater Exposition Shows, John Francis; Happyland Shows, William G. Dumas, John F. Reid; Hudson Fireworks Co., A. D. Michele, Bert E. Thomas; Illinois Fireworks Co., L. E. Holt; Imperial Shows, Edward A. Hock; Joyland Shows, R. T., E. L. and Douglas Wade; Henry H. Lueders Agency; Mr. and Mrs. Henry H. Lueders, Lester Colvin; Lynch's Death Drivers, Jimmie Lynch; Miller Bros.' Shows, Maurice Miller, Frank J. Lee; Motor City Shows; Music Corp. of America, William Green; Miller Amusement Enterprises; Ohio Display Fireworks Co., Peter Vitale, Harry Lessinger; Regalia Mfg. Co., T. P. and A. F. Eichelsoefer; E. G. Staats & Co.; Si and Ebner, rube act; "The Stratosphere Man," A. E. Selden; Gus Sun Agency, Gus Sun, Jack Dickstein; Thearle-Duffield Fireworks Co., Frank P. Duffield, Jack Duffield; United Fireworks Co.; Vocograph Sound System, Bert Thomas; Raum's Circus and Dare-Devil Drivers; W. G. Wade Shows, E. L. and W. G. Wade, Wade Shows, E. L. and W. G. Wade, Mildred Miller; WLS Artists' Bureau, Earl Kurtze; World of Pleasure Shows, Harry Lessinger; Young Management and Production Co., Mr. and Mrs. Ernie Young, Bernice Herwitz; Louis J. Berger.

FOND DU LAC, Wis.—B. Ward Beam's Thrill Show has been booked as opening-day feature of the 1939 Fond du Lac County Fair, said R. H. Cameron, secretary.

DETROIT.—Henry H. Lueders, United Booking Service, returned from the Ohio Fair Managers' Association annual meeting in Columbus with seven contracts for Ohio fairs. The office had four contracts for Ohio grand-stand shows last year.

## UNDER THE MARQUEE—

(Continued from page 36)

ters from acquaintances. Rodineaux, with Famous Robbins Bros.' Circus in 1936-'37, didn't troupe last season.

C. W. (DOC) FOSTER, side-show lecturer, appeared on the Fred Allen broadcast January 11. During the six-minute interview, one of the most hilarious of the Allen series on "the man you didn't expect to meet." Foster "sneaked over" the thought that he would like to be on the front of a show at the World's Fair in New York.

MENTION WAS MADE IN last week's issue that a number of the Col. Tim McCoy show cars are still on the siding in the Eckington yards in Washington. Word comes to Solly that there are no McCoy cars in the yards. The only cars of that show in the city are two stock cars, the property of a private highway construction company which bought them last summer at the bankruptcy sale.

H. B. (DOC) KERR, conductor of the "Around the Town" column in *The Akron (O.) Beacon Journal*, on January 13 gave over his column to experiences of Milton Baker, veteran showman of Akron, when he was with the advance of the Barnum & Bailey Circus 35 years ago. The article contained data on the Barnum show and about Akron performers who were with it at that time.

ARTHUR BORELLA is spending the winter in Los Angeles. Had a busy Christmas week filling engagements with his clown, musical, magical novelty entertainment. Staged and produced the annual Christmas party for the Edison Electrical Club at the Biltmore Bowl. Acts participating were Art LaRue, clown policeman; Sig Lindquist, ladder novelty; Art and Jerry, ventriloquists; Gus Lind, foot juggling; Art Windecker, Punch and Judy, and Borella.

# OPS PONDERING FAIR

## Near-By Spots To Have Edge

Locals see prospects not so bright outside of met area—outings may slump

NEW YORK, Jan. 21.—Spots within a 50-to-75-mile radius don't seem to be suffering from rising temperature as a result of the forthcoming World's Fair. They figure that parks outside that general radius have more reason to stock up on aspirin because, they argue, metropolitan New York show items are in a position to get some of the heavy WF traffic, whereas the others will see their own populations drifting away from them.

At the same time, locals don't want to think of the possibility that their natural drawing power will dwindle owing to the fair's proximity. When confronted with this theory, they respond that the heavy tabs at the fair will keep the masses—especially the younger generation—home, where they can obtain their fun close by at poor men's prices. Parks become natural outlets in such cases.

Maybe it's all wishful thinking on the part of operators of which time will tell much more accurately than mere speculation.

One phase of operation that is not exactly happy about it all is the picnic and excursion booking fraternity. They think they won't be able to get as many organized outings as formerly, with many of their large industrial groups being more interested in the Flushing fiesta, the "once in a lifetime" spectacle, than in something they can see another year. There's also the question of number of visits. Some of the paying customers, at least among the regulars, may cut down their number of visits to a given park. A lot depends on how long it's going to take an average customer with the average curiosity to see the fair.

Insiders don't see where and how pools and beaches will be affected, these being "musts" to those who are in the habit of seeking relief from friend sun.

### J. W. Batt Is in Hospital

NEW ORLEANS, Jan. 21.—John W. Batt, president of Playground Corp., operator of Pontchartrain Beach, and father of Harry J. Batt, general manager of the resort, is recovering in a local hospital after undergoing a serious operation this week. His condition was critical for several days but has turned for the better.

SAN FRANCISCO.—Fleishhacker Zoo during the week reported important activities at the homes of Jimmy and Mary, chimpanzees, and the grizzly bears. It was a girl for the chimps and triplets in the bear cage. Recently a giraffe born in the zoo lived only a few days. The chimpanzees and grizzlies were donated by William Randolph Hearst and brought here from his ranch at San Simeon.

LOUP CITY, Neb.—Henry Jenner, 78-year-old manager of Jenner's Park Zoo here, reports the park now has 41 cages and more than 16,000 articles in the museum, including a collection of mummies said to be the largest in the State. Park is in its 41st year.

### "Legality of Prize Contest"

In this issue, in the Carnival Department, is the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



TOMMY McCLURE, manager of attractions at Sunnyside Beach, Toronto, reported a 1938 season ending in the black, despite sour weather breaks and seven wet week-ends. Free acts and well-planned advertising are given credit, rather than cut-price ideas. Name bands and an increased appropriation for free attractions are on the 1939 schedule.

## Playland Expecting Increased Business

KEY WEST, Fla., Jan. 21.—Second week's business in Playland Park here, altho not as good as that of opening week, was all that could be expected, due to the fact that most natives spent heavily during the holidays. However, with patrons back to normal, park men are looking forward to increased business. Rain on January 14 turned what would have been a good night into just an average day's business. Looping Nixes, free act, closed a two weeks' engagement that night and have been replaced by Ben Beno, trapeze.

Mrs. Julian, mother of Annette McKiernan, left for her home in New York on January 16 after spending three weeks here. Chet Dunn spent a few days in Miami recently looking over his business interests. Mr. and Mrs. Sam Lawrence, Sam Lawrence Shows, were guests of Mr. and Mrs. Coleman last week, leaving on January 13 to attend fair meetings in the Carolinas and Pennsylvania. Mr. and Mrs. Dick Johns, Lake Park, Coshocton, O., were guests of Mr. and Mrs. Everschop, who have the penny arcade here. Frank Faust, of the F. & M. Shows, visited Mr. and Mrs. I. Colvin, who had a pop-corn concession with his attraction last year.

Key West sunshine is doing wonders for George Dorman, who looks 10 years younger than he did when arriving six weeks ago. Charlie Cohen's father arrived on January 13 and plans to stay two weeks. Ethel Bockus wrote from Lynn, Mass., that her hand is infected from an insect bite and that the doctor has advised against her starting south for three weeks. Reported by Bill Eaton.

## Good Opening Draws 4,500, Biz Shows a Pick-Up in Key West Park

KEY WEST, Fla., Jan. 21.—Key West Park opened successfully on December 31, about 4,500 attending. Mayor Albury, Fire Chief Harry Baker, Manager E. H. Philbert and "Miss Key West" took part in dedication ceremonies, the mayor turning the key to the city over to Manager Philbert. Lankford's Band furnished music and the American Eagles presented a free act. Due to opposition, business fell off after the first two days, but it showed daily increases last week.

Among shows are Leo Carrell's Monkey Circus, Mabel Mack's Society Circus, Wild West and Trained Mule and Funny People shows: Sam Hull's Crime Show and Fred Maragan's Funhouse. Shows

## Sunnyside Will Up Acts Budget; '38 Season Black

TORONTO, Jan. 21.—Sunnyside Beach chalked up black figures for 1938 despite bad weather breaks with seven wet week-ends. Receipts were down 25 per cent under 1937 for the first half, reported Tommy McClure, manager of attractions, but with well-planned advertising and free acts the management was able to turn what promised to be a disastrous season into a profitable one.

Manager McClure attributes this to the fact that "the park didn't cut prices or resort to merchants' tie-ups or any form of so-called business boosters where it would have had to sell out the park at reduced prices, adding wear and tear to equipment without any appreciable increase in revenue." One of the drawing cards was the Sunday night "Sing Song," which drew some 35,000 weekly, show being aired over a local radio station plugging the weekly free acts.

When weather permits, considerable construction will start. Plans for 1939 call for name bands from time to time and increased appropriation for free acts.

## Trend to Winter Spots for Detroit

DETROIT, Jan. 21.—A trend toward winter parks is being developed locally, signaled this week by incorporation of Muer Enterprise, Inc., headed by Elmer E. Muer, of a well-known show family, and brother of Corinne Muer, entertainer and booking agent. He has operated a trailer camp on Northwestern highway and Telegraph road, Dixie highway, about six miles outside city limits and has added winter sports, providing skating, tobogganing and similar features. Refreshment service and allied attractions are also being offered.

Altho operating on a relatively small scale, compared to major amusement parks, a number of these places are reported planned in the territory, with the probability that next winter will see a small wave of such parks. None of the regular Detroit amusement parks have been offering winter sports programs, altho several plans have been discussed for the past couple of years.

Harry Wish, Eastwood Park concessioner, has gone into the night club field, taking over Harry's Bar in the suburb of Highland Park. He has a floor-show policy three nights a week.

Edgewater Park is undergoing usual winter reconditioning, with construction plans being postponed until spring when decision will be taken. Manager Paul Heinze has been on business trips to Columbus, O.; Chicago and elsewhere. His partner, Charles Rose, has been ill, causing some delay in 1939 plans.

MILWAUKEE.—Two pools for wading birds and for swimmers and divers will be constructed in Washington Park Zoo here and with their completion the present bird lagoon will be abandoned, said Director Ernest Untermann.

## When Cleveland's Luna Packed 'Em

By R. K. HATCH

CLEVELAND, Jan. 21.—That was an interesting story about Luna Park, Cleveland, in *The Billboard* of January 14 and, having been connected with Luna for 10 years from the day it opened, I believe additional information as to its history may be of interest. Luna was built and opened by the late Frederick Ingersoll in 1905. He also promoted Pittsburgh's Luna Park in the same year.

Luna Park, Cleveland, featured the best known traveling concert bands of that time, such as the Innes Band, Damrosch's Band and Liberati's Band, together with sensational outdoor features and highest priced animal acts, such as Lockhart's Elephants, as free attractions. But with all that it could not compete against Euclid Beach, a wooded park on Lake Erie in an attractive neighborhood.

### Better Patronage Drawn

Business dwindled from bad to worse, and the original owners decided to have Luna wrecked after the 1909 season. In 1910 M. F. Bramley, a progressive business man who had his own ideas about amusement park business and a stockholder in the original company, leased Luna from his own company for one season, 1910, so as to get a thoro test of the practicability of his ideas.

Making a complete change in the style of free attractions, he engaged M. F. Trostler, a local stage producer and dance creator, for the 1910 season to present his so-called Operatic Ballet stage divertissements as Luna's featured free attraction. The Operatic Ballet, a melange of song, ensemble dances and chorus numbers, connected so as to bring out a story without spoken lines and in which ensemble dances and chorus numbers were featured above the principals, made a hit from the start and eventually drew Cleveland's best class of people to the park. All attendance records of past seasons were broken, altho people had to wait till 10 p.m. to see the Operatic Ballet. The park concessions gathered in extra shekels from the waiting crowds.

### Novel Devices Installed

In 1911, after Luna Park's most prosperous season, when all attendance records were shattered, Mr. Bramley bought the entire property, installing many novel park devices of his own design. There were a motordrome, an extra-long escalator bringing people direct to the entrance (Luna was built on a hill), a suspension bridge connecting the park proper with the picnic grounds, a baseball park for the newly organized professional league and a large covered auditorium for the Operatic Ballet stage presentations that had about twice the seating capacity of the former outdoor theater and insured a good attendance even on rainy days.

## Electric Scoota Car Ride Winner in Europe

LONDON, Jan. 14.—The Rytcraft Electric Scoota Car ride, manufactured by the British Motor Boat Mfg. Co., Ltd., has been a big success in Europe, according to J. W. Shillan, managing director. The first ride was introduced on William Wilson's track at Agricultural Hall last Christmas a year ago.

"It was at first thought that our gasoline-driven ride would beat the electrically driven ride in takings," said Shillan, "but actually this has seldom happened. The electric car seems to predominate almost everywhere.

"In many instances there are 12 electric cars operating in groups. They have the same performance as gasoline cars but with the advantage of being much more easily controlled, all cars starting and stopping with the turn of the switch. Most of the tracks are 80 by 40 feet without overhead structure, with the exception of a tilt, the pick-up being from the plates partly fixed to the wooden platform on which the cars run. In the majority of cases there is a charge of 25 cents per car for one or two people."

COPENHAGEN.—Copenhagen Zoo, one of the biggest in Europe, was ordered closed for three weeks on January 9 because of an outbreak of hoof and mouth disease among animals.

talkers as Blane Young, Billy Ellis and Irish Jack Lynch."

**OWNERS** who hire a recognized agent for his versatility and then refuse to take his advice have no one except themselves to blame if biz goes haywire.

**CARNIVAL FOLKS** sighted wintering at South Beach, Miami Beach, Fla., include Ike and Jake Faust, Jackie Smith, Harry Berger, Mel and Guy Dodson and family, Dave and Sallie Stevens, Charlie Taylor, Nancy Britton, Mr. and Mrs. Jack Hathaway, George Harmon and Biff Britton.

**HE IS** reported "going first class," is Orville N. Crafts in building his new winter quarters in North Hollywood, Calif. Every convenience has been installed in the bunkhouses, dining room, administration and storeroom buildings. Two buildings, 500 by 400 feet, have been completed.

**A FORMER** prominent concessioner who severely criticized the g. a. at all times is now a parishioner with relatives and no longer insists on a room with private bath every week.

**EDDIE TAIT**, well-known carnival operator of the Orient, is having a deluxe house trailer built by a Los Angeles trailer firm, it is reported, with modern conveniences which include electric refrigeration and air conditioning, the trailer to be taken to Manila next month on his return to the Islands.

**EXECUTIVES** of the Foley & Burk Shows, Lee Brandon and L. G. Chapman, who attended the San Francisco meeting of the Western Fairs Association, reported that time-honored institution will take the road again in early spring, some major West Coast dates to be announced later.

**GENERAL** agent, special agent, press agent or any other employee who apologizes to local people he must contact for being with a carnival not only belittles his profession but is a knocker for the organization he represents.

**ART CONVERESE**, well-known Ten-in-One operator, was a conspicuous figure around the Deshler-Wallick Hotel lobby, Columbus, O., during the recent two-day fair meetings there. For the past several weeks he has been booking Mrs. Converse and other acts into Indiana and Ohio night clubs.

**FRANK CONKLIN**, of the Conklin Shows, who is reported convalescing at his home in Monrovia, Calif., after a minor operation, spent a few weeks at Palm Springs, Calif., this winter and entertained many celebrities of the outdoor show world in his suite in the bonton section of the popular desert resort, advises a West Coast friend.

**SOME** showmen formerly in other branches of the profesh who were knockers of all car-

nivals and expressed contempt for carnival showmen now are high in their praises for the midways with which they troupe. Ho, hum! Conditions alter cases and it all depends upon which side of the fence one is on.

**NOTED** recently with pierced ears and sporting diamond ear screws, reports a West Coast scout, were Mrs. O. N. Crafts and Mrs. Roy E. Ludington in Earl Carroll's new Hollywood night club without their husbands. Jewelry was reported Christmas gifts from their husbands and the night club check a gift to themselves while their husbands attended the Western fairs meeting.

**CLAUDINE CLAUDE**, released from a hospital in Bellaire, O., last week, has discontinued operation of bingo stores in Wheeling, W. Va., and Bellaire, reports James H. Arpur. Frankie Sloan, in charge of the Bellaire store, left for Logansport, Ind. Claudine and Arpur, manager of the Wheeling stand, will map plans for next season.

**THAT** "congenial" manager who sits alongside the office ever ready to leap to his feet to meet members of fair boards, committees or officials with open arms, hearty slaps on the back and steel-grip handshakes, ear-to-ear smiles and words of welcome, but who is always surly, uncivil and abrupt with his employees is a man who is selfish at heart and recognizes only those who can favor him financially.—Colonel Patch.

**A GIANT** Merry-Go-Round organ of the P. E. Gooding Amusement Co. again furnished music at last week's annual convention of Ohio Fair Managers' Association in the Deshler-Wallick Hotel, Columbus. The organ has become a

Hotel, Dallas, during the fair meetings there.

**ABOUT** the only amusement organizations that have no set opening hours are carnivals. Such billing as "Afternoon and Night" or the time-honored "Six Big Days and Nights" are a waste of paper and ink, especially if a show depends upon a night play and a Saturday matinee. Many days during still dates parties arrive on the lot in afternoons only to find it the deadeast spot in town. Why not advertise the opening hours and the days and not disappoint patrons?

**RALPH P. LOSEY**, associated with Crafts 20 Big Shows and a resident of Hollywood, Calif., combined business with pleasure on a trip to Augusta, Ga., during the holidays. He promoted a trade show in Allendale, S. C., in conjunction with a local newspaper and spent his spare time visiting in Augusta.

**MR. AND MRS. CHARLES (CURLY) MASON** have been wintering in Great Falls, Mont., where Curly recently concluded a four-week engagement at the Paris Department Store presenting his mechanical man act. Curly has also been booking orchestras there but plans to return to the road next season.

**SOME** of these new 1939 general agents may prove to the ol' dyed-in-the-wool ones that the show behind them is the biggest booking agent.—Lem Trucklow, g. a. of Bally-hoo Bros.

**MRS. ETHEL BAILLIE**, who has been the house guest of Mrs. Charles Goss and who recently was tendered a luncheon by the Missouri Show Women's Club in American Hotel, St. Louis, left for

## Dim Memories Are Recalled in Musee

Dim memories of days almost forgotten were resurrected when Donald Cavilla, aged but still active circus clown, and Walter L. Main, circus man, renewed acquaintances after a lapse of 58 years. Cavilla recently celebrated his 90th birthday anniversary in Lauther's Museum in Pittsburgh, where he was furnishing laughs with his comedy musical act.

When Main visited the museum recently it was discovered that when he was in short pants Cavilla had already launched his career in the sawdust arena. In 1881 when Main was in advance of the Bill Main Circus, then owned by his father, Cavilla was a member of clown alley with Albert Deniar, producing clown of that show. Thru tear-dimmed eyes Cavilla recalled fond memories of early mud-show days, when troupers were fully loyal to the traditions of the world they loved.

Seventy of Cavilla's 90 years have been spent under the white tops, braving the elements and enduring the tribulations that are the lot of those in his profession. And today, with a smile on his face and a gleam in his eyes, Cavilla is ever ready to do his bit, for he knows that "the show must go on." Reported by Paul D. Sprague.

**TONY MARTONE** cards that he ram-bled into Miami Beach, Fla., last week to spend a two-week vacation and enjoy the tropical climate there. He reports that South Beach seems to be the mecca for carnival showfolk and no time is being lost cutting up jackpots about the coming season. Martone plans to open



**A GROUP OF SHOW PEOPLE** in rooms of the Midwest Merchandise Co. during the Heart of America Showmen's Club Annual Banquet and Ball on December 31. This was the sixth annual company party. One of the Baker-Lockwood new mechanical show fronts may be seen on the right. Behind the bar on the left are Edward (Slim) Johnson and Chester (Heavy) Levin, owners of the Midwest Merchandise Co. Left to right: Cleo Imhoff, Charles Rotolo, Mrs. Charles Nathan, Carier Buton, Charles Nathan (kneeling), Mrs. C. I. Levin, Mrs. Lettie White, Mrs. J. L. (Peggy) Landes, Mrs. Bud Brady, Mrs. J. F. Brady Jr., Mrs. Carter Buton, Charlie T. Goss, Bob Pettit, Sally Call, Jimmie Carter (stooping), Frank Capp, Bill Holston and E. S. Bond.

stand-by with the Ohio fair boys and its strains in the huge convention hall are a big help in ballying the delegates from the lobby to sessions.

**CARL MACK**, publicity and *The Billboard* agent, past season with Model Shows, is vacationing in St. Petersburg, Fla., with W. R. Harris and wife. He says he's enjoying himself immensely, it being his first trip to Florida. He plans to continue with his deep-sea fishing until it's time to rejoin the Model organization in the same posts he held last year.

**AN OFFICE** executive of the Gate & Banner Shows remarked, "I never read *The Billboard*." Yet when any of his relatives visit he promptly leaves their names in the press wagon to be included in the weekly show letter and he annually insists on having his picture appear. Every tradesman should read his trade journal. Trade journals provide an unlimited amount of information not obtainable anywhere else.—John Onceyear, shows' press agent.

**HYMIE SCHREIBER** left the Kansas City (Mo.) branch of the B. & N. Sales Co., carnival supply house, last week for the organization's Houston branch, where he will remain for three months. He will have a display at the Adolphus

Savannah, Ga., but expects to return in time for the club's anniversary banquet.

**AMONG** RECENT visitors to the Cettlin & Wilson Shows' quarters at Greensboro, N. C., were Herman Bantly and Harry Copping. They left for Key West, Fla., where they are operating an amusement park, but not before Copping and Harry Dunkel cut up numerous jackpots. Dunkel formerly was general agent for the old Copping Shows.

**BURT HARRIS**, after a successful holiday stand with his Wonder Mouse demonstration in a Los Angeles department store, is busy preparing his concessions for next season. He will be with the Mighty Sheesley Midway. Harris' son, Rocky, embarked upon his first school term in the city of the Angels recently.

**DR. RALPH GARFIELD** writes that because of illness he was unable to accompany his Hall of Science to Key West, Fla., as was reported in the Museum Department in last week's issue. Following advice of his physician, he has left that section of the country and will not accompany the unit as originally planned.

### Booking Fairs

**CONTRACTING** of a fair by a carnival provides an item worth printing and valuable to the organization. Managers should immediately pass such info to their press agents with instructions to write a story, giving data on each contract. Week after such contracts have been made the matter is too stale to be news. The fact that a show has played a date several consecutive seasons and has been chosen again is good publicity. Why cover up a route of which one should be proud?

Everyone roots for and loves a winner. Fair managers as a rule try to book organizations that are in demand. "If it's big enough for Joe's fair, then it's big enough for mine." Each booking item has a publicity angle that does not cost the show a red cent. But if the news is withheld, then the opinion is quickly formed. "They are not doing as well this year."

And showmen with worth-while ideas and attractions often wait for the winners before trying to book. Sometimes the wait is too long and they go elsewhere. Fair-contracting stories gradually build an organization higher in the estimation of such showmen and serve to attract features for a creditable midway. No showman wants to wait to find out whether an owner's organization is getting anywhere; he wants to book at the earliest possible time. News is valuable information only while it is hot and when it is authentic and not from hearsay.

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his Martone Greater Shows, formerly the Heart of America Shows, in Kansas City, Mo., playing that and surrounding territory all summer.

**NEW** lot superintendent to predecessor—"How many years have you been with this show?" Ex-lot supt.—"Three years and never missed a day." New lot supt.—"What! Here that long and don't own it? Well, I might as well be on my way; I don't see any future with this show."

**AFTER A HOLIDAY** layoff William Chalkals, manager of America's Best Shows, has assumed the duties of managing his deep-sea diving boat demonstration in quarters at Tarpon Springs, Fla. Tom C. Rogers continues as captain of the auto-parking division, and Princess Yucamia is operating the culinary department.

**THE CROWD** of concessioners sighted around the corner of Hogan and Forsyth streets, Jacksonville, Fla., during December has dissolved into thin air, all of the boys and girls having left for either the West or Endy Bros.' Shows. Among them were Eddie Brenner, Bennie Herman, Sam Levy, Herb Bachus and Harry Biggs. Mickey and Vi Martin left to join the Endy Bros.' Shows.

**WHEN** a damage suit against the Rubin & Cherry Exposition was settled in Supreme Court at Syracuse, N. Y., recently, Joe Redding, chief witness for the carnival, "stole the show" when reporters discovered he was a former heavyweight fighter and gave him a big build-up, even to featuring the moth-eaten crack, "I forgot to duck," when a scar over his eye was discussed.

**FORMERLY** boys on shows were not interested in stocks and bonds and never scanned daily papers' stock market reports until they became nickel and dime brokers and bankers playing the numbers. Yet they talk about the mark who went to the tune of a dime a turn!—Mrs. Upshaw.

**SERGEANT HARRY NIXON**, former light-heavyweight wrestling champion of the United States Army and who appeared on athletic shows with such organizations as William Glick, Harry Copping, Nat Reese, C. D. Scott, Zimdars, Dee Lang, Morris Miller and Frank West shows and Johnny J. Jones Exposition, is confined in a Mountain Home (Tenn.) hospital. He reports he would like to read letters from friends.

**C. S. REED** letters from Charleston, Mo.: "After three years of pleasant association with Harry H. Zimdars as general agent of Zimdars Greater Shows I have signed as business manager and general agent with the Stella Barker Shows for 1939, same positions I held with the organization in 1932-'34. Mrs. Barker recently returned from Springfield, Mo., where she purchased four trucks."

**P. VAN AULT**, who operates the Arcade and several other attractions on the Cetlin & Wilson Shows, and family played host to officials of the organization on Christmas Day in Greensboro, N. C. Among those enjoying the delectable turkey dinner were Mr. and Mrs. Jack Wilson. Mr. and Mrs. Izzy Cetlin, Harry Dunkel and Eddie Eger. All reported an enjoyable time, and the Van Ault family was elected to the royalty of hosts.

**AT THE Indianapolis** fairs meeting it is said that Mike T. Clark could hardly keep away from the secretaries to offer them the Seth Brundage Shows and a souvenir pencil. While there he met another vice-president of the defunct General Agents' Association, William R. Hicks, and they almost resuscitated the g. a. association.

**J. J. BOXWELL**, veteran carnivalite, who is spending the winter clerking in Hotel Garfield, Detroit, has been booked with the W. G. Wade Shows for 1939, making his third season with the organization. Since 1900 Boxwell has appeared with such organizations as the Johnny J. Jones Exposition, Barfield's Cosmopolitan, L. J. Heth, Beckmann & Gerety, Snapp Bros., Barkoot, Sol's Liberty, Mad Cody Fleming and Blue Ribbon shows.

**J. W. HARTIGAN JR.** writes from Morgantown, W. Va., that it was erroneously reported last week that he had closed with West's World's Wonder Shows in Florida and was engaged in promotional work in West Virginia and

Pennsylvania. It should have read that Ray Lavell, at one time advance agent for Hartigan Bros.' Orchestra, closed with the West organization and is doing promotional work in West Virginia and Pennsylvania.

**NAPA, Calif.**, holds an annual fair, and Al (Big Hat) Fisher, according to Roy E. Ludington, sent this telegram to his boss: "Attending Western fairs meeting at Frisco. Opposition stiff, but just took Napa. (Signed) Your fast-stepping agent, Al Fisher." After receiving the wire his boss called Fisher by long distance immediately. The agent almost lost his job because the end of the telegram read, "Just took nap," the operator having left off the last letter in the name of the town.

**A WISE GUY** was razzing what he termed "big shots in the business" because many of them, he said, don't know how to sign their names. Talking about signs, it's a sure sign of bad breeding when one man, without any provocation whatever, elects to attack another on the basis of education or the lack of it. What would he say about people, educated or not, who employ their alleged learning to such an extent that they themselves sign phony contracts with the names of "parties of the first or second part" as the case may be? Such an incident occurred recently. Educated or to the contrary, no one has the exclusive on forgery. Better to have no education but an even small amount of ethics than education with no ethics. Which is the better man? All of us know.—John Friendly Tip.

**ABOUT 45 GUESTS**, including many outdoor showfolk, attended the Christmas Eve dinner in the Titusville (Fla.) Trailer Park Community Hall under direction of Mrs. Hannah Steblar, reports Whitey Davis. Joseph Steblar was emcee and Elizabeth Johnston and Virginia Newsome furnished entertainment. Jim Buttery had the role of Santa Claus, and a bingo party under direction of Mr. and Mrs. Steblar followed the dinner. In addition to the Steblars, other showfolk attending included Mr. and Mrs. Ben Chappelle, George and Louis Roberts and Whitey Davis.

**M. E. ARTHUR**, who closed his Arthur Bros.' Circus Side Show with the West Coast Amusement Co. in Porterville, Calif., and then took his Believe It or Not Museum to San Bernardino for the Covered Wagon Days celebration, recently placed his unit with C. H. Allton's Silver State Attractions for an all-winter tour. The attractions again have been contracted to appear with the West Coast Amusement Co. in 1939, making the fourth consecutive year with that organization. Staff includes Martin E. Arthur, owner; Dolores Arthur, treasurer; George Conkling, secretary; Bryan Woods, boss canvasser, and Tommy Williams, in charge of talkers and ticket sellers.

## Dumas Fete Happyland Showfolk at Lawn Party

**GIBSONTON, Fla.**, Jan. 21.—Co-Manager William G. and Mrs. Dumas played hosts to members of the Happyland Shows at a lawn party at their home here on January 8. About 24 attended and a delectable dinner was served by the womenfolk, followed by entertainment provided by guests.

Guests included Mr. and Mrs. Ray Tahash, Mr. and Mrs. Frank Allen, Mr. and Mrs. Eddie Miller, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Bernie Matteson; Mr. and Mrs. V. L. Dickey and sons, Bobby and Jimmy; Buck Allsup, George Spanyer, Mr. and Mrs. Fred Bedford, Mr. and Mrs. Joseph Alexander, William Hartwick and Lucille Whalen.

Dumas left the following day for the Ohio and Michigan fair meetings, while Mr. and Mrs. Frank Allen left for a visit with relatives in Miami. Fishing seems to be the chief hobby among showfolks here.

## PCSA BANQUET

(Continued from page 44)

the presidency with the treasury having its greatest amount of funds since the club's inception. He received a tremendous ovation.

Congratulatory wires were then read from the Showmen's League of America, Heart of America Showmen's Club, National Showmen's Association; Earl Carroll's Vanities; Sid Grauman, Abner K. and Virginia Kline, Mr. and Mrs. W. T. Jessup, Roy Ludington, Harry Seber, Johnny Castle, Carl Holt, Estelle

and Elmer Hanscom, Mr. and Mrs. Frank R. Conklin, Mike Krekos, Florence Appel, Whitey Olson; Warner Bros. Pictures, Inc.; MGM Studios and Joe E. Brown.

## Floor Show Clicks

Floor show, presented by Lloyd Skeels, with Phil Arnold as emcee, clicked handsomely, Arnold contributing largely to the fine entertainment presented. Line-up included Jimmie Mann's Musical Masters, who also provided the dance music; Golden West Debutantes, Terrace and Masters, Mercer Brothers, Babette, Southland Harmonists, Pacific Debutantes, June Robbins, Three Schaller Kids, Toni Larue and Rudy and La Tosca. Guests voted this the best entertainment presented by the organization thus far. Dancing prevailed until 2:30 a.m.

Serving on the committees under Chairman Barie and Vice-Chairman C. H. (Buddy) Priest were: Reception, Mr. and Mrs. John M. Miller, Mr. and Mrs. Harry Hargraves, Mr. and Mrs. C. F. Zeiger, Rosemary Loomis, Marion Zeiger, Mr. and Mrs. C. H. Priest, Mr. and Mrs. John R. Ward, Mr. and Mrs. Theo Forstall, Mr. and Mrs. S. L. Cronin, Mrs. Barie, Mr. and Mrs. H. B. Levine and Mr. and Mrs. Ted LeFors. Table, Jack Bigelow, Harry Phillips, Moe Levine, Dan Meggs, Harry Wooding, Meyer Schlom, Al M. (Moxie) Miller, Frank J. Morgan, Roy Barnett and Danny Boswitz. Floor, Ross R. Davis, Harry B. Levine and Ed F. Walsh. Electrical, Charles F. Haley and Ben Schafer. Door tickets, F. Ward and T. J. O'Brien. Ladies' Auxiliary, Peggy Forstall, Marlo LeFors, Minnie Fisher, Ester Carley and Mrs. Harry Hargraves. Publicity was handled by Steve Henry.

## Registrations

**A** Patrick A. Armstrong, Grace Fisher Asher, Anna Eleta, Lorena Anderson, Mr. and Mrs. C. F. Albright, Foley & Burk Shows; Margaret Jones Brady, Mr. and Mrs. T. H. Aylesworth, Providence; Mr. and Mrs. G. Arnold, Tommie Aarons, Mr. and Mrs. Henry G. Adams, Mr. and Mrs. Warner Addington and George Artressi.

**B** Marion Bayam, L. M. Barnett, Mrs. Lyla Buchanan, Mr. and Mrs. Hiram Butler, Frank Burke, Frank Burke Shows; Wally Byam, E. R. Bagby, John Buzzell, Mr. and Mrs. Tracy Byington, Mr. and Mrs. Karne Brevier, Mora Martyne Bagby, Edith Bullock, Mr. and Mrs. George Bannister, Mr. and Mrs. M. H. Brennan, Joe and Arlene Bistany, Mike Bratakos, Jack Bigelow and Mr. and Mrs. Claude Barie.

**C** Mrs. Dubois Cornish, Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Dave Carnochan, Harry Collingsley, Will Collins, Katherine J. Chappell; H. W. Hart Campbell, Campbell's Shows; Fred J. Canning, Olga Celeste, Mr. and Mrs. C. E. Corey, White City Shows; Mrs. H. W. Campbell; Mr. and Mrs. E. W. (George) Coe, Hilderbrand's United Shows; Fern Chaney, Relley Castle, Peggy Carlton, Mr. and Mrs. A. Casanova, Mr. and Mrs. Raleigh Cortelyou, Frank Carsey and Bud Chester.

**D** Joe DeMouchelle, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Alvin Davis, Mrs. Fred Date, Mrs. Lawrence Dinhaupt, Mrs. W. W. (Sis) Dyer, Hennies Bros.' Shows; Mr. and Mrs. Ed DeMirjian, Edwards Novelty Co.; Mrs. Idaho Delno, Lew Dufour, Dufour & Rogers; Mr. and Mrs. William Dodsworth, Mr. and Mrs. Duane Davis, Ben and Millie Dobbert, Mr. and Mrs. George H. Durling; Mr. and Mrs. Mike Doyle, Detroit; Eddie Daniels, Harry Doddington, Sam Distelle and Mr. and Mrs. Tony Daviota, New Orleans.

**E** Anna Mae Eckhoff, Mr. and Mrs. H. A. Ellison, Pete and George Egbert, San Francisco; Mr. and Mrs. Homer Edgington, Mr. and Mrs. Stanley Ernsaw and Martie Enck.

**F** Mr. and Mrs. Theo Forstall, Mr. and Mrs. P. Freedman, Mr. and Mrs. Al Fisher, Mr. and Mrs. Thomas Franco, Louis J. Fisher, Barney Fischer, Ed Friend; Frank Marie and Gladys Forest; Minnie Fisher, Mrs. Josephine Foley, Mert Foster, Mr. and Mrs. Thomas Fugate and Mr. and Mrs. Henry Ferguson.

**G** Nat Ginsberg, Joe Glacy, Clyde Gooding, Jack and Harry Gresham, Mr. and Mrs. Sol Grant, Topsy Gooding, Charles (Chuck) Gammon, Leland Garland, Rose K. Gafton, A. B. Gustafson, Mr. and Mrs. Walter Gregory, Mr. and Mrs. Harvey Goodenough, Mr. and Mrs. Thomas Gotfredsen and Emily Galloway.

**H** Mr. and Mrs. Harry Hargraves, Mr. and Mrs. Steve Henry, Mrs. Lin Hamilton, Harry H. Hughes, Minnie M. Hughes, Mr. and Mrs. Leo J. Haggerty, Mr. and Mrs. R. W. Hayward, Lester A. Hart, Laurel Hale, John Hix, Albert H. Huneke, Arthur Hockwald, Margaret Hickey, Mr. and Mrs. William Hobday, Mr. and Mrs. Tom Harrington, Mr. and Mrs. George Hunterdon and Harry Hunter.

**I** W. J. Ijams and Mr. and Mrs. Keith Irby.

**J** Charles Johnson, Mr. and Mrs. Harry Jamieson and Mr. and Mrs. Henry Johannsen.

**K** Joe Krug, Lucille King, Max Kaplan, A. E. Knudson, Mr. and Mrs. T. K. Kirby and Marie Klinck.

**L** Mr. and Mrs. Harry B. Levine, Allerita and Rosemary Loomis, Martha Levine, Harry Langlois; Harry, Virginia and Don Lewis; Mr. and Mrs. A. Lowenstein, Mr. and Mrs. Hugh Lemoyne, Mr. and Mrs. Ted LeFors and Mr. and Mrs. Ted Lurette.

**M** Mr. and Mrs. George Moffet, Mr. and Mrs. Joe Mettler, Pauline Mann, Bertha Resit Melville, Harold Mook, Frank Messina, Nate Miller, Louis J. Mastro, Mr. and Mrs. Charles Miller, Mr. and Mrs. I. J. Miller, Plain Dave Morris, Jack Murphy, Mr. and Mrs. John M. Miller, Marie Morris, Mr. and Mrs. Lawrence Mellor, Bill McMahon, Mr. and Mrs. George T. Meservey, Roland Merkle, Dan J. Meggs, Mrs. Bill McMahon, Mrs. Frank Messina, Mr. and Mrs. Ray Marshall, Mr. and Mrs. Al M. Miller, John V. Morris, Mr. and Mrs. William Messina, Ada Mae Moore, Gene Marshall, Babe Miller, Joe Metcalfe, George L. Morgan, Dell and Dick Mintier, Mr. and Mrs. Frank T. Madison, Mr. and Mrs. George G. Matthewson, John and Ananuel H. Myers, Tom Mellos and Fred McFaul.

**N** Mr. and Mrs. Jake Newman, Mr. and Mrs. George Newmeier, Mr. and Mrs. H. K. Nuttall, Mr. and Mrs. Fred Neustadt, Mr. and Mrs. Guy Newman and Ted Newcombe.

**O** Ross Ogilvie, T. Jay O'Brien, Helen O'Brien, Lew C. Oesterle, W. A. Olsen, Al Onken, Ivy Overholzer and Mr. and Mrs. Wallace O'Conner.

**P** Bill Powell, Mr. and Mrs. Harry Phillips, E. (Pickles) Pickard, Mr. and Mrs. Charles H. Priest, Mr. and Mrs. Donald Priest, Tillie Palmateer, Mr. and Mrs. Horace Pettingill, Mr. and Mrs. Newton Perry and Louis Pettinari.

**R** Mr. and Mrs. Milt B. Runkle, Nina Rogers, Mr. and Mrs. William J. Richards, Mrs. Haviland Rogers, Mrs. George E. Robinson, Bert Raimund, Mr. and Mrs. Hugo Rayburn and Mr. and Mrs. Kenny Ruoff.

**S** Jack, June, Tony and Virginia Schaller; George Silver, Mr. and Mrs. Ralph E. Schafer, Dan Stover, Mr. and Mrs. J. M. Schafer, Mrs. Paul Sturm, Mr. and Mrs. Harry and Junior Stuart, Mack Shafer, Mrs. Peggy Schmidt, Patrick Francis Shanley, James L. Shute, Lee A. Sullivan, Mr. and Mrs. Tony Spring, J. M. Schultz, Mr. and Mrs. Fred A. Schmager, Mr. and Mrs. Walter K. Sibley, Fred Soley, Mr. and Mrs. George Simmonds, Mr. and Mrs. David Sollday and Dr. and Mrs. Ralph E. Smith.

**T** Ray and Velma Tetzlaff, Mrs. Dick Taylor, Mr. and Mrs. Sam Tiemler, Mrs. Howard Y. Tydings, Mrs. May Collier Tydings, Mr. and Mrs. Clark G. Thompson, Mr. and Mrs. Terry Thayer, George and Benny Thomas and George Tyrell.

**U-V** Mr. and Mrs. Herb L. Usher, Mr. and Mrs. J. D. Unger, Mr. and Mrs. Harry F. Virden and Anna Veldt.

**W** Harry E. Wooding, Rose Westlake, Tom and Mildred Wolf, Cliff Wilson, Ed F. Walsh, Al Weir, Mr. and Mrs. John R. Ward, A. E. Weber, Emily Ward, Mrs. Al Weber, Mr. and Mrs. Fred Weddleton, Will Wright; Mrs. Adrienne Woodridge, Margaret Welch, Florence Webber, Clark's Greater Shows; Frank and May Ward, Charles J. and Edith Walpert, Catherine Wolf, Mr. and Mrs. M. G. Willoughby, Mr. and Mrs. Frank R. Warren, H. J. Webber, Ward Woodridge and Mr. and Mrs. George K. Wardner.

**Y-Z** B. P. (Hap) Young, Mr. and Mrs. C. F. Zeiger, Marion Zeiger, Mrs. A. J. Ziv and J. O. Zarate.

## Big Crowd Attends PCSA's Impressive Memorial Services

LOS ANGELES, Jan. 21.—Beautiful and impressive ceremonies marked the Pacific Coast Showmen's Association annual memorial services in Showmen's Rest, Evergreen Cemetery, here on January 15, under direction of Joe Glacy, chairman. A large crowd attended. Assembly was sounded at 2 p.m. by the Bugle Corps from the local Roosevelt Camp of Spanish War Veterans and spectators gathered about the 45 graves which were profusely decorated with flags and flowers.

This was followed by a selection from Irwin Larimore's Boys Band, after which Past President C. F. Zeiger placed a memorial wreath at the base of the monument. Club departed from its usual custom of having a soloist this year, a choral group from the PCSA Ladies' Auxiliary, under direction of Grace DeGarro, being used instead. Speakers were Chaplain John S. Lyon, who also gave the invocation, and Capt. E. Y. Cordell, chaplain of the Los Angeles Fire Department. Ceremonies concluded with taps being sounded by the Bugle Corps.

### Attendance List

Among those present were Mr. and Mrs. Fred Schmagar, circus fans of Sterling, Ill., who contributed a floral piece; Mr. and Mrs. C. F. Zeiger, Rosemary Loomis, Marion Zeiger, Mr. and Mrs. Harry Hargraves, Mr. and Mrs. Ross R. Davis, Joe Glacy, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Al Fisher, Mr. and Mrs. John R. Ward, Mr. and Mrs. H. C. Rawlings, Mr. and Mrs. Steve Henry, Patrick Francis Shanley, Mr. and Mrs. E. W. (See **BIG CROWD ATTENDS** on page 64)

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 21.—President McCaffery returned from a business trip in time for the meeting on January 19. With him at table were Treasurer A. L. Rossman, Secretary Joe Streibich and Past President C. R. Fisher. Entertainment committee reported everything is ready for the Sam J. Levy party on January 28. This was the first meeting for M. K. Brody and John Lorman Jr. Dave Tennyson and Rudy Singer returned from Hot Springs, Ark. Dave advised that he will leave at once for the West Coast. Denny Howard is still in town waiting for the call to arms, while Phil Paige is still good-timing it at Hot Springs.

Leo Berrington left for the West Coast. Brother Mal M. Fleming advises that he is coming in for a check-up of injuries received in a recent accident. Petey Pivor is up and around again but a bit weak. Late reports advise that Brother Harry Hennies is on the sick list. Harry Paul is home from the hospital but still under a doctor's care. Ned Torti was in town for the coin machine convention. Past President Milton M. Morris (See **SHOWMEN'S LEAGUE** on page 57)

## Showmen's League of America



165 W. Madison St., Chicago

### SHOWMEN'S HOME FUND

Previously Acknowledged .....\$21,850.00  
Late Receipts ..... 300.00

HARRY W. HENNIES, General Chairman  
Drive for Funds.

WRITE FOR PLEDGE CARD.  
**A Home for Aged and Infirm Showmen**

Showmen's Home Trustees  
FRED BECKMANN — Chairman  
M. H. BARNES — Treasurer  
E. W. EVANS — Secretary  
J. W. Conklin W. R. Hirsch  
M. J. Doolan Max Linderman  
Max Goodman E. Lawrence Phillips  
Rubin Gruberg Carl Sedlmayr  
Harry W. Hennies Elmer C. Velare

Worthy of Your Co-Operation



Palace Theater Building,  
New York.

NEW YORK, Jan. 21.—All members in good standing have been mailed a copy of the constitution and by-laws, along with sample ballot, for the election of officers and governors on January 31. Polls will be open from 7 to 9:30 p.m. There is only one ticket in the field. Executive Secretary J. M. Liddy advises that there are many members who have changed their addresses and in some cases he has no address at all. Therefore if you have not received your copy of the by-laws or any of the club notices of late it is because of this, and you are requested to notify the club as to your new address.

The regular bi-weekly meeting is scheduled for January 25, at which time we hope to have the report of the joint committee meeting of the Circus Saints and Sinners' Club of America and the NSA in Richmond, Va., regarding the maintenance fund for the Old Troupers' Home in Sarasota, Fla., which the organizations are sponsoring.

Steward Harry Schwartz was recently (See **NATIONAL SHOWMEN'S** page 57)

## Heart of America Showmen's Club



Reid Hotel

Ladies' Auxiliary

January 13 meeting was opened in the usual manner by Ruth Ann Levin, first vice-president. Reports were read and approved and the board of directors reported that President Marlo LeFors of Ladies' Auxiliary of the Pacific Coast Showmen's Association, had been elected to the board of directors. Annual Anniversary Dinner will be held on January 24, with Ruth Martone and her committee appointed to work out the details for it. Jess Nathan won the evening's award and the party then settled down to the scheduled entertainment. True or false questions were asked by Lucille Parker Hemingway, with Elsie Brizendine as scorekeeper. Wisecracks and laughter flew thick and fast and members voted it an enjoyable game. Prizes were awarded to Boots Marr, Hattie Howk and Clara Kern.

A delicious lunch was served by the entertainment committee and the eve-

## MUSEUMS

Address Communications to Cincinnati Office

## Kortes' Biz Continues Strong; Acts Are Added

NEW ORLEANS, Jan. 21.—Business at Pete Kortes' World's Fair Museum in eighth week on Canal street here continues strong. Kortes continued his policy of adding features and this week reached a peak of 24, with addition of Eko and Iko, sheephead men from Ecuador, and George Bokel, smoke man. Parent Sisters, Albino Twins, celebrated their birthday anniversary on January 20 by staging a party for 47 sets of twins who attended a special show as Kortes' guests.

Over at 326 South Rampart street Kortes opened his No. 2 unit with nine acts. Serpentina, mermaid, will join soon. Bill includes Silver Queen, performing dog; Arthur White, hanging man; Shorty Gilbreath, Popeye; Pee Wee, dwarf clown; Peggy White, fire eater; Native Holy Land shepherd; Madame Leona, mentalist; John Lynch's flea circus; Larry Johnson, sword swallower; Barty Nelson, toe portrait artist; Lloyd Fowler, frog boy, and Frank Little, iron-tongue man. Managed by Hank Gowdy, staff includes Jack Hudson and Jake Rankin at door;

Jack Holligan, emcee; Professor Dorman and Bob Martin, lecturers. Unit uses two remotes daily thru WJBW, giving Kortes broadcasts thru three stations, with WWL and WBNO airing from Canal street.

Attendance at both spots has been helped by one of best winters in years here. Little rain has fallen since Christmas, and Mardi Gras visitors add to flow of walkers past the Canal street spot. Billy Ellis, Canal street lecturer, garnered a full-column of favorable publicity in a local paper for his spilling antics. Mrs. Kortes' sister, Dorothy Whitehead, has come down from Freeport, L. I., for the winter. Alfred Green, alligator boy, continues popular. Prince Budha, Hindu mystic, and Feliz, Nator clay sculptor, entertained the Lions, Rotary and Co-Operative clubs here this week.

## Cold Wave Hurts Lauther

PITTSBURGH, Jan. 21.—First severe cold weather resulted in a slight drop in business for Carl Lauther's Oddities on Parade, now in its fifth week here. Because of the extended engagement, Manager Lauther decided to change fea- (See **MUSEUMS** on page 64)

The Complete **SHOW** Printing House  
ALL YOUR PAPER IN ONE SHIPMENT FROM A NEWSPAPER MAT TO A 24 SHEET POSTER

**CARNIVALS** **MINSTREL**  
**CIRCUS** **RODEO**  
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**THE LARGEST DATE DEPT. IN THE UNITED STATES**

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**Z & P SHOWS** || OPEN APRIL 8th || **Z & P SHOWS**  
Best Industrial Spots in Eastern Michigan

**WANT** SHOWS—all kinds. RIDES—that don't conflict with Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Kiddie Auto Ride. CONCESSIONS—(Positively NO GRIFT or RACKET carried; no G-Wheel or Coupon Stores). Will book Legitimate Grind Stores and Merchandise Wheels, etc. (except Bingo) at LOW RATES. Twenty-six week season in and near Michigan at proved good money spots. Courteous Treatment—Competent, Experienced Advance—Liberal Publicity—Efficient Management—First-Class Equipment. CELEBRATION COMMITTEES and FAIR SECRETARIES—Write to us for open dates.

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All communication to either address will be answered promptly:  
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**WANTED** — — — — — **WANTED**  
**WOLFE AMUSEMENT**  
OPENING IN ROYSTON, GA., IN MARCH

No rides wanted; we have our own. Can use Foreman for Allan Herschell Merry-Go-Round and Foreman for Travers Chairplane. Will pay top salary. Can place small Cookhouse catering to show people, also nice framed Photo Machine; any Legitimate Concession not conflicting with what we have. Can also place American Palmistry, no rag-heads. Will buy Snow Machine, no junk; must be priced right. Concession People, if you want a good season's work contract, write me. Can place a set Diggers, Mouse Game. Will sell exclusive on each concession. All mail and wires to **BEN WOLFE, Owner, Royston, Ga.**

**Jack (Abie) Tavlin WANTS**  
**for Cleveland Grotto Circus**  
February 6 to 18  
Freaks, Tattooed Girl, Sword Swallower, Snakes and other Attractions.  
Also A-1 Flageolet Player and Drummer. Write or wire  
**AUDITORIUM HOTEL, Cleveland, Ohio. Other dates to follow.**

**"LOOK AT LIFE"**  
NOW IN OUR 20TH WEEK  
WANTS TO JOIN NOW AT AKRON, O., 59 S. MAIN ST., UNTIL FEBRUARY 6.  
**A REAL FREAK TO FEATURE**  
FILL-IN AND NOVELTY ACT, GOOD MUSICAL ACT, HAWAIIAN TROUPE, A SINGLE MITT READER, MAN OR LADY, STATE ALL IN REPLYING.  
PRINCE VICTOR WIRE.  
Dickie Hillburn and Rolland, we wired you. Why don't you join?

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 21.—From time to time we have reported in this column to our membership as to matters pending before Congress upon subjects of interest and importance to the carnival industry. We find from examination of *The Congressional Record* that under date of January 5, 1939, Congressman John E. Rankin, Mississippi, delivered a statement in connection with investigation of the Tennessee Valley Authority, which is published in *The Record* and sets forth considerable information upon cost to the consumer of electricity in various parts of the United States. The information is too detailed to attempt to set forth here, but we again want to urge members to take advantage of the information we have on file, and we invite them to avail themselves of the facilities of the ACA office in furnishing them information upon this and similar subjects.

On several occasions we have been requested to make known the membership of the association. Recently a similar suggestion was received from Richard S. Kaplan, associate counsel, Gary, Ind., who believes it would serve a useful purpose to the industry to be informed as to the membership.

At this date membership consists of Beckmann & Gerety's Shows, Conklin Shows, Johnny J. Jones Exposition; Mighty Sheesley Midway, Inc.; World of Mirth Shows, Broadway Shows of America; Cetlin & Wilson Shows, Inc.; Sol's Liberty Shows, Inc.; Strates Shows Corp.; Gruberg's World's Exposition Shows, (See **AMERICAN CARNIVALS** page 60)

**James E. Strates**

SAVANNAH, Ga., Jan. 21.—Owner James E. Strates left quarters here on January 15 to attend the Southern fair meetings. Jack Bailey has returned and daily is overseeing construction of his new concessions. George Spirides, formerly with the Strates organization, is recovering from a recent appendectomy in a local hospital. Word from Sarasota, Fla., indicates that Al Campbell's father, a pal to everyone on the shows, is seriously ill there. Reported by S. J. Putnam.

**Rubin & Cherry**

MOBILE, Ala., Jan. 21.—With the return of Manager Rubin Gruberg activity at quarters got under way. Superintendent Nat Worman has added more men, and painters, carpenters and blacksmiths are working full time. Art Gordon has been signed to present his Swing Club, girl show, for 1939. Gordon is in Tampa, Fla., but will return here in ample time to get his company assembled. Bob Hicks Page has signed to produce and manage a native Hawaiian

**Winter-Quarters News and Gossip**

As Reported by Representatives for the Shows

show. The modernistic idea will be used thruout on the midway this year. Artist Eddie Marconi has just finished a design for a beautiful front. Spring weather prevailed here the past week and all over the grounds groups of the workmen could be seen engaged in their various tasks. Scott Bros.' Shows finished their eighth week on local lots and left for Pensacola, Fla. Amusement business is taking an upward trend here. Reported by Frank S. Reed.

**Art Lewis**

NORFOLK, Va., Jan. 21.—Quarters here are the scene of real activity. The new front entrance has been completed and Balero and Vanities fronts are being constructed. General Manager Art Lewis, altho not able to attend, was host to the personnel, at New Year's banquet here. A complete dinner was served with plenty of chicken, dressing, etc., under supervision of Mrs. Earl Knauff and daughter. Refreshments, including champagne, were furnished by Mrs. Knauff's father, of Winston-Salem, N. C. Among those in attendance were Al Rogers, Mr. and Mrs. F. Percy Morency, Earl and Mabel Knauff and daughter, Peggy Nungesser, Frank Moran, Smithy, Bull Smith, James Mitchell, Otis Siever, Hank Campbell, Art Henderson and Bob Clarke. Everyone reported an enjoyable time.

The writer just returned from another trip. Manager Lewis has purchased another Ferris Wheel. Clint Myers arrived here this week with a new semi-trailer to carry his new Super Roll-o-Plane which he purchased recently from the Eyerly Manufacturing Co. Captain McVay writes from Florida that he is breaking in new acts for his Monkey Circus. Plaque presented to the Art Lewis Shows by the Showmen's League of America in recognition of valuable services for 1938 has been received and placed on the walls of the new office wagon. Reported by F. Percy Morency.

**Weyls**

PAINESVILLE, O., Jan. 21.—Preparations for the new season are being resumed on a larger scale in quarters here. In line with the management's progressive policy, activities and expenditures are being directed toward expansion and improvements. Present plans call for an early spring opening, and close attention is being given still-date engagements, with a number of proven spots already booked. Frank R. Graves, business manager, visited during the holidays with Owner-Manager Ed Weyls.

Following a series of conferences, Graves departed on an extended business trip thru Pennsylvania. Weyls plans to join him later and attend the fair meetings in Kentucky and Pennsylvania. R. L. Overstreet, past season assistant manager and secretary of the American Exposition Shows, has been engaged in a similar capacity by Weyls and will assume duties soon. Manager Weyls is optimistic over 1939. Reported by Robert L. Overstreet.

**Buckeye State**

NATCHEZ, Miss., Jan. 21.—Activity is increasing around quarters here, reports Pat Brown, in charge of construction and remodeling. Pat's crew totals 10 and he expects to add more soon. Several new shows are under construction and all fronts are being renovated. General Manager Joe Galler is expected back from a Christmas visit to his mother in Ohio some time next week to inspect progress being made and for various conferences. He will remain here for a few days only since he and Ted Johnson, publicity director, will leave for a two-week sojourn at Hot Springs, Ark.

General Agent J. A. Gentsch reports that bookings for several early stands have been consummated. Three new trucks and semi-trailers are expected within the next few days when they will be fitted into present facilities. Reported by Ted Johnson.

**Crowley's**

CORPUS CHRISTI, Tex., Jan. 21.—Since the weather has been warm much building is being done outside. Elephant, purchased from Tom Mix recently, is the center of attraction. Matt Laurish is

training it. "Cowboy" Smith arrived to take charge of Monkey Village. New canvas from Baker-Lockwood and new lighting equipment and light cables have arrived. New workmen include Richard Hall, Arthur R. Miller, Floyd S. Taft and Buck Branham.

Mr. and Mrs. Ike Wolfinger will have the photo privilege. Hubert Hall is registered with cookhouse crew. Sammie Lowery and family came here from Indianapolis. Punk Hill and Fay Miser are working in the floor show at the local Plantation Club. Frank Barron was appointed foreman of Mrs. Frances' rides. Walter Dale wired from Richmond, Mo., that he will pick up the new office wagon at Springfield, Mo., before arriving in quarters. Visitors included Doc and Mrs. Haggarty, Pop Hill, Clyde and Cleo Hill, Art and Boots Hansen and Freddie Valentine. Reported by Doc Waddell.

**Buffalo**

BUFFALO, N. Y., Jan. 21.—Much painting of equipment has been completed, but quarters activity gets under way in earnest with the return of General Superintendent E. Putney late this winter. He is planning several innovations in electrical effects. Present plans call for the show to open early in May with many new towns appearing on the route. Concession row will be largely a reunion of old faces as all are people who have

tion ready. Recent visitors included Ted Metz, Mr. and Mrs. Francis Healy, E. J. Caldwell, Steve Henry, Elmer Hanscom, Clyde Gooding, Ben Daubert and Eddie Tait. Reported by Roy Scott.

**Frisk Greater**

MINNEAPOLIS, Jan. 21.—Activities in quarters have been resumed and John Mathies, Harold Frane, Allan Stickney and the writer are the only ones employed at present. Manager George R. Hoeschen and the writer made a trip to Omaha and Kansas City, Mo., where a Motordrome was purchased. It is now being reconditioned here. Recent visitors included Fred Foster, who conferred with the general office regarding a new attraction he will present on the midway this year; Robert and Phil Barnard, Henry Weihe, Peter G. Rust, Alvin Schultz and Andrew Sachon. The writer and John Mathies took a load of equipment to St. Louis last week and while en route met Merle G. Proudfit. Proudfit, a former cookhouse operator with the Wolf, Barlow and Al C. Hansen shows, is in the auction business at Washington, Ia. Reported by Neal Lanigan.

**Regal United**

BEAUMONT, Tex., Jan. 21.—With the holidays over, truck repairing work and the building of a new Auto Kiddie ride have been resumed. Billie and Newman Baker have completed construction of a Motor Scoot. Christine Meadows is working overtime preparing to enter the John Sealy training school for nurses on January 23 at Galveston, Tex. Owner C. E. Meadows is in Dallas on business. With favorable weather much activity is anticipated here soon. Reported by Ruth Roberts.

**Rogers & Powell**

YAZOO CITY, Miss., Jan. 21.—J. R. Rogers, manager, and his sister, Mrs. N. V. Powell, show secretary, returned today from a business trip in the interest of the organization. They report having booked several late fairs and three spring fat stock shows, the first in Canton, Miss. Work in quarters is going on at a rapid rate because of the early opening. Odie Sheffield is in charge of motors and trucks; Henry (Fat) Melhouse, woodwork, and D. L. Johnson, paint shop. Jack and Rose Holston have their equipment almost ready. Dad and Millie Cole are building a cookhouse which they will operate this season. H. and Louise Smith, Dallas, arrived today to begin work on their equipment. Rogers and Mrs. Powell leave Friday for a couple of weeks in Hot Springs, Ark., where they will take the baths. Reported by Tad Elman.

**Greater U. S.**

SHAWNEE, Okla., Jan. 21.—I. J. Clark left quarters here and has entered a hospital in Muskogee, Okla., where he may undergo a stomach operation. The writer and wife attended the Heart of America Showmen's banquet in Kansas City, Mo., on New Year's Eve and while there met their old friend, Bill Rice, who was confined in his room in the Reid Hotel. The writer also purchased four Drive-Yourself cars from L. R. McNeise, of Sugar Creek, Mo., thru an ad in *The Billboard*. Visitors have been scarce here this winter. Reported by H. T. Freed.

**Scott Greater**

DISHMAN, Wash., Jan. 21.—All rides are being overhauled, while shows and concessions are being put in top shape at quarters here. George T. Scott will again handle the advance, with H. Johnson as lot superintendent. Elmer Murdock has been placed in charge of rides, with John Card supervising the Ferris Wheel and trucks. Cap Scott will manage the cookhouse. Billie Gorman is planning to hit the road again this season after being in retirement at his home in Casper, Wyo., for the past seven years. Reported by Cap Scott.

**All-American Exposition**

WEBB CITY, Mo., Jan. 21.—After a two-month tour in several European countries, Manager H. V. Petersen returned to the States in time to attend several fair meetings. Axel Bendixen is expected to return from his European tour soon. Petersen brought back a new offering for next season which is said to be a new creation in the way of a mechanical side show. J. O. Greene, new



ART LEWIS, Eastern showman, is inaugurating his 10th year in the carnival-operating biz. Lewis has operated several shows in the last decade, for the past five years under the title of his own name.

previously been with the show at some time during the past five years.

Among others, William Abelt will begin his third consecutive season with his string of concessions. P. Lang is at his home in Cortland, N. Y., while a few of the boys are scattered thruout the South. Reported by Howard Potter.

**O. N. Crafts**

NORTH HOLLYWOOD, Jan. 21.—Equipment of the various Crafts units, Golden State, World's Fair and Crafts' 20 Big shows, is being unloaded and placed in the new 550-foot fireproof building completed recently, and cement foundations have been laid for the No. 2 storage building. This building will house almost all of the semi-trucking equipment. Garage pits and machine shops have been operating for some time and paint shops and canvas rooms will start work next week. All bunk houses have been completed, as have the permanent dining room building and shower rooms. Entire set-up will be complete when the season opens.

Located in the heart of the great San Fernando Valley, this spot should prove a good opening date. Thomas J. Myers, auditor, and wife have returned from Oakland, Calif. Roger Warren, Mack Doman, Sam Hinson, W. H. McCormack, Jimmie Lynch, Roy Sheppard, H. Perry, all department executives, are in quarters and busily engaged with assembling equipment. William Hobday, manager of Golden State Shows, will be here soon to get the attractions for that aggrega-

**3000 BINGO**

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

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**Department**  
**THIS WEEK and EVERY WEEK**

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Swim Sessions

I don't know of any public tank that runs different sessions at various prices similar to the way ice rinks, tennis courts and even golf courses operate. And so suggesting such a plan for pool men strikes me as being entirely novel. As much as I dislike to admit it, because it's pretty good, the idea originated with my wife, unless, of course, readers may know of pools where the plan is already in practice. It is the frau's opinion that bathing establishments in certain locations might earn more if instead of charging one flat price for swimming and permitting patrons to stay as long as they like they conducted separate sessions, morning, afternoon, after business hours and in the evening, similar to the policy in ice rinks. A much faster turnover could be accomplished under such a plan. The idea of different sessions seems more feasible for indoor natatoriums than for those of the open-air variety because in hot weather swimming out of doors is an all-day pastime. However, indoor swimmers don't stay in a plunge more than two or three hours at a stretch, so breaking up a swim program into three or four sessions could be developed into something worth while.

Under the session scheme a varying price scale would be needed, a fairly low admish in the morning, a little higher in the afternoon, still a little higher for the dinner session between work and theater and top price at night. This is referring to indoor aquadromes exclusively. If the idea were to be employed at outdoor pools top rates naturally would have to be during the afternoon, with the lowest tariff at night. A pool could also operate on an hourly charge, as is practiced at tennis courts and golf links. With a locker key, each patron could be given a ticket, clocking him or her in, which when redeemed on the way out would indicate the length of time spent at the pool. This plan might draw a great many persons who merely want to drop in for a quick "duck" and who ordinarily might not feel that they want to pay the price of a full day.

If you know of any pool men who have tried running different sessions or who have operated on an hourly charge basis please write this department about it. And if you have any ideas on this subject please send in your opinions.

## Men and Mentions

Lou Brecker, who owns Gay Blades Ice Rink off the Great White Way in New York City, among other enterprises, advertised for ideas on what to do with his ice palace next summer during the World's Fair. It is reliably reported that fully 75 per cent of answers received suggested converting the place into a swimming pool. Wouldn't be surprised then to see Brecker in a huddle one of these days with pool engineers and architects.

Indoor tank operators are reminded that there will be three holidays in February which offer possibilities for swell tie-ups. Lincoln's Birthday on the 12th will be followed two days later by St. Valentine's Day, which could be built up to a fare-thee-well. One quickie idea would be to stage a "Cupid's Swimming Race" open only to beaux and their sweethearts. Great many angles to this which could be played up to sell your Valentine's Day big! Last celebration

will, of course, come on the 22d in honor of George Washington. Pools in the East, especially in environs of the World's Fair, should make the most of it this year because of the tie-up the fair is planning with the inauguration of the daddy of this land.

Swim tank owned by I. J. Fox on his estate in Peekskill, N. Y., is one of the finest privately owned pools the writer has seen. For a layman, I. J. knows more about natatoriums than many pool men.

Returning vacationers from the South report nice things about Dania Beach (Fla.) pool, about 16 miles north of Miami. A woman manager of the tank, as well as the hostelry adjacent to it, is said to have introduced a great many promotional ideas never used before down there.

# American Recreational Equipment Association

By R. S. UZZELL

There will be a Coaster at the Golden Gate International Exposition, San Francisco, and Charles Keller is in charge of construction work and has sent to Harry C. Baker a set of photos showing the Coaster about half done. When Keller gets out on the firing line he makes things happen. Coaster for New York's World's Fair at this writing has not made much progress. It is here where Baker can give it personal attention. They do start them in April and make them run in June, so they could start in late January and make one run in April.

Danny Bauer has been asked to revise his application to the government for a loan. He says it is a lot of work but well worth the effort if it is granted. He is in a position now to come under the wire and save his property. Johnny Campbell tells us he is going to bat for us on storm and flood insurance as well as fire. He will work thru the National Insurance Committee and is a member of the AREA insurance committee. President Hamid made Campbell chairman of our insurance committee. Strut your stuff, Johnny, we are ready to go!

## N. E. Meeting Set

Wallace St. C. Jones, president of the New England park men, has set March 15 for their annual meeting, the place to be announced soon.

American Museum of Public Recreation is receiving better support now than any time since its organization. This will enable us to do things and go to town on this proposition in serving the industry as a guide and teacher. We can only progress as you enable us to do it. Page Harry Illions. He has not said anything since last summer about this laudable undertaking.

At the National Boat Show in New York City hundreds of people went thru the cruisers. They commented on air conditionings, refrigeration, sanitation, commodious arrangement and style of finish, but not one in a thousand made inquiry on the engine, the most important part of the boat. The boats were all dolled up for the show and did not convey a true picture of what the purchaser would get for the price quoted. This practice prevails at the automobile show and now seems well established. The manufacturer who invites you to see the same article after a year or four years of use would seem to be entitled to a hearing and at least a once over.

## Big Rush at Flushing

The men who are basking in Florida sunshine can well congratulate themselves in escaping more winter than we had last year and the California boys have a big break at Golden Gate Exposition over the builders out on Flushing Meadows.

We used to say of winter construction that a man cannot hold himself on a high structure, drive a nail and wipe his nose at the same time. Little work on the amusement zone was done during the beautiful fall weather. Now it will drift into one grand-stand rush to be ready for opening.

CINCINNATI.—Cincinnati Zoo, which operates from revenue received from the gate and subscriptions, is putting on a membership drive to make up for reduced income caused by rain last year and to raise funds for rehabilitation of old exhibits and buildings. More than 650,000 attended last year, but rain on 12 Sundays and holidays reduced operating income.

# "How World's Fair Is To Affect the Outdoor Industry"

Remarks by George A. Hamid, New York, before the 20th annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 1, 1938.

(Continued from last week)

The amusement industry is a fight, and it is a battle. Whether it is the World's Fair that confronts us or anything else we have got to stage a battle and it is up to us to put up the best fight we know how.

I have something right here to begin with. I inherited a million-dollar pier and I am doing my best to make it such. I am going to put up 24-sheet billboards, and those of you who traversed the East last year saw: "Hamid's Million-Dollar Pier" more times than all the other amusement parks put together. In other words, my slogan is going to be: "Go to the New York World's Fair for education; come to Hamid's Million-Dollar Pier for recreation." (Remember Billy Rose and Fort Worth?).

There is Jack Rosenthal talking to Mike Mermey. I think Mike is trying to buy him off so that he will not fight with the World's Fair too much. But in the meanwhile Palisades Park might say: "Go to the World's Fair for education; come to Palisades Park and swim." (This reported the World's Fair will have a pool.)

Herb O'Malley might come out with a slogan: "Go to the World's Fair for education; come to Playland and have a sleep." (laughter) or anything else he wants as a slogan.

After all, we have got to do something. Here is a slogan for Coney Island: "Go to the World's Fair for excitement; come to Coney Island and relax." (Laughter.)

In other words, we have to do something, and the only thing to do is to try to take a leaf from the book of this World's Fair.

## Ad for Whole Industry

Seriously speaking, do not let us think that the millions upon millions of dollars that are going to be expended on behalf of the World's Fair are not going to advertise the outdoor amusement industry. Don't you feel in some way or in some measure that we are going to gain by that? I think we will. The entire country is going to be on wheels.

Maurice Mermey said that they would be satisfied with 50 per cent of the population. I will take 2 per cent, I mean, for my amusement.

But what I want to convey is this: That since these world's fairs have come it is up to us broken-down showmen the park men to capitalize on the many thousands of dollars they are spending for advertising, and by so doing we might be able to attract some of these people to come to our own amusements.

If I were going thru Auburn, N. Y., Mr. Haeffner might have some slogan to attract me to stand by for an hour or two or three and enjoy myself before going on to New York City. N. S. Alexander might do the same thing in Philadelphia. Leonard Schloss might do it in Washington, and so on.

In other words, let us get our heads together and analyze the facts; take an inventory of what the world's fairs are doing, and try in some small measure to revise our own plans. Do not be too stubborn. Do not say: "It is only going to be for one year; let them go ahead

and do what they want." No, take advantage of their advertising. It is there for you. Take advantage of their ideas. Try to get as many benefits as you possibly can out of the wonderful strides they have made, and apply that information in some small measure as each and every one of us can do to take advantage of the greatest and most glorious event in our entire history: The World's Fair.

The World's Fair year in 1939—let it also be the World's Fair year for our amusement parks and our pools and beaches.

# Long Island

By ALFRED FRIEDMAN

Robert Moses in his capacity as head of Long Island State Park Commission and New York City Park Department is prepared to launch the biggest portion of his battle against commercial roadside signboards around regions adjacent to Long Island beaches. The road sign practice of advertising has become one of Moses' pet hates and he has issued an illustrated booklet on the evils of "commercializing public highways in the sake of advancing private business." Moses doesn't approve especially of "scarring the roads to and from Jones Beach and other shore resorts."

Fire razed the Grassy Point Hotel, Broad Channel, one of the Island's most popular shore rendezvous, in a spectacular early-morning conflagration. More than twoscore entertainers and other workers are left unemployed. The fire was the second to level the spot, which will be reconstructed for spring opening.

Tone of the World's Fair architecture is rapidly spreading to the beaches, where much new amusement construction is adapting the exposition's modernistic lines. Rockaway and Long Beach are going strongest for the new lines in design, with several other shore spots planning to fall in line. Many of the souvenir postals emanating from the World's Fair will depict beach scenes of Long Island's shore. Arthur Zulow has been shooting most of the pix for mailing cards.

Added to the multitude of "you must (See LONG ISLAND on page 57)

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WINDOW  
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An Organization by and for Showmen and Allied Fields.

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**WATER SKOOTER.**

# PCSA BANQUET IS COLORFUL

## Attendance at Annual Function Is Affected by Change in Date

**Zeiger, Glacy, Miller and Armstrong given life membership cards—decorations live up to previous years' efforts—pleasing entertainment and music provided**

LOS ANGELES, Jan. 21.—Pacific Coast Showmen's Association's 17th annual Banquet and Ball in the Hotel Biltmore here on January 17 proved a decided success from every point of view, intensive efforts and superlative showmanship on the part of Past President C. F. Zeiger and Chairman Claude Barie making it possible. Changing of the date, originally scheduled for December 12, thru several unavoidable circumstances, had its effect on attendance since numerous showfolk who spend the holidays here and rarely miss the show were unable to attend this year. Decorations in the ballroom and Salon D'Oro, as usual handled by art directors from the staffs of motion picture studios, were along somewhat different lines this year, and Frederick Weddleton and his party, representing Golden Gate International Exposition, left their favors, adding a unique touch to the decorative scheme. Each year something novel is presented in electrical effects and this year's handwork under direction of Charley Haley, chief of the Property Division of the Federal Theaters Project, and Ben Schafer added much to the enjoyment of the gathering.

After Frank Peterson, of the Weddleton party, had presented a 15-minute motion picture of the Treasure Island at the GGIE, Al Fisher introduced John M. Miller, Patrick A. Armstrong, Joe Glacy and Past President Zeiger, winners of the Gold Life Membership cards. Last named was paid high tribute for the successful manner in which he conducted club affairs. He leaves (See PCSA BANQUET on page 48)



*MORA BAGBY, recently elected to be first vice-president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, was known for more than 30 years in show business as one of the Martyne Sisters. Altho retired and now in the hotel business in Huntington Park, Calif., she has been actively engaged in club work for many years.*

## Newcombe Frames New Carnival Combo

EL PASO, Tex., Jan. 21.—Organization of a new carnival was announced here this week by Verne H. Newcombe, veteran outdoor showman and promoter. Unit, a piccadilly circus-type show, probably will be called Newcombe's Sun Carnival and will play Southwestern States, with opening slated for early in April.

Associated with Newcombe will be his brothers, Percy and Charles, and two half-brothers, Vince and Ray Stoeker. Harold Lindbergh will be secretary-treasurer and Newcombe will be general agent. Newcombe has been in outdoor show business for 19 years, and show connections include Greater Sheesley, C. A. Wortham, John T. Wortham, Pacific States and Henke Bros.' shows. He also was associated with several fireworks companies and booking agencies and at one time operated his own theatrical agency. El Paso Optimists' Club, of which he is a member, recently named him the club's "No. 1 Optimist."

## Interest Is Heightened In Jewell Slayer's Hunt

MACON, Ga., Jan. 21.—Interest has heightened in the search for the murderer of Clifford C. Jewell, concession owner, found shot in the head and heart near Americus, Ga., on November 12. Revival of interest in the hunt is believed largely due to efforts of the Showmen's League of America.

J. C. McCaffery, president of the league, recently spent several days in Macon and also visited Americus, conferring with State, county and federal law-enforcing agencies.

Paul M. Conway, Macon attorney, was appointed by President McCaffery to represent the league in co-ordination of efforts in the widespread investigation.

## Catawba Date Goes to Jones

RALEIGH, N. C., Jan. 21.—During the North Carolina fair meeting here executives of the Johnny J. Jones Exposition said the organization had been awarded the 1939 Hickory (N. C.) Catawba County Fair by Secretary John W. Robinson.

## A Home for Troupers?

No. 2 OF A SERIES

I welcome the opportunity to take part in the general discussion on the feasibility of a home for troupers and the various philanthropic angles that derive from this major consideration. I doubt whether there is anybody who yearns more than I do for some plan to be evolved whereby the old, sick and needy of our business are cared for by philanthropic agencies within the business. Because of my long and varied experience, both as an observer and as a participant in theatrical charities, my hope for the achievement of the ideal of wiping out need and suffering within the business by the combined efforts of those who are a part of the business takes on a practical rather than a theoretical aspect. Which adds up to my emphatic stand that the idea of a home for troupers is impractical at this time and under the present set-up.

### Sentiment Versus Facts

It is easy to appeal to the humane instincts of broad-minded and clannish show people, creating sentiment in them for a project that is theoretically designed to take care of those who are no longer able to take care of themselves. It is not difficult at all to paint with broad, bold strokes a picture of a home that will take care of old, sick and indigent troupers. It looks swell on paper. It fits in with the finer instincts of all of us to lend a helping hand to a brother in distress; to a brother whom age and sickness have robbed of the agility and ability required to earn a livelihood in this complex era of civilization. But it's a horse of another color to actually operate a home that will take care in fact of the problems that enthusiasm prompts one to feel can be solved in a routine way once a home is established.

### Experience of Indoor Fields

Speaking as a practical business man rather than as a sentimentalist, but keeping in mind at the same time the ideal of eliminating want and misery in our business insofar as it is humanly possible, I declare that it would be a foolhardy move for either a single one of the showmen's leagues or associations or all combined to work at this time towards founding a home. Let us look at the picture as it affects the indoor fields. There are homes and hospitals for indoor performers and all of these are operating successfully. But one must take into consideration that these institutions are assured support by huge funds and that in most cases contributions to these funds have been made by the general public to a far greater extent than by the show people themselves.

We do not attempt here to tell the story of the solid financial position of the Actors' Fund of America, which on its own maintains several homes for old troupers, but it is nevertheless a fact that cannot be argued that the Fund gets a percentage of special performances of all legit shows produced; that it has been in existence for many years and that it has a tremendous reserve that is not publicized for fear that the demands on it will be too great to meet.

The Will Rogers Memorial Hospital at Saranac Lake has been supported for years by public contributions made thru the co-operation of the largest theater circuits in the country. Not a single one of the major charitable projects in the indoor end of our business is not considerably more substantial by itself than any single project in the outdoor branch. On top of this we find well-meaning but impractical outdoor showmen who would attempt the gigantic and, to our way of thinking, impossible task of founding a troupers' home at this time.

### Amalgamation Necessary Step

We do not say that a troupers' home cannot be founded on a solid basis. We do say that it cannot be done now. And we add that it cannot be attempted even by any of the various showmen's organizations on their own. If tried at all—and at some time in the future when the chances of success are greater—it should be attempted only with all of the organizations working hand in hand, not merely for the purpose of founding a home but for general charitable purposes. Which brings us to another consideration; whether it isn't high time that the various showmen's groups should get together as one big organization, each to function in its territory with a generous amount of leeway in local autonomy.

I joined the National Showmen's Association not because I didn't like the other already established organizations. I joined it because it represented convenience. I could not very well be active in the Showmen's League of America, for example, considering that most of my time is spent in New York. The establishment of a showmen's group in New York gave me an opportunity to do my share towards helping charitable and benevolent activities in the business. But I joined with the thought that the NSA is a temporary set-up; that eventually there would be an amalgamation of all the showmen's groups. And I dare say that there are many other members of the NSA that feel the same way.

There should not only be co-ordination between the various groups; there should be such close co-ordination that to a large extent membership in three or four organizations will not be necessary for certain showmen who are not in a position to favor one group and slight the others. This is pertinent to the discussion of a home for troupers because nothing really constructive and lasting will ever be accomplished by the various organizations operating independently; engaged in destructive competition for prestige, membership and other activities that should be tied up under one roof—not for the good of the men who receive the laurels but for the benefit of the showmen who are sorely in need of a helping hand and in whose interests the various groups were alleged to have been formed.

### Is Institutionalized Care the Solution?

The final question that presents itself for consideration at this time is: Why a troupers' home? Which is an important question. Shouldn't those who are clamoring for a home, without probing into the question of how a home can be supported and how it will be possible to take care of all the needy ones who will apply, consider the matter of whether the establishment of a home would be the best thing for those who are in need of shelter and care? How about a general fund administered by trustees appointed by the various organizations? Couldn't such a fund, operated efficiently and honestly, take care of the needs of the unfortunates without the expense involved of building and maintaining a home that must be prepared to take care of all who apply and who are justly entitled to its benefits?

We feel that the answer is yes. We feel that a fund properly administered can take care of the needy far better than an institution. We feel that if it can at all be avoided the project of founding an institution should be held off as long as possible even when funds are available for a modest start. We feel that supervised care is preferable, more humane and productive of greater happiness than institutionalized care. The thought or feeling is not original. We dare not take credit for it. It represents the thought of the most skilled social service workers in the world today. The trend is away from institutions where this is possible. Why should we buck the trend? We are proud of the fact that we don't do it in business. Why should we do it in our charitable work for those whom we love the most?

ELIAS E. SUGARMAN.

## Gooding Optimistic Over 1939; To Take Out 2 Shows Again

COLUMBUS, O., Jan. 21.—F. E. Gooding, of the amusement company bearing his name, predicted a better than average season is in prospect for 1939 at the recent Ohio fair meetings at the Deshler-Wallick Hotel here.

"From all indications," he said, "the year should be good for outdoor showmen in all lines of endeavor. There seems to be a feeling of optimism among showmen and fair executives, all of whom are planning bigger for 1939." As in former years, Gooding will launch both his Gooding Greater and American Exposition Shows, he said.

John F. Enright, who has been vacationing in Florida, came up for the convention and was in charge of the Gooding headquarters, which was the scene of much activity. He was assisted by Mrs. Gooding, Mrs. E. C. Drumm, E. W. Weaver and Mr. and Mrs. William J. Goutermout.

## World-Mirth Completes Even-Dozen Fair Route

NEW YORK, Jan. 21.—Before leaving for the Canadian meetings in Winnipeg, Max Linderman, general manager World of Mirth Shows, announced a completed list of 1939 fairs, numbering 12, from Canada to Georgia.

They are Central Canada Exhibition, Ottawa; Champlain Valley Exposition, Burlington, Vt.; Vermont State Fair, Rutland; Brockton (Mass.) Fair, Allentown (Pa.) Fair; Virginia State Fair, Richmond; Forsyth County Fair, Winston-Salem, N. C.; North Carolina State

Fair, Raleigh; South Carolina State Fair, Columbia; Southern States Exposition, Charlotte, N. C.; Anderson (S. C.) County Fair and Exchange Club Fair, Augusta, Ga. One other in Canada is tentative as plans have not been fully made anent operation.

## Mich. Showmen's Ball Gala Affair

DETROIT, Jan. 21.—Michigan Showmen's Association staged its third annual dance and entertainment on January 17 at the Hotel Detroit. It was a gala affair attended by nearly 500 people, and voted by all the best yet held. Dave Diamond's Band furnished music for dancing and entertainment. Talent presented included the Tates, funsters; Pee-Kee McGee, tap dancer; Hoffman and Pinto, knock-about comedians; Sunny Stone, toe dancer; Mage and Karr, tapping and rhythm; Plymouth Four, vocalists; Flying Howards, wiz on wheels. Jack Davis was an excellent master of ceremonies.

Past President Leo Lipka, as toastmaster, introduced a number of prominent guests, among them J. C. McCafferty, president Showmen's League of America. John Francis, president International Showmen's Association; Tunis (Eddie) Stinson, manager Detroit Shrine Circus, and Walter Ryan, representative of the AFA. Among fair secretaries present were Mr. and Mrs. Harry Kelley, Mr. and Mrs. Robert P. Buckley and daughter, Mr. and Mrs. Arnell Engstrom, and Leslie Simmet, secretary Gratiot County Fair.

Following the entertainment program there was dancing until 1 a.m. The association published an attractive program which yielded considerable revenue.

## Endy Winter Tour Off to Good Start At Palmetto, Fla.

PALMETTO, Fla., Jan. 21.—Endy Bros.' Shows opened their winter tour with a week's stand at the Manatee County Fair here to business which proved a keen surprise to everyone, reports Glen Ireton, of the shows' press staff.

Midway's top money honors went to the Boomerang ride, Speedy Merrill's Motordrome. Professor Kuntz's Ten-in-One and Sid Smith's new dope show. Joe Decker reported an excellent week's business for his cookhouse. Bill Tucker's six concessions also clicked. Shows' staff for the tour is about the same, with Ireton handling the press.

Eddie Owens, lot superintendent, is a recent addition however, and he did a good job of setting up, while M. J. (Squire) Riley could be seen everywhere on the midway. President David B. Endy left for the North on a booking tour. Ralph N. Endy is in charge, with Eddie Hollinger handling the office. P. J. Riggin and Wolandi, free acts, proved popular here.

Visitors included Curtis Velare, Royal American Shows; M. J. Slover, Leo Bistany, Mr. and Mrs. Rube Nixon, Mr. and Mrs. Eddie Edwards, Lillian Shepard, Mr. and Mrs. Peazy Hoffman, Mr. and Mrs. Eddie Davis, Mr. and Mrs. E. H. Philbert, Mr. and Mrs. Mike Roman and Mr. and Mrs. Een Considine.

## King Back From Tour

NEW YORK, Jan. 21.—Louie G. King, agent-promoter, back on the Stem after a few weeks on the West Coast, from there across and down to Florida, from there up here.

## Cheese Carnival to Galler

MEMPHIS, Jan. 21.—During a visit to Wallace Bros.' Shows' quarters here recently, Joe Galler said that his Buckeye State Shows had been awarded the midway contract for the Collierville (Tenn.) Cheese Carnival.

## Death Takes Blooie-Blooie; Showfolk Witness Services

RICHMOND, Va., Jan. 21.—Numerous showfolk and many members of the local Tent of the Circus Saints and Sinners Club attended funeral services in the Frank A. Bliley funeral home here on January 19 for William F. Troyk, better known in outdoor show circles as Blooie-Blooie, dwarf clown, who died in a local hospital on January 19 of heart disease, following a month's illness.

Said to have been one of the highest paid dwarf clowns in show business and one of the great showmen of modern times, the 3½-foot tall Blooie appeared with many carnivals, including World at Home, C. A. Wortham, Beckmann & Gerety, Conklin and Tate's Great London shows. He was with Cash Miller on the John H. Marks Show last season.

Blooie had suffered with a throat infection for some time, and several months before his death lost his voice. Burial was in Maury Cemetery here.

## One Injured When Fire Damages Palmer Trailer

RICHMOND, Va., Jan. 21.—Anthony Tridice sustained severe burns about the face and arms here on January 18 when fire badly damaged the trailer home belonging to Al Palmer, well-known clown and past season Fun House operator on the John H. Marks Shows. Tridice was removed to Memorial Hospital, where his condition was reported as fair.

Mrs. Gertrude Miller, who lives in the trailer stationed next to Palmer's at a trailer camp here, reported that a gas stove exploded, igniting Tridice's clothes. His clothes blazing, Tridice jumped from the trailer and rolled over in a puddle of water and succeeded in extinguishing the flames.

## Western States To Use Neon

SAN ANTONIO, Jan. 21.—Neon will play a prominent part on the midway of the Western States Shows in 1939, reports Larry Mullins, shows' press representative. Among added features will be an arch upon which the shows' title is emblazoned in large neon lettering. Rides and shows also will be generously decorated. Renovation work is now in full stride at quarters here.

## Lang Books Spots in Minn.

ST. LOUIS, Jan. 21.—Among fairs and celebrations booked by Dee Lang's Famous Shows at the recent Minnesota fairs meeting in Minneapolis, reports Dee Lang, were those to be held in Barnesville, Fertile, Ada, Warren, Hallock, Detroit Lakes, Brainerd, Roseau, Mahnomon, Perham, Faribault, New Ulm, Kasson and Preston.

## Strates Signs Fair, Expo

SAVANNAH, Ga., Jan. 21.—Owner James E. Strates, upon arrival in quarters here last week from Florida, announced that the Strates Shows had been contracted to furnish the midway attractions at York (Pa.) Fair and Duval County Exposition, Jacksonville, Fla. Former date will mark the organization's third consecutive year there.

## Dodson's Get S. C. Dates

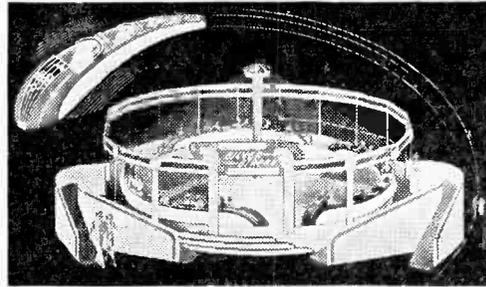
MIAMI, Fla., Jan. 21.—Contracts to furnish the midway attractions at Rock Hill and Newberry (S. C.) fairs have been awarded to Dodson's World's Fair Shows, reports M. G. Dodson, vice-president. Dodson also said that Harold and George Lucas had contracted their new Roll-Plane with the organization.

## Bley With Magic Show

NEW YORK, Jan. 21.—Felix Bley, veteran carnival general agent, last with Gooding Shows, arrived here this week. He's in town ahead of Will Rock's "Thurston Mystery Show," a vaude-club magic unit.

SPOKANE, Wash.—A policy of denying free carnival permits petitioned by veterans' organizations where the bulk of the show receipts go to outsiders has been adopted by the city council. Stand was taken on petition of Disabled War Veterans, Altman-Ruoff chapter, for a fee waiver on Patrick Shows. Regular carnival license is \$200.

## "THE RIDE OF TOMORROW"



## SILVER STREAK

GIVES YOU COLOR APPEAL - CAPACITY - DAZZLING SPEED - TANDEM SEATING - THREE MECHANICALLY BANKED TRAINS - THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.  
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

## THE OUTSTANDING HIT OF THE CHICAGO SHOW

Mangels New Kiddie Ride

## ROTO - WHIP

ORDERS PLACED NOW WILL RECEIVE EARLY SPRING DELIVERY.  
W. F. MANGELS, Coney Island, New York, N. Y.



## BOOMERANG

The Famous Ride Sensation

Send for Illustrated Circular.

BOOMERANG MFG. CORP.

HARRY WITT, Sales Mgr.,

366 HAMILTON AVE., BROOKLYN, N. Y.

## UNITED STATES TENT

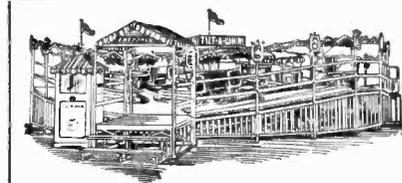
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701 North Sangamon Street

(Phone: Haymarket 0444),

Chicago, Ill.



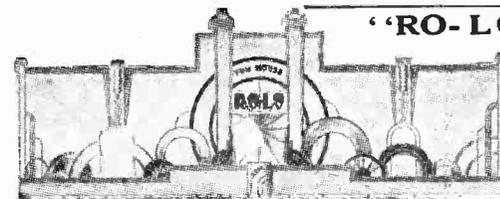
Invest in the Time-Tested

## TILT-A-WHIRL

Flashy --- Reliable --- Money Getter

For Particulars, Price and Terms Write

SELLNER MFG. CO., Inc., Faribault, Minn.



## "RO-LO" FUNHOUSE

50 Ft. Front—Indirect Lighting—Biggest Flash. Modernistic Gorgeous Coloring. A proven Money Maker—Loads on one Truck. Success in '38 Brought Many New Orders for '39.

ALLAN HERSHEY CO., Inc.

N. Tonawanda, N. Y.  
Mrs. of Rocket Ride—Carrousels—Kiddie Auto Rides.

## BROADWAY SHOWS OF AMERICA

WANT: Shows of all kinds that do not conflict. Will book shows with own outfit. Have complete Side Show open for capable showman.

Will Book: Motor Drome and Rides that do not conflict. What have you?

WANT Concessions of all kinds. Will sell X on Bingo, Custard, Photo, Palmistry and Shooting Gallery.

FOR SALE: Cookhouse, 24x30, complete; also Photo Gallery with Enlarger. May Collier write. Address COL. J. F. DEHNERT, Covington, Ky.

## AT LIBERTY—General Agent

FOR CARNIVAL OR CIRCUS. Thoroughly experienced in this capacity. A-1 in appearance and capable in meeting officials of the highest. Results guaranteed beyond question. Fast and sound judgment used in contracting. Have new car. Can start immediately.

Address R. J. COUSINS

YORK HOTEL,

INDIANAPOLIS, IND.

## L. J. HETH SHOWS

Now booking Shows and Concessions for the coming season. Will furnish outfits to any Show of merit. WANT: High Class Free Act, 8-Piece White Band; also Colored Musicians. Norman Wolfe answer. Have for Sale: Swooper Ride in first class condition, Price \$1,500.

Address: WINTER QUARTERS, North Birmingham, Ala.

**SHOW TENTS and TRAILER CANOPIES**  
Fulton Bag & Cotton Mills  
Manufacturers Since 1870  
ATLANTA ST. LOUIS DALLAS  
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, Mo.

## Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery,  
**CHAS. T. GOSS**  
With STANDARD CHEVROLET COMPANY,  
East St. Louis, Ill.

# Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

SOME winter quarters stirring.

MYRTLE AND BEN HIGHLEY are spending the winter at their home in Joplin, Mo.

HAZEL KEMPF, of Kempf's Model City, is playing the Cleveland Playhouse, Cleveland, O.

WHO used to say, "This is MY show; where's yours?"

FAT ALTON, with the A. B. C. Shows, is reported still out in lower Imperial Valley towns in California.

FRED BECKMANN'S health is much improved and he goes to his office daily. A recent operation regained for him his eyesight.

HOTEL lobby conversations should not be for the benefit of ALL the guests.

THE new Allan Herschell Rocket Ride and Ro-Lo Funhouse will be shipped to

JACK BURSLEM and his crew of salesmen, who worked the Sun Carnival parade and the Sun Bowl football game, have left El Paso, Tex., and are headed for the West Coast.

'TIS folly not to be wise. How many show attaches read at least one newspaper daily and how many read the editorial page?

LEO GRANDY infos from Ormond, Fla., that he has again been signed as *The Billboard* agent, mail man and electrician on the O. J. Bach Shows in 1939, making his 19th season on the road.

CHARLES JOHNSON, after a few weeks' absence, has returned to the Great Southern Shows' quarters in Loxley, Ala. He rambled in from Marianna, Ga., on January 6.

IT WON'T be long now until the cookhouse general agents gather to put the general agents on the w.-k. pan.

F. L. BRASHER writes from Detroit that Vic Horwitz has signed him to superintend the painting of rides and shows on the Motor City Shows. He says quarters activities are under way.

"YAS, SUH." John (Spot) Ragland is reported back in Los Angeles with a swanky new sedan that has a patented

underwent an appendectomy in Murray City Hospital, Murray, Ky., on January 7. Physicians report his condition as favorable.

AMONG SHOWFOLK sighted around El Paso, Tex., are Mr. and Mrs. Johnny Graves, Mr. and Mrs. Dick Havens, Mr. and Mrs. Paul Towe, Mr. and Mrs. J. D. Summers, Charlie White and Shorty Wells.

NEW wrinkle in opposition was introduced in a Tennessee town last season when a certain show was "showered from the sky" with free ride tickets.

MAURICE MILLER, general manager, and Capt. Frank Lee, general agent of Miller Bros.' Shows, made a quick visit to *The Billboard's* Cincinnati offices last week en route to the convention of the Michigan Association of Fairs.

AMONG THE TROUPERS spending the winter in West Palm Beach, Fla., are Mr. and Mrs. J. S. Bullock, Bullock Amusement Co.; Mr. and Mrs. Jimmie Anderson, Mrs. Virginia Harris and Clarence Poplin.

MANAGER of the Great Pin Head Shows advises that his special agent will be permitted to solicit only natural taps. This will help to air-condition the midway.

FRANK ZORDA writes that he is still doing a mentalist act with Lady Verona on the Morris Miller Modern Museum. He adds that they are now in their ninth week and plan to remain with the organization all winter.

SUFFERING from pernicious anaemia, E. A. Kennedy has been taking treatments for over six years at Astoria, L. I., N. Y. Every three weeks or 30 days he gets a liver injection to keep his blood up. Altho afflicted with a cold, he says he feels very good at present.

A WELL-KNOWN Pacific Coast Athletic Show operator says he keeps in shape all year by working with his wrestlers in summer and fighting with the missus all winter.

R. C. PFISTER, formerly associated with such organizations as Oscar Bloom's Gold Medal Shows and Al C. Hansen Shows in special-agent capacities, is spending the winter working on a newspaper in Cambridge, O. He says he expects to return to the road next season.

H. F. DEANE cards from New Orleans: "World's Fair Museum is working to good business here and it's one of the best that's been in this territory in years. Unit presents such old-time



**PENNY PITCH GAMES**  
 Size 48x46", Price \$20.00.  
 Size 48x48", With 1 Jack Pot, \$30.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price ..... \$12.00

**BINGO GAMES**  
 75-Player Complete ..... \$5.00  
 100-Player Complete ..... 7.25

**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00  
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### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
**PACK of 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.  
**ZODIAC FORTUNE CARDS,** Fine Set of 30 Cards, 35c.  
**MENTAL TELEPATHY,** Booklet, 21 Pages. Each, 25c.  
 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.

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1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.  
 166 Page Illustrated Catalog (No. 17) With Supplements.  
 Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

### NELSON ENTERPRISES

198 S. Third St., Columbus, O.

### HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.  
 WANT FREAS AND NOVELTY ACTS OF MERIT AT ALL TIMES.  
 State salary and all details in first letter.  
 Open All Year Round.  
 SCHORK & SCHAFFER.

### Sol's Liberty Shows

NOW BOOKING FOR SEASON 1939  
 Box 223, CARUTHERSVILLE, MO.

### GOLD MEDAL SHOWS

NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939  
 Address: P. O. BOX 8, New Albany, Ind.

### West Bros.' Shows

Now Contracting SHOWS AND CONCESSIONS FOR SEASON 1939.  
 Address BOX 67, Morley, Mo.

### FOR SALE

12-Car Portable Whip, good running condition, Cushman Engine, newly painted. Can be cut to 8-car if desired. Cheap for cash. Good reason for selling.  
 BOX 344, Sunbury, Pa.

### HAPPYLAND SHOWS, INC.

Best in the Middle West.  
 Contracting Shows and Concessions for 1939 Season.  
 Address: 3633 Seyburn Ave., Detroit, Mich.

### WANTED TO BUY

No. 5 or No. 12 ELI WHEEL. Must be in good condition. Address  
 BOX D-170, care The Billboard, Cincinnati, O.



R. H. WORK, manager of the shows bearing his name, who has his organization safely ensconced in quarters at Elizabethtown, N. C., where activities for 1939 will soon get under way.



WILLIAM C. MURRAY, who on January 1 began his duties as general agent and assistant manager of the Sam E. Spencer Exposition Shows for 1939, broke into show business in 1911 via the vaudeville and dramatic stock route. Since entering the carnival field in 1913 with Col. Francis Ferrari he has been associated with such organizations as Smith Greater, Dykman & Joyce, Galler, Great Middle West, Washburn's Mighty Midway, Via-Ken, Krause Greater and for the past four years was general agent of Keystone Shows. While with Washburn in Canada in 1911 he enlisted in the Canadian Army and had four years' service overseas. Murray has also promoted fairs and indoor events.

Crafts 20 Big Shows in California by boat.

BEST bridge experts in the PCSA club-rooms are said to be Louis Walk, Herb Usher, Charley Walpert, Joe Krug, Phil Williams and Joe Brawley.

THAT manager who will not tolerate racket is entitled to the courage of his convictions.

BILL JESSUP, of Krekos Amusement Co., reports an excellent 1938 season for his aggregation now wintering in Oakland, Calif.

PURL SHIELDS, Palmetto Shows, has his 12-people minstrel troupe barnstorming thru South Carolina this winter.

WINTER tours would not be necessary for many if they did not make "Cook's Tours" in summer.

ROY E. EDISON, for years electrician with Al C. Hansen Shows, is now employed in Wallace Bros.' quarters at Memphis.

MR. AND MRS. BLACKY TARKINGTON, State Fair Shows, who have been wintering in El Paso, Tex., left recently for a visit in Houston.

NOW is the time for the disgruntled concessioner to apply for a position as g. a. for the coming season.

MR. AND MRS. TONY SPRING left El Paso, Tex., recently for the Coast, where they attended the Pacific Coast Showmen's Association annual banquet and ball.

back-seat bed, having recently visited the homefolks down in No'th Ca'lina.

ASIDE to poison-pen writers. A boomerang returns to the thrower. That Greenville, Miss., "episode" last summer is a case in point.

L. G. SKEENE and John Gabel have been wintering in Tulsa, Okla., since closing with State Fair Shows. They report they will hit the road with a different organization in 1939.

O. H. HILDERBRAND, the Pacific Coast Showmen's Club "William Jennings Bryan" (in club politics), was reported in Oregon, Washington and Montana, attending fair meetings with his agents.

HOW about a Linguists' Club among show executives? Was James M. Benson the only manager who could speak the Egyptian language?

ERNEST E. FARROW JR., whose parents operate the Wallace Bros.' Shows,

### FOR REAL SPORT

Go money-hunting with a No. 5 BIG ELI Wheel. Take it to the spots where profits are best. Fred Brodbeck of Winsley, Kansas, played 41 locations with his No. 5 Wheel in 1938. It made money for him at every spot. Get a good start in 1939 with a No. 5 BIG ELI.



**ELI BRIDGE COMPANY**  
 Builders of Dependable Products.  
 800 Case Avenue, JACKSONVILLE, ILL.

## 3 PROVEN MONEY MAKERS

### LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less than 5 years.

Write for descriptive literature.  
 Place your order for spring delivery NOW.

**EYERLY RIDES GUARANTEE BIG PROFITS**

### EYERLY AIRCRAFT CO.

Salem, Ore.  
**ABNER K. KLINE,** Sales Manager.  
 European Suppliers  
**LUSSE BROS., Ltd.,** Blackpool, England.

general agent, reports some favorable bookings have been lined up for 1939. Building of new fronts, painting, repairing of motors and ride and equipment work is progressing at quarters here. Adolph Swanson, corn game manager and lot man, is building a new corn game layout. Arthur Holden, electrical expert, is handling the rewiring and illumination work. Reported by A. Swanson.

**Olson & Wilson**

MEADVILLE, Pa., Jan. 21.—Work is progressing in quarters here. R. R. Blanchard, of pop-corn fame, and Mr. Odessa visited last week, as did William Dilly, who signed with two concessions. Al Ross is busy building a new front for his new Girl Revue, which has been playing theaters in this section. Bob Roche is expected here soon to begin framing the concessions.

Work on the monkey speedway is under way and the steel cars are being built by a local concern. Plans are being made for a new Hawaiian Show. The writer plans to make a three-week trip to attend several fair meetings. General Manager Kenneth (Duke) Wilson is still in Chicago, but is expected here soon. George Lay and family have signed their shooting gallery and new mouse game, while a new office car has been ordered. Reported by Mel Olson.

**King Reid**

DORSET, Vt., Jan. 21.—Construction will begin here in earnest about February 15. All equipment was stored here at the close on September 15, hence it escaped the September hurricane. Show will open about May 1 with about the same line as last year. Gene Dean, corn game operator, again will have his lay-

out with the show, making his fourth consecutive season with the organization. A new green top has been ordered, and the same four neon bingo signs again will be used.

Roland Champagne reports from Lowell, Mass., that he has purchased a new tractor and semi-trailer to add to his equipment at quarters here. Two new 50-foot panel fronts will be constructed for Monkey-Town and Laff-Land. Contract for the pictorial panels again has been awarded to Hill & Shafer Studio, Augusta, Me. Management will continue its policy of playing the smaller cities and towns in New York and New England territory. Reported by R. Lefevre.

**L. J. Heth**

NORTH BIRMINGHAM, Jan. 21.—Work is progressing at quarters here and plans are being carried out to enlarge the show for next season. Management purchased another Ferris Wheel and a Ridee-O as the first step in that direction. L. E. Elliott, chief mechanic and electrician; Charles Strickler, blacksmith; Paul Reynolds, ride foreman; J. J. Stewart, superintendent of construction; Garland Robison, ride foreman; Bill Bozman, ride foreman; Vitte Niderstros, ride foreman; George Holloway, carpenter; Hollis Robison, ride foreman; Riley Bain, painter; Alvin Bain, concession manager; Shorty Graham, property man, and Sam Smith, cook, are in quarters and have full crews at work.

Joe J. Fontana, general representative, returned here from the Georgia fair meeting and announced several good bookings. Manager Heth and Fontana will leave again in a few days to attend the Illinois fair meetings. Reported by R. L. (Bob) White.

**Ballyhoo Bros.' Circulating Expo.**  
**A Century of Profit Show**

By STARR DeBELLE

Brass End., Fla.

Week Ended January 21, 1939.

Dear Mixer:

When word reached the office that Drawhead Sisters' Cultured Carnival was making arrangements to predate our show with a colored fair the bosses decided to open on a 48-hour notice. This move also caused Sifting Sand County Fair to open long before the scheduled date, which never had been definitely set, the board agreeing to allow the show to set the date for its own convenience.

Opening of the show spread like wild-fire, the management sending two criers up and down the east and west coasts of the State to round up our beach-combers and to make sure not to miss any of them who had closed on the nut. They were given instructions to travel back to the show light by leaving their baggage for back room rents. Early Sunday morning every man, woman and child was present or accounted for, and again the show's winter-quarters cook-house rang out with laughter. Job of erecting the midway was quickly under way, and by nightfall the show was ready to exhibit in its new home town.

Morday morning members of Brass End Chamber of Commerce arrived on the lot and were amazed at the size of the show. They insisted on the show's advertising their town on our annual tour around the world by lettering the

**Northwestern Shows**

Now Booking for the Coming Season, Opening April 1. CONCESSIONS, EMPLOYEES AND SHOWS. F. L. FLACK, Sole Manager. General Offices, 36 E. Woodbridge St., Detroit, Mich. Winter Quarters, Coldwater, Mich.

**MINER'S MODEL SHOWS**

Now Booking Shows, Rides and Concessions for the 1939 Season. Also Ride Help. Address R. H. MINER, 161 Chambers St., Phillipsburg, N. J.

**WANT TO BOOK**

My Popcorn and Cotton Candy Concessions Exclusive on Carnival. Central States Preferred. R. R. MICKEY QUENEMO, KAN.



The "TROUPER'S FAVORITE"

**KOZY Coach**

TRADE NAME REG. U.S. PAT. OFF.

**NEW FOR 1939**

- New streamlined exterior.
- Side cabinets continued clear to the back giving 20% more storage space.
- Ingenious floor plan and new sliding doors between living room and rear compartment insure complete privacy.



**FREE!**

**KOZY COACH CO.,**

1802 REED AVE., KALAMAZOO, MICH.

**CONCESSION MEN—BIG BARGAIN!**



Here's a way to save real money on the purchase of the famous SCHULT "Concession Vendor" trailer for your use next season.

Just place your order with Schult now, and agree to take delivery in April. This will allow your trailer to be built between production peaks at a money saving Schult will hand you.

The new, 1939 "Concession Vendor" has comfortable, private living quarters for two persons in the front end. At the rear, 21 feet of awning-covered counter space

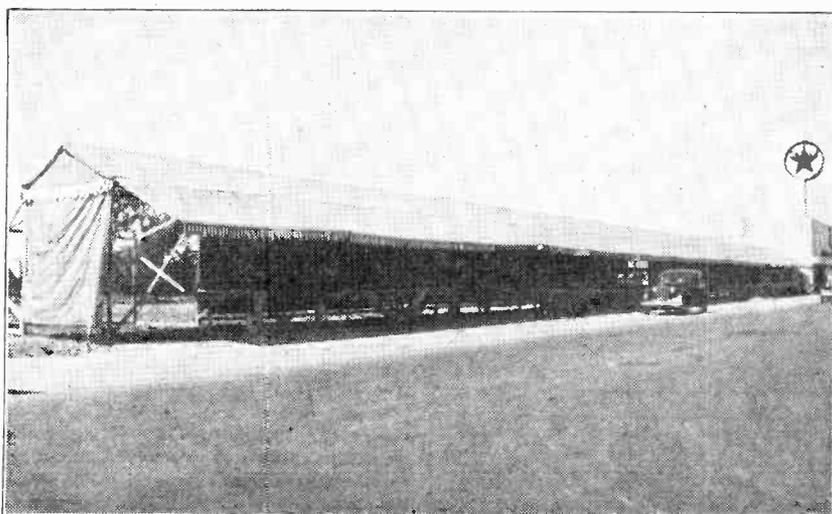
with sides that raise and lower. Work space has sunken floor, under-counter shelves and drawers, center island, sink, work counter and display shelves. Plenty of outlets for electrical appliances and lots of crowd-drawing lights.

For several seasons, hundreds of these jobs have been making and saving more money for live-wire concessionaires. Now you can get a modern, up-to-the-minute vending trailer at a low price never before offered. Your order must be received by January 31st if you take advantage of this big bargain proposition. Regular price of trailer is \$845 complete. Special price for period of this offer, \$745. You save \$100. Send \$250 with your order, balance on delivery.

**SCHULT TRAILERS, INC.**  
DEPT. 201, ELKHART, INDIANA

sheetwriters, wire jewelry workers, a jam pitchman, the show's tractors and horses and the horse feed as well as a wonderful display of WPA quilts. The tractors were placed in the tent to serve as a mechanical exhibit and as flash premiums for the sheetwriters. They served the purpose with greater results than the doctor books that they promised to send down from the main office.

By Wednesday the poultry tent was in the air and well filled with two show parrots, a pair of lovebirds, a monkey and 'Bama's pet crow. The crow took the blue ribbon but misled the other birds trying to teach them the ins and outs of a bird pickout. If it had not rained for the remainder of the week



A NEW IDEA in lining up concessions was inaugurated on the midway of the 1938 State Fair of Texas, Dallas, by Denny Pugh, who grouped all stands under two concession tops, one of which is pictured here as it appeared at the fair. Tops, which are 252 feet long, were manufactured for Pugh by the Fulton Bag and Cotton Mills of Dallas.

**FOR LIVING OR TRAVELING**

Do you want a "Home on Wheels"?—comfortable, convenient, safe and cozy? Then look at the splendid line of VAGABOND COACHES for 1939. Ideally adapted to the needs of those who need a mobile dwelling. Equipped with all the appointments that make a real home, yet easy to take with you wherever you go. A VAGABOND gives real satisfaction. Their sturdy, properly-engineered construction assures long life. Complete in every way. No extras to buy. Made by trailer specialists who really know their business. Satisfied users everywhere testify to their high quality. Yet prices are so reasonable they will surprise you. From the Sixteen-footer to the Twenty-One, you have a choice of models to suit your needs. Priced from \$630.00 up. Write today for illustrated catalogs showing construction diagrams, interior equipment and full specifications.



**VAGABOND COACH MFG. CO.**  
503 Grand River Ave. New Hudson, Mich.

there is not a doubt in the bosses' minds that it would have been the best opening date in the show's history. MAJOR PRIVILEGE.

**Fla. Fairs for Crescent**

JACKSONVILLE, Fla., Jan. 21.—According to Manager L. C. McHenry, Crescent Amusement Co. has been contracted to present the midway features at Ft. Myers, Ft. Pierce and Sebring, Fla., fairs in 1939.

# Legality of Prize Contest

By LEO T. PARKER, Attorney at Law

EVERY amusement place owner has occasion to determine questions of law. Obviously, a correct solution of a legal problem may avoid litigation and consequently result in a great saving of time and money.

The principal advantage of owners of amusement places obtaining reliable legal information in simplified form is that generally litigation may be avoided. A person who understands his legal obligations is less likely to perform acts that will result in liability when compared with a person who is unfamiliar with the law or one who relies upon "hearsay" information which, in the majority of instances, is quite undependable.

One dependable way of minimizing chances of financial loss is being familiar with the outcome of recent higher court decisions involving others. By this method readers will be able to eliminate many causes of litigations.

Recently a great deal of discussion has arisen regarding the lawful right of proprietors of amusement places to offer and distribute prizes, chance tickets and the like to patrons, and therefore we shall in this article review leading higher court cases involving various phases of law on this subject.

For example, many proprietors of amusement places attract patronage by distribution of valuable articles to lucky patrons. Generally speaking, in plans of this nature the patrons hold stubs having printed thereon numbers which correspond to numbers on tickets drawn by chance. In many instances these chance tickets are given free to patrons who purchase admission tickets.

When determining whether a plan of this nature violates State laws or city ordinances it is well to realize that the higher courts have held that the plan

is a form of a lottery and unlawful.

After making a thoro review of recent and leading higher court cases it is apparent that a "lottery" is any plan by which a prize is given by chance to any person who has given anything of value for the chance. Therefore when determining whether a plan or scheme violates a lottery statute this question must be answered: Did the patron give valuable consideration for the chance ticket? According to the latest higher court cases, if this question is answered in the affirmative the operator violates the State law and is liable for conviction.

For example, in a leading case (State of Washington vs. Simon Danz) it was shown that the owner of a place of amusement adopted a method of distributing groceries and other personal property of value to patrons. The articles distributed cost the proprietor nothing, as they were collected from various owners of stores whose compensation was derived from having their names called as the goods were distributed. The distribution was by lot and chance. The plan was commonly known as the "country store," which was billed on certain days when low-priced entertainment was exhibited.

The proprietor was arrested, convicted and heavily fined for violating a State law designed against lotteries. The law provides, as usually provided by similar laws in different States, that a lottery is "any scheme for the distribution of money or property by chance among persons who have paid, or agreed to pay, a valuable consideration for a chance, whether it shall be called a lottery, raffle, gift enterprise or by any other name."

During the trial testimony was introduced proving that a sign was conspicuously placed at the entrance to the amusement place explaining that free tickets to the drawing were given to patrons without the necessity of purchasing admission tickets.

The important point for determination by the court was whether the proprietor had violated the State law which provides that in order to be within the law persons to whom valuable property is distributed must pay a "valuable consideration" for their ticket.

It is interesting to know that the higher court upheld the lower court, which held that the proprietor violated the State law, and said:

"The patrons knew it was 'country store' night. They paid a valuable consideration to participate. The fact that they paid the same price charged on other nights is not conclusive or controlling in favor of the appellant (proprietor). A valuable consideration was paid. What did the purchaser get? Not simply a ticket for the show, but a ticket to that and to the chance drawing. That was the plan and purpose for which the consideration was paid."

Also, in another leading case, Society vs. Seattle, Wash., it was shown that merchants and manufacturers distributed chance tickets to patrons who already occupied their seats. These contained the names of the merchants and manufacturers who contributed the prizes.

After the regular performance stubs of the chance tickets, previously distributed among the seated patrons, were drawn and the donated prizes were distributed among the holders of the winning tickets.

In this case the proprietor had nothing whatever to do with supplying the merchandise, distributing the tickets, drawing the lucky tickets, distributing the prizes or advertising the chance drawings. All of this was done by the merchants and manufacturers, who supplied the prizes to be given away, and their names were printed upon the tickets for publicity purposes.

The proprietor contended that since he had nothing whatever to do with the distribution of prizes, advertising the drawings and the like, he was not a part of the scheme. Notwithstanding this contention, the higher court held that the proprietor had used the drawings as an inducement to attract new and more patrons, and that this plan violated the State law. This court said:

"The elements of a lottery are: First, a consideration; second, a prize, and third, a chance. But while the patrons may not pay, and the respondent (proprietor) may not receive any direct consideration, there is an indirect consideration paid and received. The fact that prizes of more or less value are to be distributed will attract persons to the theaters who would not otherwise attend. The mere fact that respondent (proprietor) is not permitted to advertise drawings cannot remove the sting because the scheme will advertise itself."

In order that readers may have an opportunity to compare various unique plans which, however, have not avoided lottery laws, we shall now review several higher court cases.

In a leading case, Chesley vs. Pierce and Sawyer, it was disclosed that a proprietor distributed handbills which stated that 800 prizes of various values would be distributed among the audience. The proprietor gave each patron who purchased an admission ticket a chance ticket. Persons holding numbers called out at random were given premiums according to the proprietor's selection. In other words, the proprietor did not give prizes to all whose names

were drawn, but he gave prizes only to patrons whom he desired to favor. Notwithstanding this method of distribution of prizes, the court held the scheme to be a lottery and therefore unlawful.

In Negley vs. Devlin, 12 Abb. Pr. N. S. N. Y. 210 (New York), it was shown that a theater's seating capacity for one performance was sold for the benefit of charity. Each ticket entitled the bearer to admission and whatever gift might be awarded the holder of the lucky number. The court held this scheme to be unlawful.

In Morris and Jeffs vs. Blackman, 2 Hurlst, 913, a proprietor advertised that he would distribute gold and silver prizes at the end of each performance. No numbers were distributed among patrons. When the proprietor distributed the prizes he simply announced at random seat numbers and the ushers delivered prizes to the occupants of these seats. This plan was held to be a lottery and unlawful.

Also see Blair vs. Lowham, 276 Pac. 292, where it was held illegal for a proprietor to give an automobile to a patron who held the torn ticket having thereon a number corresponding to the number on a ticket drawn by chance.

## Avoid Lottery Law

The fact that "chance" enters into distribution of prizes to patrons of amusement places does not always result in the scheme being unlawful, as illustrated by Cross vs. State, 18 Colo. 321 (Colorado). Here it was shown that chance tickets were distributed indiscriminately to citizens. These tickets were distributed not when admission tickets were sold but irrespective of those who purchased admission tickets. In other words, the persons who held the chance tickets received them gratuitously in every respect and were not required to purchase anything of value or an admission ticket in order to receive the chance tickets.

The court promptly held this plan NOT unlawful.

And in Yellowstone and Kit vs. State, 88 Ala. 96 (Alabama), it was disclosed that chance tickets were distributed to citizens to induce them to come to a free show in order that the management might have the opportunity during intermission to sell the patrons valuable merchandise.

The court held that this proprietor did not violate the State laws designed against lotteries. This court said: "There is no law which prohibits the gratuitous distribution of one's property by lot or chance."

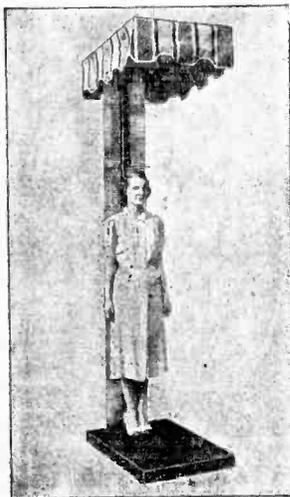
Also, in the leading case of Minty vs. Sylvester, 1915, 114 L TNS (England) 164, a proprietor advertised that valuable prizes would be given away to patrons. The proprietor stood on the stage and promiscuously directed ushers to deliver prizes to selected patrons.

This court held that the proprietor was NOT guilty of violating the State lottery law. This court stated that a proprietor may lawfully promiscuously distribute prizes to patrons in the audience who are SURPRISED to know that prizes are given away.

And, in Featherstone vs. Independent (Texas) it was held to be legal, and not in violation of the lottery laws, for proprietors of amusement places to distribute chance tickets WITHOUT CHARGE and without necessity of the holders' purchasing admission tickets, altho the holder of the lucky ticket corresponding to the one drawn by chance from a box was entitled to receive an automobile.

In Conqueror Trust Co. vs. Simmon, 62 Okla., 252, the higher court held that a scheme was VALID and NOT illegal where chance tickets were given to patrons by the proprietor and prizes were awarded to the patrons holding the GREATEST NUMBER of ticket stubs.

In Amlie Strand Co. vs. Marie Moose, 176 Minnesota 598, a proprietor offered valuable prizes to patrons who received the greatest number of votes for every dollar spent by purchasing coupon books and tickets. The prizes were given to the patrons receiving (See LEGALITY OF PRIZE on page 57)



It's New  
**GUESS YOUR HEIGHT SCALE**  
Is Going Over Big  
**SURE WINNER**

Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. One out of fifty persons know their height. Order yours today and go to town. Price \$80.00 F. O. B. Coldwater. Half Cash, Balance C. O. D. Can Make Immediate Shipment. Write for Descriptive Circular.

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**D. BIERBRAUER, Sr., Coldwater, New York**

## W. C. KAUS SHOWS, INC.

1939—BIGGER AND BETTER—1939.

WANT RIDES: Ride-O, Octopus and U-Drive-Its. SHOWS: Want capable Party to take Ten-in-One, organized Minstrel Show, Pit or Walk-In Show. CONCESSIONS: Frozen Custard, Candy Apples, Ploss, Popcorn, Diggers, Lead Gallery, Cigarette Gallery, Bowling Alley, Duck Pond, Fish Pond, Penny Pitch, Pitch-Till-U-Win and Ball Games, or any other legitimate Concessions. Reliable Show People and Ride Help wanted. Would like to hear from Carl Hall. Address communications to W. C. KAUS, New Bern, N. C., Winter Quarters.

FIRST CALL.

## BAZINET SHOWS WANT

FIRST CALL.

CONCESSIONS—Have the following already booked: Cook House, Corn Game, Pop Corn, Scales, Milt Camp, Photos, Cig. Gallery, Short Range Lead, Fish Pond, Penny Pitch, Under and Over, Diggers, Two Wheels and Two Grind Stores. All others open.  
SHOWS—Will finance reliable Showmen with novel ideas. WANT Managers for well-framed 10-in-J, Geek, Crime, Monkey Circus, Revue. WILL BOOK OR BUY Motordrome and Funhouse.  
HELP—Need Ride Help on all Rides that can handle semis. WANT Builders, Artist, Electrician, Dan Riley and all who I contacted in the past three months.  
RIDES—Will buy small Chairplane and Octopus. All replies to FIRST CALL—DWIGHT J. BAZINET, Gen. Mgr., 626 Eth St., N.E., Minneapolis, Minn.—FIRST CALL

## SOUTHWEST FLORIDA FAIR Ft. Myers, Fla. Feb. 21-25

FT. PIERCE, FLA., FAIR, FEBRUARY 27-MARCH 4 — SEBRING, FLA., FAIR, MARCH 6-11.  
WANT CONCESSIONS (Positively No Wheels, Spindles or P. C.) Slum Stores, Ball Games, Penny Arcade, Custard, Novelties, Cookhouse, Grab Joints. BINGO open. SHOWS with own outfits that cater to women and children liberal percentage. RIDES—Rolltoplane, Ride-O, U Drive 'Em Cars, Funhouse. We have three more Florida Fairs pending. Fair Secretaries and Committees in Florida contact us. Address L. C. MCHENRY, Mgr. CRESCENT AMUSEMENT CO., 322 Ivy St., Jacksonville, Fla., until February 1; then Ft. Myers.  
P. S. — Will Sell Exclusive Grandstand Privileges at Ft. Myers.

CONVENTIONS

ALABAMA
Birmingham—Order of Red Men. Apr. 8. M. D. Friedman, Box 494.

ARIZONA
Douglas—F. & A. M., R. A. Masons & Knights Templar. March 27-31. J. H. Barrett, Box 1057.
Douglas—State Elks' Assn. Apr. —. L. J. Lauer.

ARKANSAS
Little Rock—State Outdoor Adv. Assn. Latter part of March. J. P. Baird, Box 186.
Little Rock—State Soc. Sons of Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway.

CALIFORNIA
Oakland—R. & S. & R. A. Masons. Apr. 20-21.
Oakland—Knights Templar. Apr. 24-25. T. A. Davies, 423 Masonic Temple, San Francisco.

CONNECTICUT
Bridgeport—Order of Red Men. May 6. Wm. Saunders, 79 Woodside ave., Waterbury.
Hartford—F. & A. Masons. Feb. 1-2. W. Buck.

DISTRICT OF COLUMBIA
Washington—Order of Odd Fellows. Jan. 24-26. H. L. Anderson, 419 7th st., N. W.
Washington—Knights of Pythias. Feb. 20. W. A. Kimmel.

FLORIDA
Fort Myers—Order of Red Men. May 16-17. D. T. Farabee, Box 6.
Hollywood—State Hort. Soc. Apr. —. B. Floyd Davenport, Fla.

GEORGIA
Gainesville—Knights Templar. May 10. C. S. Wood, Savannah.
Macon—R. & S. Masons. Apr. 26. W. J. Penn Jr.

IDAHO
Wallace—Knights Templar. May 18. D. Banks, Boise, Ida.
ILLINOIS
Chicago—State Agrl. Assn. Jan. 30-Feb. 1. P. E. Mathias, 608 S. Dearborn st.

INDIANA
Indianapolis—State Farm Bureau Fed. Latter part of Feb. Mrs. L. Scott.
Indianapolis—Knights Templar. May 10. W. H. Swintz.

IOWA
Burlington—Dis. Amer. Veterans of World War. May 21-22. E. Parker.
Ft. Dodge—American Band Masters' Assn. Feb. 26-March 1. Glenn Bainum, Fisk Hall, Northwestern Univ., Evanston, Ill.

KANSAS
Newton—Knights Templar. May 9-10. E. F. Strain, Masonic Grand Lodge Bldg., Topeka, Kan.
Pittsburg—State Elks' Assn. May 21-22. Wayne Lameroux, Great Bend, Kan.

KENTUCKY
Bowling Green—State Elks' Assn. May —. F. L. Strange.
Lebanon—Knights Templar. May 18. H. Woods, Winchester, Ky.

LOUISIANA
Eunice—State Assn. of Fairs. Feb. 7-8. P. O. Benjamin, Tallulah, La.
New Orleans—Assn. of Southern Agrl. Workers. Feb. 1-3. F. E. Miller, Box 1398, Raleigh, N. C.

MAINE
Augusta—Knights Templar. May 17. C. H. Henry, Berwick, Me.
Portland—Masonic Grand Bodies. First week in May. C. E. Leach, Masonic Temple.

MARYLAND
Baltimore—Order of Odd Fellows. Apr. 17-18. W. Jones.
Baltimore—Junior Order. Apr. 18-19. H. L. Mennerick, 100 N. Paca st.

MASSACHUSETTS
Boston—N. E. Nurserymen's Assn. Jan. 31. L. Brightwood, Springfield.
Boston—Knights of Pythias. May 10. M. B. Ulin.

MICHIGAN
Grand Rapids—Knights of Columbus. May 29. W. E. Sturm, Monroe, Mich.
Ludington—Odd Fellows' Encampment. May 16-17. Edward Hoyt, 44 Eldred st., Battle Creek, Mich.

MINNESOTA
Minneapolis—State Florists' Assn. March 11. C. A. Mathes, Osceola ave., St. Paul.

MISSISSIPPI
Jackson—F. & A. Masons. Feb. 15. E. L. Faucette, Meridian, Miss.
Jackson—State Assn. of Fairs. Feb. 9-10. J. M. Dean.

MISSOURI
Joplin—G. A. R. of Mo. May 16-19. J. L. Pierson, 427 Victoria Bldg., St. Louis.
Mexico—Order of Odd Fellows. May 22-25. Ben Weidie, 3765 Lindell, St. Louis.

NEBRASKA
Grand Island—Knights Templar. Apr. 20-21. L. Smith, Omaha.
Nebraska City—Order of Eagles. May 8-9. P. A. Matthews, 619 Farnam Bldg., Omaha.

NEW HAMPSHIRE
Concord—F. & A. Masons. May 17. J. M. Dresser.
Lebanon—Odd Fellows' Encampment. May 10. H. A. Currier, Franklin, N. H.

NEW JERSEY
Asbury Park—Order of Odd Fellows. May 1-2. F. R. Jummel, Box 196, Trenton.
Atlantic City—Order of Red Men. May 4-5. W. F. Kater, 1037 S. Clinton ave., Trenton.

NEW MEXICO
Clovis—State Cattle Growers' Assn. March 21-22. A. Brownfield, Florida, N. M.
NEW YORK
Albany—State Assn. County Agrl. Societies. Feb. 21. G. W. Harrison, 131 N. Pine ave.

NORTH CAROLINA
Greensboro—Order of Red Men. May 8-10. W. B. Goodwin, Box 226, Elizabeth City, N. C.
High Point—Order of Odd Fellows. May 15-16. H. A. Holstead, Mooresville, N. C.

NORTH DAKOTA
Devils Lake—State Farmers' Grain Dirs.' Assn. Early in Feb. C. H. Conaway, 4 1/2 S. Broadway, Fargo.
OHIO
Cincinnati—White Shrine of Jerusalem. May 9-11. Mrs. Clara C. Hannon, 5543 Congress st., Chicago, Ill.

OKLAHOMA
Enid—Knights of Pythias. May 9-10. T. H. McCay, 210 Pythian Bldg., Tulsa, Okla.
Guthrie—Odd Fellows' Encampment. May 16. E. L. Hayes.

OREGON
Klamath Falls—Order of Odd Fellows. May 16-18. W. A. Morand, 1019 S. W. 10th ave., Portland.
Portland—Knights Templar. Apr. 10. D. G. Cheney, Masonic Temple.

PENNSYLVANIA
Scranton—Knights Templar. May 21-24. J. W. Laird, Masonic Temple, Philadelphia.
Harrisburg—State Assn. of County Fairs. Jan. 26-27. Chas. W. Swoyer, Reading, Pa.

RHODE ISLAND
East Greenwich—Order of Odd Fellows. May 2. A. E. Pike, 98 Weybosset st., Providence.
Providence—Knights of Pythias. May 9. W. A. Cole.

SOUTH CAROLINA
Charleston—A. F. Masons. March 9-19. O. F. Hart, 502 Masonic Bldg., Columbia, S. C.
Charleston—Junior Order. Apr. 14. C. H. Holsonback, Box 965, Spartanburg, S. C.

SOUTH DAKOTA
Sioux Falls—Knights of Pythias. May 15-16. R. E. Owen, Box 283.

TENNESSEE
Chattanooga—Junior Order. May 11-12. T. J. Cline, Box 1202, Knoxville.
Nashville—Knights Templar. May 17. T. E. Doss, Box 216.

TEXAS
Dallas—State Assn. of Fairs. Jan. 27-28. O. L. Fowler, Denton, Tex.
Port Arthur—Order of Eagles. May 16-17. W. T. Souter, 306 N. Presa st., San Antonio.

UTAH
Ogden—Order of Odd Fellows. May 15-16. W. N. Gundry, 41 P. O. Place, Salt Lake City.
VERMONT
Barre—Knights of Pythias. May 24. F. D. Parsons, Montpelier, Vt.

VIRGINIA
Marion—Knights Templar. May 11-12. C. V. Eddy, Winchester, Va.
Old Point Comfort—State Dairymen's Assn. Jan. 26. R. G. Connelly, Blacksburg, Va.

WASHINGTON
Seattle—Northwest Florists' Assn. March 13-14. Clyde Lester, Box 485, Walla Walla, Wash.
Seattle—R. A. M. & R. S. Masons and Knights Templar. May 8-12. F. C. Dunn, 315 Jos. Vance Bldg.

WEST VIRGINIA
Bluefield—Order of Red Men. May 16. T. H. Clay, Huntington, W. Va.
Charleston—Shrine Directors' Assn. March 23-25. L. C. Fischer, Box 635.

WISCONSIN
Milwaukee—A. A. S. R. Masons. Apr. 11-13. H. Crandall.
Sheboygan—State Dairymen's Assn. March 21-22. A. C. Thomson, Ft. Atkinson, Wis.

CANADA
Brandon, Man.—Poultry Assn. of Man. March —. G. Coleman.
Calgary, Alta.—Knights of Pythias. March 8-9. A. E. Hartley, No. 2 Dominion Bank Bldg., Medicine Hat.

ONTARIO
Toronto, Ont.—Hort. Assn. of Ont. March 2-3. J. A. Carroll, Parliament Bldgs.
Toronto, Ont.—Holstein-Friesian Assn. of Can. Feb. 8. G. M. Clemons, Brantford.

QUEBEC
Montreal, Que.—Knights of Pythias. Feb. 15. S. S. Segal.
Montreal, Que.—F. & A. Masons. Feb. 8. W. Williamson.

NEW BRUNSWICK
Windsor, Ont.—R. A. Masons. Apr. 27-28. E. Smith, London, Ont.
Windsor, Ont.—Knights of Columbus. May 19-20. J. W. C. Tierney, Arnprior, Ont.

MANITOBA
Winnipeg, Man.—R. A. Masons. Feb. 8. Geo. Syme, Masonic Temple.

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Winnipeg, Man.—R. A. Masons. Feb. 8. Geo. Syme, Masonic Temple.

CALIFORNIA
Indio—Riverside Co. Fair, Indio Civic Club. Feb. 3-5. Stewart Yost, mgr.
Imperial—Imperial Co. Fair. March 4-12. D. V. Stewart.

COLORADO
Denver—National Western Stock Show. Jan. 28-Feb. 4. C. R. Jones, Stock Yards, Denver.

FLORIDA
De Land—Volusia Co. Fair Assn. Jan. 23-28. Fred C. Coakley.
Eustis—Lake Co. Fair. Feb. 20-25. T. S. Haselton.

MISSISSIPPI
Fort Lauderdale—Broward Co. Fair. Feb. 14-18. W. E. Parker.
Fort Myers—Southwest Fla. Fair. Feb. 21-25. C. P. Heuck.

MISSOURI
Homestead—Redland District Fruit Festival. Feb. 27-March 4. J. M. Croft, 210 Calumet Bldg., Miami.
Melbourne—Brevard Co. Fair Assn. First week in March. C. H. McNulty.

FLORIDA
Orlando—Central Fla. Expo. Feb. 27-March 4. Crawford T. Bickford.
Ruskin—Florida Tomato Festival. Apr. 18-22. George D. Buchanan.

FLORIDA
Sanford—Seminole Co. Agrl. Fair Assn. Feb. 13-18. Jack A. Purcell.
Sebring—Sebring Firemen's Co. Fair Assn. March 6-11. W. M. Williams.

FLORIDA
Tampa—Pan-American & Hernando DeSoto Expo. Jan. 30-Feb. 18. P. T. Strieder, gen. mgr.
Vero Beach—Indian River Co. Fruit Festival Assn. Jan. 30-Feb. 4. B. H. Phillips.

FLORIDA
Winter Haven—Florida Orange Festival. Jan. 23-28. Almon R. Shaffer.
TEXAS
El Paso—Southwestern Live Stock & Agrl. Assn. Feb. 18-22. W. S. Foster.

TEXAS
Ft. Worth—Southwestern Expo. & Fat Stock Show. March 10-19. John B. Davis.
Houston—Houston Fat Stock Show & Live-Stock Expo. Feb. 25-March 5. W. O. Cox.

UTAH
Ogden—Ogden Live Stock Show. Feb. 7-14. Myrta Hales.

ARIZONA
Phoenix—Phoenix Rodeo. Feb. 9-12. Vernon C. Foster Jr., Chamber of Commerce.
Tucson—Rodeo. Feb. 23-26. J. C. Kinney, Chamber of Commerce.

CALIFORNIA
Big Pines—Winter Snow Sports Carnival. Jan. 28-29. Clifford L. Rawson Jr., Chamber of Commerce, Los Angeles.
Cloverdale—Cloverdale Citrus Fair, Chamber of Commerce. Feb. 18-22. R. M. McClelland.

CALIFORNIA
Los Angeles—Yacht Regatta. Feb. 18-22. Civic Regatta Assn.
Los Angeles—Coast Gift & Art Show. Jan. 29-Feb. 1.
Palm Springs—Rodeo. Jan. 28-29.

COLORADO
Lamar—Live-Stock & Poultry Show. Feb. 8-10.
FLORIDA
Bradenton—Auto. Tourists' Assn. Trailer Show. Jan. 23-Feb. 5. Edw. H. Jungclas, 1719 Brackman Ave., Cincinnati, O.

INDIANA
Cocca—Indian River Orange Jubilee. Jan. 27-30.
Eustis—Washington's Birthday Celebration. Feb. 22.
Miami Beach—American Legion Rodeo, Fred Beebe's. Feb. 4-11. Teddy Moss.

GEORGIA
Albany—Pat Cattle Show. Feb. 28-March 1.
ILLINOIS
Chicago—Intl. Outdoor Sportsmen's Show, Intl. Amphitheater. Jan. 21-29.
Chicago—Chicago Merchandise Fair. Feb. 6-10. Walter J. Kenney, 890 Broadway, New York, N. Y.

KENTUCKY
Louisville—Auto Show. Jan. 23-28.
(See COMING EVENTS on page 56)

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

# Classified Advertisements

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## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

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**AMAZING ZIPPER CLOTHESLINE—ZIP GARMENTS** on and off. Instant demonstration sells on sight. Every housewife wants one. **DUNN MFG.**, Hempstead, N. Y. fe4

**BE YOUR OWN BOSS — OPERATE USED-NEW** Clothing Business from store, home, auto. Up to 300% profit. Everything furnished. Catalog free. **PORTNOY**, 566-B Roosevelt, Chicago. fe4x

**BEAUTIFUL BIRD PICTURES — HANDSOME** and genuine feathers. Sell on sight! Large profits! Free particulars. Samples, 10c stamps. **MARQUEZ-BAQ**, Apartado 1176, Mexico City. fe4x

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

**EXPERIENCED RURAL ROUTE SUBSCRIPTION** Men wanted for Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. fe4x

**LORD'S PRAYER, TEN COMMANDMENTS ON** U. S. Pennies—Carded, \$4.50 gross. Samples 50c dozen. Bracelets, \$1.50 dozen. **PERKINS**, 1104 Lawrence, Chicago. fe4x

**MAILORDER — BOOKS AND ARTICLES.** Exceptional. Sell by mail. Use our powerful literature. Big profits. Particulars free. **STAMFORD**, 3762-T Broadway, New York. fe4x

**OPPORTUNITIES! HUNDREDS OF MONEY-** Making Plans, Ideas, etc. Unusual offer. Send for free details. **LAWRENCE**, 608 Rogers Ave., Brooklyn, N. Y. ja28x

**RESURRECTION PLANT — UNIQUE NOVELTY,** miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

**SAMPLES — WHOLESALE CATALOG, NOVELTIES,** Photos, Cartoons, Books. Name listed National Trade Directory for 25c. **P. O. BOX B-290**, New Haven, Conn. x

**SELL BY MAIL — FORMULAS, BOOKS, PICTURES,** Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfnx

**SELL SOCIAL SECURITY PLATES — SAMPLE** 10c. Particulars free. **RELIABLE SALES CO.**, 6 W. 28th St., New York City. x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe4x

**107 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. ja28x

### ANIMALS, BIRDS AND PETS

**ANIMALS, SNAKES, IGUANAS, GILA MONSTERS.** Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. List free. **SNAKE KING**, Brownsville, Tex. fe11

**FOR SALE — GOOD TWO-DOG ACT.** **MERLE TROUSDALE**, Dumont, Ia. x

**WANTED — ANIMALS FOR MY PRIVATE** Zoo. Prices must be reasonable. What have you for cash? **DR. M. B. MATHERS**, Mason City, Ill.

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**6TH AND 7TH BOOK MOSES — INCENSE,** Dream Book, Parchment. Free list. **ARCH BOOK CO.**, Dept. A, Camden, N. J. x

### BUSINESS OPPORTUNITIES

**BARGAIN BUYER'S GUIDE TO DIRECT SUPPLY** Source—Lowest prices possible. \$1.00 post-paid. **HICKS**, Box 8, Brooklyn, N. Y. fe11x

**BIG MONEY MAKER — NEWLY DEVELOPED** Baseball Batting Game, adapted for road shows and parks. Sell or lease at rock bottom prices. Write **BATTERUP AMUSEMENT CO.**, Box 535, Longview, Tex.

**FOR SALE — NIGHT CLUB, FULLY EQUIPPED.** Building 40x60, excellent dance floor, indirect lighting, large parking lot. In Central Indiana city of 50,000. **BOX C-89**, Billboard, Cincinnati.

**INCREASE YOUR INCOME—SEVERAL PROFIT-** able Propositions to select from. Send for details today. No obligation. **GEO. H. TALBOT**, Norwood, Mass. x

**LAKE HAVEN INN — MONTGOMERY'S FINEST** and most beautiful place of entertainment. A complete modern club house. No closed season. Illness causes sale. Cash \$6,750.00. Details on request. **Q. J. ADAMS**, Plattville, Ala.

**NEW-EXCLUSIVE — COMPLETE MOTORIZED** Money-maker. Couple can handle. Will build only one duplicate for \$5,258.00. **DR. YNOHTNA**, Lakeland, Fla.

**OPEN ARCHERY RANGE — BIG PROFITS,** small investment. Bows, Arrows, Supplies wholesale. Plans, photographs furnished. **PETTY-WALKER**, 2629 Centenary, Houston, Tex.

**SOAP MAKING—LEARN AT HOME. NO MA-** chinery needed. Send 3c stamp. **N. POSERA**, 4545D N. Bartlett, Milwaukee, Wis.

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A REAL BARGAIN LIST—OVER 500 RECON-** ditioned Machines, Payouts, Phonographs, Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. fe11x

**AAA-1 RECONDITIONED—100 UP-TO-DATE** Counter Machines, \$4.00 and up; 50 Skee Ball Games, all types, in excellent condition, at \$27.50 and up. Floor Samples, Novelty Games, Pay Tables and Counter Games at reduced prices. **GRAND NATIONAL SALES CO.**, 2300 W. Armitage Ave., Chicago, Ill. fe11x

**ARISTOCRAT 15c ROWE CIGARETTE MA-** chines, 6 column, like new, only \$20.00 each. Remit third deposit. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. ja28x

**CASH PAID FOR ONE CENT MILLS—Q. T.'s** Mills Blue Fronts, no G. A. State Serials; Boosters, Sparks and late model Gingers. **ROCKPORT NOVELTY CO.**, Rockport, Tex. ja28x

**DIGGERS—WILL SACRIFICE FOR IMMEDIATE** Sale: 10 Model "F" Iron Claws at \$30.00 each. A-1 condition, repainted, ready to operate. Electrical Transformer, \$25.00; Tent, like new, \$25.00. Write or wire. **MARTIN BAZIK**, 316 Madison, Gary, Ind. x

**FOR QUICK CLOSEOUT—25 NORTHWESTERN** Tri-Selectors, only \$17.50 each; 25 Northwestern De Luxe, \$10.00 each; 3 Pacific Play Ball, only \$37.50 each; 3 Keeney Targette Ray Gun, only \$37.50 each. Send 1/3 with order, balance C. O. D. Write for our catalogue for the latest in Salesboards. **PEERLESS DISTRIBUTING CO.**, 301 W. 9th St., Kansas City, Mo. x

**FREE — ASCO'S NEW 1939 LIST OF USED,** Guaranteed Perfect Vending Machines now ready. Write **ASCO**, 383 Hawthorne Ave., Newark, N. J. tfnx

**GOODBODY'S BARGAIN LIST IS WAITING** for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. fe18

**LOWEST PRICES ALL TYPES EQUIPMENT** — Jobbers write us for good used equipment. Post card will bring latest price list. **MARION COMPANY**, Wichita, Kan. fe18

**SACRIFICE — ONE EXHIBIT BLUE STREAK,** Serial 8543; two Merchantmen, Serial 8447, 8428; three Buckleys Deluxe, Serial 1101, 1098, 1099. All six machines, \$600.00. Perfect condition. 1/3 cash, balance C. O. D. **HENRY WALET**, New Iberia, La.

**SCALES FOR SALE—WATLING, PACE, NAVCO.** Lincoln, Jennings and Royal. All small. Fine condition. Reducing route. **L. R. PORTER**, Alexandria, Ind.

**SPARKS, \$19.50; PENNY PACKS, \$7.50;** Zephyrs, \$9.50; Centasmokes, \$7.50; Smoke Reels, \$17.50; Reel Races, Reel Dice and Reel 21, \$4.50; Q. T., \$29.50 and \$35.00; World Series, \$95.00; Hi-Ball, \$39.50; Hoops, \$19.50; A. B. T. Targets, \$12.50; 120 Pack Cigarette Venders, \$19.50; Turf Champs, late model, \$29.50; Paramount, \$49.50; Odd Ball, Jitterbug, Peachy, St. Moritz, \$40.00 each; Zeta, \$29.50; Pace Blue Front, \$35.00; Green Lite, \$29.50 and \$34.50; World's Fair, \$35.00; Thunderbolt, \$35.00. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

**SNACKS—200 1c AND 100 5c, LATEST TYPE,** 3 Compartment Bulk Vendor, \$15.00 each. Used 6 months, like new, satisfaction guaranteed. One-third cash, balance C. O. D. **BRUNELL**, 73 Washington Rd., Springfield, Mass.

**TRADE—WATLING SCALES FOR GROETCHEN,** Columbia or Q. T.s. Also trade National or Mills Cigaret Machines for Consoles or Zephyr. Cigarette, Reel, \$10.00. **O'BRIEN**, 89 Thames St., Newport, R. I.

**WANTED—LOCATION FOR PENNY ARCADE,** summer resort preferred. Also want Mechanic for penny arcade and pin games. Write **MUNVES**, 593 Tenth Ave., New York. ja28

**WANTED TO BUY — FREE RACES, MULTI-** Races, Bounty, A. B. T. Targets. Will sell or trade. Lighting, \$25.00; Palm Springs, \$30.00; Reviews, \$35.00. **R. D. GRUDSKY**, 501 Lexington Ave., Dayton, O.

**WANTED — VENDING MACHINES, GUM,** Peanut, Candy, Love Grip Meters, Fortune Telling Machines. Must be cheap for cash. **BOX C-90**, Billboard, Cincinnati.

**5/8" BALL GUM. FACTORY FRESH, 11c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe4x

**20 SELECTIVE 5c CANDY BAR MACHINES** at low price. Write quickly. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. ja28

**75 STEWART & MCGUIRE 1c GUM AND 25** Heide Candy Machines—Some of these are just slightly used, others three weeks. Whole or part, \$10.00 each. 1/3 deposit with order, balance C. O. D. **BRUNNER SALES CO.**, 84 Oakland St., Manchester, Conn. fe4x

**100 DIFFERENT KIND VENDING MACHINES** —Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. fe11

### COSTUMES, UNIFORMS, WARDROBE

**A-1 WINTER COATS—FUR TRIMMED, \$3.50** up; Costumes, \$1.00; Hulas, \$3.50. Bargains. **C. CONLEY**, 310 W. 47th, New York City.

### FORMULAS

**EXPERT ANALYSIS—RESEARCH. INDUSTRIAL** Development. Newest guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfnx

**FORMULAS — LATEST MONEY MAKERS.** Write for free literature describing newest Formulas for Fast Sellers. **H. BELFORD**, 4042 N. Keeler, Chicago.

### FOR SALE—SECOND-HAND GOODS

**CORN POPPERS, CAMEL CORN EQUIP-** ment, Gasoline Portables, Long-Eakins Rotary, Giant Popping Kettles, All-Electrics, Burners, Tanks. **NORTHSIDE CO.**, 1925 10th St., Des Moines, Ia. ja28x

**MONSTER SET ELK ANTLERS, \$15.00; BEAU-** tiful Silver Fox Scarf, \$40.00; Open Mouth Wolf Rugs, \$12.50 each. **STRANGE'S TAXIDERM**, Clarkston, Wash. fe4

**ONE 40x100 PORTABLE SKATING RINK—** With 150 Pairs Chicago Skates. All complete, used one season. Builder of Sectional Portable Rink Floors. Simplest floors on the market. One Used Floor. Write for prices. **LEONARD BARTON**, Euba, Kan.

**POPCORN MACHINES—CRISPETTE, CARMEL-** crisp, Cheezekist, French Fried, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. fe25x

**PORTABLE SHORT-RANGE SHOOTING GAL-** lery—With 2 Wheel Carrier, \$175.00. Complete. **DOYLE**, 1132 Howard Ave., Bridgeport, Conn.

**WHIRL-O-BALL ALLEYS — TWO, FULL SIZE.** A-1 condition. No reasonable offer refused. **H. M. KELLER**, Ship Bottom, N. J.

### FOR SALE—SECOND-HAND SHOW PROPERTY

**ATTRACTIVE BALL - THROWING GAMES —** Bottles, Cats, Dolls, Kids, Tenpins. Complete outfits. Tops, Frames, Racks. Also one complete Skating Rink. **LaMANCE**, 782 Marion, S. E., Atlanta, Ga.

**EIGHT 1937 MOTO SCOOTERS, \$200—USED 5** months. Will trade for Pal Cars. **C. W. SIMPSON**, 406 Kilmer Ave., Chattanooga, Tenn.

**FOR SALE CHEAP—8-CAR WHIP PARK RIDE.** Good condition. May be seen at present location. **BOX 5964**, Indianapolis, Ind.

**FOR SALE — 10 LUSSE ELECTRIC SKOOTER** Boats. A-1 condition. Will sell 5 or all. **FUN HOUSE**, Pismo Beach, Calif.

**GERMAN PENNANT SEWING MACHINE—AT** 1/2 cost. First \$45.00 gets it. Guaranteed good condition, complete to operate. **GLASNAPP**, Sioux Falls, S. D.

**SIDE SHOW FRONT COMPLETE — ELEVEN** Banners. Used ten weeks, like new. Also Sword Box—Spidora. **BUCK BANARD**, General Delivery, Columbus, O.

**SIXTEEN AND TWENTY-FOUR SEAT CHAIR-** planes—Motor, Fence, Ticket Box. Sixteen-foot House Car. **CALVIN GRUNER**, Pinckneyville, Ill. fe18

**TWO COMPLETE PORTABLE 16-CAR DODGEM** Rides—Buildings and cars, perfect condition. One completely motorized. 100 Clown Suits for Fun House or Skating Rink. 4018 Woodlawn Ave., Seattle, Wash.

**TWO PHILADELPHIA TOBoggAN MECHAN-** ical Donkeys—Ball-Throwing Game, with painted back drop, 10x12. Used one season, \$650. **BAKERMAN**, Keansburg, N. J.

**3 1937 PAL DRIVE IT YOURSELF AUTOS:** Loop-O-Plane; 16x28 Corn Game Top and Frame; complete Blower Outfit, 12x16. **C. T. McMAHON**, Marysville, Kan. fe4

### HELP WANTED

**HUMAN CANNON BALL—EXPERIENCE UN-** necessary. **FEARLESS GREGGS**, Plymouth, Wis.

**GIRLS FOR HIGH AERIAL ACT—GOOD PROS-** pects for long season. State all. **BOX 925**, care Billboard, 1564 Broadway, New York.

**WANT—AGENT WITH CAR TO BOOK MAGIC** Show in schools, etc. Pay 15 per cent. **VON ZURN**, Box 423, Progress, Pa.

**WANTED — MEDICINE PERFORMERS. HALL** Show. Singles, Doubles, Novelty Acts, Comedians, Pianist. Chance for good amateur. **WHITE OWL**, Box 187, Anderson, Ind.

**WANTED IMMEDIATELY — TWO GIRLS** Strolling Combination. Must sing and play. Any musical combination satisfactory. Also act as hostess. Demand good looks, excellent wardrobe. Send pictures, press notices; also lowest figure for 3 months. **MANAGER**, Club Oakdale, Augusta, Ga.

**WANTED — AGENT WITH CAR TO BOOK** Three People Magic Show. Liberal percentage. Write, don't wire. "LAYNE" The Magician, 2514 S. 4th St., Ironton, O.

### MAGICAL APPARATUS

**A CATALOGUE OF MINDREADING MENTAL** Magic Spirit Effects, Horoscopes, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 158 illustrated page catalogue 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. ja28

**ANTIQUES—ALL KINDS, SMALL STUFF; ALSO** Books. Will trade for Magic, Illusion, Escape Handcuffs. **FRANK RENO**, 80 Paige Hill, Southbridge, Mass.

**EXCITING FUN! — FOOL YOUR FRIENDS!** Side-splitting laughs. Rush 25c (coin) Giant Surprise Catalog. Jokes, Tricks, Magic, Puzzles, Novelties. Free Trick included. **LAWSON VICK CO.**, Dept. B-1, Queens Village, N. Y. fe4x

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. fe18x

**MAGIC—MENTALISM, SPIRITISM, FORTUNE** Telling. Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

**PINXY—STRICTLY PROFESSIONAL PUPPETS,** Ventriloquist Figures, Punch and Judy and Marionettes. **PINXY**, 1261 N. Wells, Chicago, Ill. Illustrated folder free. fe11

**PROFESSIONAL VENTRILOQUIST FIGURES,** \$15.00; Photos 10c. **TURNER'S VENTRILOQUIST FACTORY**, 1214 N. 11th St., St. Joseph, Mo.

**VENTRILOQUIAL FIGURES — 24-PAGE ILLU-** strated Catalog, 10c. **FRANK MARSHALL**, 3518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriquoists. ja28

MISCELLANEOUS

**BARGAIN — GENUINE FLEXIBLE RUBBER**  
No. 12 Two Conductor Cable, 15c foot.  
Write for special prices on other size of Electric  
Portable Cable. **SOLON**, 636 E. Third St.,  
Duluth, Minn.

**WRITING A PLAY?—MAN EXPERIENCED AS**  
Actor, Director and Playwright will help you  
whip it into shape. **BOX 927**, care Billboard,  
1564 Broadway, New York.

M. P. ACCESSORIES & FILMS

**COMPLETE TALKIE PROGRAMS RENTED —**  
\$15.00 week; \$7.50 two nights. Serials,  
\$3.00 chapter; Silent Features, \$5.00; Silent  
Projectors, \$15.00. **SIMPSON**, 1275 S. Broad-  
way, Dayton, O.

**MOVIE ROAD SHOW BARGAINS—35MM.**  
Sound Portables, complete. Limited quantity,  
Universals, with Amplifiers, Speakers. Equip-  
ments fully guaranteed. At attractive low  
prices. Request Special Bulletin. Also 16MM.  
Sound Projectors. **CONSOLIDATED THEATRE**  
**SUPPLY CORP.**, 1600-B Broadway, New York,  
N. Y. fe4x

**RELIGIOUS AND EDUCATIONAL FILMS —**  
Westerns and Action Features and Serials.  
Portable Sound Projectors, 35MM only. Trades  
taken in. **WESTERN FEATURE FILMS**, 1018 S.  
Wabash Ave., Chicago. ja28

**SILENT ACME PROJECTORS, \$20.00; SILENT**  
Shorts and Features, all 35MM. **E. ABRAM-**  
**SON**, 7204 Sheridan Rd., Chicago. ja28

**THE WORLD'S BEST PASSION PLAY—16 OR**  
35MM. Sound or Silent. **SCREENART**, 729  
7th Ave., New York City. fe11

**UNUSUAL BARGAINS IN USED OPERA CHAIRS.**  
Sound Equipment, Moving Picture Machines,  
Screens, Spotlights, Stereopticons, etc. Pro-  
jection Machines repaired. Catalogue \$ free.  
**MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash,  
Chicago. fe4

**WILL TRADE—TWO SOUND HEADS, SIMPLEX**  
Model, excellent, complete, for two Powers  
Sound Heads. **JONES**, 2228 Biscayne Blvd.,  
Miami, Fla.

**35 MIL. SOUND ON FILM—WESTERNS, AC-**  
tions, Drama, Sex, Gangsters. List. **APOLLO**  
**EXCHANGE**, 117 S. 9th St., Newark, N. J.  
fe11x

MUSICAL INSTRUMENTS,  
ACCESSORIES

**WURLITZER BAND ORGAN, NO. 150 — 15**  
Perfect Rolls, guaranteed condition. **ROLL-**  
**O-RINK, INC.**, 800 Chetopa St., Pittsburgh,  
Pa. ja28

**TANGLEY CALLIAPHONE—COMPLETE WITH**  
Wind Blower and Two-Cylinder Engine. Good  
condition, \$125.00 cash. **W. D. JOYES**, 748  
Walker, London, Ontario, Canada.

PARTNERS WANTED

**RELIABLE PERSON TO HELP FINANCE UNIT**  
Show on Midwest and Southwest Routes.  
Good opportunity for alert party. **BOX C-93**,  
Billboard, Cincinnati.

PERSONALS

**END TOBACCO HABIT—GUARANTEED HARM-**  
less Remedy forces you to quit immediately.  
Price \$2.00. **STONECO LABORATORIES**, Box  
444, Geneva, N. Y.

PHOTO SUPPLIES AND  
DEVELOPING

**ACT NOW — 4-FOR-A-DIME OPERATORS.**  
Send for free catalog of complete line of  
money-makers. **MARKS & FULLER, Inc.**, Dept.  
BC-11, Rochester, N. Y. ja28

**ALL 4 FOR 10c OPERATORS—SURE WE HAVE**  
the new Superspeed Paper; also full length  
Cameras. Write for reduced prices on Machines  
and Supplies. **WABASH PHOTO SUPPLY**, Terre  
Haute, Ind. fe4

**BACKGROUNDS FOR 4-FOR-10c PHOTO MA-**  
chines now only \$2.50 each. Choice of 6  
designs. **OLSON SALES CO.**, 903 Walnut, Des  
Moines, Ia.

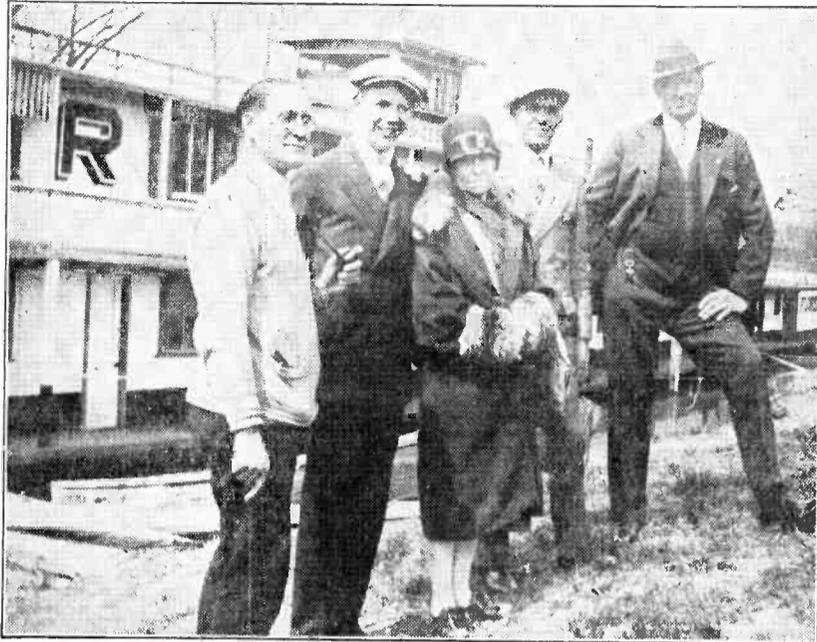
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chine. New improved Camera, together with  
plans for building the booth now only \$10.00.  
Enlarge only \$10.00. **OLSON SALES CO.**, 903  
Walnut, Des Moines, Ia.

**CLEARANCE SALE OF NEW AND USED "4 FOR**  
10c" Picture Machines, Enlargers, Cameras  
and Equipment. We carry complete stock of  
supplies at lowest prices. Get our January Sale  
Bulletin. **THE PHOTO MACHINE SUPPLY CO.**,  
P. O. Box 714, Louisville, Ky. fe4x

**REGULAR \$275.00 STRIP PHOTO OUTFIT —**  
Makes 4 for dime; also 3 for quarter size  
photos, \$125.00 complete. **HASSAN**, Box 971,  
Parkersburg, W. Va. fe11

**ROLLS DEVELOPED — TWO PRINTS EACH**  
and two Free Enlargement Coupons, 25c.  
Reprints, 2c each; 100 or more, 1c  
**SUMMERS' STUDIO**, Unionville, Mo. fe11x

Show Family Album



THIS PICTURE was taken in the good old days when deck hands would yell "low bridge" and everyone would duck. The photo shows five members of the Floating Theater, now out of existence, snapped during rehearsals at Lowell, O., spring of 1926. Admission in those days was about 75 cents top. From left to right are Bruce Rinaldo, director, now said to be directing Federal Theater units; Tommy Windsor, juvenile, now operating his own magic show; Jemima Castner, characters, residing in Ironton, O.; Walter Deering, heavies, still trouping, and Norman F. Thom, deceased, who did characters and owned the show.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SALESMEN WANTED

**JUST OUT — EVERY WORKER BUYS. 100**  
sales daily easy. Sells 35c. Tremendous  
profit. Take orders. We deliver. Sample free.  
**MANAGER**, D-435 North Clark, Chicago. x

**SELL BUSINESS CARDS, \$1.50 THOUSAND.**  
Business Stationery, Book Matches, Gummed  
Tape, Paper Towels, Advertising Pencils, Sales-  
books, Rubber Stamps, Tags, Menu Covers, Ad-  
vertising Specialties. Free sales portfolio. 35%  
commission daily. Money-making specials.  
**WILLENS**, 2130 Gladys, Dept. DT, Chicago. x

SCENERY AND BANNERS

**BEST CARNIVAL AND SIDE-SHOW BANNERS**  
on earth. Positively no disappointments.  
**NIEMAN STUDIOS, INC.**, 1236 S. Halsted St.,  
Chicago, Ill. ja28

**DYE DROPS — LIKE NEW, OVER 300 DE-**  
signs, from \$10 to \$25, according to size.  
**SCHÉLL SCENIC STUDIOS**, Columbus, O.

**SHOW BANNERS FOR 1939—NEW OR USED.**  
Large or small. We have it. Write your  
wants. Studio of **DON LUTTON**, 627 Prospect  
Ave., Kansas City, Mo.

**WORLD'S BEST SIDE SHOW BANNERS—NONE**  
better. Prices right. Order early. **HILL &**  
**SHAFFER STUDIO**, R. F. D. 1, Augusta, Me. fe4

TATTOOING SUPPLIES

**TATTOOING MACHINES — BEST CHROME**  
Plated. Also Electric Engraving Machines.  
Prompt service. **OWEN JENSEN**, 441 S. Main  
St., Los Angeles, Calif.

TENTS—SECOND-HAND

**SIDEWALL BARGAINS — 7.68 OZ. DRILL,**  
hand-roped, clean, white, good as new. 7  
ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft.  
long. Show, Carnival, Bingo and Concession  
Tent Bargains. **KERR COMPANY**, 1954 Grand  
Ave., Chicago. fe11x

**187 NEW LISTED TENTS FROM 20x20s TO**  
40x300s. What Size do you want? All re-  
conditioned, good as new. A-1. White-  
Khaki. Bargains. Tops only. Stamp with  
inquiries. **SMITH TENTS**, Auburn, N. Y. fe11

THEATRICAL PRINTING

**PRINTING SPECIAL — 100 8½x11 LETTER-**  
heads; 100 6% White Envelopes, printed to  
your 3 or 4 line copy, both for only \$1.00  
postpaid. Free sample. **F. C. CRAMER**, Box  
993, Chicago, Ill.

**WINDOW CARDS—14x22, ONE COLOR, 100,**  
\$2.50. 50% deposit, balance C. O. D., plus  
shipping charges. **THE BELL PRESS**, Winton,  
Penna.

**1,000 6x12 CIRCULARS, \$1.75; 5,000, \$5.75;**  
1,000 4x9, \$1.10; 5,000, \$3.50. Postpaid  
Zone 4. **LAWDALE PRESS**, Box 303, Frank-  
lin, N. H.

WANTED TO BUY

**WANTED TO BUY—TWO-ABREAST MERRY-**  
Go-Round and Ferris Wheel. **ALBERT**  
**CHRISTIANSEN**, 300 W. 6th St., Marshfield,  
Wis.

**WANTED—USED PORTABLE SKATING RINK**  
(Floor and Tent), with or without skating  
equipment. **W. SCHMITZ**, 34 12th Ave.,  
Paterson, N. J.

At Liberty  
Advertisements

5c WORD, CASH (First Line Large Black  
Type). 2c WORD, CASH (First Line and  
Name Black Type). 1c WORD, CASH  
(Small Type). (No Ad Less Than 25c).  
Figure Total of Words at One Rate Only.

AT LIBERTY  
AGENTS AND MANAGERS

**EXPERIENCED PARK MANAGER—BECAUSE**  
of recent Colorado floods, invites offers  
from parks or other amusement enterprises  
for the coming season. Formerly manager of  
Mackinaw Dells Park 6 years. Best references.  
**LAWRENCE JONES**, 1279 Lafayette St., Denver,  
Colo. ja28

**CARNIVAL SPECIAL AGENT—YEARS OF EX-**  
perience. A-1 biller, banners, booking. Re-  
liable. **AGENT**, 125 E. 5th, Carthage, Mo.

**MANAGER OR PROJECTIONIST—20 YRS. IN**  
show business. Will get results anywhere.  
**EDDIE DUNN**, 206 E. Mound St., Columbus,  
Ohio. fe4

**AT LIBERTY — Agent, Booker, Promoter. Han-**  
dle shows, orchestras, acts. Show results, sober.  
Save manager worries. State your limit. **TOM**  
**AITON**, Atlantic Hotel, Macon, Ga.

AT LIBERTY  
ACROBATS

**TWO GOOD TUMBLERS—22 AND 23 YEARS.**  
Fast Ground Routines, Hand Balancing. Can  
do Understander. Want to join recognized act.  
Write **JAKE JANICZEK**, 4910 Eugene, Dear-  
born, Mich.

AT LIBERTY  
BANDS AND ORCHESTRAS

**AT LIBERTY JAN. 20—7-PIECE BAND FOR**  
location. All essentials, doubles, vocals, style.  
Will augment. Now playing Country Club, Law-  
ton, Okla. **KLAYTON KELLOGG ORCHESTRA**,  
New London, Wis.

**CHUCK SAX AND HIS ORCHESTRA — FIVE**  
pieces, union, modern. Two Saxes, Trumpet,  
Drums, Piano. All double. Location only. Go  
anywhere. Organized three years, one year  
radio work. Two vocalists, uniforms, new  
fronts, P. A. Available two weeks. State all  
first letter. **CHUCK SAX**, Moorhead, Minn.

**FASHION SHOW OF MELODY — STYLED BY**  
Cecil Kristal and his Orchestra. Nine men  
and featured Songstress. Modern arrange-  
ments, equipment. Style, youth, class. A "sell-  
out" attraction any location which essentially  
requires smooth, smart, sophisticated music.  
Management: **GERRY CARROLL ASSOCIATES**,  
1052 Camp St., New Orleans, La.

**FEBRUARY 15 TO APRIL 30 ONLY—ENTIRELY**  
New Style, Commercial and Sophisticated  
Swing. Responsible agents and managers con-  
tact immediately. **BOX C-87**, Billboard, Cin-  
cinnati.

**FOUR MUSICAL NOTES AND THEIR RADIO**  
Quartet — Closing three months 26th, North  
Club. Presenting a brand of music that swings  
lightly but politely. State all first letter. We  
have uniforms, fronts, P. A. set, transportation,  
etc. 1533 N. 27th St., Milwaukee, Wis.

**NINE-PIECE BAND — INCLUDING GIRL**  
Singer. Commercial styled special arrange-  
ments. Club, hotel, ballroom. Can augment to  
eleven. All equipment and transportation. Can  
swing, work and act shows. Open February 1.  
**LEADER**, Box 973, Daytona Beach, Fla.

**SEVEN-PIECE CLUB BAND—THREE RHYTHM,**  
Clarinet, Trumpet, Vibraphones, Girl Singer.  
All equipment. Will augment or reduce. Guar-  
anteed satisfaction. Union. **BOX C-86**, Bill-  
board, Cincinnati.

**AT LIBERTY—At Once! Six-Piece Dance Band.**  
Modern, sweet and swing style. Three saxes,  
trumpet, piano and drums. Experienced in floor  
shows and radio. Just completed Western tour.  
**Wire ORCHESTRA**, 1103 Jenny Lind St., Mc-  
Keesport, Pa.

**GIRL DUO for Strolling or to play Lullies. Union,**  
own P. A. System. Best references. **THE HOL-**  
**LANDERS**, 580 Wilson Ave., Dubuque, Ia. Phone  
5380-J.

**HIGH-CLASS ENTERTAINING Five-Piece Or-**  
chestra, available for May 30th location. Feature  
Girl Singer and Instrumental Specialties. **Strolling**  
**and Dance**. References exchanged. \$200.00 week-  
ly. **BOX C-74**, Billboard, Cincinnati. O. ja28

**HOTEL TRIO—Violin, Cello, Piano, doubling**  
Reed, Rhythm. Woman, two men, young. Ap-  
pearance, union. Packard. New location any-  
where. Experience, ten years; three States. Hotels,  
clubs, resorts. Bookers write **TRIO**, 77 Walnut,  
Elmira, N. Y. fe4

**ROY SANDERS' SYLVANIANS—11 Men, union.**  
Desires location. Now playing first-class club.  
**DEL EDWARDS**, 1017 N. 9th St., Reading, Pa.

AT LIBERTY  
CIRCUS AND CARNIVAL

WOULD LIKE TO BOOK

A-1 Grab Joint or some good show. **ED-**  
**WARD F. KOEHN**, 1125 Warwick Ave., Toledo,  
Ohio. ja28

**BOSS CANVASMAN—CAN HANDLE ANY SIZE**  
canvas. Can build your show. 25 years' ex-  
perience. Good carpenter. Know how to move  
a show. **BOX 364**, Billboard, Chicago.

**FRANK HOLVERT—OSSIFICATION, LAY IN**  
one position 19 years, blind, jaws locked,  
for act at World's Fair in New York or San  
Francisco or Road Show. Address **ROUTE 2**,  
Keokuk, Ia. ja28

**WOMAN DWARF—4 FT., AGE 40. STATE**  
full particulars. Address **BOX C-91**, Bill-  
board, Cincinnati, O.

**AT LIBERTY—Josephine Martin, good looking and**  
young. Have first-class wardrobe. Single Traps,  
Chair Balancing Traps, Little Rings, Ride Menage.  
Work any height. Been with leading circuses and  
Eastern State fairs. Write or wire. 3034 N. 32  
St., Kansas City, Kan. fe4

**PAMAHASIKA'S Famous Dog, Pony, Monkey and**  
Tropical Bird Circus. Standard attraction. Man-  
agement **GEO. E. ROBERTS**, Pamahaska's Studio,  
515 W. Erie Ave., Philadelphia, Pa. SAGmore  
5336.

**RIDICULOUS TRIO—Three Regular Clowns, best**  
of props. Four Acts. Go anywhere. Address  
Billboard, Chicago. fe18

AT LIBERTY
DRAMATIC ARTISTS

AT LIBERTY—JUVENILE AND CHARACTER
Man. 24 years, 5', 8". Ten years' experience at rep, stock or what have you. Strong specialties, quick study. No drinker. Will go anywhere. Work is no worry. Photo on request. State sure salary. Don't misrepresent and I won't. LEO COLEMAN, Adams Hotel, 214 S. Mechanic St., Jackson, Mich.

AT LIBERTY—INGENUE AND LEADING LADY.
22 years, 5', 3", 105 lbs. Blond, hard worker, quick study, reliable. Five years' experience. Specialties. Photos on request. State sure salary. LYNN KENTON, Adams Hotel, Jackson, Mich.

AT LIBERTY—FOR STOCK OR GOOD REP
Show. Juvenile, 22 years, 5', 8". Quick study, presentable wardrobe. Hard worker. Go any place. Seven years' experience. Sober and reliable. State sure salary. Only specialties or readings. Do character and general biz. Don't misrepresent, I don't. PHILLIP PINE, Adams Hotel, 214 S. Mechanic St., Jackson, Mich.

CHARACTER, JUVENILE, COMEDY-CHAR-
acter—Young Actor. Radio, Summer Stock, "Little Theater" experience. Work anywhere with any kind of company doing straight dramatic. Can double any other department. BOX C-78, Billboard, Cincinnati.

CHILDREN'S THEATRE DIRECTOR — GRAD-
uate Director, B.D.A., desires position children's theatre. Experienced. Recommendations and references exchanged. MARY E. KOONTZ, Massillon, O. fe18

AT LIBERTY—Experienced Juvenile or as cast.
Tobys. Age 25, single, sober and reliable. Will work. State salary and full particulars in first letter. O'DELL HOGAN, care A. H. Burkhalter, Rising Star, Tex.

JUVENILE LEAD or as Cast for stock. A-1
Singing Comedy and Tap Dancing Specialties. Five years' experience. Age 24. State all. Write or wire. DONALD NORTHUP, 25 E. 16th Ave., Denver, Colo. ja28

AT LIBERTY
MISCELLANEOUS

AT LIBERTY—A REAL SOUTHERN PERSON-
ality who knows the game. If you lack leadership and feel that with a Front Man, who will work and knows how to work, you can hit the top. Write me. State all and I will do same. Not interested in getting rich over night. All letters answered. LEADER, care Dot Cohen's Dancing School, Meeting St. at Wentworth, Charleston, S. C.

SCENIC ARTIST—BUILDING CARPENTER —
Can build and paint anything for indoor or outdoor show. Can join immediately. ELMER MORRIS, Dimps Place, Mena, Ark.

FEMALE IMPERSONATOR—Seeks Side Show ap-
pearance as Half and Half. Pierced ears, 5 ft. 7 inches, wear woman's 36 size store clothes unaltered. Clean morals, no liquor. Minimum \$12 weekly, all expenses. Any reliable offer considered. JOHNSON JONES, 304 Clark Ave., St. Louis, Mo.

PALMIST AND CLAIRVOYANT READER—For
cocktail lounge, tea room, etc. Has display of prints and endorsements of famous people. Formerly conductor radio program. College man, literate and good dresser. DOC LEFFLER, Apt. 12C, 4508 40th St., Long Island City, N. Y. Ironsides 6-9652.

TICKET SELLER—SECRETARY — Fast, accurate
typist. Good correspondent. Honest, steady, sober young man. Age 30. Can double stage. JERRY ELLER, 805 Curtis St., Albany, Calif. fe4

AT LIBERTY
M. P. OPERATORS

PROJECTIONIST—Powers Operation and Service.
Some Simplex experience. Age 33, single, sober, steady. Salary \$15.00 to \$20.00 per week. Go anywhere. HARRY BENSON, Chesterton, Ind.

AT LIBERTY
MUSICIANS

DRUMMER — SWING YOUR
Band and Cut Any Show. Name experience. Sing and can front band. Have car, age 33. No panics. No weed. Reason this ad, just over sickness. DRUMMER, Box 252, Higginsville, Mo.

RADIO, CONCERT, DANCE
—Most Unusual Doubles. Viola-Violin (Sax some), Guitar, Mandolin Soloist. All around experienced man with large Spanish library. Four years member staff orchestra last radio engagement. JUAN GARCIA, 2413 N. Lincoln Ave., Chicago, Ill.

ALTO SAX—DOUBLING CLARINET, VIOLIN.
Union. 1507 Florida Ave., Tampa, Fla.

ALTO SAX - CLARINET — PREFER STEADY
Spot. (Local 802.) Young, clean cut. BOX 926, care Billboard, 1564 Broadway, New York.

AT LIBERTY — TRAP DRUMMER. STEADY
rhythm, faker, own outfit, work reasonable. Non-union, strictly sober. Write or wire AL PATMORE, Greenfield Park, N. Y.

AT LIBERTY—TENOR OR ALTO SAX, CLARI-
net. Read, take-off, tone, transpose on tenor. Prefer club or hotel location. Married. No panics. RAY LEE, General Delivery, Middleton, Wis.

BAND MASTER WANTS LOCATION—EXPERI-
enced. Go anywhere. SCHOFIELD, Orient, S. D.

BASS MAN—STRING. AGE 21. IF YOUR
band can swing I can meet all qualifications. ROBERT KESTERSON, 3328 Bayside Walk, Mission Beach, Calif.

DRUMMER—VIBRAPHONE SOLOIST, EXPERI-
enced, dependable. MUSICIAN, 307 Glenlake, Toronto, Can. fe11

FAST LEAD OR SWING TENOR. CLARINET —
All essentials. Good proposition only. BUD LILLEY, 75 Thomas St., New Bedford, Mass.

FEMALE HAMMOND ORGANIST — ROLLER
rink experience (first line). Desire change. At present employed. Sweet and swing. Wire or write. Can leave immediately. MUSICIAN, BOX C-84, Billboard, Cincinnati, O. ja28

FIRST OR SECOND TRUMPET—SOBER, YOUNG,
good reader, experience. Prefer location, small combination. Consider anything. All letters answered. VIRGIL CLARK, 1217 Westwells Ave., Price Hill, Cincinnati. fe4

GOOD BARITONE EUPHONIUM SOLOIST FOR
good band. February 15. DE CARLOS, 319 Walnut St., Macon, Ga. fe4

ORGANIST—YOUNG MAN OF PERSONALITY
and appearance. Experienced swing-organ dance music of pleasing high class rhythm, available for cocktail, lounge, hotel or restaurant. Skating rink and roller-dance experience. Knowledge of all steps. Large library. References and photo upon consideration. Write BOX C-92, Billboard, Cincinnati, O.

STRING BASS — AVAILABLE IMMEDIATELY.
Experienced all lines. Reliable, single, union. Age 24. Arrange some, also double trombone. Go anywhere. Wire, write. TED BERNARD, Cliff Hotel, Dallas, Tex.

TRUMPET, DOUBLING SAX (CLAR.) AND
Arranges. Union, fine appearance, show experience. KEN FOELLER, 36 Academy Ave., Middletown, N. Y. fe4

TRUMPET — EXPERIENCED. YOUNG, RE-
liable. For information write LIMA HOUSE, Room 302, Lima, O.

VIOLINIST - COMPOSER - TEACHER —
(Union). Available for concert work. Sacramento 2-7256. HENRY BIRSH, 105 E. 97th St., New York, N. Y. fe4

A-1 TROMBONIST wants job with fine band. All
essentials, read, fake, take off, fine range, tone. Also fine singer. Job must be good and pay off. Prefer location, anybody needing good man write or write immediately. Absolutely no ham. Cut anything or else. S. BURNS, General Delivery, Albuquerque, N. M. ja28

A-1 DRUMMER—All essentials for modern dance
band. Reader, smooth, full solid lift, vocals. Good appearance. Cut any show. Age 28, 12 years' experience. Large or small band, any type. Sober, industrious, fine references. Positively satisfy. Bring fine Tenor, Clarinet Man. Prefer West but go anywhere. State all truthfully. MUSICIAN, 841 15th Ave., S., Minneapolis, Minn.

ALTO SAX, CLARINET AND BARITONE—Read,
phrase. Reliable, union. Prefer location. No panics. MILT ALLEN, 1203 5th Ave., Columbus, Ga. fe11

ALTO SAX - CLARINETIST—Union, age 25. De-
sires week-end dance band, New York local engagements. Tone, improvise. Willing worker, will rehearse. CARL SPERLING, 18 Minerva Pl., Bronx, New York, N. Y. Fordham 4-2977.

BASS PLAYER—Middle and Horn. Fine tone,
age 27, sober, reliable. Experienced all lines. Been with some fine bands. Can join now. Also furnish fine Drummer. BOB BEATTY, 520 Ellis, Augusta, Ga.

GUITARIST AVAILABLE—Swings rhythm section.
Sing both in Trio and individually. All around musician. Sober, age 25, single and dependable. Write or wire. MUSICIAN, 2309 6th Ave., Columbus, Ga. ja28

GUITARIST—Orchestra type. Single, sober, neat
and experienced. Free to travel. Like to join a good dance orchestra or vaudeville unit not too small. Good rhythm, fill-ins, hot figures, solos, etc. Read, fake. Age 19. Write or wire JOHN RECTOR, Route 2, Hickory, N. C. fe4

PIANO AND DRUMS—Long experience. Cafe
and dance work. Chicago only. Address MARIE SCHMITZ, 5603 Blackstone Ave., Chicago, Ill. Phone Dorchester 9783. ja28

SIX-STRING GUITAR MAN—Double Trumpet and
Violin. Experienced nite club and cocktail lounge. Union, sober. Read fake. Give full particulars in first letter. MUSICIAN, 2620 E. Douglas, Wichita, Kan.

TEACHER—Spanish, Hawaiian Guitar, Violin, Sax,
Clarinet. Over ten years' experience class and private instruction. Married, sober and reliable. Address UNIVERSAL, Box 1013, Warrenton, Va. ja28

TENOR SAX - CLARINET—Read, tone, modern
style. Non-union but will join. Jam band or read band. Write LEE ULBRICH, General Delivery, Blytheville, Ark.

TENOR SAX, CLARINET, FLUTE—Read, fast
take-off, solid tone and arrange. Age 23. I can produce and expect same of you. Write or wire CLIFF, 2834 St. Thomas St., New Orleans, La.

TENOR SAX, ALTO AND CLARINET—Excellent
take-off, good reader and tone. Transpose and play lead tenor. Young, single and sober. Prefer location but no panics. Available immediately. MUSICIAN, 7344 Kingston Ave., Chicago, Ill.

TROMBONIST—Good tone, ride and range. All
essentials. Large band or jam job. TROMBONIST, Apt. 10, 108 W. Fifth St., Davenport, Ia.

TROMBONIST—Double 2d Trumpet; also Sings.
Wants to get with a good band. No panics. Has good high lip on trombone and sings well. Can also arrange some. Would prefer swing band as I take a good "go" on trombone and play consistent high F. If your band didn't work steady last year, lay off. Union, age 21, good appearance, reliable and sober. Available immediately. State full particulars first letter. Location within 100 mile radius this vicinity preferred. All others considered. HANK GRAD, 203 Goethe St., Cincinnati, O.

TRUMPET—Any chair. Available Feb. 1. Just
finishing two years with name band playing finest hotels. Consider only well-known bands. Write or wire BOX 334, West Concord, Minn. fe11

AT LIBERTY
PARKS AND FAIRS

KEN HEATH—AMERICA'S MOTORCYCLE ACE,
with his riders in a two-hour thrill show with spectacular stunts. Motorcycle and automobiles in crashes and smashes. Trick riding, motorcycle polo and a number of flaming events which are very spectacular at night shows. Marge, America's Daredevil Sweetheart, crashes up flaming automobiles and stays with them when crashed. Motorcycle flaming wall crash, rider in bathing trunks. Daredevils that do not use crashing helmets. Now booking for 1939 season. All letters answered promptly. KEN HEATH, 1318 Francis St., Jackson, Mich.

AT LIBERTY—High Diving and Rope Walking Dog
Act. Attractive dog climbs 50-ft. ladder and dives into net. Also climbs 80 feet and walks tight rope. H. BATSON, 230 Central Ave., Atlanta, Ga. fe11

CHAS. AUGUSTUS — High-Class Trapeze Artist.
Committees wanting a real feature novelty act for indoor circus and other events, get in touch with me. I have complete and flashy apparatus and do a real act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

FRED AND MARIE GUTHRIE — Four separate
acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Write for details. Bradner, O. fe11

MIKE KELLY'S World's Only Bicycle Riding Chute
Act. Riding down hundred foot chute from high tower. Crashing flaming glass and solid wall house on five foot stage so everyone can see. Write MIKE KELLY, Goshen, Ind. fe11

PROF. PEAK'S BLOCK HEADS — Punch-Judy,
Ventriloquism. Swell outfit. Open now, also for summer season. Permanent address: PROF. PEAK, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

AT LIBERTY
PIANO PLAYERS

EXPERIENCED PIANIST — GOOD READER,
modern style. Sober, reliable, single, age 22. No panics. Address DEATON HENSON, Russellville, Ark.

PIANIST - ARRANGER — SWEET OR SWING.
All essentials, no habits. Require two weeks. BOX 973, Daytona Beach, Fla.

PIANO PLAYER — MODERN, READ, FAKE,
transpose. Sober, dependable. Have card. Join immediately. Can furnish Alto Sax and Drummer if needed. CHET HUGHES, Savannah, Tenn. fe4

YOUNG MAN—PIANIST, ORGANIST AND AR-
ranger, desires position with dance band, radio or hotel ensemble. Broad experience, good appearance, single. Prefer location on West Coast, but if necessary will go anywhere. Address BOX C-88, Billboard, Cincinnati, and allow time for forwarding.

PIANIST—All essentials. Arrange for small band.
Have car. Available immediately. BEATRICE STROLE, 2722 Hall Ave., Marinette, Wis. fe4

PLENTY RHYTHM, modern take-off, young, ex-
perienced. Prefer show or small combination. Consider all. Write PIANIST, General Delivery; wire care Western Union, Birmingham, Ala.

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY — O. W. COURTNEY, TRAMP
Juggler. 181 North Lamon Ave., Chicago, Ill.

AT LIBERTY — Lady Singer, Dancer, Talker.
Change 10 nights. A-1 in acts, bits. Reliable. Need ticket. Address MADAM GUSSIE FLAMME, care Billboard, Cincinnati, O.

AT LIBERTY—Team with car. Singles, Doubles.
Acts. Bits, Piano, Rarin' to go any show that pays the dough. State salary. AL & WANDA VALE, Billboard, Cincinnati, O.

AT LIBERTY—For Vaudeville, Med or Road Show.
Versatile Acrobatic Novelty Team. Write GLENNY AND FORD, care The Billboard, Cincinnati, O.

FEMALE IMPERSONATOR—Have a fairly high
tenor voice and do risque and popular songs. RAY RAYMOND, General Delivery, Syracuse, N. Y.

MEDICINE LECTURER—Also do real straight,
fair piano, comedy novelty singles. Know all acts, bits. Now in Arkansas. State proposition. Have car. Sober. All answered. BOX C-94, Billboard, Cincinnati.

PAMAHASIKA'S Famous Acting Cockatoos — A
feature standard attraction presented by Prof. Pamahasika himself. Management GEO. E. ROBERTS, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

SLAP HAPPY RED—The Ramblin' Oklahoman.
One of the West's most versatile cowboy entertainers. Will join glorified cowboy or hillbilly combination. Plays string bass, washboards, southpaw guitar, sings, step dances, ensembles and rube characters. Twenty of my own cowboy and comedy songs. Have car, wardrobe, instruments. Featured Canadian, American and Mexican stations. Also A-1 scene and sign painter. Send full particulars and best salary first letter to RED ROSS, General Delivery, Trenton, N. J. ja28

TEAM—Man, Blackface and Character Comedy.
Also produce. Lady, Straight or Character. Change for two weeks comedy, singing and talking doubles. Plenty modern wardrobe. Strictly sober and reliable. Have car and house trailer. State your best and full particulars in first letter. J. J. ROSE, General Delivery, Wilmington, N. C.

COMING EVENTS

(Continued from page 53)
LOUISIANA
New Orleans—Mardi Gras. Feb. 16-22. H. Van R. Chase, 315 Jamp st.

MARYLAND
Baltimore—N. A. Sports, Garden & Outdoor Life Show. Feb. 17-25.
MASSACHUSETTS
Boston—N. E. Sportsmen's & Boat Show, Mechanics Bldg. Feb. 4-12. Albert C. Rau, 525 Park Sq. Bldg.
Fall River—Police Benefit Fund Circus. Jan. 24-26.

MICHIGAN
Alpena—Winter Carnival. Jan. 27-Feb. 5. Ben C. Weight.
Detroit—Shrine Circus. Feb. 20-March 5. T. E. Stinson, Shrine Club, Masonic Temple.
Detroit—Detroit Builders' Show. Feb. 17-26. Kenneth D. McGregor, 1626 Buhl Bldg.
Grand Rapids—Shrine Circus. Jan. 23-28. G. H. Hoffman, 248 Houseman Bldg.
Ironwood—Winter Carnival. Feb. 10-12. R. L. Erickson.
Lansing—Commandery Hospitaler Circus. Jan. 30-Feb. 4. Walter G. Rogers, Masonic Temple.
Petoskey—Winter Carnival. Feb. 3-12. Wilson J. McDonald.

MINNESOTA
Crookston—Poultry Show. Feb. 6-10. Harold Thomforde.
Minneapolis—Food Show. Jan. 24-26.
St. Paul—Winter Carnival. Jan. 28-Feb. 5. Ellen J. Princehouse, E. 724 First Natl. Bank Bldg.

MISSOURI
St. Louis—St. Louis Patent Show, Municipal Aud. Jan. 23-28. A. A. Boyle and Earl Enos, 4259 Olive st.

NEW YORK
Bath—Fair & Carnival. Feb. 2-4. Edgar F. Erway.
Buffalo—Incl. Sport & Outdoor Show, 106th Field Art. Armory. Jan. 21-28. Donald L. Guerin, Hotel Statler.
New York—New York Lamp Show. Jan. 23-27. George F. Little, 220 Fifth ave.
New York—N. Y. Gift Show. Feb. 20-24. George F. Little, 220 Fifth ave.
New York—Natl. Sportsmen's Show, Grand Central Palace. Feb. 18-26. Albert C. Rau, 925 Park Sq. Bldg., Boston, Mass.
New York—Natl. Notion & Novelty Exhibit, Hotel Pennsylvania. Feb. 6-11. George English.

OHIO
Cleveland—Al Sirat Grotto Circus. Public Aud. Feb. 6-18. Wm. C. Schmidt, Hotel Statler.
Toledo—Sportsmen & Home Builders' Show, Civic Aud. Jan. 28-Feb. 5. Sam E. Stone, 936 Edison Bldg.

OKLAHOMA
Tulsa—Natl. Home Show. Jan. 31-Feb. 4.

PENNSYLVANIA
Philadelphia—Natl. Home Show. Feb. 10-18. Robt. L. Sterne, 1211 Chestnut st.

SOUTH CAROLINA
Greenville—Indoor Circus & Expo. Feb. 13-18. Jack Arnold.

TEXAS
Brownsville—Charro Days Celebration. Feb. 11-19.
El Paso—Sheriff's Posse Rodeo. Feb. 17-19. R. H. Booker.
Galveston—Mardi Gras. Feb. 17-21. Gus A. Amundsen Jr.
Houston—Flower Show. Feb. 14-15.
Laredo—Washington's Birthday Celebration. Feb. 18-22. Chas. Deutz.

UTAH
Ogden—Poultry Show. Feb. 7-14. Wm. W. Shaw, Box 853.

WASHINGTON
Seattle—Gift Show. Feb. 19-23.

ENGLAND
London—Coin Machine Show. Feb. 21-24.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
Los Angeles—Jan. 28-29. Chas. Smith, 429 W. 131st st., Hawthorne, Calif.
Oakland—Feb. 11-12. A. L. Rosemont, 20 Sycamore st., San Francisco.
Pasadena—Feb. 4-5. Jack Bradshaw, 1814 S. Grand ave., Los Angeles.
San Bernardino—Feb. 26. Jack Bradshaw, 1824 S. Grand ave., Los Angeles.

CONNECTICUT
New Haven—Feb. 18. Ada F. Phillips, 2721 Whitney ave., Hamden, Conn.

ILLINOIS
Chicago—Feb. 26. Paul Schwartz, 629 W. Deming Place.

LOUISIANA
New Orleans—Feb. 18-19. R. C. Duncan, 2925 Constance st.

MARYLAND
Baltimore—Feb. 3-4. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

MASSACHUSETTS
Boston—Feb. 21-22. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

NEW YORK
Buffalo—Feb. 25-26. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.
New York—Feb. 12. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.
New York—Feb. 13-15. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.
Niagara Falls—Feb. 24. Chester A. Hager, 478 Berkshire ave., Buffalo.

OHIO
Cincinnati—Feb. 19. W. L. Hardenburg, 7808 Joseph st., Mt. Healthy, O.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Seven Contracts For H-M Circus Made for Spring

**BUFFALO, Jan. 21.**—Sale of \$20,000 worth of acts to the Shrine Temple of Buffalo by the Hamid-Morton Circus Co. was reported yesterday by Bob Morton, who signed the contract for the company.

Shrine Temple will hold its seventh annual indoor circus in the spring and officers declare plans are to have it eclipse any of the six previous events.

Signing of other contracts for six Shrine circuses to be produced during six weeks in the spring also was reported by Bob Morton.

## Milwaukee's Fete Will Be Extended

**MILWAUKEE, Jan. 21.**—The 1939 Midsummer Festival will run eight days instead of seven as in past years, and is slated to open on a Saturday with a Venetian Night pageant.

Mayor Daniel W. Hoan has suggested that the festival commission be enlarged from the present 15 to 18 members.

Plans also call for enlarging the Shakespearean Playhouse, which proved highly popular in 1938.

## May Relocate Sun Midway

**EL PASO, Tex., Jan. 21.**—Directors of Southwestern Sun Carnival here voted to continue the carnival midway at next New Year's celebration and hope to locate it in San Jacinto Plaza in center

of the business district, where the first midway was five years ago. Leo Floyd, re-elected chairman, told Verne Newcombe, director of the midway for the past four years, that he will get the spot again this year.

## Shorts

**CONCESSIONS** at the 11th annual Air Maneuvers in Miami, Fla., on January 6-8 were handled by J. M. Croft and Paul Curtis, reports Francis Hale.

**ON THE COMMITTEE** of the Bath (N. Y.) Fire Department's three-day fair and carnival are Edgar F. Erway, general chairman; Chester H. Castle, Raymond Wilcox, Charles J. Betty, A. T. Mayer, Lindsey Gunderman, William Lengwell, F. J. Beard, Earl Roberts, C. F. Betty, William Shults, Norman Phillips, Frank Shoemaker and Hubert Waldo.

**LOUIS R. BOGERT, INC.**, New York, was granted charter of incorporation on January 12 by the secretary of state in Albany for promotion and management of exhibitions, fairs and pageants. Organization has capitalization of \$10,000. Directors are given as J. Gilmore Fletcher, John L. Hafner and Louis R. Bogert.

**HERKIMER County Post, Veterans of Foreign Wars**, plans to sponsor a carnival, committee having leased grounds in Herkimer, N. Y., and obtained a city permit, reports Raymond F. Walrath.

**WASHINGTONIANS, Inc.**, sponsor of the annual Seattle Potlatch, held a banquet recently when plans were made for this year's golden jubilee celebration.

**K. (BOSTON) McLOUGHLIN** advises that he was not connected with the recent El Paso (Tex.) Sun Carnival.

## LEGALITY OF PRIZE

(Continued from page 52)

the greatest number of votes. The higher court held this plan to be lawful.

### Cannot Collect

Various courts have held that a gambling debt cannot be collected by a legal suit. In other words, if a person has illegally assumed a debt or obligation he cannot be compelled by suit OR OTHERWISE to pay the debt.

For instance, in *Maughs vs. Porter*, 161 S. E. 242, it was shown that a proprietor distributed stubs of tickets having numbers printed thereon. The patron who held the stub number corresponding to the number drawn by a blindfolded man from a jar was to receive an automobile. The proprietor refused to deliver the automobile to the lucky stub holder, who sued the proprietor to compel him to deliver the automobile.

However, the higher court held the scheme to be a lottery and therefore decided that the proprietor could not be compelled to deliver the automobile to the lucky stub holder.

## SHOWMEN'S LEAGUE

(Continued from page 49)

has appointed a committee of one to confer with Eastern organizations relative to the proposed Showmen's Home. Meeting is to be held at Richmond, Va., next week. A goodly number of brothers attended funeral services for Brother Jack Maxwell, who died recently in Detroit. Brother John D. Starkey advises from Odessa, Tex., that there is slight change in his condition. Brother Charles A. Somma advised by phone of the death of Brother William Troyk (Blooie-Blooie), who died in Richmond, Va. Burial arrangements were handled by Brother Somma. Brother A. L. Rossman is giving much attention to the 1939 issue of the Outdoor Amusement World Directory. Welcome letters were received from Joe Rogers, Frank R. Conklin and William D. Bartlett.

Brother Charles J. Miles wires from Miami, Fla., that Mike Smith underwent an operation there on January 18. His

condition is as good as can be expected. J. (Bill) Carner lettered from Johnson City, Ill., for information regarding membership in the league. Ned Torti, please note. Brother R. Shaffer sent complimentary tickets for the Winter Haven (Fla.) Fair. Counselor Morris Haft giving much attention to matters of interest to the league. J. W. (Patty) Conklin and Neil Webb in for a short visit on their way home from Winnipeg, Ont. You members who are in arrears, have you ever read Sections 3 and 4, Article 17, of our by-laws? This pertains to suspensions. If you are not acquainted, better look it up and send for a copy of the by-laws. It's really important and should be kept in mind. The section reads: "When dues of a member are not paid on December 1 for the current year he shall be under suspension. Also, when a member's dues are unpaid he may request the board of governors to extend the time for payment. This it may do upon good and sufficient reasons. The time for such extension shall not be for more than the period ending at the next annual meeting." This is food for thought. Think it over.

### Ladies' Auxiliary

Club's regular meeting was held on January 19 in the Sherman Hotel with the following officers presiding: President Leah M. Brumleve, First Vice-President Ida Chase, Second Vice-President Edith Streibich, Third Vice-President Maude Geller, Secretary Elsie Miller and Blanche Latto, treasurer pro tem. Invocation was rendered by Mrs. Mattie Crosby, chaplain pro tem.

Plans are being formulated for the March 11 party at Hotel Sherman. Welcome letters were received from Sisters Mrs. Noble Fairly, Mrs. Abner K. Kline, Mrs. A. J. Weiss, Beckmann & Gerety Shows, Mrs. Al Wagner and Mrs. Grace Goss. Announcement of the arrival of a daughter was received from Sister Mrs. Ann Doolan.

Treasurer Phoebe Carsky, who is in Florida, anticipates remaining there for a few more weeks with her husband. Members were delighted to have Mrs. Charles Driver with them again after a long siege of illness, also Sisters Mattie

Crosby and Mrs. Frances Kelley. After adjournment club celebrated its 21st birthday anniversary. President Leah M. Brumleve was presented with a beautiful bouquet of handkerchiefs done up in the form of roses. Mrs. Brumleve sincerely thanked the ladies. A telegram was received from Mrs. Abner K. Kline and numerous others conveying best wishes. Club will hold its regular social on January 26, with Sister Mrs. Mattie Crosby as hostess.

## NATIONAL SHOWMEN'S

(Continued from page 49)

authorized by the board of governors to take charge of the clubrooms in the absence of the house committee and executive secretary. Harry, as Kibitzer in Chief of the card room, reports that Jackie Owen is the NSA pinochle champ!

The 8 to 10 weeks immediately following the elections are expected to see much social activity, what with many functions scheduled right up to the opening of the outdoor season. Spring and summer promise to be busy indeed, New York World's Fair being the magnet, of course. There is every reason to believe that the fair will add tremendously to our membership rolls inasmuch as several prominent members who are operating rides, concessions and exhibits at the fair have definitely pledged their aid in the membership campaign for 1939, which ends on November 18, the date of our second annual banquet, ball and entertainment, which is to be held again at the Hotel Commodore. As at the last banquet, those members bringing in 50 or more paid-up members will be presented with the gold life membership card.

Bill Powell postcards from San Francisco that everything is swell. Charles R. Miller, Luna Park's manager, lettered from Los Angeles, and Sam Rothstein reports from Miami that quite a few members are sunning themselves in that neck of the woods and wants to know how things are progressing in the clubrooms. Well, Sam, it's a toss-up among Andre Dumont, John J. Kelly and Happy White as to the chair-warming honors and all compliment you on your good judgment in the matter of purchasing such comfortable upholstery!

Recent visitors included Brother R. M. Harding, Powers Tent and Awning Co.; J. J. Marron, Calhoun Show Print, and Mike Centanni, Princeton Shows, who has promised to join us at the next meeting. Mike says that he will do everything in his power to enroll the remainder of his show just as soon as he opens. D. Stack Hubbard renewed acquaintances recently and reported he was on his way south. Norman Bartlett, operating rides at the coming fair, is becoming very active in the affairs of the organization and is a constant visitor these days. Al Crane, well-known concessioner, is very busy lining up his itinerary for the coming season and it seems that the New York City museums are 100 per cent NSA! Max Schaffer is operating Hubert's on 42d street and Sportland at 52d street. Dan Cristie, operating Little Old New York on 14th street, has been making it a practice to employ only NSA members whenever possible, and Charles Rubenstein, operating Sixth Avenue Playland at 23d street and Playland Amusement at 125th street, relates some interesting anecdotes regarding the old Harlem Museum, which he operated for 14 years. It seems that Vice-Prez Art Lewis and brother, Ben, got their start in the concession business under Charlie, who mentions Lew Dufour, Joe Gasper, Frank Sterling with Madam Zenda and Doc Foster as among our members who worked for him in the past.

Eligibility committee has approved the application of Paul Winkler, proposed by Max Kassow. Birthday congratulations and greetings from the officers and brother members to James M. Fallon, Robert A. Pisani, Max Kassow, January 28; William (Happy) Schlesinger, Dave White, Thomas Brady, January 29; Joseph I. Goodman, January 30; B. H. Mathis, W. F. Mangels, February 2, and Meyer B. Pinsky, February 3.

### Ladies' Auxiliary

For her courtesy and efficiency in

matters relating to the mayor of Pottsville, Pa., an unusual honor was conferred upon President Dorothy Packman. She has received a complimentary appointment on the Pottsville police force, gold badge and all. Now everyone knows the reason for her broad smile lately.

Election of officers will be held January 24. Installation dinner will follow about a month later, with Sisters Leah Greenspoon, Bee Cohen, Vi Lawrence, Irene Greene and Rose Lang on the committee to arrange for the hotel site.

Great plans being made for our bingo party February 12. Sister Helen Coronati is recovering from an injured arm sustained in a recent fall. Sister Magnolia Hamid, who "lost" her tonsils, is okeh. Auxiliary sent floral piece for Henry Chesterfield services. Plans are going ahead for the Bess Hamid Sunshine Fund. Sister Midge Cohen postcards from Florida that her sister is improving.

## LONG ISLAND

(Continued from page 43)

not" laws that will stare folks in the face the coming summer will be one that will forbid unmuffled motorboat engines "which by unnecessary noises disturb persons on the shore."

## With the Zoos

**MEMPHIS.**—Inventory of the municipal zoo in Overton Park revealed 274 animals. 694 birds and 234 reptiles, occupying 467 buildings, pens and moated inclosures, Superintendent Dave Renfrow reported. Oldest residents are two grizzlies housed in a recently completed barless pit, the two females having come to the zoo with their mother in 1909. Oldest in the bird colony are three rose-crested and one sulphur-crested cockatoos and an Australian kingfisher, residents since 1918. Most valuable are Venus and Adonis, hippos; Alice Memphis and Florence Shelby, elephants, and Popeye and Olive Oyl, chimps. On monkey island are 74 of the zoo's best entertainers. Among inmates especially trained for regular circus performances are seven ponies, nine dogs, several monkeys and two burros. Several seals, elephants and chimps are in training to do acts when circuses are resumed in spring. A 10-foot python is most valuable in the reptile collection, which includes 56 alligators and 55 turtles. N. J. Melroy is in charge of zoo operations.

**DETROIT.**—Songo, 19-month-old elephant, was shipped from Detroit Zoo to join the Hollywood colony of Metro-Goldwyn-Mayer last week, General Superintendent Morris reports.

**WANTED, Rides, Shows, Concessions, Free Acts**  
For  
**4th of JULY CELEBRATION**  
JULY 1-2-4  
Veterans of Foreign Wars, Vandergrift, Pa.  
25,000 Population. Best Carnival Town in Pennsylvania. Mills working almost capacity.  
Write **NORRIS F. SWENK**, Commander  
V. F. W., Post No. 566, Vandergrift, Pa.

**WANTED ACTS**  
Especially High Wire and Animal, for Indoor Circus, March 17-18.  
**MAURICE M. GUY**  
South Intermediate School, Saginaw, Mich.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**

**WANTED FOR SHRINE CIRCUS . . TERRE HAUTE . . INDIANA**

<b>SEVEN DAYS</b>	<b>FEB. 11 to 18</b>	<b>TWO SATURDAYS</b>
THIS SHOW PLAYS TO CAPACITY	BIG SPENDING CROWDS. ANNUAL EVENT.	
WANT SIDE SHOWS	PIT SHOWS	AMERICAN PALMISTRY
POPCORN	CANDY FLOSS	AND CANDY APPLES OPEN
NOVELTIES	SCALES	GUESS YOUR WEIGHT
MACHINES	PHOTOS	AND HAVE TWO STOCK WHEELS OPEN
PLACE TWO OR THREE DEMONSTRATORS	WIRE, WRITE OR PHONE	COULD
CLARENCE WHITE, General Chairman, Shrine Circus, Terre Haute, Ind.		

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## Many Grind-Type Bingos Still Being Held, Is Report

Game played everywhere but some orgs must learn potentialities of group game—professional directors responsible for popularizing group games for merchandise

NEW YORK, January 21.—While bingo is being played in every one of the 48 States and a good percentage of Canadian provinces, more than half of the games staged are still of the grind type, in the opinion of E. S. Lowe, head of E. S. Lowe Co., Inc., manufacturer of bingo supplies. Lowe bases his contention on the fact that his firm has done business with professional directors and organizations conducting bingo games in all parts of the country. Judging from correspondence with these individuals and groups, he states that a good percentage of groups conducting games never heard of group bingo.

This opinion was further verified, he revealed, on a trip from which he has just returned. The trip took him thru a majority of Southern and Southwestern States. While bingo was being played everywhere along his route, he was amazed to find so many games being played in midway fashion—i. e., where the player pays a flat fee for each card before each game.

"It seems that only in large cities and in towns immediately surrounding them is bingo played on the 35-games-for-35-cents-plan or some similar group plan," Lowe observed. "Everyone in the East who is connected with the operation of bingo games in some professional capacity realizes that the grind-type game should be confined to the midway. It is just as illogical to wear your right shoe on your left foot as it is to conduct a grind-type series of bingos for fund raising.

"The large number of grind-type games being promoted, however, is in itself evidence that bingo has not reached its zenith of popularity. From my observation point, it seems that wherever a professional director of fund-raising activities has been engaged to conduct bingos, group games are being played. It is undoubtedly due to efforts of these men in promoting this type of game—where the player pays a set price for an evening of games—that so many orgs are staging bingo here in the East. The same is true in such Midwestern towns as Detroit and Cincinnati where bingo is flourishing. Wherever directors have introduced the group-type game, there bingo is flourishing. In other towns where bingo is being played under the grind-type method, the game is still plodding along in the manner in which it did here in East before the introduction of the group plan. Undoubtedly a great deal of missionary and educational work must be done before all orgs now staging bingo games are made conscious of the advantages of the group plan. When this is accomplished there is no doubt that the game will reach still greater heights."

### Merchandise Prizes

Another interesting observation which Lowe reported is the growing tendency on the part of orgs and directors to get away from the cash awards and to stick strictly to merchandise prizes. "Disregarding the fact that cash awards have been the cause of much trouble with authorities in many cities," Lowe observed, "many men with whom I talked on my trip revealed that they are still sticking closely to the merchandise-award plan. Some are still using cash prizes as bait to sell special-game cards, but most of them say they've found out that offering cash awards for regular games only hurts special-game card sales.

"The reason for this seems to be the fact that the average player is getting wiser and has begun to figure percentages. For instance, if the operator charges 35 cents for 35 games and offers a \$5 prize for each game, the player figures he has a chance to win \$5 for one cent. When the special game comes round, he figures that he's getting

(See MANY GRIND-TYPE on page 60)

## Show Calendar of Interest to Ops

CHICAGO, Jan. 21.—Alert salesboard ops, bingo ops, concessioners and other users of prize and gift merchandise are awaiting the coming of gift and merchandise shows in many parts of the country during the next six weeks. While most ops do not have direct interest in these events, the growing number who have found the exhibits and ideas worth while in the past indicates that the operator group will be well represented at coming affairs. Among merchandise events in the immediate future in which operators are expected to show great interest are the following:

Eastern Manufacturers and Importers' Exhibit, January 30-February 10, Palmer House, Chicago; Merchandise Mart Gift Show, January 30-February 11, Merchandise Mart, Chicago; Coast Gift, Art and Housewares Show, February 5-8, Palace Hotel, San Francisco; New York Gift Show, February 20-24, Hotel Pennsylvania, New York; 225 Fifth Avenue Gift and Art Show, February 20-24, 225 Fifth Avenue, New York; Portland Gift Show, February 14-16, Portland Hotel, Portland, Ore.; Seattle Gift Show, February 19-23, Olympic Hotel, Seattle; Denver Gift Show, March 5-8, Albany Hotel, Denver; Boston Gift Show, March 6-10, Statler Hotel, Boston, and Philadelphia Gift Show, March 20-24, Hotel Benjamin Franklin, Philadelphia.

## Cincy Games Draw Crowds

Police report shows 134,583 persons attended 163 bingos in December

CINCINNATI, Jan. 21. — Cincinnati bingo fans are rabid addicts of the game, judging by the December report submitted to City Manager C. O. Sherrill by Police Chief Eugene T. Weatherly during the past week. In a month usually marking a lull in bingo attendance, this report shows that 134,583 fans attended 163 games. These fans paid \$107,381.67 to play the game and approximately a quarter of that amount, \$28,151.05, was paid out for prizes. Average net cost per participant was 58.9 cents a night.

City restrictions on bingo demand that a permit for each game must be obtained from the Chief of Police and games must be conducted for charitable causes only. Not more than 25 per cent of receipts may be used for prizes.

Bingo has long been one of the most popular indoor pastimes among people of the Queen City. Crowds of more than 5,000 a game have flocked to some series. Funds raised by bingo have done a lot to pay off church debts, send poor children to school, finance day nurseries, hospitals and charity programs of fraternal and social organizations. Such a clamor went up from irate bingo fans a few months ago when the city manager attempted to ban bingo that it became the No. 1 problem of city council, who devised and authorized the operation of bingo games under present restrictions.

because it apparently increases their chances to win. Since special games are in most cases responsible for the bulk of the take, it is wise to concentrate the liveliest angles in running them off.

JACQUES C. TAYLOR, well-known bingo announcer associated with Gottlieb enterprises, reports rising popularity of balloon bingo. The way it works is simple: For each of the regular games you have a balloon on the stand. In the average game of 35 prizes you will have 35 balloons. Inside each balloon there is a slip of paper naming one of the prizes. The winner comes up, pricks whichever balloon he pleases and is awarded the prize indicated on the slip inside. The whole scheme serves to provide additional suspense and showmanship.

IT IS APPARENT that in order to continue their present success and maintain public interest, bingo men must constantly push on into new fields and experiment with new ideas. Altho the element of novelty and originality is always in demand, it is best to avoid the startling or extreme stunts. As in so many other enterprises, the presence of good taste is necessary to condition and temper schemes which at first seem sure fire. In the case where games are conducted in churches or by religious organizations the need of restraint is obvious. However, no two situations are (See BINGO BUSINESS on page 60)

## "Legality of Prize Contest"

In this issue, in the Carnival Department, is the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

**DEALS**

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Quite a few boys are already giving attention to the matter of lining up merchandise for spring promotions. And it is none too soon, either. Winter still has a good lease on life, but weeks have a way of slipping by and unless adequate preparations are made the new season will be smack upon you before you know it. So don't leave yourself in a position where, instead of cashing in immediately with an appropriate deal, you'll be singing the blues because you're not ready.

It looks like the old reliable small radio will continue to play an important role in deals. In the past few years it has been one item operators could always turn to in a clutch and from the way manufacturers have been dressing up sets with new gadgets and cabinet designs, it will come thru for them again this year. Of special interest in the radio line is the new portable, battery-operated set which may be the first hit number for '39. It is priced too high for a small deal but that in itself should not prove too great an obstacle to overcome. The battery-operated radio has tremendous consumer appeal and with money loosening up a bit should move well despite the fact that the take will have to be jacked up considerably.

Fur coats are still going strong, according to local distributors, and signs point to sales holding up thru February. H. M. J. Fur, Seidel, Brand and Angell all report a nice volume of business. In fact, Charlie Seidel says he was so worn out filling orders on his deal that he had to run away to Miami for a week to rest up. He is back on the job again, pepped up and rarin' to go.

John W. Miller, of Downingtown, Pa., writes:

"Perhaps you will answer a few questions for me. Is it necessary to obtain any sort of permit to engage in a mail-order business? If so, what? How may salescard deals be legally sent thru the mail, that is, the kind in which the seller of the card and the winner each receive an award?

"I have already contacted the United States Post Office Department on this question and they say it is against the law, yet how do the national advertisers of Chicago do it?"

So far as we know it is not necessary to obtain a license to engage in the mail-order business.

We can't understand why your local (See DEALS on page 60)

**BINGO BUSINESS**

By JOHN CARY

WITH BUSINESS on the upgrade as shown by the healthy angle of *The New York Times* business index, the bingo trade appears to be in the clear for some long runs in 1939. Of course, optimism alone will not do the trick, so let's inspect some of the up-to-date methods used by successful men in this field.

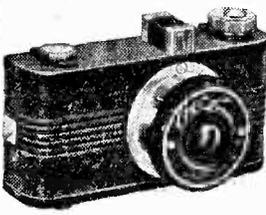
JERRY GOTTLIEB, counselor for a number of prosperous enterprises in metropolitan New York, has employed interesting variations which he is good enough to pass on to operators. Instead of simply indicating the prize to go to the winner, he presents a large and attractive array of gifts from which the winner chooses what he wants. His display is usually made up of 80 prizes of an average value of \$3. A good variety gives the impression of a considerable variation in value and attracts the skeptics who might otherwise stay at home.

"PEOPLE ARE STRONG for prizes," he says. "Chrome and silver items are very popular at the moment and it's always safe to stick to useful articles of good quality. Try to introduce prizes of a type which the public is not accustomed to seeing at bingos. It's no good to put a tilt-top table of \$5 value on display when they're used to seeing something that looks practically the same but is worth only about \$2. In a word, give them better prizes of new and different types."

TO THE CONSOLATION WINNER, Gottlieb also offers a choice. He may expect either a free admission coupon—five of which may be exchanged for any prize—or a Cannon towel. This creates good will and insures continued attendance.

FOR THE SPECIAL GAME his favorite stunt is to stage a full-card game in which the picture frame is free. This means the four outside strips are filled in advance and contestants are happy

**REDUCED PRICES**



Candid Camera Adams Type No. B99102  
LOTS OF 24  
**\$1.15**  
EACH

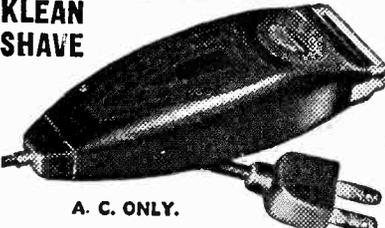
Lots of 12, \$1.20 Each.  
Samples, \$1.50 Each.

- 16 Pictures From Roll of Film
- Super Speed Lens
- Fixed Focus
- Eye Level View Finder
- Shutter Stops for Time or Snapshots

**TODAY'S BEST BUY**

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**KLEAN SHAVE**



A. C. ONLY.

Life-Time Motor. No Rotating Parts. Requires no oiling. Gives as close a shave as a Blade Razor.

No. B83J360—Each ..... **69c**  
Quantities 36 or More

Per Dozen Shavers, \$9.00.  
Sample Shaver, \$1.00 Each.

Be Sure To Include Shipping Charges With Orders.

**N. SHURE CO.**  
200 West Adams Street, Chicago, Ill.

## Popular Items

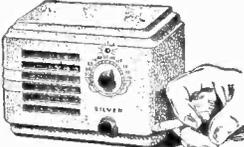
Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Listener-Inner

A way of sharing important telephone conversations in the home or office by two people on the receiving end is provided by the new Lumarith Double-H Ear, offered by the John J. Ross Corp. Item simply is an earpiece connected by wire to the telephone so that another person may share the conversation. Made of plastic, item is not a permanent installation, as it may be tucked away in desk or coat when not in use. Altho device is new, it seems to have market possibilities, it is said.

### Chrome Radio

A new note in the midget-type radio has been sounded by Silver Mfg. Co., it is reported, with its new all-chrome radio. Packed full of eye-appeal, the flash of this new number plus mechanical excellence is said to make it a natural for salesboard and bingo ops and other prize and premium uses. Number is 6 1/4 inches wide and comes with aerial and four RCA metal tubes. Like all Silver radios, the firm reports, the set is guaranteed for a year.



### Round Razor for Women

One of the most likely looking new items in recent months is a new-type razor for women to shave under arms with safety, offered by National Production Co., it is said. Number is styled like a man's safety razor, but the top is round, and it has a round blade which is said to form a perfect contact with the surface of the underarm, giving smooth and clean shaving. Item's superior efficiency and low price seem to make it a natural, it is said.

### Pocket Nail File

A modernly designed nail file that has started off like a winner has been offered recently to prize and premium users by Kilgore Mfg. Co. Item is unique for its safety retracting and propelling feature which prevents cutting or tearing purse or pocket. Back of plastic case may be imprinted. Offered in assorted colors, file has wide appeal and is priced low enough to find a place in most any prize plan, it is said.

### Store Signs

Salesmen who call on stores and commercial establishments should find in Gem Signs a good item with a large profit margin, according to the maker, Gem Sign Manufacturing Co. Each sign is 8 1/2 by 9 1/4 inches in size and is of the clever type, said to be ideal for small restaurant and store proprietors. Firm has in stock 25 standard signs which are sold at a low price in large quantities. Signs are said to be attractive and may be ordered by number.



### S. S. Wallet

Reliable Sales Co. is marketing a leatherette wallet with gilt metal corners, containing five compartments for bills, business and identification cards, postage stamps and Social Security plate. Firm states that this is an improvement on the simple case heretofore offered in conjunction with security plates and also that it has greatly augmented security plate sales. The company has a circular describing its various sales plans, including the leatherette wallet item and other Social Security combinations.

## Smashing All Sales Records!

# FLEETWOOD

### The All-American Miniature Candid-Type Camera

**ELEVEN ALL STAR FEATURES**

- ★ New Hi-Speed Graf Lens
- ★ Fixed Focus Candid Style
- ★ Eye-Level View Finder
- ★ Snap-Shot or Time Exposure
- ★ Space for Extra Roll of Film
- ★ Built in Tripod Socket
- ★ 16 Exposures
- ★ Uses V-127 or A 8 Film
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- ★ Attractive Fittings
- ★ Fully Guaranteed

**80c** Each, Doz. Lots.  
**75c** Each, Cross Lots.

Samples, \$1 Each, Postpaid.  
Beautiful Carrying Cases With Strap May Be Had for An Extra Charge of 25c Each. 25% Deposit With Order, Balance C. O. D.

**JEDRO COMPANY** 132 W. 32nd St., New York City  
**BENGOR PRODUCTS** 876 Broadway New York City



**HAVE YOU HEARD? — THEY'RE HONEYES!!!**

1-WHITE PEN & PENCIL DEAL! — 2-MIDGET KNIFE DEAL!  
3-ATTRACTIVE ASSORTED MERCHANDISE DEALS!

- Newest Thing Out!—VISIBLE ELECTRIC TOASTER. Guaranteed—Each only 59c (Include Postage).
- New Electric Clocks, Lamps, Premiums, Perfumes, Notions, Blades, Carded Goods, Side Line Merchandise. Box Chocolate Deals.
- Wagonmen, Pitchmen, Premium Workers, House-to-House Canvasers—Write for Catalog Today!

**CHAMPION SPECIALTY CO.,** 814-J CENTRAL ST., KANSAS CITY, MO.

**ELECTRIC SHAVERS**  
Individually Boxed.  
Each **85c**  
12 for \$10.  
Include Postage.

## BINGO GAMES—SUPPLIES

Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations -- Write for our Special Winter Catalog—Be Sure and mention your line of Business

**MIDWEST MERCHANDISE COMPANY** 10TH & BROADWAY KANSAS CITY, MO.

**Special THIS WEEK ONLY Fur Coats**

- No. 600—P'rd Seal, Hair Down, \$7.50 ea.
- No. 605—V Seal, \$9.50
- No. 606—V Beaver, \$10.50
- No. 626—Dark Coney, \$11.50
- No. 629—Golden Coney, \$11.50
- No. 676—Cocoa Squirrel, \$17.50
- No. 677—Grey Squirrel, \$17.50
- No. 681—Seal Buck Skins, \$22.50

Swagger Style Only. All Sizes. Finest Quality. A-1 Workmanship.

Order from Ad. Give Number and Size.  
25% Deposit, Balance C. O. D.  
SEND FOR NEW ILLUSTRATED CATALOG AND COMPLETE PRICE LIST.  
M. SEIDEL & SON  
243 West 30th St., N. Y. C.



## Sell VALENTINES

Share in the Profits.  
Comics are in BIG demand

X3495—Comic Valentines, 144 Designs. Size 7x10 inches, printed in color on newspaper. 1 complete assortment to the printed envelope. Packed 1 Gross in Package 10-Gross Lots. Gross (Postage Extra) **35c**  
PER GROSS (Postpaid), 50c.  
Illustrated Price List of All Valentines Upon Request.

Deposit Is Required on All C. O. D. Orders.

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA

## ATTENTION BINGO OPERATORS

Colorful Sanitary "See Thru" Bingo Markers. Have received the approval of Bingo Players the country over. Priced to sell a complete set of 25 for a nickel. Write for free samples and prices today.

**AUTOMATIC BUTTON CO.**  
Muscatine, Iowa

**SPECIAL VALUES ELGIN or WALTHAM**

O Size—7 Jewel Engraved Case. With English Leather Strap. Individually Boxed, with attractive Price Tags. R. B. In lots of 3 Each Same—15 Jewel. In lots of 3. Each **\$3.75**  
50c Extra for Samples. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalog. 25% Dep., Bal. C. O. D.  
105 Canal St., New York, N. Y.



**KANE WATCH CO.**

**Extra Value!** **\$2.25** Each

5 for \$10.50

No. BB 9588—Ladies' Bracelet Watch. Exquisitely Styled 10 1/4 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

**ROHDE-SPENCER CO.**  
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**FREE CATALOG!**

showing newest, fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Cameo and Whitestone Rings. Send \$2.00 for complete samples.

**Jack Roseman Company**  
307 5th Ave., New York City.



**DEMONSTRATORS**

Sensational Demonstration—Three Tremendous Sellers. SLOANE'S Nu-Foot Powder, for tired, aching, burning feet, etc. SLOANE'S Liquid for Corns and Callouses, also Athlete's Foot Ointment. Easy Spel. Gross Powder and gross Liquid, total \$9.00. (Free with each double gross. 1 dozen jars Athlete's Foot Ointment Free—50c retailer.) Sample 25c. 50 per cent deposit orders.

**SLOANE PRODUCTS, INC.**  
(Dept. P) 143 West 41 St., New York City.

### Highball Port-o-Bar

Marpo, Inc., reports it is offering salesboard ops and others seeking a major prize number that is unusual and has quality an item called Port-o-Bar. The service is equipped with eight frosted glasses, a jigger and ice bucket and has space for seltzer and two liquor bottles. Item comes in red, blue, chrome or ivory and has appeal for anyone who entertains, it is reported.

## EVANS' New Premium Already A Hit!

It's the brand new Majestic Portable Radio! The sensation of the Show! Plays anywhere! Needs no electricity... no aerial. Just "Pick It Up and Go!" The newest thing in Radio... the newest money-maker for you. Nationally advertised. Get all the amazing details, now!

**EVANS NOVELTY CO.**  
946 DIVERSEY • CHICAGO.



✓ **Send for This!**

The Silver "Swingtime" ELECTRIC PENDULUM CLOCK

Ivory or Walnut **\$2.50**  
Dozen Lots. \$2.25  
600-Hole Board 35c  
The Hottest Salesboard and Premium Item you ever saw—a real money maker. Send \$1.00 Dep. Write Dept. B52.

**SILVER MFG. CO., Inc.**  
2868 ELSTON AVE. CHICAGO, ILL.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**BEER and WHISKEY GLASSES**  
Fastest Selling Joke Novelty in Years. Exact Copies of Real Liquor and Beer Drinks. Made of Real Glass and Imitation Contents. Fools Everyone.



**BEER GLASSES \$1.10**  
Gross ..... \$12.00  
**WHISKEY GLASSES**  
Dozen ..... 75c  
Gross ..... \$8.50

**SPECIAL PRICES TO LARGE USERS.**  
25% Deposit with orders, Balance C. O. D.

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878 BROADWAY, NEW YORK, N. Y.

**NOTES from SUPPLY HOUSES**

La Mode Bead and Novelty Co. has moved to larger quarters at 307 Fifth avenue, New York, where in addition to its general offices a large showroom is available. Says Philip Berland, of La Mode, "Business increased to the point where it became absolutely necessary to seek larger quarters in order to adequately serve customers. We are looking forward to an even better year in '39." La Mode Bead and Novelty Co. imports and manufactures novelty jewelry and engraving items.

Richard Rosebury, best known for his activities in the magazine subscription field, has also established himself as promoter of trade shows. At present he is busy exploiting his annual Bar-Grill-Tavern Exposition. Show will be held in the Hotel New Yorker soon. It is expected that many of Dick's friends among the sub-selling craft will visit the show. *Bar and Grill Journal*, a trade paper in the field, will have a booth and employ quite a number of the sheet-writing fraternity.

A novelty jewelry house known as Jack Roseman Co. has been formed in New York to market lockets, crosses, engraving jewelry, cameo and whistone rings and other jewelry suitable for concession trade. Jack Roseman, who heads the firm, is regarded as expert in the novelty jewelry line and has been credited with marketing some exclusive numbers that have won the acclaim in the trade. He has a new catalog which he will forward upon request.

M. Pintchman advises that he has formed the Majestic Bead and Novelty Co., 307 Fifth avenue, New York, and is introducing a line of rings, lockets, crosses and jewelry for demonstrators.

**BINGO BUSINESS**  
(Continued from page 58)  
the same and each man must grapple with his own problem, take his own chances and hope for the best.

IN THE MEANTIME, what have you been doing that's new? Let us hear from you.

**DEALS**  
(Continued from page 58)  
post office informed you that it is against the law to send salescards thru the mail. There are any number of concerns doing that at the moment and there is no reason why an exception should be made in your case.

We understand that if your salescard has this notation: "Postmaster—Merchandise—this may be opened for postal inspection" and another clause to the effect that the card may be used for distribution of merchandise illustrated on the card or any other merchandise the user may see fit, the card is acceptable in the mails.

Firms that use the mail inclose only one sample card with their letter and literature. However, when they make

bulk shipments they use Railway Express.

It is our understanding that the Chicago Post Office was the first to accept salescards for mail distribution and that subsequently a general ruling was issued to all post offices to accept cards for the mail. We would suggest that you contact your local post office again as there is a possibility there was a misunderstanding.

HAPPY LANDING.

**MANY GRIND-TYPE**  
(Continued from page 58)  
gypped if he pays 10 cents for a chance to bag a \$10 award or \$25 prize when, according to correct ratio of percentages, the prize should be \$50. As a result the player passes up the specials. Since reverting to a strict merchandise policy ops report an upping in both attendance as well as in special game sales. I am glad to see this return to the merchandise game," Lowe continued, "for it is only by strict adherence to such a policy that bingo will continue to progress."

**AMERICAN CARNIVALS**  
(Continued from page 49)  
Inc.; Reid Greater Shows, Wonderland Exposition Shows, Blue Ribbon Shows, Miller Bros.' Shows, O. J. Bach Shows; Art Lewis Shows, Inc.; Heller's Acme Shows, Inc.; Ideal Exposition Shows; O. C. Buck Expositions, Inc.; Happy Days Shows, Greater New England Shows, United Shows of Canada, Rubin & Cherry Exposition, Gooding Greater Shows; Al C. Hansen Shows, Inc.; Dodson's World's Fair Shows, Gold Medal Shows; Kaus United Shows, Inc.; Karl Middleton Shows, Greater Exposition Shows, Spillman Engineering Co.; Happyland Shows, Inc.; Wallace Bros.' Shows of Canada; Goodman Wonder Show, Inc.; Joseph C. Crouch Shows, Fair Publishing Co., Endy Bros.' Shows, Clemens Schmitz, West's World's Wonder Shows, Holman's Rides, Coleman Bros.' Shows, Anthony Fantasia Amusement Supply, Rocco Fantasia Carnival Supply, Anderson Amusements, Martin F. Bowes, State Fair Shows; Zimdars Greater Shows, Inc.; Buckeye State Shows.

We are awaiting replies of members of our wage-and-hour-law committee and when these are received we will be in a position to ascertain whether it will be necessary to have a meeting as originally planned.

*Philadelphia*

PHILADELPHIA, Jan. 21.—O. C. Buck spent a day here and booked Al Paulert to present his French Casino and Oriental Revue shows with the Buck organization. Jim Thompson has been contracted to book and handle the Circus Side Show. Buck informed that altho the recent fire was disastrous, he was making great headway at quarters. Jim Garrison, who has been operating a glass-blowing concession in museums here the past two winters, is arranging to make a local connection to manufacture his glass work.

**Ringgold Vaught's G. A.**  
EL PASO, Tex., Jan. 21.—Appointment of Louis Ringgold as general agent of State Fair Shows was announced here by owner Mel H. Vaught. Ringgold was with Silver State Shows last season. Both left this week on a booking tour.

**Harry Hennies in Hospital After Long Motor Trip**

KANSAS CITY, Mo., Jan. 21.—Harry Hennies, of Hennies Bros.' Shows, was today reported improved in St. Mary's Hospital here. He became ill during a recent stopover in Kansas City, while en route to Shreveport, La., winter quarters of the show, from Rochester, Minn. Suffering from a respiratory trouble and threatened with pneumonia, Hennies entered St. Mary's on January 15. He is 39.

Mr. and Mrs. Hennies had been in Rochester about five weeks, Hennies having gone thru the Mayo Bros.' Clinic and received treatment there. The couple drove from Rochester to Kansas City in a day, covering about 450 miles. A stopover was made and four days after arrival Hennies entered the hospital.

**SOCIAL SECURITY**  
NEW, BEAUTIFUL RED, WHITE AND BLUE PLATES.  
\$8.50 Per 100 — \$75.00 Per 1,000.

**SOCIAL SECURITY PLATES**  
\$4.50 Per 100 — \$40.00 Per 1,000.

**BEST MACHINE MADE — LOW PRICED, MONEY-BACK GUARANTEE SHIPPED ON 24 HOURS' APPROVAL!**

**SPECIAL OFFER**  
1/8" or 1/16" Set Letters and Figures with Gauge and 100 Plates.  
**\$10.50**

25% Deposit Required On All Orders.

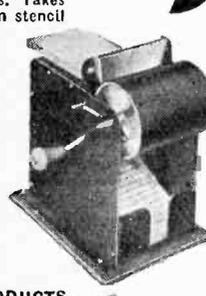
**ROOVERS**  
Established 1883.  
Quality-Dependability-Satisfaction  
258 BROADWAY, NEW YORK CITY.  
3611 14TH AVE., BROOKLYN, N. Y.

**POST CARD Rotary Typeless Printer \$9.95**  
COMPLETE

**PRINT-O-PRESS** Post Card Duplicate duplicates post cards by hundreds or thousands. Takes any card 3 1/4 x 5 1/2 from stencil like regular letter duplicator. Fast, accurate and perfect register. Just feed card into slot — turn handle and card comes out all printed. Ideal for theatrical folks, agents or anyone for sending notices, announcements, ads, etc. Anyone can use. Comes complete with stencil and other supplies.

**FREE**—Write for full details and Free Samples of work it does.

**PROFESSIONAL PRODUCTS,**  
Dept. 160, Silverton, O.



**BULOVA — GRUEN ELGIN — WALTHAM**

**WRIST AND POCKET WATCHES FOR LADIES AND GENTS**  
Reconditioned and Guaranteed  
Like New, Start At **\$3.10**  
1939 STYLES NOW AVAILABLE  
WRITE FOR OUR NEW CATALOGUE.  
**NORMAN ROSEN**  
Wholesale Jeweler.  
801 SANSOM ST., PHILADELPHIA, PA.

**FUR COATS**  
SECURE THE BEST-PRICES \$8.50 UP

Form-Fitting, Swagger and Princess Styles in all sizes. Your choice of Sealines, Kid Paw, Beaverettes, Persians, Coney, Pony, Caraculs, Marminks Broadtails.

Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation. We manufacture Fur Coats exclusively which enables us to give you greater value for your money.

**S. ANGELL** 236 WEST 27th ST. NEW YORK CITY, N.Y. MANUFACTURING FURRIERS

**ELGIN & WALTHAM \$2.95**

**RENEWED GUARANTEED Men's Wrist Watches**  
Wholesale Jeweler Since 1914.  
Send for Free Catalog, Deposit, Balance C. O. D.  
**LOUIS PERLOFF,**  
729 Walnut St., Philadelphia, Pa. Watch, 7 Jewels New Cases, New Leather Strap.

**HOT VALENTINE CARDS**

No. 1 Postcards, 30 diff., per 100 .75  
No. 2 Baronials in colors, per " 1.50  
No. 3 Folders with Poetry, per " 1.50  
No. 4 Folders Cartoon Ser's, " 1.50  
No. 5 New Baronials, " per " 1.00  
No. 6 New Series Folders, per " 2.00

**PHONEY FUNNY DIPLOMAS FOR VALENTINES**, 30 diff., in colors. Gro., 2.00. Legit. Comic Cutouts and Folders in riot of colors, 50 diff. assts., at 30, 40, 50 and 75c gross. Retail up to 5c, gro. to box, **NEW HOT DECALS** for Whiskey or Highball glasses, 8 diff. on strip. Jitterbugs, doz. strips, 1.00. Naughties and JITTER JANES, large, 8 to strip, 2.00 doz. strips.

**JOKE ITEMS.** Doz. Panty Calendar .80  
Fried Eggs .100  
Sr. Magn'g Glass .75  
Miss Bubbles .70

**COMIC GIFTS.** Doz. Dog Book .150  
Hope Chest .160  
No, No, Best .135

**SAMPLES OF VAL. CARDS, FOLDERS,** Diplomas and New Valentine Catalogue, 50c, or Samples of 50 Joke Items and Cat., 2.00.

**MAGNOTRIX NOV. CORP.,** 136 Park Row, N. Y.

**BE THE FIRST WITH THE LATEST ACME BETTER BUSINESS BIGGER PROFITS BINGO — PREMIUM — SALESBOARD OPERATORS**

NOW READY — FIRST RUN — HOT 1939 WINNERS  
Novelty Clocks, Lamps, Radios, Beverage Sets, etc. New Candy Deals—Hot Shot—New Merchandise Deals. First Showing of largest Line of Easter Novelties.  
**WRITE FOR CATALOG TODAY.**

**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST. ST. LOUIS, MO.

**BINGO—PREMIUM—SALESBOARD OPERATORS—ATTENTION!**  
For Bigger Profits Buy Your **MAJESTIC RADIOS**  
From a Bona-Fide Distributor.

WRITE OR WIRE FOR PRICES

We have made up 10 different kinds of Salesboards and Push-Cards especially for Majestic Radios with gross profits ranging from \$25.00 to \$110.00.

**SEND FOR PRICE LIST.**  
We will send you complete Price List and Description of all Models Priced at \$9.25 to \$78.50. Many Styles in Table Models and Consoles.

**L. BERMAN & CO.,** 123 N. W. 5th St., EVANSVILLE, IND.



**THOUSANDS SOLD AT**

**EMMA SHOW IN CHICAGO**

**STEPPIN' SAM**

**\$4.00 Dozen \$36.00 Gross**

1/3 Deposit Sample 60c Anywhere in U. S. A.

**STEPPIN' SAM COMPANY**  
4458-60 Grisco St., Philadelphia, Pa.



**HOT SPECIALS**

**SOCIAL SECURITY WALLETS.** Gro. \$18.00  
**HAMILTON ELECTRIC RAZORS.** Ea. .80  
**PEN & PENCIL SETS.** Gro. .... 18.00  
**INGRAM CLOCKS.** ..... 10 for 6.40

**WE CARRY A COMPLETE LINE OF LEATHER GOODS, CLOCKS, WATCHES, NOVELTIES AND NOTIONS.**

**WRITE US FOR YOUR NEEDS.**  
25% Deposit, Balance C. O. D.

**STANDARD NOVELTY CO., INC.**  
1330 Franklin Ave., St. Louis, Mo.

**ELGIN & WALTHAM**

**RENEWED POCKET WATCHES NEW YELLOW CASES**

25% Deposit, Balance C. O. D. **\$2.25** SEND FOR CATALOG

**GABRIEL-IEZZI**  
2115 S. 18 St., Philadelphia, Pa.

**SELL SIGNS**  
to Stores, Taverns, Gas Stations, new est 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations.

**GEM** 4327-B1 Harrison St., Chicago, Ill.

**Your Wife can only get so mad so why not stay a little longer?**

### SOCIAL SECURITY

STATUE OF LIBERTY DESIGN . . . . . 4c  
OTHER DESIGNS . . . . . \$4.50 Per 100  
(New) Photo Plate . . . . . 6c Each  
Red, White, Blue, Gold Enameled Flag Plates,  
\$8.00 per 100.  
24-Gauge High Polish Brass Catholic, General  
Identification Plates, 5c Each; \$45.00 per  
Thousand.  
(New) Social Security Money Clip, 12c Each.  
(New) Key Ring Tags, Social Security; Cath-  
olic; General Identification, \$1.75 per 100;  
\$15.00 per 1,000.  
(New) Dog Collar Plates . . . . . 3c Each  
(New) Mail Box Plates . . . . . 3c Each  
(New) Luggage Plates . . . . . 3c Each  
Double Fold (Brass Corners) Leatherette  
Cases . . . . . 3c Each  
Single Leatherette Cases . . . . . 1 1/2 c Each  
Safesmen, Agents, Operators, write wire im-  
mediately for complete New Name Plate Line.  
Single Samples 10c Each; Complete Sample  
Line 50c.  
Our tried, proved portable  
machine stamping names,  
numbers. No skill re-  
quired. Hundreds sold at  
\$65 Now reduced to only

Hand Stamping  
Outlet; Patented  
Plate Holder,  
Spacer.

**\$19.95**  
Terms: 25% Cash Deposit With Order,  
Balance C. O. D., F. O. B. New York City.

**\$52.50**  
Weight 14 Lbs.  
SOCIAL IDENTIFICATION CO.  
1560 BROADWAY NEW YORK CITY.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Sales-  
men, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**"THE PERSON . . .**  
you didn't expect to meet" on a recent  
Fred Allen program aired over the NBC-  
Red network was none other than Pitch-  
dom's own Harry von Zell. This scribe  
happened to catch the show and our  
hat's off to Harry for a swell job  
well done.

**BILL DILLEY . . .**  
is reported to be clicking around Sandy  
Lake, Pa.

**SUCCESS COMES** to the fellow who is willing  
to go out and fight for it; not to the one who  
is content to just sit and wait for it.

**WHO IS PLANNING . . .**  
to work the Mardi Gras in New Orleans?  
Let's hear from you boys.

**DR. J. R. COATES . . .**  
and J. Ross rambled into Bridgeton,  
Conn., recently and have been working  
to fair-to-middlin' business since with  
herbs in the H. L. Green store there.  
They recently concluded lucrative stands  
with same item in Schenectady and  
Utica, N. Y.

**STELLA STARR . . .**  
veteran exponent of the pitch fraternity,  
was sighted working to fair business  
in a Georgia chain store recently.

**THE McINTYRES . . .**  
are reported to be collecting the geedus  
with scopes in Birmingham.

**STORIES** have been and always will be writ-  
ten about Pitchdom's exponents. If they are  
true stories no one objects. But you writers  
who are penning 'em, play fair and give  
Pitchdom a square shot.

**"JUST CONCLUDED . . .**  
a three-month booking in the H. L.  
Green stores with gold wire and engraved  
jewelry," pens Eugene Brunk (Gold Wire  
Gene) from Winston-Salem, N. C. "En-  
joyed a successful December in Durham,  
N. C., and also worked Alabama and  
Georgia. Latter was the best for money  
and I'm managing to get some here.  
Plan to head for either Florida or Georgia  
soon."

**HARRY FLORE . . .**  
who worked med in a Main street store  
in Akron with Morris Davidson and  
Jockey Ross about a month before the  
holidays to n. g. business, in his first  
pipe reports that he and Ross are now  
working community sales and Saturday  
spots in Ohio towns.

**AL AND WANDA VALE . . .**  
pencil from Daleville, Ind.: "Returned  
home after 20 weeks in Missouri. On our  
return east we stopped at Paris, Ill., and  
Anderson, Ind., and enjoyed a visit with  
George and Nellie Taylor in the latter  
town. While in Missouri we met one of  
the Segar boys pitching liquid solder  
at one of the sales barns which are open  
to anyone who gets the owner's permis-  
sion and then turns over 10 per cent of  
the take. Unionville, Lancaster and  
Princeton are good, with Green City and  
Milan fair."

**ALMOST ANY GOOD** item can be sold by  
a capable pitchman.

**DOC TOM ADKINS . . .**  
is working med on lot, Decatur street,  
Atlanta, to fair business.

**PAT DANA . . .**  
squibs from Houston: "Been here one  
week and, altho the city is closed, out-  
side towns are open. Haven't met any-  
one who is getting any money above a  
decent living tho. We've been working  
refineries to fair takes. Will remain here  
until spring and then work north. North  
Carolina wasn't so bad. I worked there  
five weeks. Would like to read a pipe  
from Johnnie Rieck. Met Morris Kahn-  
troff in Port Arthur, Tex. He was headed  
for Florida."

**TRIPOD OPININGS:** "A fellow doesn't need  
to be married to one item. Ofttimes it pays  
him big dividends to change to another."

**HANG OUT AN EAR . . .**  
fellows, and listen to the following effu-  
sion fogged thru from Meadville, Pa., by  
Big Al Ross: "Still doing fine working  
the market on Saturdays with my hair  
restorer and shampoo. There is a demon-  
strator in Murphy's here who has a  
dandy patcher and mender. He isn't a  
pitchman, but he gets the naturals, and  
isn't it a shame that we fellows who have

**JOHN J. PLANO . . .**  
wigwags from Los Angeles that he plans  
to remain in the City of the Angels for  
the winter and then head for San Fran-  
cisco to work the fair. He's currently  
working flukem with Fred Hudspeth,  
but will open a new layout soon with  
George Robinson. He adds that the  
reader there has been reduced to \$4  
per quarter, making it much easier on  
the boys. John says he's anxious to  
read pipes from George Sanders, of  
polish fame, and Ozzie Routt.

**WE BELIEVE OPPORTUNITY** does visit  
more than once. It's on the doorstep of  
Pitchdom again.

**JACK MURRAY . . .**  
opened his Sphinx herb tea demon-  
stration in a Birmingham chain store last  
week to fair results, according to a re-  
port from the Alabama city.

**MRS. CONNIE MURRAY . . .**  
is working eye-glass cleaners in a  
Birmingham department store.

**DOC MORGAN . . .**  
of horoscope fame, rambled into Birming-  
ham recently but after a brief look-see  
left for other parts.

**STANLEY NALDRETT . . .**  
after closing his juicer demonstration in  
the H. L. Green store, Birmingham,  
January 21, left for Montgomery, Ala.,  
where he has been booked into a chain  
store for a week. He has also been  
signed for week stands in Columbus and  
Macon, Ga., and says he'd like to read  
pipes from Fido Kerr, Pop Adams, Bus  
Robertson, Fred Krause, Bill Goforth,  
Arthur McLean, Jack Branscombe and  
the Great Clement.

**A MAN WITH GOOD** intentions never at-  
tempts to saddle his carelessness upon some-  
one else. He admits he's careless.

**DOC C. AND ETHYL PITTMAN . . .**  
scribe from Peoria, Ill., that it "sure is  
good to be back in the game again after  
being in retirement for 10 years." The  
Pittmans report they have been work-  
ing novelty glasses in Peoria during  
the winter despite the abundance of  
snow there.

**AMONG WELCOME VISITORS . . .**  
to the pipes desk last week were Mr. and  
Mrs. William Stroehlin and Miss Laura.  
Stroehlin's sister, who has been clicking  
working the Queen City with classy  
looking flowers which she manufactures.  
Stroehlin is working glass cutters, but  
inlement weather has been making it  
difficult to corral a tip. Miss Laura said  
she'd like to read a pipe from Madaline  
Ragan concerning conditions in Texas.

**WE'VE KNOWN** several pitchmen who got  
so big they didn't realize having a good thing  
when they had it.

**"I'M STILL ALIVE . . .**  
eating regularly, fat and sassy and head-  
ing for the North," blasts Harry Tenney,  
of sheet fame, from Sacramento, Calif.  
"Weather here is the best I've seen on  
the Coast in several years. San Fran-  
cisco is moving in on the fast-stepping  
boys and police are working overtime.  
Red Farrell, Earl Ryan and I are working  
here. Come on, boys, pipe in."

**AMONG THE PITCH . . .**  
contingent working Peoria, Ill., are T.  
Rittenhouse and George Williams with  
blades. The boys report the town is a  
good one.

**ACCORDING TO REPORTS . . .**  
hitting the pipes desk from Chicago, the  
pitch store on State street has been  
turned into a jam store and Bob Roche  
will move with it to Jackson boulevard  
in the Windy City.



Walt Disney's  
**FERDINAND**  
the BULL

**OAK-HYTEX BALLOONS**  
offer a great series of  
"prints" with Ferdinand  
and other characters from  
the Walt Disney movie.  
Exclusive in the Oak line,  
of course.  
At Leading Jobbers.

The **OAK RUBBER CO.**  
RAVENNA, OHIO.

**ELGIN & WALTHAM**  
WRIST WATCHES **\$2.95**

In New Cases,

Send for Circular, showing the Biggest Bargains in  
Rebuilt Watches and unredeemed Diamonds in  
the country.

**H. SPARBER & CO.**  
108 North 7th Street, St. Louis, Mo.

**UNDERWOOD**

PENS • PENCILS • COMBOS  
Buy Direct From Manufacturer.

FOR BETTER GRADE PENS SEE  
**GRODIN PEN CO.,** 693 Broadway, New York City.

**REX HONES** 3c Each  
Now Less Than  
**\$4.25 a Gross**

Send \$1.00. Bal. C. O. D.,  
Plus Postage.

Each Hone in flashy silver  
box, priced 50c. A real fast-  
cutting abrasive stone of good  
quality. Wonderful demon-  
strator for Pitchmen. Hone men are cleaning up.  
ACT QUICK. REX-HONE MFRS., 1500 West  
Madison, Dept. BR-1, Chicago, Ill.

We Manufacture a Complete Line of Fountain Pens,  
Mechanical Pencils and Gift Sets.

**SOUTHERN PEN CO.**  
Manufacturers Since 1913.

16 N. Union St., Dept. "J", Petersburg, Va.  
Send \$1.00 for Samples. Prompt Shipments.

**CHEWING GUM 22 BOX**

RETAILS FOR \$1.00.

Each box holds 20 Cellophanned  
3c Packs of Factory Fresh  
Gum! Snappy Display Boxes  
help you to get quick 100% to  
200% profits. Be our distribu-  
tor—get started! Send 50c for sample box (pre-  
paid). GREAT FIELD FOR AGENTS. Write  
**AMERICAN CHEWING PRODUCTS CORP.,**  
4th and Mt. Pleasant Ave., Newark, N. J.

**\$18.00 Per GROSS**  
for **BETTER PLUNGERS**

3 Assorted Samples, Postpaid 50c.  
ASS'D PEN, Mfrs., 187 Lafayette, N. Y. C.

**Big Profits!**

Own your own busi-  
ness. stamping Key  
Checks, Social Security  
Tags, Name Plates.  
Sample, with name and  
address, 25 cents.

**HART MFG. CO.**  
311 Degraw Street,  
Brooklyn, New York.

★ ★ ★ **BLADES**

WORLD'S BEST VALUES

No. 1—5 to a Box, Cellophanned, **\$2.50**  
1,000 Blades

No. 2—Famous "Champion" Brand, 5 to  
Box, Cellophanned, 1,000 Blades, **4.25**

No. 3—Pilgrim De Luxe "Heavy Duty," A Real  
He-Man's Blade, 5 to Box, Cello-  
phanned, 1,000 Blades, **7.00**

Orders for 100 Blades or more gladly filled upon  
full payment plus postage. Deposit on C. O. D.  
Orders. (Big Profits) Samples 10c.

**SINGER BLADE CO.,**  
901 Broadway, New York.

**MIDGET BIBLE**

Big Profit - Fast Seller - Sells Itself

Costs You 3c, Sells Hot At 15c!  
World's smallest Bible! Size of a postage  
stamp. Over 200 pages of New Testament.  
Every word legible. Said to bring good  
luck. A hot seller at all carnivals, clubs,  
churches, etc. Send cash with order;  
or 25 per cent deposit, balance C.O.D.  
Sample Dozen 55c, \$4.00 per 100,  
\$30.00 per 1000.

Send 5c for sample & literature on Midget Bible and  
Fanny Dance.

Globe Novelty Co., 401-E Bellevue, Detroit, Mich.

**SELL . . .**

**ACE RAZOR BLADES**

Single Double Edge, Snappy Packages.  
LOWEST FACTORY PRICES. **FREE SAMPLES**  
Free Delivery.

**ACE BLADE CO.** 60 N. Division, Dept. 1-B,  
BUFFALO, N. Y.

**Leaders for PITCHMEN & DEMONSTRATORS!**

COMBINATION SHARP-  
ENER GLASS CUTTER  
AND BOTTLE OPENER.

One of the fastest selling demonstrators on the  
market! Get our rock bottom prices!

**MASTER CRAFT COMBS**

- AMBER COL-  
OR.
- UNBREAK-  
ABLE.

Three fast-selling styles in the popular light  
amber color. Excellent for demonstrating  
purposes, as they are unbreakable and non-  
combustible. Write for prices today!

**GELMAN BROS.** 119 North Fourth St.,  
MINNEAPOLIS, MINN.

**VALUABLE PREMIUM DEALS FREE WITH**

**REMCO**

MICRO TESTED  
**RAZOR BLADES**

Send 10c for Samples, Catalog.

**REGENT MFG. CO.** 132 West 32nd St.,  
New York City.

**REPEAT ORDERS ASSURED BY OUR**

**FUR COATS FREE**  
CATALOG

Smartest fall models in Coats,  
suits, Capes. All furs, styles  
sizes. EX. Priced. Seal Dyed  
(Coney Fur Coat) (Swagger or  
Fitted Style)—\$9. Guaranteed  
at best workmanship and value at  
this price. 1/4 Dep. Bal. C.O.D.

Genuine Lambskin About  
2x3 Ft.  
**FURRUGS \$1.00**  
White, Brown, Gray.  
1/4 Dep. Bal. C.O.D.

**H.M.J. FUR CO.**  
150 W. 28 ST.  
N.Y.C.

**LOWEST PRICES GUARANTEED**

Sharp Needles (Retail \$2), 1,000 Needles 28c  
Tailor Needles . . . . . 1,000 Needles 50c  
Millinery Needles . . . . . 1,000 Needles 97c  
Embroidery Needles . . . . . 1,000 Needles 80c  
Self Threading Needles . . . . . 1,000 Needles \$1.30  
Needle Threaders on Cards . . . . . Gross 35c  
Army & Navy Needle Books . . . . . Gross 1.15  
World's Fair Needle Books, 100 Complete 4.50  
Needle Package With Needle Threader,  
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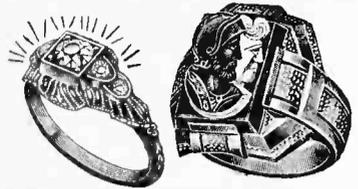
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Jewelry Sales are very big now. We have best selling styles in Cameo and Whitestone Rings; the best Locket values; also Photo Jewelry, Engraving Jewelry, and Engraving Machines. Write for Catalog No. 23 today.

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5 No. Wabash Ave., Chicago, Ill.

devoted our lives to pitching can't get such a spot? The fellow has invited me to work with him and see what we can do with it, so I'll be in Sharon, Pa., to work it for a day. My assistant is clicking with the Social Security plates in Peoria, Ill. I agree with the recent squib concerning the fellows who proclaim spots to be good and wide open when they are not. I hope the fellow to whom it was directed read it, because no pitchman can afford to make a long jump to a spot only to find that it is impossible to work when he arrives. After I've finished my work with the Olson & Wilson Shows here I'll probably jump down to New Orleans for the big show. Well, fellows, it looks as tho the New York World's Fair will be a pitchman's paradise. Would like to read pipes from Ben Moorhouse and Chief Van Red Feather. Pipe in, everybody."

**PITCHMEN'S SAYINGS:** "Listen, folks, as the tablet fizzes it takes the soreness and poison right out of your feet."—Art Nelson.

**HARRY AND DAISY DEGRACE** . . . are spending the winter in their trailer at Sarasota, Fla., after a good season with their platform show. "Medicine sales," they write, "were about normal, but candy sales were off one-third. Many showmen and pitchmen are in camp here and we see Doc Harry Daly often. He has about 12 cottages."

**CHARLES SNELLENBURG** . . . who is settled in Indianapolis as manager of the Indian Latex Co., writes that he was amazed at the results from his first aid in *The Billboard* last week. "Many friends I had almost forgotten popped up," he said.

**CHARLES PRICE** . . . of sharpener fame, and Jack Eagle Feather, med exponent, are working a chain store on Broadway, Los Angeles. Both are reported to be getting folding money.

**ONE OF THE GREATEST** assets a man can have is versatility. Almost all pitchmen are endowed with it.

**AL AND MABEL RICE** . . . who are working farm sales in Missouri, report there are numerous pitchmen there, but they haven't seen anything but med so far. They are sorry to learn that Speed Hascal is finding Los Angeles a little tough, and would like to read pipes from Frank Vail, Tim O'Day, Herb Johnson, Eddie St. Mathews, James Wells, Frenchy Thibault, Johnny and Hank Vogt, Chet Wedge and Mary Ragan, Carl Holdorff, H. B. Kennedy, Frank Libby and Bob Posey.

**J. W. BRASSIER** . . . reports that several of the boys were sighted recently working the tobacco markets in Johnson City, Tenn. Among them was Doc W. Y. Rowe.

**JOHNNY MANEY** . . . and Paul Trexler are selling a face lotion in Cleveland. They plan to work the Buffalo, Toledo and Columbus, O., sportsmen's shows.

**THINGS WE NEVER HEAR:** "Understanding more than anything else is the answer to many of our human problems, while lack of it is generally what creates them. Let's look at the situation sensibly where pitchmen are concerned and try to understand their problems as well as our own."—Local merchant.

**DAVID THOMAS** . . . pens from Daytona Beach, Fla.: "Just read Clayton Meyers' pipe about his success with his big feet. I think he has something there and believe it would go here on the beaches. He shouldn't have any trouble getting a permit. Florida is okeh for clean workers. I did not see anyone working the 5 and 10-cent stores."

**"JOE STEWART** . . . and I just rambled in here from Baltimore and Washington, where we worked pens to good business," scribes George W. Orman from Philadelphia. "Things are terribly slow here. Baltimore is open, but a fellow must have a reader to work Washington. Would like to read pipes from Doc Williams, Ray Herbers and Bill McKenna."

**Pitchdom Five Years Ago**

Ricton, "Barnum of the sticks," was playing Stillmore, Ga., to good business. Frank Reikart and John Gerner joined forces and were doing a musical act in Swormville, N. Y. . . . Mr. and Mrs. B. Bartone, who closed their Ideal Comedy Co. for the winter, were visiting acquaintances in Cincinnati. . . . Fred X. Williams was clicking at the bunny show in Wilmington, N. C. . . . Among the sheeties working the stock show in Omaha were Sam Goldberg, Charles Rosen, Issy Kemp, McGinty Cohen, Mymie Chase, A. G. Goldberg, Earl Ryan, M. Freeman, Pete Long, Larry Shimmer and Spike Cross. . . . Goss-Parish players were down among the Georgia pines and enjoying splendid business playing houses. . . . Sam Goldstein couldn't complain about business in Indianapolis with blades. . . . Fred S. Morrison, who had pitched and followed other lines of salesmanship, was general manager of Elastex Corp., Des Moines. . . . H. C. Finefrock was corraling the lucre with a bandage item in New Orleans. . . . Harold Woods, his father and mother were safely ensconced in Camp Keystone, Miami, Fla., for the winter. . . . Dusty (Milton) Rhodes was doing so-so with a trades paper in Lakeland, Fla. . . . Tennessee was proving lucrative pickin's for V. C. Bailey with coils. . . . Ed and Haywood Maxey, their mother and Ed's family were spending the winter in Miami, Fla. . . . Lady Ellis and Lee Ward, of the tripes and keister fraternity, were working Fort Wayne, Ind. . . . Doc W. R. Kerr's Indian Remedy Co. wasn't having any difficulty collecting the geedus in Hampton, S. C. . . . Joe L. Strayhorn quit the road in favor of becoming manager of the Calhoun Hotel, Anniston, Ala. . . . Barneo Mills was in Graham, N. C., visiting with his mother. . . . Among the pitch fraternity working Columbus, O., were E. B. Bowers, corn punk; Mr. and Mrs. F. E. Bennett, blades; Harry McDonald and Harry Smith, novelties. . . . After closing his auction store in St. Louis Harry Corry rambled down to St. Petersburg, Fla., where he was clicking with a straight auction pitch. . . . That's all.

**THERE ARE MANY** good Christmas items that can be worked the year 'round.

**SAMMY STONE** . . . erstwhile pitchman, is reported to be managing the Toledo Sportsmen's Show.

**JOE SANFORD** . . . according to rumors, is dickering with New York World's Fair officials for 12 stands there.

**BEN LEXEL** . . . is reported dickering with Golden Gate Exposition biggies for a number of stands there.

**ALMOST ALL SUCCESSFUL** pitchmen reach that standing only after they have gained the confidence and respect of their contemporaries and tips alike.

**CHIEF BLACK HAWK** . . . warns from Chattanooga that pitchmen had better stay away from Alabama unless they have a bank roll to pay the fine. "They will be treated nicely by city officials," the Chief says, "but watch out for county and State officials. The State requires \$250 and the county \$75. I talked Indian rights until I was blue in the face, but to no avail. A lot of towns are open in Georgia on o. m. We had no trouble in North or South Carolina. Tennessee requires \$25 a year State license, and one must have a permanent location. We're headed for Texas."

**SUCCESS IN PITCHDOM** as well as any other profession depends entirely upon sound business principles.

**DOC L. R. EARNEST** . . . shoots the following from Greenville, S. C., after a long silence: "I've been too busy trying to pick up a frog skin to pipe in. Just blew in here from Newnan, Ga., where it's tough going. I ran into Doc Stogner over there and we made a few pitches together but didn't

**MR. NIP**  
A Fast Selling Balloon Novelty on Highways and Indoor Doings.  
Real 15c to 25c Retailer, Not Sold in the 5 & 10c Stores.  
A Large **DOUBLE BODY** Balloon with Stove Pipe Hat, Bulging Eyes, Teething large crinkle Hands and Big Feet. Packed in a large 2-colored Envelope.  
**PRICE:**  
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**NEW CROSS Sensation**  
22 Brilliant Cut White Stones, 14 K Finish, 18-in. Chain.  
Special **\$2.00** PER DOZEN  
Price . . . **2.00** PER DOZEN  
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**RUN MENDERS**  
If you have worked Run Menders write us today. We have a very attractive proposition for experienced workers in Stores. We hold patents on all types of Needles. We furnish stock and book stores.  
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**M. PINTCHMAN**  
Takes Pleasure in Advising That He has Formed The  
**MAJESTIC BEAD & NOVELTY CO.**  
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Will be glad to hear from old friends and customers. Introducing a **NEW LINE OF LATEST STYLES RINGS, LOCKETS, CROSSES and JEWELRY for DEMONSTRATORS and GRAVERS.** Send \$2.00 for Samples or Write for CATALOG.

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Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit. Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$8.00 Up.  
**WAYNE FUR CO.**  
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**ELGIN & WALTHAM REBUILT WATCHES \$1.75**  
7 Jewel, 18 Size, in S. H. Engraved Cases, at  
Send for Price List. Money Back if Not Satisfied.  
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24-Gauge Richlow Brass Social Security Plates, High Polish on both sides.  
100 for \$4.75  
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All 5 plates are the same size. You can order an assortment or all of one kind. Be sure to give number and quantity when ordering plates. Single Leatherette Cases.  
100 for \$1.50  
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Double Fold Leatherette Cases with Brass Corners.  
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Leatherette Wallets with 5 Compartments.  
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Complete Outfit for Stamping Plates. \$6.95  
Complete Line of Samples that includes all 5 different Plates and 5 Assorted Cases, with your name and number stamped on all 5 Plates for \$1.50  
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**BLADES \$2.50**  
Per 1000  
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**JEDRO CO., 132 W. 32nd St., New York City.**

**CAPABLE HUM-A-TUNE OPERATORS FOR NEW YORK WORLD'S FAIR**  
GET IN TOUCH WITH  
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get any dough. Where are the med boys and where is the big money? I ran into many of them and failed to see that big b. r. they speak of. What I want to know is how good our old platform shows are going to be this season. I was down in North Carolina last spring to clean up on the coast, and Doc J. C. Miles, Doc Walker, Doc Speagle, Doc West and Doc Lockboy, from South Carolina, were there in addition to the Bert Russell and Harry Linager tent shows. So I headed back to the old stand-by, Georgia, where I had beans and fat back three time a day, which shows, boys, that I had a wonderful season. I tried to get in the Veterans' hospital in Atlanta in order to get out of the cold, but I lacked 30 cents having enough to get my shaving soap, so I did not get in, but, believe it or not, I had a good season. All joking aside, I will go back into North Carolina, but will be here until March 1. While in Newnan, Ga., I visited the grave of Bob La Berta, who died two years ago. Pipe in, Doc Gardner, Doc Miles and Otis La Benta."

**LOCAL MERCHANTS** who advocate agitation against the pitchfork would do well to remember that the pitchman after paying for his already-too-high readers, licenses and stock has aspirations of saving something for a rainy day. This is no different from the ambition of the successful business man.

**W. D. COOPER** . . . pipes from Midway, Ala., that the old leaf is keeping him in gas.

**J. W. SHIELDS** . . . reports from Atlanta that business is only fair in that neck of the woods.

**HOW MANY** of the boys are canvassing house-to-house this winter.

## Events for 2 Weeks

- (Jan. 23-28)
- CALIF.—Big Pines. Winter Sports Carnival, 28-29.
  - Los Angeles. Dog Show, 28-29.
  - Palm Springs. Rodeo, 28-29.
  - FLA.—Bradenton. Auto. Tourists' Assn. Trailer Show, 23-Feb. 5.
  - Cocoa. Orange Jubilee, 27-30.
  - De Land. Volusia Co. Fair, 23-28.
  - Winter Haven. Florida Orange Festival, 23-28.
  - ILL.—Chicago. Intl. Outdoor Sportsmen's Show, 21-29.
  - KY.—Louisville. Auto Show, 23-28.
  - MASS.—Fall River. Police Benefit Fund Circus, 24-26.
  - MICH.—Detroit. Detroit & Mich. Expo., 21-30.
  - MINN.—Minneapolis. Food Show, 24-26.
  - MO.—St. Louis. St. Louis Patent Show, 23-28.
  - N. Y.—Buffalo. Intl. Sport & Outdoor Show, 21-28.
  - New York. N. Y. Lamp Show, 23-27.

- (Jan. 30-Feb. 4)
- CALIF.—Indio. Riverside Co. Fair, 3-5.
  - Los Angeles. Gilt Show, 29-Feb. 1.
  - Pasadena. Dog Show, 4-5.
  - COLO.—Denver. Stock Show, 28-Feb. 4.
  - FLA.—Miami Beach. Legion Rodeo 28-Feb. 4.
  - Tampa. Pan-American & Hernando De Soto Expo., 30-Feb. 18.
  - MD.—Baltimore. Dog Show, 3-4.
  - MICH.—Alpena. Winter Carnival, 27-Feb. 5.
  - Lansing. Indoor Circus, 30-Feb. 4.
  - MINN.—St. Paul. Winter Carnival, 28-Feb. 5.
  - N. Y.—Bath. Fire Dept. Fair-Carnival, 2-4.
  - OHIO.—Toledo. Sportsmen & Home Builders' Show, 28-Feb. 5.
  - OKLA.—Tulsa. Home Show, 31-Feb. 4.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 53.)

## With the Ladies Here and There

By VIRGINIA KLINE

**BELLE GLADE**, Fla., Jan. 21.—Before leaving San Antonio I stopped at the home of Dolly and Billy Geyer, who had gone to visit Dolly's sister, but the Geyer brothers welcomed me and showed me around. They have a fine home as well as ample space to store and remodel their free-act rigging. At Houston I found Wylenea Smith at the Auditorium Hotel. She said she'd been off the road so long she felt like a native and had begun to like it. Her husband, Roland Smith, has his show playing local lots and when we went to the show I visited with Mrs. Jack Kenyon, who has the cookhouse. She missed the Chicago meetings and had to be told all the latest happenings. Bernice and Tony Kitterman have their house trailer parked out on North Main street and I found Bernice looking and

feeling fine, but Tony a little under the weather. The Tobe McFarland Shows are wintering in Houston and have fine quarters. I was pleased to learn that Hattie Mae McFarland had recovered from a recent operation. Hattie Mae used to say she didn't mind the wrinkles and gray hair when they came, but she hoped to keep her girlish figure, but now she says she has given up that idea, because she's feeling so well she's putting on weight.

Visited Pete Kortez' Museum on Canal street in New Orleans, but Mrs. Kortez was called to New York because of the illness of her sister, so I had to do almost all of my sight-seeing alone. Abner took me to Antoine's the first night and we began dinner with Crevettes Remoulade, waded thru Pampano Grill, Ouefs aux a la St. Antoine and ended with chilled Sauterne and Crepes Suzettes. Abner was ill all that night and well into the next day, but I don't know whether it was the \$885 check or the rich food that made him ill. I felt fine and walked all over the French Quarter the next day, ending up at the French Market to drink coffee. I saw many folks who should be in show business if the way they sell New Orleans to the tourists is an indication of their ability.

Rubin & Cherry Exposition is in quarters at the fairgrounds in Mobile, Ala. Mr. and Mrs. Gruberg were in Montgomery, Ala., attending the governor's ball, but Nat Worman was in charge and he showed me about the kitchen, dining room and the grounds and invited me to stay for a chicken dinner on Sunday. The last time I saw Nat was in 1915 when he was with Joe Krause and they wintered in Chestnut Hill, Philadelphia. Nat says Joe left the road and now has his own foundry in New Jersey.

First stop in Florida was Crystal River, home of the Bunts family, owners of Crystal Exposition Shows, which winter in Camden, S. C. The Bunts family, however, winters in Crystal River and after seeing the place I can't say I blame them. They have built a fine new home for Mr. and Mrs. Bunts and another one has been started. They plan to build 15 or 20 so each of the sons and daughters will have one, while others will be rented. Mr. Bunts talks of leaving the road and letting the boys run the show and I can understand why. He has a beautiful location abounding in fish and game. It's a regular paradise.

At Bowling Green, Fla., the West Shows were playing the Strawberry Festival and I visited with Mrs. Homer Finley, who has a Baby Airplane Swing alongside her husband's Roll-o-Plane. I didn't get to remain on the show lot long as we want to see Miami and Key West before the Tampa Fair starts, so we had to go on toward the south.

## Rice Removed to St. Louis; May Have To Undergo Knife

**ST. LOUIS**, Jan. 21.—W. H. (Bill) Rice, representative of the Mighty Sheesley Midway, Inc., arrived here Thursday from Kansas City and is at the Maryland Hotel in a very weakened condition. His physician in Kansas City advised him to see Dr. Everts Graham, of Washington University medical faculty here. An appointment has been made by several showmen to see this doctor next Monday afternoon in regard to an operation, to which Rice has consented.

## BROADWAY BEAT

(Continued from page 5)

musicians' social organization, played the drums; he was once one of the best in the business—but how he can do it now with his paunch remains a mystery.

Last week at the Diamond Horseshoe it took five captains to ward off the autograph hounds who were deluging Robert Taylor; and one of the ladies, becoming impatient with the waiters' stock reply of "I'm so sorry," umphed, "Huh, what's he so snooty about? I have George Bernard Shaw's autograph!" . . . And still the waiter replied, "I'm so sorry!" . . . There's a sort of snobbish rivalry over at the Music Hall between the Rockettes and the corps de ballet, which may account for the separate entrances they use. . . . An added dash of color in a certain Harlem hideaway is a sepiia dance team called Gomez and Ginzburg. . . . Probably the most widely traveled night club owner in town is Benito Collada, of El Chico: he once worked for the Cook travel outfit and knows his Orient as well as he does Greenwich Village. . . . Lester Grady, of

the Tom Fizdale office, is traveling ahead for Paul Whiteman. . . . Jimmy Saphier is due back in New York January 27—but in view of previous statements like this one it's doubtful. . . . Tom Fitzsimmons is now official photographer for the Hotel New Yorker. . . . Mack Millar, p. a., who is now in Hollywood, is plotting a big campaign for Bert Lahr as a follow-up to Lahr's click in a straight role in *Zaza*. . . . What with the influence of the big sign on the Astor front, it's getting hard to call the office; instead of Medallion 3 the tendency is to call Pygmalion 3. . . . Lou Franke has recovered from a siege of la grippe. . . . Have you heard the gag, credited to Jimmie Cannon and various others, of a certain radio columnist who is being called "the Noel Coward of the slums"? . . . Harry Goodman, Benny's brother, is set to open a night spot on 52d street, to be called the Pick Me Up and to be used (it's hoped) as a hangout for musicians and acts before and after shows. . . . When the Gilbert Brothers, bar act, got out of college 10 years ago, bar acts were banned by bookers because they were "passe"—but the Gilberts, nothing daunted, went ahead and have done plenty well for themselves thruout vaude's darkest years. . . . Nothing is ever passe if it's good. . . . Another dismal night club note: even the AFA minimum of \$31.50 for the chorus, the Paradise management claimed, was too much for it—so it tried to cut chorus salaries the week before last, but the kids refused to go on, and an AFA organizer, rushing to the scene, backed them up. . . . Then the Paradise management suddenly decided that it might be able to continue paying \$31.50 after all.

## ENDURANCE NOTES

(Continued from page 28)

out? It has only been four years since there was a whole page, now it is just a line or two. Send in a line and let the rest of us oldtimers know where you are and what you are doing." To the promoters they say: "Phoenix has had four shows; all successes. Ross was here last year. No one this year. The city is ready." Johnny and Naomi should know what they are talking about, as they have been contestants for 10 years.

**CHARLES J. WALPERT'S** Derby Show, which gets under way in Bakersfield, Calif., soon, is to be sponsored by the Moose Lodge there. Danny Bramer is to be emcee and Ernie Bernard floor judge.

**LEE GORMAN**, former walkie pianist, posts from Peoria, Ill., that he is playing night spots there but is figuring on getting back in the field shortly.

**HARRY LEVY**, formerly in the endurance field as publicity director, posts from Newark, N. J., that he is waiting for another show to come east and hopes that it will be soon. Harry is back in the used car line and says he would like to read a line here on Walter Tebbett, Zeke Youngblood and Frank Ravese.

**EILEEN THAYER** and her brother, Mickey, seem to have a monopoly on the jitterbug contests in Chicago. They are reported to have won 14 in a row, including the one held recently in the Coliseum there. They appeared recently at the Chicago Theater, Chicago, and the Downtown Casino, Detroit, and moved into the Bowery, another Detroit nitery, last week.

**DENISE AND JACK THOMPSON** are out of the endurance field for the winter and are residing in Edmonton, Alta. They plan on re-entering the field in the early spring and in the meantime would like to read a line here on Mickey Sheehan, Billy Steele, Jim Coffee and anyone else who knows them.

**BOB SEELEY** posts that he is residing in Venice, Calif., and doing plenty of nothing, and that he would like to read a line here on all his friends.

**MICKEY RAY** posts that he has moved from Huntington, W. Va., to Pittsburgh and that he had been a father for the past 20 months, the young man being named Michael.

**BUDDY VALENTINE**, songwriter and ex-marathoner, has knocked out another tune, titled *Someone To Go Home To*. Other songs Buddy has written are *The Walkathon Song*, *Just a Hole in the Wall* and *Tune In on My Heart*. "Would

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D383	L. V. Powder and Perfume, Cellophane Wrapped . . .	4.32
R93	Fountain Pen and Pencil in One . . .	16.90
N310	Men's Quality Pocket Combs . . .	1.98
V89	Charms, Assorted . . .	.55
N203	Home Needle Book, 22 Needles . . .	1.09
N126	Mending Kits, 6 Spools, Thimble, Etc. . . .	6.45
M584	Quality Pipe with Cleaner . . .	6.95
M74	Cigarette Holder with Filter . . .	4.45
E317	Imperial Dry Shavers, Each . . .	.65
H563	Smooth Sailing D. E. Blades, 1,000 . . .	2.95
H564	Smooth Sailing S. E. Blades, 100 . . .	.50
M207	Genuine Leather Billfolds . . .	6.95
V59	Tie and Collar Holder Sets . . .	1.85
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N. Y. WORLD'S FAIR Social Security . . .	\$15.00	\$120.00
SAN FRANCISCO FAIR Social Security . . .	15.00	120.00
RED, WHITE & BLUE Social Security . . .	8.00	70.00
ORANGE AND BLUE Identification . . .	11.00	80.00
PLAIN BRONZE Social Security . . .	4.50	40.00

**ALL TYPES OF WALLET'S**  
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To Fit All Plates . . .

All Prices Net F. O. B. N. Y.  
Send Cash or Money Order to  
**REGENT CO., Dept. B, 1472 Bway N.Y.C.**

like to read a line here on Joe Van Ramm Jr. and other friends," Buddy writes.

**JIMMIE HORAN** posts from Minneapolis that he is out of the endurance field for an indefinite stay and is now engaged in theatrical stationery supply business.

**BILL MCQUADE** pencils from Flushing, N. Y., that he would like to read a line here on Lou Brown, Mike Board, Itsy Bacharach, Mae Easton, Al Smith, Jerry and Ella Green, Bob Turner, George Smithie and George Walker. Drop a line to the column, folks.

**BOB TURNER** shoots in an inquiry on Bobby Allen. A fan wants to know what's become of Billy and Betty Steele. Make it a habit to watch the Letter List each week. There may be mail advertised for you.

"SOME TIME AGO I read in the endurance column where someone wanted to start an endurance association. Well, I am for it 100 per cent," letters Mike Kelly, former endurance show trainer, "but I wonder where all those who want an association now were several years ago when an honest effort was made to start such an organization." Mike's opinion is that it was not the failure of the idea, which would have really meant something to endurance shows, but the failure of the endurance show people in general who would not give just a little, which would have in later years repaid them many times for their efforts. Mike is at present in the market with his own brand of liniment and says he would like to read a line here on his old friends before going out with his med show this year.

**EARL (STRINGS) HARRINGTON** posts from Brooklyn that illness prevented him from competing in the road event held in Boston. Earl has teamed up with a new partner, Violet Kaye, and they took first honors in a jitterbug contest in Brooklyn recently. "Hope to be back in the endurance field in the near future and would like to read a line in the column on Don Ramon, Joe Pooch, Louis Meredith, Johnnie Carnes, Billy Frye and Tony Marsh," says Earl.

# Legal Steps To Force Payment Of McCoy Wage Claims Planned

WASHINGTON, Jan. 21.—Marking another strange interlude in the case of the McCoy Wild West Show bankruptcy, attorneys for wage claimants this week were discussing methods of taking legal steps to compel the trustee of the McCoy assets to recognize the priority of wage claims against the estate and to make prompt payment.

Requests from Howard Duane, Wilmington, Del., lawyer, who is acting as counsel for the trustee for Col. Tim McCoy and Associates, for "co-operation" from attorneys representing wage claimants and other creditors have promoted suspicions of undue delay in auditing the books of the defunct show and checking each of the claims.

Richard A. Harman, Washington lawyer representing a majority of those employees who were stranded here in Washington, replied to the Wilmington attorney that "I have no doubt that the examination of the books, vouchers, etc., was a substantial expense. I am advised that the books, etc., were fully audited and brought up to date here in Washington and that the auditors of the show were continued in employment here for several weeks for that purpose.

"I think the best way to get to 'first base' is to advise me of what, if any, differences exist in claims filed thru this office as compared with the schedules and I will try to show you some real co-operation. However, one of the attorneys in the affair—not a Wilmington attorney—has passed out the word to some of these claimants that they would have been paid long ago 'if it were not for a couple of wise guys' which, of course, I do not construe exactly as co-operation toward good feeling."

Harman thus alluded to the confusion which existed during that time while the property of the stranded Wild West show was being administered thru the equity court here. At that time there were bald attempts to discourage too many McCoy employees from filing wage claims with any one attorney. In this manner no one attorney would have an accumulated total of claims which would qualify his clients, collectively, as a major creditor entitled to the legal rights afforded thru the bankruptcy laws.

### Opposed to Hearings

In answer to a reference by the trustee's attorney that it may be neces-

sary to hold hearings in Wilmington on disputed claims, Harman, speaking for his clients, declared that "unless the dispute is a serious one, I think it would not be necessary to file any 'exceptions' as to claims filed thru this office, for if there was an error I might even go so far as to have claimant formally request that the claim be allowed only in the lesser amount. At the same time in interest of fair play I would expect to be advised of all differences be they greater or less."

Raising the issue over any thought of holding hearings upon disputes, Harman said in his letter to Duane, "Of course you realize that it would be almost impossible for these claimants to be physically present in Wilmington, as they are scattered all over the United States and Canada. If because of any ruling we are compelled to go thru the formalities of technical exceptions and hearings, there will be plenty of complications, etc."

### Claimants Want Action

Shortly after a recent report on the McCoy wage claim difficulty (*The Billboard*, January 7 issue) claimants in all parts of the United States wrote to Harman expressing the wish that he take steps to expedite settling of the claims. In this respect they were joined by a Maryland attorney whose claimant-clients felt the same way. The Maryland attorney stated that he could see no reason why the wage claims could not be paid, and that unless some definite development materialized very shortly he was prepared to petition the referee to instruct the trustee, Sybil U. Ward, to pay the priority claims forthwith as requested by the bankruptcy act.

The two attorneys agreed that "hearings" on the exceptions would be ridiculous, as both the trustee and her counsel well know that the wage claimants are scattered all over North America and could not possibly pay transportation to attend such a hearing. To require these hearings, in the opinion of the lawyers, would be a deliberate attempt to unnecessarily increase the costs of administration, "which should not be allowed."

A short wait by the attorneys is contemplated before taking legal steps to force settlement of their clients' claims.

## BIG CROWD ATTENDS—

(Continued from page 49)

George Coe, Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Frank Forest, Patrick Armstrong, Mr. and Mrs. John M. Miller, Minnie Fisher, Ada Mae Moore, Gladys Forest, Mr. and Mrs. Frank Forest, Mr. and Mrs. Ted LeFors, Walter Towers, Roy Barnett, James Colley, Nathan Boelus, Dan Meggs, Lucille Zimmerman, Edward O'Connor, Ruth McMahon, Mr. and Mrs. H. B. Levine, Mr. and Mrs. S. Grant, Mr. and Mrs. Louis Wald, Mr. and Mrs. Frank J. Morgan, Sammy Boswitz, Mr. and Mrs. Frank Mason, Mr. and Mrs. Herb Usher, Lucille King, Rely Castle, Blossom Robinson, Anna Veldt, Pearl Jones, Mr. and Mrs. T. Corey, Marie Le Doux, Vivian Gorman, Stella Linton, Mr. and Mrs. Harry DeGarro, Mr. and Mrs. Ray Rosard, Vivian Rosard, Harry Wallace, Nick Wagner and Val Vino.

Capt. W. D. Ament, Emanuel H. Myers, Robert L. Myers, Mr. and Mrs. Cal Lipes, Louis Bissinger, Charles Haley, Jack Bigelow, Etta Haden, Mr. and Mrs. George Simmonds, Stella Le Doux, Jack Bussell, Hugh Weir, Doc Hall, Mr. and Mrs. Bob Perry, Moe Levine, Clyde and Topsy Gooding, William McMahon, Joe DeMouchelle, Mr. and Mrs. Harry Phillips, Meyer Schlom, Floyd Gilligan, Mr. and Mrs. H. J. Webber, Harry Strickland, Mr. and Mrs. Joe Miller, Mr. and Mrs. Charles Walpert, Emma Mettler, Fern Chaney, May T. Clayton, Paul Sturm, Mr. and Mrs. Fred Stewart, Mr. and Mrs. Claude Barie, Mr. and Mrs. Ed F. Walsh, Mr. and Mrs. Mark Kirkendall, Mr. and Mrs. Gerald Boulting, Bert Chipman, Mr. and Mrs. Frank L. Bennett, Mrs. J. D. Reilly, Mrs. A. J. Ziv, Mr. and Mrs. H. W. Hart Campbell, Margaret Sodderberg, S. C. Wilson, Mr. and Mrs. Frank R. Conklin, Kuhl Malatesia, Mr. and Mrs. Theo Forstall, Frank Chicarella, Paul Malato, Mrs. Emily Biehle, Julian Boulting, Mrs. Jack Lee, Mr. and Mrs. Joe Krug, Grace McIntire, Bert Jr. and Richard McIntire, Leland Garland, Mr. and Mrs. W. E. Morgan, Max Kaplan, Mr. and Mrs. Elmer Hanscom and Mrs. Ella Hanscom.

Earl (Spot) Kelley, Charles Mitten, Mr. and Mrs. Dave Morris, Nina Rogers, Jo-

**FAVORITE OUTDOOR PERFORMER**  
CONTEST column appears this week in the Circus Department. Read it then send for YOUR ballot!

sephine Foley, Mr. and Mrs. A. E. Weber, Ross Ogilvie, J. P. Koschland, Mrs. W. W. (Sis) Dyer, Will and June Cushey and son, Will Jr.; Nell Eslick, Lee Sturm, Mr. and Mrs. Willard Lyons, Roy Ludington, Mrs. A. S. Clark, Cleve Powell, Ray Nocke, Dan Gilbert, Lee Sturm, Arthur Hockwald, George L. Morgan, Arthur Windecker, Dan C. Stover, Mrs. M. Burke, Mr. and Mrs. Milt B. Runkle, Mr. and Mrs. Dr. Ralph E. Smith, Frank Murphy, Frank S. Platten, Max Harry Bernard, Mr. and Mrs. E. DeMirjian, Glen Whittekind, Charles C. Wilson, Mr. and Mrs. Jack Beach, Mr. and Mrs. Ray Tetzlaff, George Moffet, W. E. Harvey, Frank J. Downie, Mrs. M. H. Ellison, Mike Skvier, Norman Peel, Richard Hunter, Ralph Dobbs, L. H. (Bill) Williams, George Tip-ton, Charles Farmer, Dan Dix, Mr. and Mrs. Harry E. Gregory, Mr. and Mrs. Bert Harris, B. P. (Hap) Young, Mr. and Mrs. E. R. Bagby, Mr. and Mrs. Frank Gordon, Gordon McCroskey, Frank Ward, W. S. Parker, Lewis Keller, George McCausland, Henry J. Stotler, Mr. and Mrs. Boyd Guilfoyle, Harry B. Diamond, Ernest McCarthy, Mr. and Mrs. C. H. Janeway, George Surtees and William C. Lowney.



## Pacific Coast Showmen's Assn

### Ladies' Auxiliary

Monday night's meeting, called to order by President Marlo LeFors, was well attended. All officers were present and received many compliments. President LeFors was generous in her praise of the committees appointed, and House Chairman Nina Rodgers was given an ovation for her executive abilities.

Attending their first meeting this year were Rose Clark, from Gilman Springs, Calif.; Edith Walpert, in from Texas, and Rely Castle. Noted for her silence was Clara Zeiger, one of the club's most active members, who no doubt was reserving all her facilities for the banquet and ball. Rose Mary Loomis, bartender, was very active, however. Estelle Linton and Ethel McDonald were busy dispensing hot dogs and delectables which go to make up a real party.

Ruby Kirkendall, called upon by President LeFors, begged to be excused, stating that serving for three years in an official capacity it was now her privilege to sit amid the members and take a long rest, as well as enjoy the meetings from the floor. Past President Peggy Forstall was absent, no doubt trying to recuperate from a long and trying ordeal as president—after all, it is no "cinch."

Brief talks were made by Topsy Gooding, Ruth McMahon, Fern Chaney, Billie Usher, Hazel Fisher and Ethel Krug, all of the good of the club. Secretary Edith Bullock was swamped with correspondence. The most highly applauded was a letter from *The Billboard* assuring its co-operation during 1939 and acknowledging the auxiliary's co-operation to *The Billboard* for the past year. A motion was taken and immediately passed to issue *The Billboard* a check for a three-year subscription to the publication.

President Virginia Kline of the Ladies' Auxiliary of the Heart of America Showmen's Club lettered regrets that it will be impossible for her to be with us at the banquet and ball. Weekly award went to Rose Clark, who donated it for a keg of beer for the next meeting. Past Presidents Martha Levine and Nell Ziv also were absent. Ethel Krug, another past president, was awarded the prize donated by Betty Coe. Bingo, under supervision of Betty Wilson, assisted by Marie LeDoux, prevailed after adjournment. Mora Bagby, first vice-president, and Edith Bullock, secretary-treasurer, acknowledged their second meeting in chairs officially was the beginning of many more enjoyable evenings.

## MUSEUMS—

(Continued from page 49)

tures weekly, and this week finds Amok, Headhunter, in the No. 1 spot. Change is meeting with patrons' approval. Bob Howell just completed several new neon signs and decorations. Manager Lauther

recently purchased a quantity of fluorescent tubular lamps and these also are now in use, greatly enhancing the museum's interior. Visitors included Joe Allen and Harley Rodgers, contortionists, who are working local night clubs. Reported by Paul D. Sprague.

## Tenn. Tour Fair for Miller

KNOXVILLE, Tenn., Jan. 21.—Miller's Modern Museum opened a week's stand here on January 16 to fair business after a successful two-week engagement in Chattanooga, where local papers devoted much space to stories on the show's special clinics, featuring Marvin Smith, anatomical wonder boy, and Ralph Krooner, elephant-skin man. Maurice Pierce, stone man, from Los Angeles, joined here. Red Devils, pantomime artists, have been doing street advertising and window ballying. General Manager Maurice Miller and General Agent Frank J. Lee left to attend several fair meetings. Morris Miller will make several fair meetings in February. Reported by Frank J. Lee.

## Philadelphia Houses

PHILADELPHIA, Jan. 21.—Eighth Street Museum continues playing to good business with following attractions: Musical Johnson, musical novelties; Silko, magician; Roland, anatomical exhibition; Poses Plastique and illusions. Dancing girls are in the annex. South Street Museum is presenting Bobby White's Harlemite Revue; Tickles, whistling and novelty clown, and Ted Burgess and wife, impalement act. In the annex are dancing girls.

# 15 Years Ago

(From The Billboard Dated  
January 26, 1924)

Johnny J. Jones Exposition presented a 15-car show at Pinellas Fair, Largo, Fla. . . . Capt. John M. Sheesley, of Greater Sheesley Shows and John M. Sheesley Circus Co., arrived in Baltimore from Los Angeles to complete plans for a big indoor circus there. . . . Paris, Tex., quarters of the John T. Wortham Shows were proving a beehive of industry. . . . After two winters and summer of special-event promoting and producing Jack V. Lyle signed as general agent of the Frank West Shows. . . . Rolando the Great, strong man and physical culturist, and P. H. Dana, wrestler and health exercise talker of the Great Patterson Shows, were staging lectures and wrestling bouts in Florida.

Cortes Lorow's Scotch Highlanders were an attraction in the toy department of Sanger Bros.' store, Waco, Tex. . . . William F. Scott, concessioner with the C. W. Nail Shows, arrived in St. Louis to undergo an eye operation. . . . Walter Grell, who had been doing publicity for Dolly Dimplin, juvenile comedienne, was signed as press representative of Billie Clark's Broadway Shows. . . . J. L. Cooper was in Youngstown, O., planning to launch the Sullivan-Cooper Shows in 1924 under the title of Cooper Reizo Shows. . . . Mr. and Mrs. Louis J. Selzer (Lou and Lizzie) were camping for the winter and hunting and fishing on banks of the North Concho, San Angelo, Tex.

Mr. and Mrs. M. P. Tate were operating a bakery and restaurant in Tarpon Springs, Fla. . . . Ed C. Dart, secretary of the Greater Sheesley Shows, was in Kansas City, Mo., looking after his park interests there. . . . Robert R. Kline and William J. Price joined forces and formed the Kline & Price Attractions. . . . Johnson Amusement Co. closed a successful season at Honokaa, Hawaii, and shipped to quarters at Reed's Bay, Hilo, Hawaii. . . . Hal Simms and Cy Perkins were operating a store show in New Orleans for the winter. . . . E. R. Coyle, museum and pit show man, was confined in a Memphis hospital with pneumonia. . . . Eddie Lippman, in Rubin & Cherry quarters, Montgomery, Ala., had just taken delivery on a new car.

## Main Show To Be on Road

CINCINNATI, Jan. 21.—Word comes from Geneva, O., home of Walter L. Main, that there will be a Main circus on road this season, that agreements have been made, but no contracts signed as yet.

**DO YOU KNOW?**  
—FLORESQUE still has some open bookings for 1939 and you may have the opportunity to book these TWO HIGHLY ARTISTIC ACTS which do not need any introduction?  
—FLORESQUE says and all the SHOW WORLD agrees that NO CIRCUS, NO FAIRS, NO PARKS, NO CARNIVAL MIDWAY has a complete THRILL SHOW without THE EARTH'S No. 1 AERIALIST?  
—FLORESQUE has invented and created a NEW ACT for your FAIRS? This act is guaranteed SUPER THRILL also. NOW watch him "GO TO TOWN" with two of the World's most hazardous Acts, and has the most brilliant lighting equipment traveling on the road today? —FLORESQUE has thrilled the great AMERICAN public for FOUR YEARS and is still EUROPE'S newest importation? Care of THE BILLBOARD, Cincinnati, Ohio.

**WESTERN NEW YORKERS, ATTENTION.**  
Independent Operators living or operating in Western New York who would like to save time, trouble and expense in securing good spots for 1939, send name and permanent address and list of Concessions, Rides or Free Acts owned. This is something new and better: a co-operative organization, not a show. Nothing to lose—much to gain by writing.  
LAWNY, Box 269, Avon, N. Y.

## WANT

(Ex.) Cookhouse, Bingo, Photo, Lead Gallery, American Camp, Diggers, Custard, Fishpond, Arcade and all Stock Stores. Frank Smith, Dick Cisco, Geo. Lucas, E. C. Eastin, write us. Open here March 27, Legion Fair. All replies. FUN- LAND SHOWS, Winter Quarters, Marietta, Ga.

## ROYAL MIDWAY SHOWS Want

Organized Minstrel Show, Man for Athletic Show, Mechanical Show (RALPH REED WHITE). Will book legitimate Concessions for \$15.00 per week that do not conflict with what we have.  
J. T. McCLELLAN,  
117 Olive Street, North Little Rock, Ark.

## USED TOPS WANTED

**KHAKI ONLY**  
State Size, Condition and Lowest Price.  
DOC HOWELL, Bushnell, Fla.

IABPBD Locals Elect

MINNEAPOLIS, Jan. 21.—Celebrating their 36th anniversary, members of Local No. 10 of the Billers' Alliance gathered for a smoker at Doc's Sportsmen's Club January 8, their regular meeting date and also installation of officers. E. E. Schrimpf is president; H. M. Freitag, business manager; C. N. Munson, recording secretary; Cyril Heggerness, vice-president; Zack Luckens, financial secretary; S. M. Robbe, sergeant at arms.

Ralph Pink, business representative of the Duluth, Superior and Iron Range division of Local 10, made a nice talk. Bert (Kid) Wheeler, president of Local 45, St. Paul, confined his talk mostly to the old days of billposting on the circus cars. Jack Carlin, business agent of Local 45, talked on the success of the co-operation of the two cities. Fay Bordwell gave an interesting history of Local 10 from the time of its birth up to date, and Brother Coburn spoke on the progress of the local. Munson, Luckens and Schrimpf also spoke. The last named left for the Mardi Gras in New Orleans. Past Vice-President Mansfield is wintering at Brownsville, Tex.

HARTFORD, Conn., Jan. 21.—The following officers of Local No. 8 of the Billers' Alliance were recently elected for 1939: Harry LaPenta, president; John Carter, vice-president; Victor C. Surapine, secretary; Francis Carter, treasurer; Charles Hurlbut, business agent; L. Muranski, sergeant at arms.

ROUTES

(Continued from page 22)

Miles, Mia, Foursome (Tic Toc) Montreal, Que., nc.
Miller Trio, Jim (Gay Nineties) NYC, nc.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Mock, George (Gray Wolf Tavern) Youngstown, O., nc.
Moffett, Adelaide (Plaza) NYC, h.
Moke & Poke (Plantation) NYC, nc.
Mona, Jean (Hi-Hat) Chi, nc.
Montmartre Boys (Jimmy Kelly's) NYC, nc.
Monoff, Yvonne (Rose Bowl) Chi, nc.
Monroe & Grant (Pal.) Chi, t.
Monti, Milli (Savoy-Plaza) NYC, h.
Moore & Revel (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.
Morrison Twins (Cafe Venice) Galveston, Tex., nc.
Morton, Eddy (Frontenac) Detroit, h.
Murphy, Dean (Rainbow Room) NYC, nc.
Murray & Alan (Old Roumanian) NYC, nc.
Murray, Steve (Little) NYC, nc.
Murray, Alan (Esquire) Miami, nc.
Murray, Arthur, Dancers (Netherland Plaza) Cincinnati, h.
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
Myers, Timmy (Moonlight Cafe) Chi, nc.

Nadine & Charles (Glass Bucket) Kingston, Jamaica, nc.
Naturals, Three (Netherland Plaza) Cincinnati, h.
Nazarenko, Iasha (St. Regis) NYC, h.
Neil & Clark (Midnight Sun) NYC, nc.
Nelson, Ozzie, & Orch. (RKO Albee) Providence, t.
Nestor, Henry (The Drum) Coral Gables, nc.
Nevins, Thelma (2 o'Clock) Baltimore, nc.
Nichols, Freddy (Tic Toc) Montreal, Que., nc.
Nicholas Bros. (Cotton Club) NYC, nc.
Nickerson, Flo (Geo. Washington) Jacksonville, Fla., h.
Niessen, Gertrude (Casa Manana) NYC, nc.
Nigey, Ruth (Radio City Rainbow Grill) NYC, nc.
Nolan, Bob (Royal Palm) Miami, nc.
Norman, Patricia (Leon & Eddie's) NYC, nc.
Norman, Karly (Woodside Gardens) Long Island, nc.

O'Connors, Three (Tower) Kansas City, Mo., t.
O'Day, Darlene (Bismarck) Chi, h.
O'Dell, Dell (El Rio) NYC, nc.
O'Hanlon, Kathleen (Pepper Pot) NYC, nc.
Oakes, Jimmy (Club Tivoli) Juarez, Mexico, nc.
Oakley, Bob (Lyric) Indianapolis, t.
Oliver, Josie (Black Cat) NYC, nc.
Orla, Nina (El Gaucho) NYC, nc.
Ortega, Eva (St. Regis) NYC, h.
Ortega, Rosita (Havana-Madrid) NYC, nc.
Owen, Guy (St. Regis) NYC, h.

Page, Sid, & Co. (State-Lake) Chi, t.
Page & Nona (Empire) Glasgow, Scotland, t.
Paley, Nellie (Gallant's) NYC, nc.
Pan-American Trio (Mother Kelly's) Miami Beach, nc.
Pancho & Dolores (Havana-Madrid) NYC, nc.
Parker, Murray (Barkley's) Brooklyn, nc.
Parker, Ray (Gray Wolf Tavern) Youngstown, O., nc.
Parks, Roy (The Drum) Coral Gables, Fla., nc.
Parks, Barbara (Hi-Hat) Chi, nc.
Parraga, Graziella (Larue's) NYC, re.
Paticola, Tom (Diamond Horseshoe) NYC, nc.
Paul, Fred (Garde) New Haven, Conn., h.
Paul & Paulette (Colosimo's) Chi, nc.
Payne, Johnny (Elysee) NYC, h.
Pecora, Lewis (Montparnesse) NYC, nc.
Pedro & Dolores (Harlem Casino) Pittsburgh, nc.
Petry, Gedda (St. Regis) NYC, h.
Philharmonics (Buffalo) Buffalo, t.
Phillips, Jimmy (Bill's Gay '90s) NYC, nc.
Piere & Roland (St. Moritz) NYC, h.
Playboys, The, with Betty Borden (Blackstone) Chi, h.
Poliakova, Nastia (Russian Kretchma) NYC, nc.

Pope, Glen (Road to Mandalay) NYC, nc.
Powell, Eibel (La Cava) NYC, re.
Princess Michi (Midnight Sun) NYC, nc.
Pryor, Roger, Orch. (State) NYC, t.

Rabb, Joseph (Tokay) NYC, re.
Radio Aces (Royal Palm Club) Miami, nc.
Rainey, Evelyn (Midnight Sun) NYC, nc.
Rambau, Clay (Alms) Cincinnati, h.
Ramon & Renita (The Drum) Coral Gables, Fla., nc.
Rand, Wally (Show Bar) Forest Hills, L. I., nc.
Randall Sisters (Century) Baltimore, t.
Randolph, Amanda (Black Cat) NYC, nc.
Raoul & Reyes (Palm Island Club) Miami, nc.
Raoulette's (Green Gables) Drum, Pa., nc.
Ray, Iris (Pepper Pot) NYC, nc.
Raymond, Little Louise (Lookout House) Covington, Ky., nc.
Raves, Billy (Drake) Chi, h.
Red & Curly (Kit Kat) NYC, nc.
Reed, Diane (Village Casino) NYC, nc.
Reed & Mele (Royale Frolics) Chi, nc.
Reisman, Leo, & Orch. (Strand) NYC, t.
Revue D'Amour (Colonial) Dayton, O., t.
Rhodes, Dorothy (Black Cat) NYC, nc.
Rice, Sunny (Roxby) NYC, t.
Richie, Jack, & Rhythm Rangers (Page) Luray, Va., 25; (Pitts) Manassas 26; (Tallyho) Leesburg 27; (Madison) Orange 28, t.
Richman, Harry (Road to Mandalay) NYC, nc.

Rigas, Belle (Oetzner's) Brooklyn, N. Y., re.
Rileys, Four (Walton Roof) Phila, h.
Rios, Rosita (2400) Washington, D. C., h.
Ripa, Bob (State-Lake) Chi, t.
Rita (So-So) Springfield, Ill., nc.
Rita & Rubin (Gray Wolf Tavern) Youngstown, O., nc.
Roark, Edith (La Marquise) NYC, nc.
Robbins, Billy (Armando's) NYC, re.
Robbins Bros. & Margie (State-Lake) Chi, t.
Roberts & Martin (Murray's) Tuckahoe, N. Y., nc.
Robins, A. (Earl Carroll's) Hollywood, nc.
Robinson Twins (Chez Paree) Chi, nc.
Robinson, Bill, & His Revue (Pal.) Cleveland, t.
Rodrigo & Francine (Stevens) Chi, h.
Rolickers Trio (Victoria) NYC, h.
Romas, Aerial (Shrine Circus) Wichita Falls, Tex., 26-28; (Shrine Circus) Amarillo 30-Feb. 4.
Romerros, The (Drake) Chi, h.
Rooney, Pat (College Inn) Chi, nc.
Rose, Johnny (Pioneer Nut) NYC, nc.
Rosini, Paul (Belmont Plaza) NYC, h.
Ross, Geraldine (Midnight Sun) NYC, nc.
Ross, Nestor Al (Wonder Bar) NYC, nc.
Ross, Pierre & Sweeney (Lyric) Indianapolis, t.
Roth & Shay (Opera House) Leicester, Eng-land.
Rugel, Yvette (Colosimo's) Chi, nc.
Ruskay, Blix (Cafe Society) NYC, nc.
Russell, Robert (Hollywood) NYC, re.
Ruiz, Maclovia (El Chico) NYC, nc.
Ryan, Tommy (Commodore) NYC, h.

Sablon, Jean (Tic Toc) Montreal, Que., nc.
St. John, Alice (Wivel) NYC, re.
Saksonsky, Simeon (Russian Kretchma) NYC, nc.
Sanborn, Fred (Casa Manana) NYC, nc.
Sandoval, Eduardo & Nicardo (Gaucho) NYC, nc.
Sandow, Leon (Garbo) NYC, re.
Sava, Marussa (Russian Kretchma) NYC, nc.
Scheff, Fritz (Diamond Horseshoe) NYC, nc.
Scotti, George (Garbo) NYC, re.
Scott, Virgie (Black Cat) NYC, c.
Seiler, Jay & Lou (Strand) NYC, t.
Seims & Kaye (Leon & Eddie's) NYC, nc.
Shanghai Wing Troupe (Lyric) Indianapolis, t.
Shaw, Helen (Old Roumanian) NYC, nc.
Shaw, Ralph (Holland) NYC, h.
Shaw, Wini (Walton Roof) Phila, h.
Shaw, Miriam (Edison) NYC, h.
Shea & Raymond (Paramount) NYC, t.
Shea, Jack, & Radio Round-Up (Roanoke) Roanoke, Va., 26-28; (Virginia) Danville 30-31; (Academy) Lynchburg Feb. 1-2, t.
Sheridan, Nora (El Rio) NYC, nc.
Shipstead, Roy (Pan-Pacific Rink) Los Angeles, a.
Shore, Willie (Rose Bowl) Chi, nc.
Simpson Sisters (St. Regis) NYC, h.
Sloan, Bert, & Co. (Royal Palm) Miami, nc.
Small, Mary (Earle) Phila, t.
Smith, Alan (Maple Grove Inn) Huntsville, Ala., nc.
Smith, Cyril (New Town Casino) Miami Beach, nc.
Smith, Jean (Rainbow Grill) NYC, nc.
Solar, Willia (Diamond Horseshoe) NYC, nc.
Sothern, Ann (State) NYC, t.
Sperry, Frank (Roosevelt) NYC, h.
Spivak, Eli (Penthouse) NYC, re.
Stephany, Karen (Orange City) Orange City, Fla., h.
Stone, Mary (Colosimo's) Chi, nc.
Stone, Paula (New Town Casino) Miami Beach, nc.
Stone, Bebe (Black Cat) NYC, nc.
Stoges, Three (Casa Manana) NYC, nc.
Stuart & Martin (Capitol) Washington, D. C., t.
Stuart & Gilrone (Evergreen) Bloomfield, N. J., nc.
Sullivan, Lee (Paradise) NYC, nc.
Suzanne & Christine (Continental) Miami, nc.
Swifts, Three (Roxby) NYC, t.
Sydell, Paul & Spotty (New Yorker) NYC, h.

Tate, Katherine (Queen Mary) NYC, re.
Taylor, Betty Lee (The Drum) Coral Gables, Fla., nc.
Taylor Trio, The (Chicago) Chi, t.
Taylor & Allen (Geo. Washington) Jacksonville, Fla., h.
Templeton, Alec (Rainbow Room) NYC, nc.
Terrace Boys (Barney Gallant's) NYC, nc.
Tarrant & Dacia (El Gaucho) NYC, nc.
Teresta, El (Gaucho) NYC, nc.
Terry, Muriel (Garbo) NYC, re.
Texas Comets, Twenty-Four (Capitol) Wash-ington, D. C., t.
Thelma & Velma (Venice) Galveston, Tex., c.
Theodora (Eastern Star Cafe) Detroit, nc.
Theodora (Eastern Star) Detroit, c.
Therrier, Henri (Geo. Washington) Jack-sonville, Fla., h.
Thomashefsky, Boris (Rainbow Inn) NYC, re.
Three Peppers (Mammy's Chicken Farm) NYC, re.

Timmie & Freddie (Cotton Club) NYC, nc.
Tip Top Girls (Riverside) Milwaukee, t.
Tisdale Trio (Coq Rouge) NYC, re.
Titan Trio (Palmer House) Chi, h.
Todd, Dick (Strand) NYC, t.
Tomack, Sid, & Reis Bros. (Royale Frolics) Chi, nc.
Tremour, Millie (Savarin) Buffalo, nc.
Trixie (Paradise) NYC, nc.
Troy, Theo (Royal Palm Club) Miami, nc.
Tucker, Sophie (Versailles) NYC, nc.
Tullah & My (Colosimo's) Chi, nc.

Underwood & Underwood (Trocadero) Boston, nc.
Uppercue, Virginia (Mon Paris) NYC, nc.
Usdonoff, Mischa (Russian Kretchma) NYC, nc.
Valda (Plantation) NYC, nc.
Valdez, Tito & Corinne (International) NYC, nc.
Valli, Pedro (Gaucho) NYC, nc.
Van & Victor (Village Cellar) NYC, nc.
Velcz, Angela (Barney Gallant's) NYC, nc.
Velita (Jimmy Kelly's) NYC, nc.
Villon, Rene (Harry's New York Bar) Chi, nc.
Vine, Billy (Tic Toc) Montreal, Que., nc.
Virgin, Magician (Bijou) Abingdon, Ill., 24; (Orph.) Jerseyville 25-26; (Bijou) Carrol-ton 27, t.
Vodery's, Will, Choir (Cotton Club) NYC, nc.
Von Losen, Emily (Drake) Chi, h.

Wall, Clarence "Rubber Legs" (Casino) Lan-caster, Pa., nc.
Wallace, Beryl (Earl Carroll's) Hollywood, nc.
Wally, Nathan (St. Regis) NYC, h.
Walsh, Mary Jane (Belmont Plaza) NYC, h.
Warren & Myra (Geo. Washington) Jack-sonville, Fla., h.
Watsons, The (Leon & Eddie's) NYC, nc.
Wayne, Millie (Savarin) Buffalo, nc.
Weber, Rex (Walton Roof) Phila, h.
Weems, Ted, & Band (Chicago) Chi, t.
Wells, Daphne (Armando's) NYC, re.
Welsh, Roberta (Queen Mary) NYC, nc.
Wencil, Ray (Faust Club) Peoria, Ill., nc.
Wending, Mary Louise (Hungaria) NYC, nc.
Wences (Dorchester) London, h.
West, Everett (Chez Paree) Chi, nc.
Westfield, Catherine (Edgewater Beach) Chi, h.
Whalen & Wood (Colonial Inn) Singac, N. J., nc.
Whaley, Bert (Brevoort) NYC, h.
White, Doris (Pepper Pot) NYC, nc.
White, Ann (Queen Mary) NYC, re.
White, Jack (18) NYC, nc.
White Sisters (Leon & Eddie's) NYC, nc.
White Bros. (McVani's) Buffalo, nc.
White, Belva (Miami Club) Chi, nc.
White, Eddie (Riverside) Milwaukee, t.
White, Danny (Royal Palm Club) Miami, nc.
White's Lindy Hoppers (Cotton Club) NYC, nc.
Whittier, Charlie (Royal Palm Club) Miami, nc.
Wicke, Gus "Popeye" (Radio Frank's) NYC, nc.

Williams, Pearl (Hickory House) NYC, re.
Williams, Gwen (Queen Mary) NYC, re.
Willard, Harold (Gay Nineties) NYC, nc.
Willis, Claire (Brevoort) NYC, h.
Wilson, Charlie (Commodore) NYC, h.
Winik, Paul (Flamingo Room) Boston, nc.
Winston & Lollet (2 o'Clock) Baltimore, nc.
Wolandi (Miami-Biltmore) Miami, Fla., h.
Wood, Peggy (Geo. Washington) Jacksonville, Fla., h.
Woodrow, Bill (Lexington) NYC, h.
Woods & Bray (Lookout House) Covington, Ky., nc.
Woodsun, Gertrude (Copley-Square) Bos-ton, h.
Wright, Charlie (Buckingham) NYC, h.
Wyte, Una (Bandbox) NYC, nc.

Yevo & Doro (Monaco's) Cleveland, nc.
Yost Men, Four (Diamond Horseshoe) NYC, nc.
Yost's, Ben, Varsity Eight (Tower) Kansas City, Mo., t.
Youngman, Henny (Hi-Hat) Chi, nc.

Zudella (Foeste) Sheboygan, Wis., h.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
Along Came Juliet: Camdenton, Mo., 25; Boon-ville 26; Hannibal 27; St. Louis 28-29; St. Charles 30; Festus 31; Johnston City, Ill., Feb. 1; Harrisburg 2; St. Joseph 3; Spring-field 4-5.
Angela Is 22: (Paramount) Omaha, Neb., 25; (Municipal Auditorium) Kansas City, Mo., 26-28.
Bachelor Born: (National) Washington, D. C.; (Cox) Cincinnati 30-Feb. 4.
Barrymore, Ethel: (Cox) Cincinnati.
Birds Stopped Singing: (Chestnut St.) Phila.
Hayes, Helen: (Nixon) Pittsburgh.
Kiss the Boys Good-Bye: (Harris) Chi.
Larrimore, Francine: (Shubert) New Haven, Conn., 27; (Horace Bushnell Aud.) Hartford 28.
Lunt & Fontaine: (American) St. Louis.
Mrs. O'Brien Entertains: (Maryland) Balti-more 30-Feb. 4.
Of Mice and Men: (Plymouth) Boston.
Our Town: (Selwyn) Chi.
Pins and Needles: (His Majesty's) Montreal, Can.
Shadow and Substance: (Davidson) Milwau-kee 25-28.
Skinner, Cornelia Otis: (Grand O. H.) Chi 23-Feb. 4.
Stars in Your Eyes: (Shubert) Boston.
Susan and God: (Royal Alexandra) Toronto, Can.; (Hanna) Cleveland 30-Feb. 4.
Tobacco Road: (Hanna) Cleveland.
What a Life: (Locust St.) Phila.
Women, The: (Forrest) Phila.

MISCELLANEOUS

Arthur, Magician: Pine Level, Ala., 25-26; Weed 27-28.
Birch, Magician: Newport, Ark., 25; Batesville 26; Augusta 27; Searcy 30; Conway 31; Ben-ton Feb. 1; Hot Springs 2; Malvern 3.
Campbell, Loring, Magician: Weatherford, Okla., 25; Tulsa 26; Cushing 27.

WANTED! Men To Cash In On These New Popcorn Machines. These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the busi-ness for you. All electric, full cabi-net size. Capacities: \$8.00 to \$18.00 per hour. Low down pay-ments, easy terms. Write for Catalog! ADVANCE MFG. CO. 6322 St. Louis Ave., ST. LOUIS, MO.

SPECIAL ANNOUNCEMENT Insurance for House Trailers, Automobiles, Trucks, Concessions, Skating Rinks, Animals, Etc. "SHOWMAN'S INSURANCE MAN," CHARLES A. LENZ Now 635 17th Ave., N. E., St. Petersburg, Fla.

IMPORTANT ANNOUNCEMENT Now 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write CHAS. T. GOSS With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

Clark's Greater Shows Now Booking for Season 1939 Shows, Concessions, Opening in March. Address: ARCHIE CLARK, 840 South Los An-gelos St., Los Angeles, California.

WANTED (Out All Winter) Shows and Rides, Concessions, except Cookhouse, Pitch-Till-You-Win, Fishpond, Corn Game. Have complete outfits for Minstrel Show, Athletic Show, Girl Show. Agent wanted, especially Girls for Ball Game, Jingle Board, Penny Pitch. Will book or buy Ferris Wheel or Merry-Go-Round, also 25-35 kilowatt Light Plant. Opening Hattiesburg, Miss., January 25 (2) two Saturdays. Laurel, Jackson, Vicksburg dates to follow. Wire or write WESTER HOUSE

FRISK GREATER SHOWS WANT Midgets, Life, Mech. City, Mickey Mouse, Diggers, Corn Game, Lead and Cork Galleries, Scales, Photos, Popcorn, Root Beer, Mitt Camp sold. All other Legitimate Concessions open. Posi-tively no racket. Address 4100 Girard Ave., No., Minneapolis, Minn.

Daniel, B. A., Magician: Lawrenceburg, Tenn., 25; Pulaski 26; Fayetteville 27; Huntsville, Ala., 28; Alabama City 30; Piedmont 31; Lawrenceville, Ga., Feb. 1.
DeCleo, Magician: Marysville, O., 23-Feb. 11.
Ellis, John, Rip Van Winkle Co.: (Windsor schools) Detroit until Feb. 15.
Gilbert, Paul: (Arabian Supper Club) Colum-bus, O., nc.
Kortes Museum: New Orleans, La., 23-28.
Lippincott, Magician: (South Park School) Beaumont, Tex., 25; Orange 26; (Franklin Aud.) Port Arthur 27.
Look at Life Museum: Akron, O., 23-Feb. 4.
Long, Leon, Magician: Victoria, Tex., 23-25; Goliad 26; Cuero 27-28; Beeville 30-31; Cor-pus Christi Feb. 1-7.
Magnum, C. Thomas, Magician: Cherryvale, Kan., 25; West Mineral 26; Weir 27-29.
Malloy, Ullaine: (Laurier Club) Lowell, Mass., 23-28.
Marquis, Magician: Henrietta, Tex., 25; Breck-enridge 26; Olney 27; Abilene 30; Eastland 31; Cisco Feb. 1; Sweetwater 2.
Oddities on Parade: Pittsburgh, Pa., 23-28.
Ricton's Dog Circus: Wagener, S. C., 23-Feb. 4.
Slout's, L. Verne, Theater Workshop: White-hall, Wis., 25; Winneconne 26; Sturgeon Bay 27.
Valentine, Jimmy: (The Midwood) Brooklyn, re.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
B. & H. Am. Co.: Bonneau, S. C.
Crafts 20 Big: (Fair) Indio, Calif., Feb. 2-5.
Dyer's: Gattman, Miss.
Evangeline: Harvey Canal, La.
Fleming, Mad Cody: Hortense, Ga.
Great Southern: Mt. Vernon, Ala.
Rainbow Am. Co.: Princeton, Ark.
Rose City: Leary, Ga.
Scott Bros.: Mobile, Ala.
Sorenson Bros.: Chauncey, Ga.
Texas Kidd: El Campo, Tex.
Tip Top: Woodbine, Ga.
Virginia Am. Co.: Grants Park, Charleston, S. C.
West Texas: Marfa, Tex., 30-Feb. 4.
West's World's Wonder: (Fair) De Land, Fla.; (Fair) Vero Beach 30-Feb. 4.
Wise & Sutton: Meigs, Ga.

CIRCUS AND WILD WEST

Davenport, Orrin: (Auditorium) Grand Rap-ids, Mich., 23-28; (Vocational School Field House) Lansing 30-Feb. 4.
Mills: (Olympia) London, Eng., Dec. 22-Jan. 26.
Polack Bros.: Wichita Falls, Tex., 23-28; Amarillo 30-Feb. 4.

# Hartmann's Broadcast

AFTER many years of agitation on the part of N. H. Cohen, James Gratziana and several others, an organization of concessioners finally came into existence at Columbus, O., recently while the Ohio Fair Managers' Association was holding its annual convention. Cohen was selected as its head.

Known as the Ohio Concessioners' Association, the organization's membership is not only to be confined to game concessioners but to eat and drink-stand operators, riding-device owners and independent show operators, all of whom either reside or do business in the State.

The object of the group is to arrive at a better understanding between fair boards and concessioners and to promote confidence of the public in concessions, both of which are sorely needed, the latter especially.

The system under which concessioners now operate at Buckeye fairs has many faults, in the opinion of these operators, and that is one thing that the new association will try to have remedied. The strength of the organization, of course, will have a great deal to do with this, which, in other words, means that the association needs to be properly supported. There are many things, too, in the operators' own ranks, which are detrimental to the concession business, and these no doubt will be given attention by the association.

We firmly believe that the forming of the Ohio Concessioners' Association is a move in the right direction and deserves hearty support. Upon its success will hinge the formation of similar organizations in other States, in most all of which there is a sad need for them.

As a suggestion to the Ohio Concessioners' Association, why not have as your motto, "A Better Satisfied Public"?

† † †

NO ONE can blame a fair board for accepting the top bid for a midway privilege when other factors are favorable as concerns the show making it. Carnival men have only themselves to blame when the price is tilted, but the thing we don't like about this is that one carnival is sometimes forced to make such a bid out of spite work on the part of another.

Every time a general agent of a carnival has to hike the percentage of midway receipts to a fair because his opponent forces him to do it, the former show not only faces a possible reduced take but the possibility of "taking it on the chin." The hike in probably most cases is first made by the one who stands but little if any chance of getting the contract, which practice is despicable.

And you can paste it in your hat that the top bid will most likely be the same in future years no matter what show is dickering for the fair. That's the angle which a carnival representative first doing the hiking out of revenge apparently cannot see, not realizing that it might be his own show that will have to pay the increased percentage in later years.

† † †

WE HAVE had no word yet as to what, if any, action has been taken to speed up paying off claimants of wages

due from the bankrupt Tim McCoy Wild West Show as a result of our comment in the issue of January 14. We have heard, however, from two of the people who were with the show.

"Your comments regarding the McCoy claims are appreciated by myself, and I am sure by all the other boys as well," writes L. B. Greenhaw from La Fayette, Ind. "I am in receipt of a letter from the firm of lawyers handling my claim, and I sent them a copy of *The Billboard* which had the news item from Washington in it. They appreciated this and one of them went over to Wilmington, Del., to try to get a dividend paid. So I am going to send them your *Broadcast* item also, and I feel sure if we keep after it we can get some action. I know these people certainly need their money."

And from William Carr, from Chillicothe, Mo., comes the following: "Wish to compliment you on your last write-up on Col. Tim McCoy Show, as I am one of the unfortunates. Keep up the good work, and thanks."

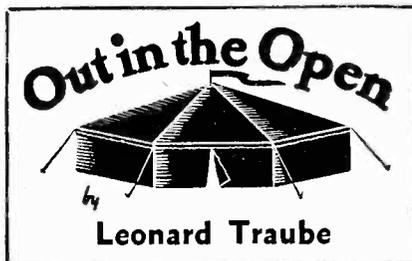
† † †

H. A. ILLIONS is now at the Golden Gate International Exposition in San Francisco and has all three of his rides there, two Eli Wheels and a Lindy Loop, erected. Things are moving fast and before long the amusement center will be ready to start taking in a few dimes, he says.

"The exposition is beautiful," continues Harry. "Hope you can come out and see the place. There are lots of showmen visiting the island—looks almost like the Chicago conventions. We have had lovely weather to do our work."

On his way to the GGIE Harry stopped at Venice Pier, Venice, Calif., and Ocean Pier, Ocean Park, Calif., and was surprised when he found no American flags on display at either one. "Aside from showing patriotism, flags are good business," he declares. "There is nothing that gives the holiday appearance like flags, and our flag is the most beautiful of all."

Harry expects to be at the exposition for the opening and until Belmont Park at Montreal opens in May. He's a great booster for Rex D. Billings, manager of Belmont.



## End of the World (of Tomorrow)

NEW YORK, Nov. 11.—Duration of the World's Fair was extended until today—Armistice Day—presumably because the management felt it a duty to celebrate another year of peace on earth but actually because early November weather was strictly magnificent and there were plenty of people around anxious to spend their money.

It was recalled that fair moguls, armed with statistical ammunition from the survey bureaus, had predicted attendance

of 60,000,000, but fell short 6,000,000, not counting today.

The University of Southern California conferred the degree of Doctor of Economics upon Grover Whalen, president of the fair, for stimulating business internationally.

A terrific battle is going on among carnivals and promoters for shows and talent which have appeared at the expo. Those not in on the fracas will bill some of their shows and acts "Direct From the New York World's Fair" anyway. It is expected that in 1940 everything in Coney Island will identify itself as having emanated from the World of Tomorrow.

TOP money-getters in the amusement zone were Dufour & Rogers, Dodgem Corp., Billy Rose, Messmore & Damon, Harry C. Baker and Harry G. Traver, Norman Bartlett, Cliff Wilson, the Children's World, George A. Hamid, Tony Sarg, the Seger-Bertoli-Piesen-Goldberg combination, Dr. Martin Couney, William Rabkin, International Parachuting Co., Frank Buck, Morris Gest, South Sea Island Village, Winter Wonderland and Jack Sheridan's Living Magazine Covers. The last named, as everyone knows by now, offered the sauciest entertainment which captured the attention of the world.

Congress is considering an amendment to the Constitution memorializing the Trylon and Perisphere as a symbol of America, rivaling the Eiffel Tower in Paris, a hangover from an early exposition in that sunny land. The opposition is making this a Burning Issue, which may have a great effect on the 1940 Presidential election.

The University of California conferred the degree of Doctor of Service upon Grover Whalen for distinguished contributions to the life of the nation.

SIX fires, none of a serious nature, three of which occurred after closing time, were quickly extinguished by the fair's fire department, with very little money paid out by the insurance boys.

There were a couple of accidents, but operators were protected by the excellent insurance plan worked out in the name of the concessioners' association of the fair. . . . Coca-Cola sold the most drinks. . . . Childs the most frankfurters. . . . International Mutoscope weighed the most people. . . . Best one-day attendance, 750,000, was chalked up when King George and Queen Elizabeth of England appeared at the fair. . . . Billy Rose's Amphitheater registered the best total attendance, playing to 1,500,000 people. . . . Casino of Nations went out on the road. . . . Tony Sarg's Enchanted Forest is being converted into six units and will play as many department stores during the Thanksgiving-Christmas period. . . . George Hamid is booking his European Circus indoors. . . . So are Lew Dufour and Joe Rogers with their *Strange as It Seems* show. . . . Morris Gest is working out a theater circuit for his midget troupe. . . . Sun Valley—the Winter Wonderland—went to Sun Valley, Ida., with bigger and better prestige. . . . Friends of Grover Whalen are urging him to consider being nominated for Vice-President of the United States. It all depends upon whether or not the fair will run another year, he said in his capacity of president of the Gotham Gargantua, a slogan which never caught on, despite the urgings of "Out in the Open."

FLUSHING seceded from the city of New York and caused itself to be incorporated as the City of Tomorrow. Executives of the fair have been receiving flattering offers from business, industry, commerce and show business. . . . Lesser officials went back to work. . . . Three papers on the fair will be delivered at the convention of the National Association of Amusement Parks, Pools and Beaches, which will be held in New York next week in conjunction with the annual banquet of the National Showmen's Association. The body will then proceed en masse to the grounds to see what a world's fair looks like without people. . . . A contract awarded for dismantling of fair-owned and other portions of the expo figures to make the contractors a million dollars in re-sales. Show people wondered why it is necessary to be in show business when others can make so much just by being out of it and cashing in on the creation of others. . . . Bert Nevins, New York publicist, exploited more attractions at the Flushing Fiesta than any other independent office. . . . Their work done,

the press and promotion department, headed by Perley Boone, heaved a sigh of relief. Boone's name is being banded about as prospective chief of the Department of Public Relations, a created office, of the city of New York. . . . Passes were so scarce that anyone holding an unused one can sell it to the Museum of Natural History for any amount he mentions. . . . Hired hands of *The Billboard* charged with dishing up expo news are rehearsing for their second nervous breakdown to put them in shape for the second edition of the fair in 1940. . . . The End of the World is the beginning of the Dawn of a New Day in show business.

## Notes From the Crossroads

By NAT GREEN

FOR the good of show business it is occasionally necessary to say what may be construed as unkind things about a show or an act. We are inherently kindhearted, believe it or not, and with reservations subscribe to the policy "If you can't say something good of an act, say nothing." But there are times when patience ceases to be a virtue and it is necessary to speak right out in meetin'. The Minnesota Federation of County Fairs had a splendid entertainment program at its annual banquet—splendid with one exception. It was no fault of the federation that this one act was on the program. The booking offices and attractions people offer to furnish entertainment and the chairman assumes that the acts will be entertaining and not overstep the bounds of good taste. Usually they do not disappoint, but occasionally one slips by that should have no place on any bill.

Such was the "grandpa" act on the Minnesota banquet program. It was devoid of a single redeeming feature. To begin with, the make-up would have been scorned by the veriest amateur. The dialog, which was practically the whole act, was the most asinine, ineptly handled double entendre thru which we have ever suffered and an insult to the intelligence of the fair secretaries for whose edification it was presented. How any attractions man offering his wares for sale to the fair men could have the audacity to present such an atrocity is beyond us. We don't blame the people in the act. They probably were doing their best and, misguided tho they were, thought they were doing clever comedy. It is such misfit acts, playing for cakes, that make it tough for the better acts to get a decent price for their work.

C. W. Hinck, veteran thrill-day impresario, has a new stunt or a variation of an old one that he's going to spring this season that should be a knockout. . . . We won't spoil the surprise by telling just what it is. . . . Mickey King, aerialist, left for the West Coast last week. . . . She will play a few winter dates, then sail for Australia March 1 for a tour of the Tivoli Circuit. . . . E. H. (Silver) Thomas, who has Ezra's Mechanical Farm, is playing two weeks at Yonkers' department store in Minneapolis, then goes to Omaha and Lincoln. . . . Jess Adkins and Zack Terrell were in to see the closing performance of the Medinah Shrine Circus which, incidentally, was a turnaway. . . . Frank (Doc) Stuart left Oklahoma City via airplane in such a hurry he forgot his overcoat, but the obliging airline officials radioed back for it and the benny arrived in Chi almost as soon as Doc. . . . Barnes-Carruthers and Lew Rosenthal introduced something new in fair convention signs at the Minnesota meeting. . . . Latter sported a neon sign and B-C had a pretentious sign outlined in colored lights. . . . Jimmy Morrissey, of Baker-Lockwood, in from Kansas City on business. . . . Fred De Wolfe and Doc St. Clair among circus men seen on the Magic Carpet the last few days. . . . Les Nichols infos that he's signed up to put on an outdoor variety show for "Patty" Conklin the coming season.

Sorry we missed Mabel Stark, who was in town to appear on Edgar Guest's *It Can Be Done* program. . . . We're told her broadcast was very interesting. . . . Florence Reinmuth, Minneapolis booking agent, has invented a game which bids fair to put her up in the bucks. . . . In addition to being an entertaining game it is said to teach players to read music. . . . J. W. (Patty) Conklin and Neil Webb stopped off in Chi for a day on their way to the Winnipeg fair meeting.

## GREATER EXPOSITION SHOWS

OPENING ON LOTS IN ST. LOUIS, MARCH 2. ENTIRE SHOW OPENS APRIL 10.

Our Route Will Take Us Into Money Territory This Season, as We Have the Cream of the Industrial Towns Booked.

WANT Ride Help Who Can Drive Trucks for All Rides. Good Minstrel Performers, Man to Take Charge of Glass House. R. M. Perry wants Working Side Show Acts, Geek, and Men and Women Drome Riders. Have complete Frame-Ups for Illusion Show and Single Pit Shows. WILL BOOK MONKEY SPEEDWAY AND OTHER SHOWS. CAN PLACE STOCK CONCESSIONS WORKING FOR NOT MORE THAN 10c ON ST. LOUIS LOTS AT REASONABLE PRIVILEGE. HAVE FOR SALE—Lindy Loop, Loop-O-Plane, 25 KW. A. C. Light Plant.

Address: GREATER EXPOSITION SHOWS, Box 125, Madison, Ill.

## BARFIELD'S COSMOPOLITAN SHOWS

WILL OPEN MARCH 18, DOTHAN, ALA., DOWNTOWN LOCATION, AUSPICES AMERICAN LEGION.

We have been very successful in booking FAIRS, CELEBRATIONS and STILL DATES for the COMING SEASON. Hence, offer an UNEXCELLED Route. WANT one more NOVEL or FLAT RIDE with own transportation. Also, any Show of merit, especially Side Show, Crime Show, small Wild West or Dog and Pony Show, Fun House, etc. Opening for Musicians and Performers for Colored Minstrel. CAN PLACE a few more legitimate Grind Stock Concessions, including Bowling Alley, Bumper, Pitch-Till-Win, Hoop-La, Photo, etc. (No grift nor percentage.) WANT experienced Whip Man, also Second Man for Eli Wheel (no boozers). Address

C. E. BARFIELD, Mgr., Box 728, Dothan, Ala.

# Maine's Fair Managers Hear Good Reports

BANGOR, Me., Jan. 21.—About 200 delegates to the annual meeting of Maine Association of Agricultural Fairs in Royal Arcanum Hall here on January 17 heard the opening address of Senator Francis H. Friend, association president, Skowhegan. A resolution to support the new United States Trotting Association was unanimously passed by the 16 associations represented. A number of contracts were closed by booking offices and carnival and fireworks companies for attractions.

Following President Friend's address W. H. Hinman, Skowhegan, president of the new Bangor Fair, spoke on plans for 1939, followed by approval of reports of Secretary J. S. Butler and Treasurer F. W. Hill, which showed the association in healthy condition.

Pari-mutuels took with Maine folks, it was reported, the fair sex contributing about 60 per cent of wagering. The 1938 report of the Maine Race Commission gave total wagered as \$1,178,478, with nine days less racing than in 1937, which cut receipts about \$135,000. Agricultural fairs' share of profits was \$76,600 on a 6½ per cent basis. The State on a 3½ per cent basis received \$41,246. Breakage for fairs in 1938 was \$8,852 divided among the associations.

## Leonard New Head

These officers were elected: President, Clarence Leonard, Union; first vice-president, George S. Williams, Windsor; second vice-president, Dr. E. E. Russell, Farmington; treasurer, F. W. Hill, Bangor; secretary, J. S. Butler, Lewiston. The new president invited delegates to meet with North Knox Union Fair Association in Rockland. Welcome to Bangor was given by James H. Wallace, city manager. New committees comprise: legislative, H. W. Kitchen, Presque Isle; Phillip Osgood, Fryeburg; Frederick Burkett, Union; transportation, W. G. Hunton, Portland; W. H. Hinman, Bangor; C. H. Steele, Presque Isle; nominating, R. M. McKinley, Union; E. G. Williams, Bluehill; C. H. Steele, Presque Isle; resolutions, H. W. Kitchen, Dr. H. S. Irish, Stanley M. Wheeler; membership, J. S. Butler, F. W. Hill, George H. Plummer.

H. W. Kitchen, reporting for the legislative committee appointed in 1938 to work for passage of a bill to legalize beano, said he had been advised that it was best to overlook beano at this legislative session, as pressing action might disturb the present set-up on pari-mutuels, which is called beneficial to fairs.

W. G. Hunton, industrial agent of the Maine Central Railroad, in an address on cattle shows and efforts of 4-H Clubs' baby beef projects, said this exhibit has become a leading feature at the principal Maine fairs. Among messages received was one from the executive vice-president-secretary of United States Trotting Association, Frank L. Wiswall, Albany, N. Y., who urged united interest to put harness racing on top in the sports world. History of fairs in Maine was ably presented by Commissioner of Agriculture Frank P. Washburn. K. C. Lovejoy, University of Maine, spoke on 4-H Club work. In discussion of place of annual meetings, it was decided it is for the best interests of fairs to hold meetings in different sections of the State instead of in one city.

## Some Contracts Signed

Trade representatives attending included Glen W. Rublee, Edwin T. Keller, starting judges; Henry L. Rapp, American Fireworks Co.; A. Mariana, Rockland Fireworks Co.; Carleton Coffin, Voice of Maine Sound Systems; Rex Moorill, Suffolk Electric Co.; Arch Perham, Pine Tree State Shows, and representatives of Ben Williams, Coleman Bros. and Dick's Paramount Shows. Pine Tree State Shows signed Northern Maine Fair, Presque Isle, and took options on others. Ben Williams signed Skowhegan and Bangor. There were also representatives from George A. Hamid, Inc.; Beacon Entertainment Exchange, Mrs. Eleanor Leonard, and Frank Wirth Booking Association. George A. Hamid secured the greatest number of contracts, headed by Skowhegan Fair. Frank Wirth office contracted the new Bangor Fair and had assurance of other business. Starting race judges secured several contracts, as did sound system representatives.

The meeting was declared the association's most instructive and interesting.

Group meetings were presided over by H. W. Kitchen: *Tickets and Passes*, Harry E. Smith, Skowhegan; *What a Fair Means to the Community*, Mayor Paine, Augusta; *What Free Attractions Have Meant to Northern Maine Fair*, Clayton H. Steele, secretary, Presque Isle; *What Harness Racing Draws at the Gate*, Dr. H. S. Irish, Gorham Fair. Banquet in Penobscot Exchange Hotel was brilliant, attendance being limited to capacity of the hall, which seated 186. Turkey and lobster were served. Speakers were Lester S. Kelso, toastmaster, Presque Isle; James G. Wallace, city manager; William H. Hinman; O. B. Fernandez, executive counselor, Old Town, representing Gov. Lewis O. Barrows; Rev. Thomas Montgomery Mark, Marblehead, Mass. Music was by Lester Lambert's Orchestra. Favors were by American Fireworks Co., badges and ribbons by E. G. Staats Co., program by Maine Fair Publishing House, public-address system by Voice of Maine.

Vaudeville was presented by George A. Hamid, Inc., represented by Joe Hughes, Paul Denish, and Beacon Entertainment Exchange, represented by Mrs. Leonard. Acts were all pleasing, outstanding being tenor solos by Rudy Caffey; readings by Marion Kay, Beacon Entertainment Exchange, and Phantom Trio, dancers, by George A. Hamid. Reception committee was Joseph Steward, F. W. Hill, William Hinman, Francis E. Croteau, J. Lynn Foss and Charles R. Bond. In memory of departed members and friends of fairs who passed on in 1938 the assembly stood in silence.

## HENIE REVUE

(Continued from page 4)

what is programed as five scenes, it's all a bewildering confusion of alleged choreography with skating sequences subordinated. Costuming is richly authentic and Hollywood-touched.

Miss Henie appears in five of the 18 numbers for a total of about 40 minutes of ice didos, and she packs that stretch with all the sparkle and vigor of which she is capable, which is plenty. Standout turn, which drew three encores from a hell-bent mob, was a tango in which she's partnered by Stewart Reburn, a terrific skater with a terrific shape himself.

Mixed chorus of 40 performs capably in *Winter Fashions for 1939*, *Modern Ice Dances*, *Change Partners*, *On the Blue Danube*, *Snow Maiden Ballet* and *Circus Stompin'* at the *Savoy*, *The Merry Widow* and other numbers recruit mixed pairs trimmed down from the ensemble. Sixteen of the boys appear as torch-bearing swiftness in the fire music from *The Valkyrie*, an effective presentation smartly paced and grouped. Gals are on their own in *Tropic Fantasies*.

Miss Henie is introduced with the sixth number in interpretations of music from pictures, is on again in the No. 11 spot in *Voices of Spring*, in No. 13 with her *Liebestraum* and in the tango and *Alice* scenes.

Not enough comedy, but what there is is good. Irving Gregg is provocative (and sometimes reminiscent) in his *Skating Lesson*. Bert Clark and Mabel Jackson do a trumped-up version of *Merry Widow*. Sisk and Lynam offer a travesty on a Spanish dance. Among novelties seldom or never touched by the frigidaire fraternity were a hula session and a maypole inning with phosphorescent lighting.

Except for the comedy chukkers and Stewart Reburn, not a single skater is presented to show his or her stuff, Henie dominating the show. This seems a shame, because she'd dominate the show under any conditions. L. T.

## AMERICAN ACADEMY

(Continued from page 4)

is a difference between the buffoon and a scatter-brained young man who is almost 21, and Judy Linden emerged not as the gallant, honest being she was certainly meant to be, but rather as a bewildered little girl who did a lot of grown-up things without quite knowing why. Judy was impersonated by Virginia Dunning, who, incidentally, is a nice-looking youngster who would enhance an already lovely figure by a more careful posture.

Edward Hardcastle, as Henry Linden, gave an almost professional performance until he, too, was bogged down by the slow tempo. He is a young man to watch, however, since he has an ease and stage presence that are very nearly right. Mary McGowan played Mariella Linden for the most part as tho she herself were the embodiment of an impending doom. Nevertheless, she gave some really fine readings and made good use of an unusually mobile and lovely face. Eliza-

beth Cox gave her own interpretation of Hannah Linden—not as acid as Hannah is generally played, but still an adequate characterization. Geoffrey Wicke is to be thanked for not going haywire in the hysteria of David Linden. His performance was quiet and believable and deserves commendation. M. A. B.

## TRACKING DOWN

(Continued from page 4)

couldn't make train connections on time; (4) not paying off the band after playing the date; (5) submitting bands to employers without having authorization of the band, and (6) operating under somebody else's AFM license and/or name.

Clay W. Reigle, champ moutie of the AFM police, recently traced thru 500 dance promoters in tracking down a single band booker suspected of some very fancy chiseling. Working with federal postal authorities, he succeeded in landing O. R. Wall, of Florence, S. C., in the Spartansburg, S. C., klinker. Reigle and the other investigators are constantly bringing into the federation offices here reports on irresponsible bookers and defaulting employers who are still active despite the license list, unfair list and facilities of 500 respective locals.

According to Reigle, Wall's tactics are analogous to numerous others under investigation. Three years ago Wall applied for an AFM booking license but was turned down because he was on the union's unfair list. Later Wall allegedly assumed the name and license number of an H. R. Schneiderman, who had relinquished his license. Thus he was able to interest big band agencies in sending him name attractions for Southern dance promotions. Wall circulated promoters with a list of names that included Paul Whiteman, Charlie Barnet, Bubbles Becker, Ina Ray Hutton, Earl Hines, Fletcher Henderson, Don Redman, Jimmy Dorsey, Henry Busse, Blue Barron, Dean Hudson, Clyde McCoy, Paul Tremaine, Claude Hopkins, Mills Brothers and Blanche Calloway.

According to Reigle, Wall got dates for names, without proper authorization in most instances, and then delivered a local band if any at all. Reigle said Wall booked Don Redman for a Douglas, Ga., date, took \$150 deposit and then delivered the Cotton Pickers, who represented themselves as McKinney's Cotton Pickers. Wall, says Reigle, also sold Erskine Hawkins' Band to the Cornell Frank Club, Wilmington, N. C., took a \$25 deposit and then told the club Hawkins had to go back to school and therefore couldn't appear. Wall sold Blanche Calloway to W. L. Smith, Greensboro, N. C., took a deposit and no band showed up, says Reigle.

Further, says Reigle, Wall offered the bands thruout the South for such ridiculously low salaries that when the right party tried to book them the managers discovered that the bands' reputation had been ruined among dance promoters. Joe Glaser, he pointed out, encountered that difficulty in getting the right prices when he booked Louis Armstrong for a Southern tour recently.

Reigle also revealed an old trick among the two-timers, that Wall booked the same band in several different spots for the same night. Wall sold Zack Whyte (colored) November 24 of last year to Dr. Baldwin, Martinsville, Va. (\$25 deposit); Bronzemen Club, Columbia, S. C. (\$50 deposit), and to Stanley Harris, Roanoke, Va. (\$50 deposit), and then failed to deliver the band to any of them. Whyte, instead, was playing at Rock, W. Va., the other dates being unknown to him.

Among other dance promoters having trouble with Wall, according to Reigle, were—for November, 1938, alone—W. E. Brown, Chadbourn, N. C.; Sam T. Duke, Myrtle Beach, S. C.; Maurice Sherman, Troy, N. Y.; C. L. Gearheart, Florence, S. C.; J. W. Gunn, Statesville, N. C.; Corbett Foust, Greensboro, N. C.; Thomas Brown Jr., Red Springs, N. C.; London Phenix, Georgetown, S. C.; Alex Adams, Pinehurst, N. C.; John Kelly, High Point, N. C.; D. C. Holstead, Kimball, W. Va.; Stanley Harris, Roanoke, Va.; W. P. Phillips, Morgantown, N. C., and Mt. Olive School, Whiteville, S. C.

Wall also ran into other agents. F. Alvin Webb, of Kimball, W. Va., told Reigle that Wall promised to get him an AFM license for which he gave a \$50 deposit. (The AFM exacts no charge for a booking license.) According to Reigle, Wall once represented himself as Billy Shaw's (one-night booker for Consolidated Radio Artists) field rep. Shaw denies appointing Wall to such a job.

The Wall case is a spectacular one, but AFM officials claim there are quite a few others working along the same

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lines now and under their observation. And that they will all get it in the neck as soon as legal proof is ready in each instance.

## SUGAR'S DOMINO

(Continued from page 4)

boys around the Friars say) will be the first to admit that improvements can be made here and there. Is the success of *Heilzapoppin* due in part to the fact that its producers have carefully avoided its classification as a vaudeville show? We hate to think that this is the case.

Another pertinent observation on the Robitschek project is in order. We understand from information gleaned from reliable sources that the stagehands, musicians and the various other unions involved in the jurisdiction of front-of-the-house employees have been anything but co-operative towards Robitschek. We are fairly certain that this dope is correct but, assuming that there might be some question as to what constitutes co-operation, we want to say that it is a pity indeed if our information is correct. For once we are unable to understand what in the name of jumpin' jimminy the unions want. Are they more heart than head? Do they want to punish Robitschek for the sins committed by managers back in the days of George Primrose? Frankly, we cannot answer the question, but we wish we could—at least for the benefit of our readers.

Despite the discouraging aspects of the first serious attempt to revive straight vaudeville on Broadway in recent years, we still feel that the restoration of flesh will be an accomplished fact in a very short time. If it is not Robitschek who will strike the bell somebody else will. The only point to make now is that the longer unions hold up the movement the more their members and others will suffer. As to the offending critics on the dailies, we are sure that as soon as their news noses smell that flesh is really coming back, despite and notwithstanding their smart-alecky handling of review assignments, they will fall in line as they always have since the days of Ben Franklin.

OF ALL the branches of amusements the film industry is supposed to have the smartest and surely the most expensive collection of publicity minds. Sometimes, however, we wonder whether the industry is overrated. On this occasion we have in mind the dragging out until last week's anticlimax of the casting "problem" of the Selznick outfit in connection with the picturization of *Gone With the Wind*. We of amusements have a pretty good idea of the general gullibility of the public, but we also know—at least those of us who can look back on a successful career of catering to the public—that no crime is less excusable in showmanship than underestimating the public's intelligence. It is highly possible (in fact, the rumbling is already being heard) that the high-powered handling of the casting process of *Gone With the Wind* might prove to be a boomerang to the producer as well as the film business generally. Hollywood is making a determined effort these days for very many reasons to disabuse any opinions the public might have about stupidity in its high places; about its expensive and fantastic vacillation and about its generally silly set-up when compared with other forms of business. The Scarlett O'Hara classic makes great newspaper copy; creates a lot of interest in a book that might have waned long ago (despite the fact that we think Margaret Mitchell's work is the nuts); it provides a heap of publicity for various and sundry stars who could use a shot in the arm, but we doubt, everything considered, whether the film industry will be better off in the end. If it is the case that David Selznick, who, incidentally, is one of Hollywood's real geniuses, is really sincere about his troubles in casting *Gone With the Wind* we are sorry about the whole thing and, besides, we were only fooling. But the burden of proof ought to really be on Mr. Selznick's shoulders.

## ON FLUSHING FRONT

(Continued from page 33)

prises preferring to defer actual contracting of acts and headliners until opening day approaches. All sorts of angles discourage early booking, including a hazy and really undetermined stand to be taken by the various theatrical labor unions. Just what union will have jurisdiction over this and that attraction is in the hands of the unions themselves and not the attractionists.

**Quickies** Cuban Village, which will feature sub-tropical entertainment and such, selected the coldest day of the winter for its dedication. George P. Smith Jr., concession department, flew to North Tonawanda, N. Y., this week for a short inspection of Spillman's new Silver Streak ride before it departed for Tampa and the Royal American Shows. Would not predict whether ride would find its way to the New York project. Lew (Strange as It Seems) Dufour, back from the West Coast, where he supervised arrival of his Life show equipment from Dallas. Edward Levine experiencing labor trouble at his midtown Brass Rail restaurant. Firm has a duplicate set for Flushing Meadows.

Al Hymes, the novelty man, angling for sub-concession space in one of the villages. And Arthur Campfield, Baker-Lockwood, on the lookout for attractions needing canvas. T. A. Loveland, Frank Buck manager, returned to the grounds this week after a few weeks with Buck's indoor jungle camp at an Omaha department store. Cliff Wilson's Live Monster show progressing nicely. Wilson, now in Frisco, is expected here within a week or two. Al Hamid, cousin of George A., connected with Frank Darling's Children's World. Lew Wasserman, Music Corp. exec. spending plenty of time in concession offices of late. President Roosevelt's promise to attend the opening on April 30 was heartening news to everybody. Debut days at World's Fairs are usually not too heavily attended—unless there is a special inducement. The President's presence should certainly accomplish that and is a beautiful break for the publicity department.

**Releases** Contract for the printing of the fair's official guide has been awarded to the Isaac Goldman Co., New York, by Expositions Publications, Inc., concessioner. First edition calls for 1,000,000 copies. First World's Fair supplement in a New York daily will hit the stands on Sunday, March 5, when *The Times* offers a 64-page tabloid section.

A recent survey by the astute American Institute of Public Opinion indicates that no less than 33,000,000 Americans outside of New York are hoping to attend the fair some time after its opening on April 30. While 33,000,000 are hoping to see the fair, 13,400,000 are "definitely" certain of coming at the present time. And more than half of them live within 100 or 200 miles of Manhattan. According to the office of the mayor, New York will be host to 550 conventions during 1939, with an estimated 300,000 delegates. In 1938 461 conventions made New York their headquarters. Of some significance, tho not alarming, was the official request this week to have the fair closed on Sunday by the State Council of Churches Social Action Commission.

## "X" CONTRACTS

(Continued from page 33)

ture, held by Exposition Publications, Inc. Attraction concessions which lend themselves to souvenir programs are permitted to sell or give away the same, but the text of these must be confined to the show and may not drift off into description pertaining to the fair as a whole. The Dufour-Rogers "Strange As It Seems" show holds a theoretical ex on freaks, excepting midgets, of which Morris Gest has the sole right, but other shows and even exhibits may offer live or inanimate freaks in limited quantities, provided (1) it is absolutely necessary for production purposes, (2) fits into the character of the

show, and (3) will not tend to mitigate against the prestige or box office of the attraction with the ex.

## Huddles To Be Called

Other kindred matters will tend to come up as the fair progresses in its amusement zone contracts. The fair will work closely with the Concessioners' Association both in advance of and during operation, calling the group in on huddles when controversial or routine matters pertaining to attraction types arise.

This alone would constitute an important function for the association without mentioning its other plans, which are more important from an operating point of view.

## CONCESSIONERS' LIST

(Continued from page 33)

Branson & Taylor, Globe-a-Drome.  
H. C. Traver and Harry C. Baker, Midget Auto Race.  
James A. Gray, West Ferry Building Novelty Stand.  
Charles C. Pyle, show.  
Henry Schaefer and R. F. Tillmanns, broiled steak sandwiches No. 2.  
Louis Crillo, pre-exposition restaurant.  
Treasure Island Catering Co., commissary.  
Henry Tosi, Mojolica ware.  
M. E. Engineering Co., riding device.  
A. L. Vollman, Cavalcade of the Golden West.  
Crocker Co., first day covers.  
Treasure Island Catering Co., frankfurter sandwiches (pre-exposition).  
Jack La Vine, barber shop.  
J. B. Lane, frozen custard (pre-exposition).  
Exhibitors Art and Design Service, Inc., souvenir silver spoons.  
Leo Singer, midget village.  
Treasure Island Milk Co., milk (pre-exposition).  
Halliburton Trans-Pacific Chinese Junk Expedition, Inc., show.  
Century Ferris Wheels, Inc., ride.  
Joe Archer, corn on the cob.  
Stanford's, Inc., souvenir plate.  
Roy C. Westfater, Administration Building Restaurant, pre-exposition and exposition period.  
Arnold Hirschfeld and Alexander Carr, flasher game.  
City Ice Delivery Co., ice.  
R. Mabry, bean pots.  
Lawrence M. Dickson and Charles G. Davis, novelties.  
Tower Optical Co., Inc., binoculars and telescopes.  
A. Paul Mantz, Seaplane Amphibians.  
H. C. Walters, certificates of attendance.  
Walter Oswald, vending machines.  
C. L. Cameron, Building I Restaurant.  
D. C. Cross, Roll-o-Plane.

## LOHR OKEHS

(Continued from page 33)

complete picture on the grounds, (2) to stage shows featuring names in the fair-built music hall, and (3) to try to induce sponsors of radio programs to broadcast from studios on the fair site.

## CHI LEGIT

(Continued from page 33)

long overdue, *I'd Rather Be Right* being the only road musical to reach local shores within a year. Federal Theater has been doing exceedingly well with its swing version of *The Mikado*, now in its 18th week at the Great Northern, and seats are still selling for four weeks in advance. This is by far the most profitable FT attraction here in the last couple of years. Uncle Sam's other effort, a revival of *The Copperhead* at the Blackstone, closes next Saturday after a five-week run.

## EXCLUSIVE CONTRACT

(Continued from page 33)

in emergencies or when the employer insists on a specific act.

Some big agencies have built up an imposing list of important acts under management by first getting exclusive booking agreements from important spots and then using them as bait.

Agencies are not the only ones working the "exclusive management" game. Night club owners often "manage exclusively" acts that once played their spot. Earl Carroll, for example, had a fight with the American Federation of Actors recently because his showgirls had been signed by him to contracts which gave him 50 per cent of any outside earnings over the \$40 a week salary he was paying them. This "management" contract was to run during the term of girls' employment with Carroll and one year thereafter.

Attorneys are developing the habit of signing acts to management contracts. Since the attorneys rarely handle bookings personally, the act usually has to pay additional commissions to bookers actually getting the work.

Many of these "managers" are thrown off by performers as they attain stardom—but the "managers" usually grab off some dough strictly on their

nuisance value and their threats to sue. Most of the management contracts are inequitable and probably could be broken in court, but performers are usually reluctant to chance the time, effort and nuisance of court appearances.

Some of the bigger agencies make it a practice to ask up-and-coming performers already under management to small-time agents to submit their management contract for study. This means the big agency has smart lawyers figure a way of breaking the old contract so that the act may be free to join the big agency.

In any event, the most fashionable thing in the agency field right now is the exclusive management idea. It is keeping a lot of phony managers in the money and it is driving a lot of performers into bankruptcy and nervous breakdowns.

## B.-O. BOYS

(Continued from page 3)

he was supporting a central ticket office which would require the public to keep a reserve fund on deposit. He neither praised nor belittled the ticket service being instituted by *Cue*, magazine, holding that any plan which would aid the public in buying theater tickets should be given a chance to prove itself. He said that the only complaints might emanate from the ticket brokers, but that even they would soon find out that *Cue* could make little inroads in their trade, its plan being limited to subscribers.

Gustave A. Gerber, attorney for the Theatrical Managers, Agents and Treasurers' union, will be present at the hearing of the treasurers. Reilly has argued that his summonses were not tantamount to charges of violation and says the hearing will be merely exploratory.

Charge account promotion schemes, he said, are not part of his program, nor has the League ever given them consideration.

## BROKERS WAIVE

(Continued from page 3)

a letter to James Reilly, executive secretary of the League, Equity ordered the League to discipline, pronto, its own members who, according to investigations conducted some time ago, were found guilty of violating certain sections of the code. Furthermore, Equity charges the League with falling down on the other points of the basic agreement and refers, in particular, to paragraphs promising to do something about increased employment on Broadway and the road in return for Equity's special contract. Equity wants, too, a report without delay on the violations of non-League members, that it may invoke its disciplinary measures as provided for in the pact.

Equity also answered Nathan Lieberman, counsel for the ATTA, who charged the League with Nazi tactics, as illustrated by the recent coup d'etat which forced last remaining indie theater into League membership. Lieberman had complained that so long as productions adhered to Equity regulations they should be entitled to sell tickets, and that the League's orders limiting brokers to business relations with League members only was inequitable and unreasonable. Equity replied that it had no jurisdiction over theater operations or how the League managed its affairs in that direction, so long as terms of employment, etc., as stipulated in contracts were being adhered to.

These developments followed Supreme Court Justice Louis A. Valente's denial of a temporary injunction to the Acme Ticket Office, unaccredited broker. As predicted here six weeks ago, the plaintiffs rested their case on a charge that defendants created a monopoly in defiance of Section 340 of the General Business Law. Court, as predicted, held that the code was in the public interest and not a combination to restrain trade. Trial for petition of permanent injunction has been set for February 14 in the Special Term Court.

## GLEANINGS

(Continued from page 33)

all necessary arrangements here for building and operation of the Dufour-Rogers Life Show. He visited relatives here and said he regretted he could not stay longer.

It has been officially announced that President Roosevelt will press a button to open the GGIE on February 18. The President has informed George Creel that he made no idle promise when he said at a luncheon in his honor in the administration building on his last visit here that he would return to visit the fair in operation. After

adjournment of Congress he is expected to travel here in a warship, which will be anchored in the bay adjoining Treasure Island during his stay.

California appears agog over opening-day participation. At behest of Governor Olsen every community has signified the intention of sending delegations, many of them costumed, to represent stages of State history. It is the general prediction that the first day will smash opening-day records for world's fairs.

George W. Armstrong, architect, who has been working on plans for the Strato-Rocket, to be featured on the Gayway, has completed drawings for this novel attraction and they have passed muster 100 per cent. Building of the giant structure will be started immediately.

R. E. Haney shipped his riding devices from Kansas City, Mo., and they will soon be ready for operation.

About \$15,000,000 worth of Italian art arrived in New York recently on the S. S. Rex for the art exhibition to be one of the features of the GGIE. This consignment is one of many collections to be displayed. A \$150,000 addition to the building to house the exhibition still finds the space too small.

Arthur Rowe, nationally known radio expert, has been appointed supervisor of radio and public-address systems on Treasure Island.

Vollman's Cavalcade is assuming proportions of the big show which it is to be. Al is now in the throes of rehearsals.

A. A. Pastor, chain beauty-shop operator, has contract for one of his shops in the Mines and Metals Building and apparatus manufacturers are co-operating with him in assembling it.

California Frank Hafley and wife, Mamie Francis, are negotiating regarding production of a real rodeo during the expo. They are resting at their cattle ranch in Colorado.

Ethel Countryman, affable and patient lady in charge of the information booth in the Bush street information building, is being run ragged these days. Hundreds daily ask her silly questions, to all of which she has an answer that is apparently satisfactory. She is a study in self-control after three years in this job.

Major O. F. J. Keatinge, chief of the division of foreign participation, advises that Germany has canceled a contract with the fair and will not participate, altho most of the equipment for an exhibit is now on the high seas en route to America. Space that was to have been used has been taken by Alaska.

There are now 25 buildings of foreign nations in course of construction, and there are at least 12 more foreign countries that will have exhibitions in the Pacific Nations Building.

Sally Rand, after breaking all records for attendance at the Music Box in San Francisco for the last six weeks, has concluded her engagement there and will play one week in the Beacon Theater, Vancouver, after which she will devote all of her time to attractions and engagements on Treasure Island.

Mary Roeder, who has been assisting Art Linkletter, radio division, in handling his multiplicity of programs, resigned to accept management of a prune growers' campaign.

A Russian restaurant has been contracted which will seat 700. The architecture is to be thoro Russian and different from anything else on Treasure Island.

Svendgaards Bros., operators of a restaurant chain in town, signed for a 1,000-seat restaurant in the Vacationland Building. Restaurant seating is now about up to estimated requirements, 14,000.

Concessions numbering 274 have been bought and paid for up to the present writing. Included is the intramural transportation system for carrying passengers within grounds, a \$200,000 parking contract, a better-than-\$100,000 frankfurter-hamburger deal and others that run into hundreds of thousands of dollars. More than 150 contracts of various sorts are hanging fire.

In anticipation of the fair premiere, Market street is being lined with potted trees and bushes. There is hardly a business building that has not been cleaned or painted. Thousands of flag-

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staffs have been set, new lighting has been installed, show windows have been rebuilt or dressed up, street cars have been painted and bad spots in pavement repaired. It is estimated \$250,000,000 may be spent during the fair, and bustling merchants are out to get some of it.

Chinese Village, largest and most costly concession on the Gayway, is about completed. Finishing touches are being put on painting and decorating, Chinese reds, golds and greens predominating. The 150-foot decorated pagoda vies with the Tower of the Sun for beauty of architecture.

H. Michaelson, of the control department, who suffered a heart attack recently, should be back at his desk when this is read. This is the first time that "Mike" has ever been ill.

It is not now a question of whether the expo will be a success. That is assured. The serious work of the moment is to perfect the operating organization so that the millions of visitors will be handled quickly and safely with as little inconvenience to them as possible. And you can bet these fellows out here will do it.

Harry Illions has evolved a new riding device which he will spring at the exposition called Swing-It. Judging from his plans, the ride should get its share of money.

**Amar Having Successful Tour in Northern Africa**

PARIS, Jan. 10.—Amar Freres, largest of the French circuses, are making their 10th annual and most successful North African tour. In Algeria the 26 performances were sold out. After seven more stands in Algeria show will go into Tunis.

During the 10 weeks it has been in Algeria, H. H. Ahmed Pacha Bey, one of the most enthusiastic fans in Europe, accompanied by his Mounted Guard, has followed and not missed a performance.

Embarking at Bizerte February 13 for Marseille, show will open at Nice, where 14 performances will be given during the Mardi Gras season, when the tour of France, Belgium and Holland will begin. This is the only French circus not to go into winter quarters.

The Four Freres Bouglion will open under canvas March 1. This year the show will be split and for the first time a French circus will show in Sweden and Norway. Alexandre Bouglion will be in charge of the northern trek.

**FINAL CURTAIN**

(Continued from page 29)

ated with broadcasting in Halifax, N. S., and Sydney for a number of years and had previously been in the advertising field and on the staff of a daily paper in both cities.

YOUNG—Bert (Doc), pitcher, January 1 in Los Angeles of pneumonia.

**Correction**

In the January 7 issue the obit on Roy E. Tice was run as Roy E. Jice. Among the survivors, his widow's name should have read Tillie instead of Jillie.

**Marriages**

BALANCHINE-ZORINA—George Balanchine, ballet director, and Vera Zorina, ballet dancer, December 24 at St. George, Staten Island, N. Y.

EDDY-FRANKLIN—Nelson Eddy, singer and actor, and Mrs. Ann D. Franklin, former wife of Sydney Franklin, motion picture producer, in Las Vegas, Nev., January 19.

GORDON-COOKE—Mack Gordon, of the songwriting team Gordon and Revel, and Elizabeth Cooke, actress, in Yuma, Ariz., January 14.

HASTINGS-CALDWELL—Richard Coghill Hastings, artist, and Mary Caldwell, former wife of Richard Barthelme, screen actor, and known to the New York stage as Mary Hay, in San Francisco January 16.

HILL-WILLIAMS—William A. Hill, of the Family Welfare Society, Albany, N. Y., and Frances E. Williams, formerly of dramatic stock and now of the You Can't Take It With You Co., in New York recently.

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**"Legality of Prize Contest"**

In this issue, in the Carnival Department, is the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

KELLEY-RICHEY—R. A. Kelley, Columbus (O.) nonpro, and Ruth Ritchey, formerly of the staff of Station WADC, Akron, recently.

KORF-ALLEN—Francis F. Korf and Virginia Allen, cashier at the Parkway Theater, Madison, Wis., September 12 in McGregor, Ia., it has just been learned.

PANCOAST-REILLY—Ace Pancoast, radio organist, and Catherine Reilly, non pro, in Philadelphia January 11.

RASH-PETERSON—Buck Rash, radio tenor, and Vail Peterson, acrobatic dancer, January 11 in Bethany, Mo.

ROCHELLE-VAN HOOSIER—Jack Rochelle, nonpro of Mineral Wells, Tex., and Margie Van Hoosier, Weatherford, Tex., dancer, in Weatherford January 6.

STERNBERG-LA CENTRA—Paul Sternberg, actor, and Peg La Centra, radio vocalist, January 14 in Arlington, Va.

**Coming Marriages**

George R. Hoeschen, concessioner, and Grace E. Frisk, owner of Frisk Greater Shows, in Minneapolis February 8.

Chic Scoggin, orchestra leader, and Blanche Vineyard, singer with the orchestra, March 17.

Phil Fox, Albany (N. Y.) manager for Columbia Pictures, Inc., and Ida Pearlstein, of Boston, January 27.

**Births**

A daughter, Brenda Maree, to Mr. and Mrs. Fred Bock in St. Thomas Hospital, Akron, January 7. Father is commercial manager of Station WADC, Akron.

A nine-pound daughter to Mr. and Mrs. William Jones in Washington January 9. Father is a bingo operator with carnivals, and mother is the daughter of James E. Strates, of the shows bearing his name.

An 8½-pound daughter to Mr. and Mrs. Roy Youder in Shawnee, Okla., January 10. Father is manager of the athletic show on Greater U. S. and Dailey Bros. Combined Shows.

A nine-pound son to Mr. and Mrs. John Ford at McLemore Clinic, Memphis, January 13. Parents formerly operated the cookhouse on the Al C. Hansen Shows.

An eight-pound daughter to Mr. and Mrs. Henry (Speedy) Powell in Detroit January 8. Father was associated with Hennies Bros.' Shows and pitched candy for Lew Gordon the last part of the season.

A daughter, Barbara, to Mr. and Mrs. Bob Mohr in St. Luke's Hospital, Pasadena, Calif., January 9. Father is a West Coast orchestra leader and mother is known professionally as Jane Johns, former vocalist for Ted Pio-Rito and other bands.

A daughter, January 17, to Mr. and Mrs. Percy Abbott at their home in Colon, Mich. Abbott, Australian magician, operates a magic manufacturing firm in Colon and is well known in magic circles thruout the country.

**Divorces**

Bertha Mornin from Oel Mitchell, concessioner, formerly with Great Sutton Shows, in West Frankfort, Ill., January 10.

Rhoda Flamm from Donald Flamm, president of the Knickerbocker Broadcasting Co., which operates Station WMCA, New York, in Reno January 10.

Jane Allardt, now known as Jane Jordan, club entertainer, from Al Pitcaithley, past summer with the Hefner-Vinson Tent Show, January 12 in Chicago.

Mary Lawlor Lary, former Broadway musical comedy singer and dancer, from Lyn Lary, Cleveland Indians shortstop, in Miami, Fla., January 19.

Caroline W. Dumm from Wesley I. Dumm, owner and principal stockholder of Station KSFO, San Francisco, in that city January 18.

**IDEAL EXPOSITION SHOWS, Inc.**

AMERICA'S BEST AMUSEMENTS

Opening April 3, Charlotte, N. C.

The Best Spring Date in the South

Can place for our 1939 season, two more Shows and one more new Ride. Want especially, Illusion Show, Midget Show, Fat Family Show or Life Show. Have opening for Motordrome. Dick Heller, write.

CONCESSIONAIRES: Now booking all Concessions, including Wheels, Grind Stores, Shooting Gallery, Palmistry, etc.

COOK HOUSE AND GRAB OPEN account disappointment. Will take privilege in meal tickets.

Can place Performers for our Girl Revue, also Piano Player. All salaries will be paid out of the office, as this is an office show. Mr. Pete Thompson is manager of our Girl Revue and would like to hear from people who have worked under him in the past.

We are also pleased to announce that Mr. Eddie Lippman will be associated with us as business manager

Write or Wire

WM. GLICK, General Manager

MADISON HOTEL BALTIMORE, MD.  
P. S.—Winter Quarters of our show is at Charlotte, N. C.

**JOHN R. WARD SHOWS**

Opening Baton Rouge, La., First Week March.

WANT 10-in-1 or other Shows with own outfits. Want Managers and People for Minstrel Show, Girl Revue, Athletic, Hawaiian, Fun House, Monkey Circus and Motordrome. Want capable Lot Man, Merry-Go-Round and Tilt-a-Whirl Foreman. Also Mechanics and Ride Help. Place all Stock Concessions. Want Man and Wife Manage Cook House. High Diver without ladders, also other good Free Act. Address

BOX 148, Baton Rouge, La.

**Announcing The Silver Anniversary Tour Of THE GREAT JOYLAND MIDWAY**

(25th Consecutive Season)

OPENING DETROIT, MICH., APRIL 29.

ROUTE: Four Manufacturing Cities in Lower Peninsula; one Location in Indiana; three Locations in Wisconsin; followed by SEVEN LOCATIONS IN THE UPPER PENINSULA OF MICHIGAN, which include the following: The Copper Carnival, Hancock, June 28-July 1; Monster 4th July Celebration, Ontonagon, July 3-8; Upper Peninsular Lumber Jack Celebration, L'Anse, July 10-15; U.P. Firemen's Tournament, Crystal Falls, July 31-August 5; Iron River Fair, August 14-19; Sault Ste. Marie Fair, August 30-September 4. Other dates to be announced later.

SHOWS—All types of worth-while Shows, with or without outfits. Will make exceptionally good proposition and take you where Shows really get money. Specially desire MOTORDROME, FUNHOUSE, and PENNY ARCADE. Doc Apple and H. Norman Smith write or wire.

CONCESSIONS—Legitimate (we mean legitimate) of all kind. (Corn Game, Cook House and Popcorn sold). Our rates are extremely reasonable and we know our route.

HELP—Ride Help, Talkers, useful Show People, tell all in first letter. Address all communications to MR. ROSCOE T. WADE, 917 Hunt St., Adrian, Mich.

**CLYDE'S UNITED SHOWS**

SEASON OPENS APRIL 27, IN OR NEAR JOHNSTOWN, PA.

CAN PLACE the following Concessions: Bull Games, Scales, String Game, Fish Pond, Hoop-La, Candy Apples, Cotton Candy, Long Range Gallery, Penny Pitch, High Striker and Penny Arcade. WANTED—Posing Show, Fun House, Snake Show, Mechanical City, Crime Show, or any money-getting Show of merit. WANT Loop-o-Plane and Merry-Go-Round.

GEORGE C. SMITH, Mgr., P. O. Box 521, Cumberland, Md.

**1939 DATE BOOKS NOW ON SALE**

Arranged Especially for Your Needs

Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2¾x5½ inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

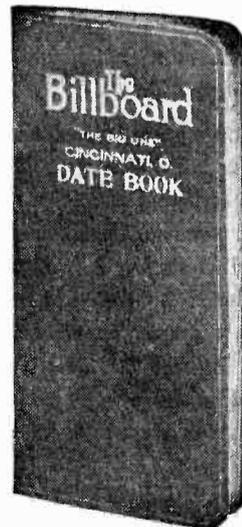
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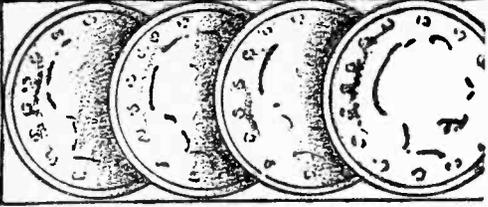
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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

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# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## THE 1939 SHOW

By WALTER W. HURD

Except for its historical lessons 1938 is year that everybody in the coin-operated machine industry might well like to forget. It brought many adverse reactions and also a division in the coin machine manufacturing industry.

One result was the holding of two purportedly annual coin machine shows in Chicago one month apart. At a time when the industry needed all possible strength to be gained by unity, it was divided. One of the worst effects of this division was the knocking and complaining by people within the industry—as if it did not have enough troubles otherwise. It would be much better that people who invest time and money in a business also boost wherever and whenever possible rather than knock their own business during stressful times.

With two "annual coin machine shows" one month apart, a complete and fair review and report is one of the hardest jobs I have ever undertaken in 10 years of reporting coin machine news. If both shows are considered together, the industry had its largest, most complete and most successful conventions in its history. The rivalry brought about extra promotion, the best talent in planning and every possible exhibit. It is the purpose of these annual reviews to try to weigh the trends as indicated by the displays and also compare them with previous shows. But under the circumstances it is not possible to do much comparing or get any accurate check on the models of machines introduced and the trends suggested.

Everybody wonders what 1939 will bring. The coin-operated machine industry has for many years started each new year with an annual exhibition of its great variety of products and also its newest developments. So the 1939 show is now a matter of record and it is time to look to the future. During the convention a few favorable news reports came in, which indicates that the harassed amusement games division may have a better year. Building upon the big variety of products which the 1939 show indicated as available in the industry and from its allied trades it is possible to go ahead upon an aggressive program.

### TRADE CO-OPERATION

The unique feature this year of exchanging admission courtesies with the National Association of Tobacco Distributors and the All-Industry Refrigeration and Air-Conditioning Exhibition, both of which were in session in Chicago on the same days of the 1939 coin machine show, has more meaning than perhaps appears on the surface. At least it is a move that can be made profitable in many ways, to all concerned, if the idea is carried thru to its logical possibilities.

It is simply a step in the direction of trade co-operation which all industries need to encourage at a time when no industry can continue to follow a cutthroat policy. On the surface it appeared that not many delegates to either of the three conventions in Chicago used the exchange privilege of admission badges and yet there was a definite move in the right direction.

The coin machine industry itself certainly needs all the moral support it can get from other industries that have a

vital interest in some of the products which the coin machine industry makes. Both the tobacco and the refrigeration industries have real business interests in the coin machine industry. Cigaret machines are among the most progressive of the coin-operated machine trade now, and recently the refrigerated types of vending machines are becoming important in the automatic field. Many are saying that such machines may make the most progressive advances during 1939.

The need of co-operation is seen in the fact that for many years there has been opposition in the tobacco trade to cigaret vending machines. But at the beginning of 1939 as many as six manufacturers of coin-operated machines had displays of cigaret vending machines at the tobacco distributors' convention. Both the tobacco people and the cigaret machine people have some definite facts to face. As one vending machine maker put it, there is a lot of missionary work yet to be done before cigaret vending machines are accepted for their full value. As to the tobacco distributor, under modern business conditions he should be progressive enough to study and try out the possibilities of cigaret venders for all they are worth.

### TRADE STIMULATORS

In reviewing the 1938 coin machine show I wrote that the development of high-grade machines with trade stimulator features was an interesting trend in the trade. In judging the 1939 coin machine exhibit it seems to me that the dominant note of the coin machine industry as a whole is in stimulating retail trade—getting extra sales and extra business for the retail locations.

The principle of trade stimulation is that it must be made both convenient and pleasant for people to buy in retail locations or in places where a store cannot be maintained.

With such a view of trade stimulation the big majority of coin-operated machines are really trade stimulators. Its finest machines make it more pleasant and more convenient for people to buy.

A few years ago we published an illustration from a retail magazine which expressed the idea that the customer has a right to some amusement or pleasure along with his purchases. In other words, if people come into a store to spend their money it should be made a pleasure for them to spend.

Phonographs are trade stimulators, giving pleasure to customers in thousands of locations. They stimulate business for everybody from the authors and composers of music to the small retail spots scattered all over the country. The idea was aptly expressed last year by one of the phonograph manufacturers: that the workingman has the right to enjoy good music with his sandwich or his glass of beer.

Amusement games, of course, definitely make it possible for many retail stores to offer customers some type of amusement. That these devices are good business stimulators can be testified to by thousands of merchants.

Vending machines provide convenience to the customer and also promote extra sales. Thus there is a common bond

# A personal letter from J. H. (Jack) Keeney to operator friends everywhere regarding KEENEY'S 1939 Games



J. H. (Jack) Keeney

To thank those hundreds of operators, jobbers and distributors who attended our December and January Private Showings would be my first obligation in any message concerning our 1939 games. The orders we received

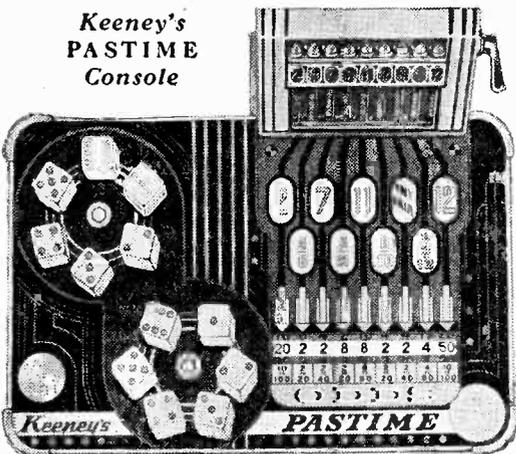
were five times greater than that placed at any other previous showing. This fact is a testimonial to the worthiness of our new games.

Most of our new 1939 games are already in production. Shipments on orders placed at this time might be delayed, however, for a very short time because of the large number of orders already on hand. I know you'll bear with us.

Please keep this thought in mind. Each of our new 1939 games has been designed with one purpose in mind. TO ENABLE THE OPERATOR TO SECURE GREATER EARNINGS WITH FEWER LOCATIONS.

## New Console

Pastime, our new 9-coin console game, is an absolute powerhouse of a money maker. It introduces a new match-point play prin-

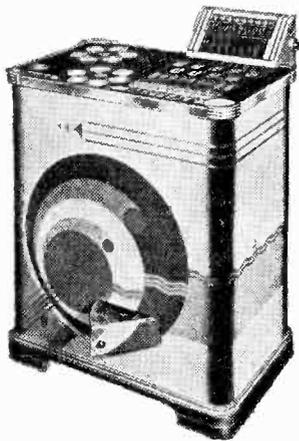


ciple whereby if the total of two dice or two numbers coming up is the same as the "point" or combination played, the player is then awarded the odds shown.

A Double-Lite increases the thrill-suspense, because if it stops over a played and winning number, then the award is doubled.

Pastime is made with either Dice or Number characters and in either regular or Skilltime models.

I know that you'll agree with me when I say Pastime will be your greatest income producer.



## New Payout Table

Hundreds of men who know games saw it and acknowledged Pot Shot to be the newest and best one ball payout table they have



seen for the past two years. It's simpler, smaller in size and lower in price than any other payout table on the market.

Pot Shot has only six holes on a short playing field with a direct and undeflected

skill shot to each hole. It has more of that "it sure looks easy" appeal than any other payout table ever introduced, and a new jackpot idea increases the play interest.

It is made with a 4-coin multiple chute, and is the fastest-playing of all tables ever designed.

## Pot Shot Also in Free Game

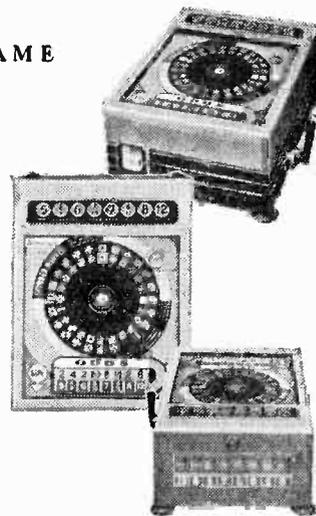
As a 1-ball multiple-play or single-coin, free game, Pot Shot tops everything to date. It's as fast as a punchboard, all-skill, and "right" in price.

Like the payout table, the Pot Shot Free Game also comes in a console-type cabinet.

## Console-Action COUNTER GAME

Spinner Winner, our 8-coin console-action, counter game, is sure bringing in console earnings on counter game locations.

It takes pennies, nickels, dimes and quarters, without any slugs as last coin played is visible. Odds change with each play, and run from 2 to 1 up to 40 to 1.



## Send for Circulars

If you did not attend either of our Private Showings, then let us send you circulars of all our new games. Each, I believe, will make you as much profit on one location as you formerly secured from six.

Keen(ey)ly yours,

*J. H. Keeney*

**J. H. KEENEY & COMPANY**

Not Inc.

"The House That Jack Built"

2001 CALUMET AVE., CHICAGO

In which the bulk of coin-operated machines are great trade stimulators. It is this ideal which the industry as a whole needs to emphasize and to sell to industry at large.

### Smaller Devices

The coin-operated machine industry also has developed a great variety of smaller devices, sometimes called counter machines and the like, which are trade stimulators with an element of amusement and chance involved. Allied with the coin machine industry also is a growing number of firms that offer salesboards, jar deals, premium plans and the like, all of which have immense value as trade stimulators.

The 1939 show indicated that the number and variety of the counter trade stimulators are still increasing. Sales reports from manufacturers show that such devices have been climbing for some time. The public agitation against the larger bell machines has paved the way for the smaller devices, with no

jackpot, and their very smallness suggesting the use of small merchandise awards with the machines. That these machines will move merchandise is shown by the growing use of cigaret award reels in the machines. The biggest development in the counter device field has been the increasing use of cigaret reels. More than 15 models of counter devices using cigaret reels or other cigaret award plans were displayed at the January section of the show. Some reels also show beer awards and there are other stimulator plans using ball gum.

General estimates indicate that one-third of the independent retail stores today use one or more types of trade stimulators to move certain types of goods, ranging from salesboards to pinball games. Business must face the fact that regardless of agitated tirades against such sales promotion, the customers have already put their approval on it and the country is using it on a major scale.

British officials have for a long time accepted the use of these trade stimulators as necessary for retail trade and have not interfered where awards are small, using such items as cigarets, tobacco, beer, etc.

Business sentiment in this country must be marshaled to obtain official sanction also to a method of sales promotion that is already in use and which is needed for the conducting of a modern retail business.

The coin-operated machine industry has the facilities and the experience to add more and more to the trade stimulator devices which are admirably adapted to use in retail stores. One display at the January section of the show had a modern pinball game with a cigaret award plan automatically built into the game. This indicates what ingenuity and mechanical conveniences can be built into modern games for the purpose of stimulating trade.

SALESBOARDS: Sixteen firms displayed salesboards in all their varieties

## No, No Lawyers Today

Those sudden, "spectacular" profits from "Quick Money" coin machines . . . how quickly they disappear when a town goes down or a fad wears off! PHOTOMATIC profits are consistent profits because people never tire of taking pictures and . . . there's no question of legality.

### INVESTIGATE

International Mutoscope Reel Co., Inc.  
518 West 34th St., New York.

of color, style and award features. Many of these firms also displayed the newer jar deals, a newer trade stimulator that is growing very rapidly. The variety in salesboards, jar deals and the awards



# OVER 100 STYLES

TO SELECT FROM.

## THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

90 WINNERS.  
1850 Tickets.  
Takes In ..... \$92.50  
Pays Out ..... 72.00  
Profit ..... \$20.50

Each \$1.10  
Each (In Doz. Lots) **\$1.00**  
JARS, 30c Extra.  
Please State Your Business When Writing Us.

Write Us for Full Particulars on Our Complete Line of Jar Deals.  
**ALSO SEND FOR CATALOG.**

### WIS. DeLUXE CORP.

1900-12 North 3rd Street, Milwaukee, Wis.

changes so rapidly that it is not possible to review trends.

**COUNTER GAMES:** As has been stated, this type of machine is increasing and continues to be profitable. The majority of these machines have reel award plans. The number of flat counter games seemed to increase this year and some of these also have reel award plans. Some new upright counter games were also shown. Renewed effort to make skill counter games was in evidence. About 53 models of counter games were shown by as many as eight firms. This does not include color models and other slight variations. No indication of firms entering this field as a new venture was noticeable.

**PREMIUMS:** Several premium firms have exhibited with the coin machine industry for many years. Including firms that may also offer salesboards, there were 10 premium exhibits at the January show. Premium items included midget radio, dolls, leather goods, toys and a wide variety of small items.

**DIGGERS AND ROTARIES:** Five models were shown by three firms. This is a decline from the usual number of models shown. One firm exhibited a digger with a new glass top which permits vision of the action from all four sides. One rotary type was on display which indicates a decline in this type of machine.

#### Vending Machines

Taking together the December and the January displays, and the vending machine exhibits at the tobacco distributors' convention, the coin machine industry now offers a dominant vending machine trend. This trend has been slowly growing for the last three years, after a severe relapse in the crash of 1929.

Cigaret machines are still in the lead and candy bar venders promise to continue a rise thru the year. The drink dispensing and other refrigerated venders are also getting unusual attention. The bulk vender field is now at a stabilized volume and shows signs of settling after a rise that started with repeal. A few of the games manufacturers are entering the vending field.

**CIGARET VENDERS:** Cigaret venders today offer the most attractive display device in the retail selling of cigarettes. Sales of any product today are largely a matter of display and the vending machine industry now offers the tobacco manufacturers and the tobacco trade generally the most attractive way there is to sell cigarettes to the consumer. In other words the cigaret vending machine trade has developed its product to that stage where it offers the tobacco trade an attractive, complete and efficient display system for selling cigarettes. It

can also expand the sales of cigarets into many places where other methods of display and sale are unprofitable. The cigaret vending machine industry has thus developed an almost complete system of displaying and selling a popular product.

Nine models of cigaret vending machines were on display at the CMMA show by four manufacturers, while 14 models of cigaret venders were shown at the tobacco distributors' convention. There were many duplications in these models since some of the firms exhibited at both conventions. Six firms exhibited cigaret venders at the tobacco convention, while one firm displayed a cigar vender. Combination cigaret and candy bar venders are also appearing on the market. Five combination venders were exhibited by three firms at the tobacco show.

**CANDY BAR VENDERS:** Seven 5-cent candy bar venders were shown by four firms at the January exhibit. The candy bar machines promise to rise rapidly during the year. Cigaret machine manufacturers naturally are entering this field also. Four penny bar candy venders were on display by three firms. With the candy trade offering a rapidly increasing variety of penny candy items the penny vender field deserves much more attention than is indicated. At the tobacco show six candy bar venders were displayed, which does not include the combination machines mentioned above.

Stick gum venders were shown at the January exhibit in eight models by six firms.

Bulk drink vending machines were shown in two models by two firms. These machines are getting much attention and reports so far coming from the trade indicate they have promise.

Vending machine supplies were shown by four firms, including such products as small confections, nuts, pop corn and charms.

**BULK VENDERS:** This group of vending machines, mostly penny chute, seems to have stabilized itself after growing rapidly since repeal. The single type was shown in possibly 21 different models by as many as seven firms. No new trends are noticeable.

The multiple column bulk venders were shown in 10 models. These machines are now making their way into a larger variety of locations and seem to have become somewhat stabilized. One maker increased the utility of his multiple vender by adding a gum machine which can be attached to the vender.

Business and merchandising world does not realize the vast quantities of merchandise that are sold annually thru vending machines. Some expansion to vend new products was seen in an apple vending machine, drink dispensers, frozen confection vender, etc.

Modern vending machines in their attractive designs must as a group be

classified as a new addition to the more attractive display of merchandise and hence a real contribution to the sale of goods. The volume of cigarets, nuts, gum and small confections now sold thru vending machines is a big item in the national distribution system.

**SCALES:** Scales were shown in increasing numbers this year. Eight models were displayed by five firms. A trend to guessing scales was noticeable.

#### Amusement Machines

The great bulk of amusement machines includes novelty and payout pinball games, consoles, bells and a variety of what may be called novelty creations ranging from counter to expensive de luxe machines. The basic types of the machines—pinball, consoles and bells—seem to have reached a standstill. That is, the rapid introduction of new ideas has slowed down so that the field has lost its kick. Pinball, for example, has come to such an ebb that there is a discouraging sameness in all playing fields,

design and even the models of the manufacturers making them. Closed markets to these machines are known to be the cause of this staleness, but news begins to grow more encouraging in many States.

Eighteen novelty pinball models were shown by seven firms, which is probably a slight pick-up in novelty games. Eight payout type pinball games were shown by three firms. This indicates a decline in the payout games field, or more likely a turn to consoles.

Twenty console models were shown by six firms. Consoles seem to be tending toward junior and senior models, with the trend to make smaller consoles in evidence. On the other hand, some grand style consoles are seen. Multiple coin heads are the rule for these machines and the racing symbols dominate. An upright machine making the symbol registers convenient for the eyes of the player was on exhibit.

Nine bell machines were shown by three firms.

In the class of what may be called miscellaneous machines with novelty appeal were such machines as skill jump machines, balancing machines, target skills; pencil award machines; a new target machine in console style for two players; a hockey table; a golf putting practice machine; de luxe baseball machines; a machine gun target device offering 250 ray shots for a nickel, and an array of small counter ideas with novelty features. Four arcade machines were shown by one firm.

#### Music Machines

The music division exhibited most of its pep and products at the December section of the show and hence was not in evidence at this time in its full glory. In many ways the music business has lost its pep generally, with operators trying to meet what they report as serious trade evils. This calls for organization and along with organization has come the question of union labor. All these things have come up within the last year so that the phonograph division is seen under a handicap. About eight phonograph models were shown by three firms. Rumors were of new ideas but time only can verify that. Wall boxes and an unusual remote control idea seem to be the newest creations in the music field. Music operators are watching carefully to see which manufacturer develops something to make his machine outstanding.

The music business has reached the stage also where the larger operators feel that the small operators should give way to the large operator specializing in music.

Music supply firms offered needles, covers, wall boxes, cabinets, grilles, and the like. Seven firms exhibited the various items.

#### Miscellany

About 10 firms exhibited the various parts used in making machines, such as electrical devices, locks, alarm systems, casting, etc.

Coin chutes and slides were shown in about 18 models. However, a number of firms that have developed coin chutes do not display them separate from their machines. One still hears discussions as to which is the best coin chute on the market, indicating that the coin chute will always be an important point in coin machines.

Among the miscellaneous machines and products shown may be mentioned a pop-corn machine surviving from the decline in these machines since one year ago. A perfume vender, an apple vender; a radio rifle and archery machine, the old predecessor of the modern target machines so popular two years ago; a metal stamping machine, astrology machines, a scalp conditioning machine, photographic machine, a pop-corn vender and a few others.

Usually in this review an effort is made to discuss operating trends and changes, but the shifts in this field are so com-

#### Real Service

Six days after the close of the last session of the annual trade convention The Billboard offers to its readers a concise and yet the most complete editorial review of the exhibits that can be had anywhere.

It is a complete review of the condition of the industry as seen at the annual show. It is an article worth filing for future study.

Taken in connection with the other convention news stories in this issue, and with the listing of exhibitors' displays, it is a complete and valuable record of the coin machine industry and its 1939 convention.



JIMMY PASSANANTE, of J & J Novelty Co., Detroit, looks over Bally Bell during the coin machine show.

plex that it will be reserved for other treatment.

#### Conclusion

The annual exhibits indicate directly the condition and trends in the manufacturing industry. As has been said, considering the December and January sections together, the manufacturing industry has put on its greatest exhibit and has had its greatest attendance. It has been plainly shown that the manufacturers can do some good promoting of the industry at large. It is plain now that if they would unite on improving the name and reputation of the industry something can be done. The manufacturing industry has life, talent and vision—if it can be used for the good of the industry. The immense variety of coin-operated products was in evidence at the January section, and the industry itself and the country are calling for still more ideas, new and novel, which will keep the trade on the upgrade. Strong trade sentiment is against two shows by the same industry.

## Intl. Mutoscope Has New Machine

CHICAGO, Jan. 21. — International Mutoscope Reel Co., New York City, displayed its new Selector Mutoscope privately in its suite at the Sherman Hotel during the CMMA show, William Rabkin reports. He states that many substantial operators placed orders after looking the machine over.

"We have the coin machine that fits in the modern trend," Rabkin claims. "The Selector Mutoscope is a coin-operated miniature theater, and, altho the public sees real motion pictures, there are no films in the machines. Each machine has five reels from which to select. The picture shows up on a screen 6x8 inches. From the reception we received at the CMMA show we believe we have a machine that the operators want. Our plant is busy now and within the next week or so we will be on a volume production schedule."

In addition to Rabkin, the Mutoscope convention staff included Earl Winters, Al Blendow and Frank Swan.



COINMEN find that the Mills McCoy Bar is a fine place to gather for "gabby" sessions. Left to right, they are: H. H. Perkins, South-eastern Music Co.; Charlie Casmus and Charles Fox, of Alabama. F. A. Nadeau, Maine, peers around Perkins' shoulder.



MILLS coin machine man, Art Cooley, recommends the Chrome Bell to Harry Moseley, Richmond, Va. Says he: "It fits into every type of location."

## Capehart Announces Changes In Wurlitzer Phono Division

NORTH TONAWANDA, N. Y., Jan. 21.—An announcement of considerable importance was made today by Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co., regarding promotions affecting the organization's phonograph division.

The announcement was made in the form of a letter to all Wurlitzer customers as of that date, reading as follows:

**"TO ALL WURLITZER CUSTOMERS"**  
Gentlemen:

"Thanks to our customers, the increased volume in all divisions of our business has made it very difficult for me to give you the personal co-operation and assistance to which you are entitled.

"From this time on I must spend more time in connection with the general administrative problem of our company, which necessitates the following changes in our phonograph division here at North Tonawanda:

"Effective at once Carl E. Johnson, who has been for many years our factory manager, becomes manager of the North Tonawanda division of our company, and M. G. Hammergren becomes general sales manager of our phonograph business.

"Mr. Johnson, of course, needs no introduction to any of you, as most all of you know him. However, I do wish to say just a word about Mr. Hammergren. He has been with the Rudolph Wurlitzer Co. for 13 years in an executive sales

position in our Cincinnati division, and with my co-operation and help Mr. Hammergren will give you the kind of co-operation and assistance that you so much deserve, because he is just that kind of a man.

"We again wish to say that we appreciate very much the business you have given us in the past and we hope we may continue to merit your full co-operation and support.

"Sincerely yours,  
**"THE RUDOLPH WURLITZER CO.**  
(Signed) "H. E. Capehart,  
"Vice-President."



M. G. HAMMERGREN, general sales manager Phonograph Division, Rudolph Wurlitzer Co., North Tonawanda, N. Y.

## Gottlieb Reports Show Success

CHICAGO, Jan. 21.—"We wish to express our sincere appreciation and thanks to the operators and jobbers," said Dave Gottlieb, of D. Gottlieb & Co., "for the way they responded to our new games. Track Record certainly captured their hearts, and our production has been completely sold out for two months to come. The almost uncanny ball action which this new payout introduced scored a tremendous hit with the visitors.

"Buyers agreed that one of the hottest buys of the show was Fire Alarm, our new five-ball novelty hit, and they went for it in a big way.

"A unique new counter machine, Match-It, also held visitors keenly interested. This gum vending machine gives the player the opportunity to match the color of the ball gum and receive award. It is simplicity itself in operation and proved a decided hit. Other machines included in the Gottlieb display were Lucky Star, phonograph trade stimulator; Man-o-War and its grip machines, which continued great favorites."

## Houston

HOUSTON, Tex., Jan. 21.—Stelle & Horton, local Rock-Ola dealers, held a showing recently of the new model Rock-Ola phonographs. Harold Horton presided over the large showroom, which was filled thruout the afternoon with enthusiastic operators of South Texas, and explained the latest improvements of the new models.

Beaumont, Galveston, Port Arthur and other near-by cities were well represented. Houston operators, of course, turned out practically 100 per cent. This was the first showing of any new models of 1939 improvements for the South Texas operators.

Hubert L. Heatly, retiring secretary of Music Operators' Association of Houston, was voted an honorary lifetime associate membership in the association. The organization has one other such member, John G. Wright, director of publicity and public relations. Mr. Heatly is a prominent attorney of the city and will act as legal adviser for the association.

Al Lemke, one of the oldest and best known local music operators, has a hobby some different from backyard gardening. He grows oranges. One tree, the branches of which covered a bedroom window, was loaded to the breaking point with exceptionally large and luscious fruit.



CARL E. JOHNSON, manager the Rudolph Wurlitzer Co., North Tonawanda division.

## Pittsburgh

PITTSBURGH, Pa., Jan. 21.—Manager Harry Rosenthal, of Banner Specialty Co., hosted 87 operators from city and surrounding counties at a show of Wurlitzer phonographs in the Mayfair Hotel recently.

Speaking guests were Walter Reed and Leonard Branson, of the Wurlitzer factory service department; District Manager Harry Payne, and Charles Feldman, of Hamburg Bros., Pittsburgh Victor record distributors.

Reed discussed the possibilities of wireless remote control music operation simultaneously in several rooms of a building and Rosenthal guided the entertainment and refreshment periods. Show feature was Wurlitzer table model 61.

Out-of-town guests included Mr. and Mrs. Delos Burnside, of New Castle; Mr. and Mrs. H. A. Custead, of Butler; Frank Jupina, Jeannette; Ellis Morgan, McKeesport; Frank Caravella, Meadville; John McKeal, Windber; T. J. Harrison, McKees Rocks; Charles Medlock, Jefferson, Pa.; Philip Adams, New Kensington, and William Jeanak, of Wexford. More than 40 Pittsburgh operators attended.

After operating for 10 years as the John Gabel Co., Nora Dale has changed the firm name to Pioneer Automatic Phonograph Co., distributing Gabel machines. The Gabel Co. had been in Pittsburgh for 20 years, organized by John Gabel, now of Chicago. Mrs. Dale believes herself to have been one of the pioneer women coin machine distributors in the country.

## Asbury Park, N. J.

ASBURY PARK, N. J., Jan. 21.—Unseasonable weather which gave the Jersey shore two warm week-ends added greatly to concessioners' coffers. The crowd at the beach or on the promenade was one of the largest in Asbury's midwinter history.

Altho Asbury's promenade is being repaired following damage done by the hurricane September 21, business was reported as exceptionally good.

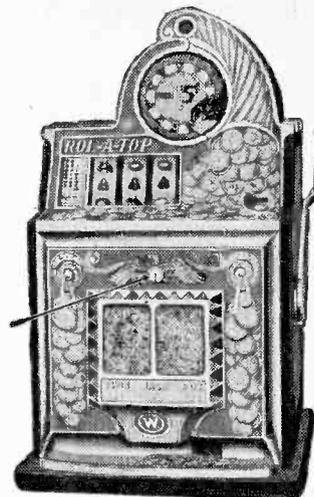
Viola Devlin and Marvin Widman, employees at the Casino Amusement Co., report big holiday vacations. They are now back on the job. Lester Rooney, of the same firm, is enjoying his visiting around among friends.

A. M. Williams, former owner of the Palace Amusement Co. and known as the "Father of Amusements at Asbury Park," is on a long trip. He left this section before Christmas for an extended trip thru Cuba and Mexico. After traveling by boat over the first part of his itinerary he will take the train to return home.

Williams recently sold the Palace to the Central Amusement Co., headed by Louis E. Levinson. Altho Mr. Williams' plans are indefinite, it is known that he will not retire from this field.

Whirl-o-Ball in the Convention Hall building is one outfit that caters to public taste. The games selected by George Brembos and George Apostolos are all go-getters. It seems that the "Let George do it" slogan really works out

## HAND LOAD



### HAND LOADED ROL-A-TOP TWIN JACK POT BELL

**HOW IT WORKS:** The Jack Pot does not fill automatically from the play in the machine, it must be loaded by hand. It releases automatically, however, when the 3 bars are hit.

**HOW JACK POT IS LOADED:** There is a lock in the center of the Eagle. You put your key in the lock, turn it and the gold Eagle comes right off, as it is attached to the lock. Then the location owner drops the coins in the Jack Pot which is empty.

Equipped with Mystery Payout: 3-5-10-14-20 and Jack Pots. Built in 1c, 5c, 10c, 25c play.

15-DAY MONEY-BACK GUARANTEE  
Write for Circulars and Prices.

MADE ONLY BY  
**WATLING MANUFACTURING CO.**  
4640-4660 W. Fulton St. Chicago, Ill.  
Est. 1889—Tel: Columbus 2770.  
Cable Address, "Watlingite," Chicago

to a "T" here. In addition to the "Whirl-o-Ball" there is the "Slow Speed Ball" which captures the interest of every visitor to this resort.

Jack Diehl, who prefers to be called just "Jack," has been with the Georges for the past four years. He says Genco's Splash, Bally's Palm Springs and Chicago Coin's Cadet are headliners with him. Jack should know because he is one manager who really studies his customers' tastes. He is a young man with lots of personality—and don't ever fool yourself that this isn't a paying quality in the amusement game.

Isaac Berger, vice-president of the Beach Amusement Co., is spending the winter at Miami. He will return to the Jersey shore in time to make preparations for the Decoration Day opening.

News has been received here that L. E. Lang, a member of the newly organized Central Amusement Co., will soon arrive at Asbury to ready things for the summer term. The company is expecting a crowd of visitors to the New York World's Fair.

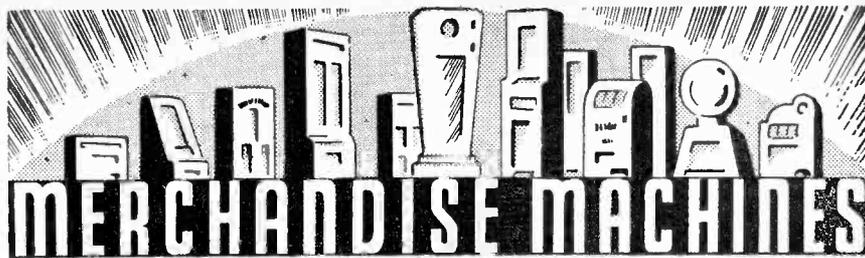
Pete Vetrano's Convention Hall Amusement Co. enjoyed more than its share of the biz on the Boardwalk these past two week-ends. He has some mighty good games and is recognized as a most efficient operator.

Sol Lasky, who operates the Casino Amusement Co.'s game in the Berkeley Carteret Hotel, spends quite a bit of time watching his Stoner Electro. This game has plenty of action and even the bystander grows a bit dizzy from watching its operation. However, it takes a game with plenty of pep and zest to go over nowadays, Sol tells us. He's proud of his Bally Reserve. "If I had all games like them," Lasky sighs.

Graden Thompson has something up his sleeve but he won't tell anyone about it. However, he keeps everyone's curiosity stirred up. When it does come to light the news will be something worth while, we know. He's in with Herbert Morton and they are the Coin-Operated Machine Co. The pair is high in the praise of that Stoner game Zeta. Buttons, Odd Ball and World's Fair have the indorsement and praise of Thompson, who is a veteran in the amusement field.



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## Tobacco Jobbers Discuss Cigaret Vending Methods

Round table plan used to hear experiences—jobbers say they must use cigaret machines—exhibits of machines at the tobacco show

CHICAGO, Jan. 21.—The National Association of Tobacco Distributors opened its convention at the Palmer House on January 18, the third day of the coin machine convention meeting at the Sherman Hotel. The courtesy of admission badges was exchanged and several delegates to the coin machine convention also visited the exhibits at the tobacco convention. Three vending machine firms that had exhibits at the coin machine show also had exhibits at the tobacco meeting. In addition, four other makers of vending machines had exhibits at the tobacco convention. Cigaret and candy-bar venders were the types of coin machines in which the tobacco jobbers were interested.

### Discuss Venders

On Friday the tobacco jobbers held a

round-table conference for the discussion of mechanical merchandising, with particular emphasis on cigaret venders. The program had been carefully planned (See TOBACCO JOBBERS opposite page)

**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago

## TOPPER!

Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

**\$6.75**  
Special Introductory Offer:  
1 Topper  
10 lb. Candy  
1 gr. Toys  
All for \$8.75.

### PEANUT & GUM VENDING MACHINES

New, direct from factory.

Only **\$2.40** and up  
Over 60,000 sold.  
1/3 Deposit With Order, Balance C. O. D.  
Send for circular and easy terms.  
Order Now  
Factory Distributor

**TORR 2047A-SO. 68**  
PHILA., PA.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY **Northwestern** BULK VENDING EQUIPMENT



Operators who know machines and know the business invariably advise you to buy Northwesterns when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

DELUXE

**THE NORTHWESTERN CORPORATION**  
195 E. ARMSTRONG ST., MORRIS, ILLINOIS

## cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

Camel, Lucky Strike, Chesterfield, Philip Morris and Old Gold. That is the order in which the five most popular brands wound up the year in total sales. According to a survey of *The Wall Street Journal*, Camel sales fell below 28 per cent of the total. 1937 figures were above that mark. Chesterfield sales also slipped a percentage point. Sales declining from 23 to approximately 22 per cent of the total volume. For Lucky Strike the trend was in the other direction. Sales climbed from 23 to 24 per cent of the total. Philip Morris sales accounted for 6 per cent. Total sales of the brand totaled approximately 9,400,000,000, a gain of approximately 34 per cent for the year. Old Gold sales were under last year, altho sales of all P. Lorillard brands were probably above 1937 levels even tho sales of Old Golds were stimulated sharply in the first half of 1937 by the puzzle contests. In 1937 Lorillard produced almost exactly 8,000,000,000 cigarettes.

Because of the irregular trend of cigarette production in the last six months of 1938, forecast of the possible trend in 1939 is difficult. O. H. Chalkey, president of Philip Morris & Co., however, stated that he believes the industry faces an unlimited opportunity for further increased sales of cigarettes in 1939. "The saturation point in cigarette consumption," he said, "has not yet been determined. The demand for tobacco products probably is less dependent upon general business conditions than the majority of other widely used commodities, and while cigarette production in the United States showed only a small gain in 1938 over the preceding year, it is my opinion that the industry's output is not fully abreast of demand."

The World's Fair Dinner and Dance to be staged by the New York CMA at the Hotel Pennsylvania, Saturday, March 11, was the hub about which most of the discussion revolved at the organization's meeting on Thursday night, January 12. The organization was informed by the heads of the various committees as to the progress that has been made in completing arrangements for this affair. Plans set to date call for the publication of a Merchandisers' Almanac which will be distributed to all those attending the affair as well as a preview trip in the afternoon of the World's Fair exhibits and many other events calculated to provide all those attending with a full day of activity. The finale, of course, will be the big dinner and dance.

At the meeting the membership adopted a resolution to the effect that the purpose of the banquet will be "to provide all operators of cigarette merchandising machines with the opportunity to become personally acquainted with the important names in the tobacco and machine industry as well as with those in allied lines who contribute to our common goal—the progress of the industry; to commemorate our accomplishments, to properly rededicate our strength, our unity, our mutual good will."

Invitations are being sent to all operators, manufacturers and others allied with the industry in New York, New Jersey, Delaware, Pennsylvania, Massachusetts, Connecticut and Rhode Island.

How much cigarette consumption means to the government in dollars and cents is reflected in governmental statistics which reveal that cigarette smokers contributed more than \$460,000,000 in tobacco taxes to the Federal Government last year. The sum was less than in 1937, which set an all-time record of \$475,000,000. In addition there was the revenue from pipe and cigar smokers and the users of snuff. Total federal tobacco tax for 1938 is expected to exceed \$540,000,000. A per capita decline in pipe and cigar smoking in the last 20 years and a big increase in smoking of cigs is revealed by government statisticians. As women smoke more, men have been consuming less tobacco, it appears. Twenty years ago the consumption of chewing, smoking and cigar tobacco averaged more than five pounds per person a year; now it is little more than three pounds. Per capita consumption of cigarettes has jumped from one and a half to three and a half pounds per year.

Tuesday night, January 24, is destined to be a busy one for members of the New Jersey CMA. Four big events are on the program. Of foremost importance

is the election of officers. The thoroly democratic spirit of this group is evidenced by the fact that it is one of the few trade associations that conducts elections from nominations made by members direct from the floor. The org resorts to no nominating committee. As a result, election night is always one of the most colorful and interesting of the year. No. 2 event on the program is that representatives of the DuGrenier Co. will be on hand to tell the boys about their new machine. Mr. Hartzel and Mr. Klein are reported to be planning to attend. At this meeting the report of the Intra-State association will be read as well as reports of various committees busy with plans for the second annual banquet and exhibit to be held by the group at the Hotel Robert Treat in Newark on Sunday afternoon and evening, February 19. Special guests at this meeting will be the officers, manager and members of the New York CMA.

With the coming of the new year several applications for membership have been received by managers of CMA groups. Matthew Forbes, manager of CMA of New York, reports receiving applications from Just-Rite Cigarette Service of Brooklyn, Mac Helicker, representative, and C. Schlobohn Cigarette Service, Yonkers, represented by A. Nunzio. Manager LeRoy Stein of CMA of New Jersey reports S. Park, of Newark, as the newest member of his group.

New York Notes: There seems to be a general exodus of CMA members to the warmer climes. R. Davidoff, of ABC Cigarette Service, is now basking in the warm Florida sunshine, as are Harry Friar and Larry Serlin, of General Cigarette Sales. . . . Another budding CMA member breathed his first breath of air recently, and "Pop" Allan Jacobs, of Aljac Automatic Vending, passed out the traditional cigars to celebrate the event. As a member of the cigarette clan we think he should have compromised tradition enough to substitute cigs for cigars. . . . All the New York lads complimented Alex Frazier, of Atlas Vending Co., on regaining his sylph-like figure. His diet has removed 30 pounds from his frame without affecting his congenial disposition in the least. B. Orowitz attended the meeting after being laid up for 10 days with sickness.

Messrs. Kolodny and Grace are a few of the New York ops taking in the CMA and NATD shows in Chicago. . . . Harry Pincus is one of the busiest men in town these days, it seems. He had to send a member of his firm to represent him at the meeting. . . . At last this pillar has unearthed the reason why Jackson Bloom, of Cigarette Service, is so interested in music, the arts and kindred cultural pursuits. It seems that Jessica Bloom, well-known concert pianist and protege of Myra Hess, is his younger sister.

MODEL "E" **SEL-MOR**

**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)  
GUARANTEED FOR 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!  
Ask Any Smart Operator!

**GREAT STATES MFG. CO.**  
Dept. E, 1601-08 E. 39th St., Kansas City, Mo.  
Exclusive Chicago Distributors: Central Vending Co., 3718 Ogden Ave., Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## Vending Booths At the Annual Tobacco Show

The following vending machine exhibits were on display at the annual convention of the National Association of Tobacco Distributors, in session at the Palmer House here January 18 to 21:

**ARTHUR H. DUGRENIER**, Haverhill, Mass. Exhibits three models of modern cigaret machines.

**NATIONAL VENDERS, Inc.**, St. Louis, Mo. Exhibited two models of cigaret venders, two candy bar venders and one combination cigaret and candy machine. Cigaret machines can be adjusted to vend two packs for 25 cents. A soundproof candy vender being developed for theater locations. The firm expects to have its new building ready by April.

**ROWE MFG. CO.**, Belleville, N. J. Displayed mint and gum venders and three models of cigaret venders. Cigaret venders have automatic shift, available with or without illumination, with or without clocks. Offered in seven standard colors and two special wood finishes or special finish to order. Capacity runs 240, 320 and 400 packs respectively for the 6, 8 and 10-column machines. Candy bar vender has 100 bar capacity.

**STONER CORP.**, Aurora, Ill. Displayed its line of Univenders, a new and attractive entry in the vending field by a well-known firm in the coin-operated machine industry. The display featured the combination models for cigarets and candy bars. The machines can also be had for handling either product separately.

**STEWART & MCGUIRE**, Empire State Building, New York City. Displayed small vender for selling Heide candies, one bulk vender, one candy bar vender, three models of cigaret machines and its Vendrink bulk drink dispenser. The firm also had a display at the same time at the CMMA coin machine show at the Sherman Hotel.

**TRIMOUNT COIN MACHINE CO.**, Boston, Mass. Displayed its Snacks bulk vender in all colors, also the new stick gum vending machine. This firm also had a display at the CMMA coin machine show.

**U-NEED-A-PAK CORP.**, Brooklyn, N. Y. Displayed one candy bar machine model and two models of cigaret venders. The firm also displayed at the CMMA coin machine show.

Other displays of supplies that would be of interest to the vending trade include the penny and nickel candy items displayed by Curtiss Candy Co., of Chicago. Frank and Sadie Delfino, midget pair, were attendants at the Curtiss booth.

**BRACH CANDY SPECIALTIES CO.** displayed penny and nickel candy items.

**BUNIE** also had a big display of penny and nickel candy items.

**SUPERIOR PRODUCTS CO.** had its big display of salesboards.

**CHASERS, Inc.**, New York City, had on display its trade-mark line.

**PLANTERS NUT AND CHOCOLATE CO.** had its complete line on display.

**PHILIP FLORIN, Inc.**, New York City, a premium firm that has exhibited at the annual coin machine shows many times. Had its display of leather items.

**UNIVERSAL HANDKERCHIEF CO., Inc.**, a firm that introduced handkerchief vending machines many years ago, had a display of handkerchiefs but did not show vending machines.

**WALTER H. JOHNSON CANDY CO.**, Chicago, had a line of 5-cent candy bars on display.

**EVANS CASE CO.**, Chicago, displayed a line of premiums.

A unique plan of promotion which would indirectly promote the sale of candy, tobacco products, etc., was the display booth occupied by the Fathers' Day Promotion Committee.

**WRIGLEY'S**, of course, had an immense display of Wrigley gum.

## Refrigeration Show Sees Bottled Drink Dispenser

CHICAGO, Jan. 21.—The first annual All-Industry Refrigeration and Air-Conditioning Exhibition was held at the Stevens Hotel here on the same dates as the 1939 coin machine show at the Sherman Hotel.

Both conventions exchanged the courtesies of admission badges. Mills Novelty Co., of Chicago, exhibited at the refrigeration show, had a bottled

drink dispensing machine on display. The Mills firm also displayed its refrigeration units, cabinets, etc.

The refrigeration exhibit was devoted mostly to commercial refrigeration, but at the coin-operated machine show at the Sherman Hotel great interest was being shown in drink dispensing machines and ice cream and frozen confection venders, all of which use refrigeration in some form. A manufacturer of vending machines also announced that his firm would soon have an air-conditioned candy display and sales cabinet for stores.

Attendance at the refrigeration show was reported to be excellent and the first annual display a success. The immense exhibition hall at the Stevens was filled completely with displays.

## Atlas Sales Now Distrib for Victor

CHICAGO, Jan. 21.—The Atlas Sales Co., of Cleveland, O., was recently appointed distributor for the new Challenger bulk merchandiser manufactured by the Victor Vending Corp., according to Victor.

W. A. Jenkins, who heads the Atlas company, is highly enthused over the features found in the new Challenger vender. Jenkins commented: "The powerful and convincing features found in this new unit are precisely what operators need and want and will find in Challenger."

## Fort Worth

It was a great gang of Texas coinfolks that boarded the Santa Fe's crack train, the Ranger, and departed from Ft. Worth for the CMMA show and convention on Saturday morning, January 14. Among those who composed the delegation were Speedy Walker and Guy Kincannon, of Waco; Eddie Schatz and Hugh Bybee, of Austin; Harkins, of Scarbrough & Harkins, Taylor, Tex.; Helen Savage, Dallas; Herb Brown, of Wichita Falls; Lonnie Dewees, of Houston, and Tom Murray and Leslie Frankrich, of Ft. Worth. Others from Texas who journeyed to Chicago via various railroads and air lines were Joe Williams, Ed Furlow, Harry Drollinger and Mike Ackman, of Dallas; J. H. Sherburn, of Ft. Worth; Pop Newell, of Wichita Falls; operator Stokes, of Longview; operator Moore, of Amarillo, and Ernest Walker, of Ft. Worth.

Most of the coin machine show visitors have returned home and report the show a very good affair. They all appear to be highly stimulated and ready for a big year of operating in Texas.

Pop Newell has been buying the drinks for Texas ops since he "blew off" about his fast air-line traveling and was grounded in Kansas City due to bad weather. The Texas delegation moved into Chicago ahead of Pop and gave him the horse laugh when he ambled in several hours behind schedule.

J. H. Sherburn, Ft. Worth salesboard distributor, stopped off at the CMMA show upon his return from a business trip to the East. Sherburn is distributor for Superior Products salesboards in the North Texas area and is doing a nice business. He expects a much larger business during 1939.

On January 17 Texas changed governors. James Allread stepped down and amid the cheers of 50,000 spectators W. Lee O'Daniel took the oath of office as the highest executive of the State. Drastic changes are expected to take place during O'Daniel's term of two years. He is a very liberal-minded man with progressive ideas.

Counter games continue to lead the parade of coin-operated equipment now on location in this town and county; in fact, they lead all over the State. Cigaret-reel types are mostly in evidence.

Jack Maloney and his Panther Novelty Co. are expending their 1939 operating program. More equipment, trucks, etc., will be added to the firm's present large layout. He has several real surprises up his sleeve for 1939.

## TOBACCO JOBBERS

(Continued from opposite page) and had been given previous announcement. Representatives of vending machine manufacturers were also invited to be present. Emil Kellner, a tobacco jobber, was chairman of the conference. An important factor in the discussions

was the opinions of tobacco jobbers who have had long experience in operating cigaret machines. The general trend seemed to be that many tobacco jobbers had been silently or openly objecting to cigaret machines, but that the rapid expansion of cigaret vending has compelled the tobacco trade to consider the venders seriously. The prevalent idea now seems to be that the tobacco jobber is the logical operator of cigaret machines and that he will find in them new opportunities for business. About 20 people were present at the opening of the discussion.

### Jobber's Statements

The conference took the form of an experience meeting, and while no effort was made to report the informal discussions in full, yet certain statements made are worthy of record. One interesting incident was the statement of one jobber that another jobber present about four years ago had then very enthusiastically boosted cigaret vending machines.

The question was asked if he is still enthusiastic about the venders.

The jobber in question, said to be the largest independent operator of cigaret venders in the country, then said that he is more enthusiastic than ever.

Without giving credit to any of the speakers, important statements made were such as the fact that the tobacco jobber cannot stay out of the vending machine business. . . . The distributor with controlled lines should use them.

Cigar venders for multiple lines have not proved successful after many trials. . . . Cigar machines to attach to cigaret machines are a good arrangement. . . . Vending machine overhead runs about 10 per cent. . . . Keeping complete records, cost accounting, etc., an important part of cigaret vender operating. . . . Depreciation of 20 per cent a year on cigaret vending machines is the standard and the government allows that percentage of depreciation. . . . Tobacco jobbers must consider gas stations as legitimate retail locations today, etc.

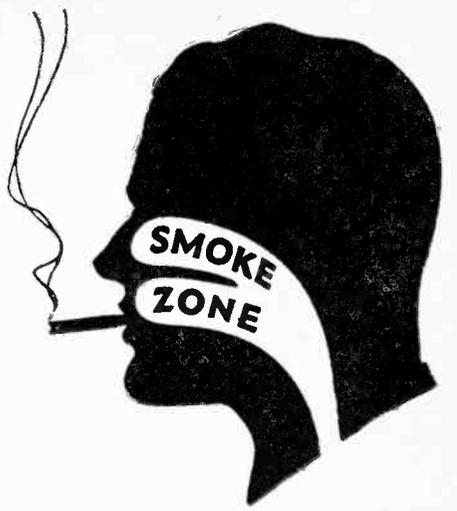
It was the unanimous sentiment of jobbers present that vending machines must be operated as a separate department from the regular tobacco jobbing business.

### Three Experiences

"It is a fact that tobacco jobbers have given up many store accounts on account of poor credit, unprofitable sales and other reasons," said one jobber. "It is also a fact that these very locations are soon taken over by cigaret vending machines. Cigaret venders are also taking over factory locations and other places. The tobacco jobber must consider these facts and get the extra business for himself. It is generally known that 90 per cent of the cigaret machines placed go into locations that formerly sold cigarets but found them unprofitable for some reason. Cigaret machines make it possible to sell cigarets in these places at a profit."

"Back in 1932 business was bad for everybody," said another jobber. "I was about broke and got a few vending machines on credit. I went to my retail accounts that could not pay their bills and put in a cigaret vending machine. Today these stores are still in business and are good customers of mine. The vending machines saved me and saved my retailers that were losing out. I do not pay commissions to locations in cash, but give them credit on merchandise. This plan has many advantages which any tobacco jobber can readily appreciate."

Then a tobacco jobber from Pennsylvania said: "For years I fought cigaret vending machines. An operator was putting the machines out in town but I did not worry about them. Then a more capable operator began to place machines in town and began to take our accounts. I soon found that the tobacco jobber today must use cigaret vending machines to stay in business."



# SPUDS

## Now \$6<sup>25</sup>

PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. *Cork or Plain.*

The Axton-Fisher Tobacco Company  
Louisville, Ky.



## PROVEN Money Makers!



Big Opportunity for Experienced Route Salesmen.

Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary venders. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO.**, Dept. 4, Jackson, Mich.



## PAY LESS—GET MORE!

Be first with these Latest and Finest SPECIAL Venders. Factory King • Silver Charm Write for Special Offer, your jobber or factory

### AUTOMAT

2425 Fullerton, Chicago. (Buy Only Original, Genuine SILVER KINGS.)



**REAL BARGAINS!**  
**ONLY 200 ROWE "ARISTOCRAT"**  
**6 Column - Slug Proof -15c**  
**CIGARETTE VENDORS**

Capacity: 150 Packs. Equipped with Free Book Match Vendor. Outside Finish and Mechanical Condition **GUARANTEED LIKE NEW.**

**ANY QUANTITY**  
**ONLY \$20<sup>00</sup> Ea.**

Remit 1/3 Deposit, Balance C. O. D.



NOTE: 20c MODEL ARISTOCRATS, \$2.00 Extra. Metal Floor Stands Furnished at \$3.00 Each.

**ANOTHER GOOD BUY!** \$6<sup>50</sup> Ea.  
50 Reconditioned Everready 4- Col. 1c Nut & Confection Venders. 5 or More \$5.50 Each.

D. ROBBINS & COMPANY - 1141 B De Kalb Ave., Brooklyn, N.Y.

# MUSIC MERCHANDISING

## West Coast Sales Of Rock-Ola Good

SAN FRANCISCO, Jan. 21.—“There’s so much business for Rock-Ola out here,” says Clarence McClelland, Rock-Ola sales representative, “that I rise with the birds these mornings to get a good start into my territory.”

“McClelland knows what he is talking about because he is one of Rock-Ola’s young oldtimers out on the West Coast,” said a Rock-Ola official. “Speaking of the traveling salesman, he has enough experiences to fill a book, having been Rock-Ola’s direct factory representative in the West for a good many prosperous years.

“While pressing business prevented McClelland’s journeying back to the Chicago shows, he has a complete line of the new 1939 Luxury Light-Up phonographs and is most enthusiastic about them.”

## Aronson Handling Replacements

CHICAGO, Jan. 21.—Brooklyn Amusement Co., Brooklyn, N. Y., has taken over the Eastern territory for the sale of an illuminated grille and “corners” for the modernization of phonographs, according to Charles Aronson and Bill Alberg, of the firm.

They made the deal with the Jacobs Novelty Co. while attending the CMMA Show. They described the new line: “The grille has an aluminum design and plastic sides, illuminated by lights. It is set in place and screwed to the cabinet. The corners come in walnut finish to match the cabinet and have cut-outs which are finished with illuminated plastics.”

## Coin Phonograph Turns Salesman

By BEN BOLDT

Advertising Manager Rock-Ola Mfg. Corp., Chicago

After having seen the entire 1939 crop of phonographs you will note the radical departure from the design and construction pattern of the past several years. The generous and ingenious application of glowing, radiant plastics and lighting effects has revolutionized phonograph cabinet design. The trend toward more light and color has been a year in coming—now with the dawn of 1939 it permeates the entire phonograph industry and furnishes forceful sales appeal. You ask why this vitalization? Wise manufacturers and allied workers in the field realize that the customers need more than beautiful car-filling music. They need additional stimuli with their musical enjoyment. They need “pep,” vitality—LIFE with their music!



A. J. (ARCHIE) LaBEAU, of the LaBeau Novelty Sales Co., St. Paul, listens to the tone of Rock-Ola’s new 1939 Luxury Lightup phonograph.

In short, the coin-operated music purveyors have augmented the age-old “come-on” bait, as necessary in this fast-moving day for phonographs as it is for any other medium of entertainment. For example, why in the world does the interior of a moving picture theater have to be sumptuously “dressed up” with rich hangings, dripping with gilt cornices and other gorgeous addenda? People come to the theater to sit in a darkened room and watch the movie—not to unpack a tasty picnic lunch and enjoy the scenery. But think a minute—those picture patrons are definitely conscious of the “atmosphere” of the place; they know whether the interior is “pretty”; whether the seats provided are comfortable; whether the usher is courteous; whether the air-conditioning system is freezing them slowly to brittle icicles. Indeed, unconsciously they are very much aware of their surroundings and if they like the theater, the service and the general run of pictures they’ll become stanch “regulars.”

Just so it is with the coin-operated phonograph in a location. It has to “look good” to get the play. It has to—pardon the comparison—stand out like a sore thumb and be seen, felt and HEARD. It has to be a supersalesman of music. The 1939 phonographs have achieved just that in the new models recently shown to the public. They offer true-to-life music and more—they gleam colors and lights—they step up the dormant desire of the customer for music and prod him from his comfortable chair to put a handful of nickels in the phonograph. They’re like a Hollywood Glamour Girl—They have “IT.”

Among the dazzling luminaries on the phonograph horizon, special attention has been given to the Rock-Ola line of 1939 luxury light-up phonographs. At the December Show the success of the 1939 phonograph was assured by the keen interest shown at the booth and the immediate rush of stampede proportions to the Rock-Ola sales offices on the 11th floor of the Stevens Hotel to place orders for early shipment. The demand for the new models has not ceased—rather as each day goes by more and more orders pour in.

The procreation of the new line of luxury light-up phonographs is a bit of a sensation in the telling because, in this instance, “many fingers in the pie” did not spoil the final results. In fact, every interested person’s ideas when sifted, co-ordinated and organized in conjunction with the skilled manufacturing force were directly responsible for the new models. Back in the early summer Rock-Ola executives asked distributors to question operators, location owners—everybody within reach—to get suggestions of what features they believed the successful money-making phonograph should have. The participants were both generous and critical in expressing their views—praising certain features of the then-current Rock-Ola phonographs and suggesting additional qualities they sincerely felt would make them as distributors, operators and locations more money and as customers give them more enjoyment for their money.

Thus from the suggestions and ideas of the great Rock-Ola family considered and adopted—and from the application of natural scientific progress as well as mechanical put to work by Rock-Ola’s skilled technical experts and engineers—the new 1939 “luxury light-up” models were produced.

Yes indeed the coin-operated phonographs of 1939 very definitely have become salesmen. They “sell” the location; then on location they “sell” the customers. Phonographs offer glamour by exhibiting more luminous lighting surfaces—both from the front and sides than ever before—so that watchers can enjoy the “animated Borealls” display. They offer new improvements in tone—clear and balanced—so that customers are delighted to play the phonograph and hear their favorite bands.

Other refinements and needed features make the mechanized music unit so naturally and completely that it operates as a highly efficient and successful salesman. The phonographs are ready and equipped to do a splendid job for operators and locations. They can sell only when they are out on locations. It is consequently the operators’ responsibility to put these “supersalesmen” out on the “road” for bigger profits in 1939!

## Record Buying Guide

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

#### GOING STRONG—KEEP THEM IN

**They Say.** Nothing has come along in the past seven days to replace this ballad as the best machine bet of the moment. Not the least of its success has been due to Artie Shaw’s waxing. It’s pretty hard to say who’s got a stronger hold on the nickel droppers these days, Shaw or Bing Crosby.

**Thanks for Everything.** Artie again, with a very profitable item for ops. Keep this tune in at least until after the 20th Century-Fox flicker of the same title has played around your locality; hearing a ditty in a film always makes John Q. Public even more conscious of it than before. Tommy Dorsey offers an excellent record if a Shaw alternative is wanted.

**Jeebers Creepers.** Last week’s top tunes seem to be repeating themselves again this time out, but the actual fact is that the past week has developed no new numbers to challenge them for supremacy. This *Going Places* song is still doing well, especially in Al Donahue’s hands, and should be around for another couple of weeks anyway.

**Umbrella Man.** Here’s the fourth of last week’s entrants in this department to hang on to its high place. Sheet music sales again elected it this week to the office of the nation’s most popular song, insofar as over-the-counter sales go, which is usually pretty far. Kay Kyser’s disc is still tops in the phonos.

#### COMING UP—BETTER STOCK THEM

**Funny Old Hills.** This is another tune from Bing Crosby’s recently released *Paris Honeymoon* picture. A surprising number of copies were sold this week, and it’s quite possible the public may go for its slightly different title and theme more than for the other numbers in the film’s score. There’s only one waxing to get and that is Bing’s, of course.

**I Have Eyes.** Getting stronger with each passing week is this *Paris Honeymoon* song. Bing for the vocal version, Benny Goodman for the dance dynamics.

**Sweet Little Headache.** A carbon copy of the above will do here. It’s hard to tell right now which *Paris Honeymoon* ditty will come out on top, but it’s a cinch that they’ll all do better than all right for themselves. Bing and Benny again.

**I Ups to Her.** A lyric song whose novelty may carry it far, and for that reason a likely machine prospect. Guy Lombardo has a talked-about disc and Barry Wood gives it a complete vocal treatment on his platter. On the reverse of the Wood waxing is the oldtimer, *Where Do Ya Worka, John.* Still good after all these years.

**Deep Purple.** Several years ago Peter De Rose wrote this number as a piano and instrumental solo, and as such it has languished in the publisher’s catalog ever since. Recently, however, the song was hauled out, refurbished with a lyric and dance arrangement and waxed by several bands. There are those people in the music business (who should know) who predict it will be the new No. 1 song very shortly. At any rate, it’s a good phono feature as disc’d either by Guy Lombardo or Dick Todd on the strictly vocal angle.

**This Can’t Be Love.** This simple, appealing melody, from the Broadway musical hit *The Boys From Syracuse*, is being whistled, sung and played everywhere, altho it hasn’t hit the machines with too much force as yet. It’s a nice item to have around, tho, just in case. Eddy Duchin’s fine pianistics and band do nobly by it.

#### OPERATORS’ SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**Looping the Loop.** Bob Crosby’s successor to his famous *March of the Bobcats*, and a right smart three minutes for any machine. This one is coming into its own fast, so grab it.

**What This Country Needs Is Foo.** A slight typographical garbling last week had the country needing food instead of some of Eddie De Lange’s foo. Barring accidents this week ops may now rightly be advised that what they need is this De Lange cutting of a ditty based on the comic strip catch line.

**Buck Dance Rhythm.** Slim and Slam’s latest contribution, if not to the musical culture of America, at least to operators and their patrons’ happiness. A typical S. and S. opus, which usually spells profit.

**Where Has My Little Dog Gone?** Since they insist upon swinging every nursery rhyme in sight it’s all right as long as they’re swung the way Dolly Dawn and her Dawn Patrol do it. This is a good item in the current vein and quite in tune with the musical times.

**Hold Tight.** If they liked the Andrews Sisters doing *Bei Mir and Tu-Li-Tulip Time*, they bound to go for the girls’ latest record, which in the opinion of this observer is better than any of their others. It’s the kind of platter you’ve got to listen to more than once for complete enjoyment.

**Star Dust.** A perennial favorite, grafted to a Sammy Kaye arrangement that brings out all the looked-for sweetness in the old Hoagy Carmichael classic.

**My Blue Heaven.** Another Kaye release that has been out for some time, but a good bet if oldtimers are looked for. The ensemble vocal chorus is a highlight of a better-than-average waxing.

**Wabash Blues.** Still in a nostalgic mood, this corner recommends Russ Morgan’s tromboning herein for those locations where the patronage likes to get mellow and reminiscent.

#### GOING DOWN—NOT WORTH PUSHING

**I Won’t Tell a Soul, Sixty Seconds Got Together, My Reverie, All Ashore, Mexicali Rose, Lambeth Walk, Summer Souvenirs.**

# What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to  
**WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY,**  
 1564 Broadway, New York City.

Wilkes-Barre, Pa.

January 21, 1939.

To the Editor:

Well, all the other operators are praising this or that popular orchestra leader. While I'm not knocking them down, all I can say is that when it comes to taking in those nickels, dimes and quarters I'll take the polkas and other foreign records. This is natural because of the mixed nationalities in this section. Frankly, I can't get enough of those records. They never lose their popularity and go good until they are worn out. Then I get new ones.

Of course, I'm not saying that the popular orchestras don't go well, because they are a necessary thing in the spots where the younger set usually go.

Some of our best nickel-nursing records are *F. D. R. Jones*, by Hal Kemp; *Jeepers Creepers* by any band, and Guy Lombardo's *The Umbrella Man*. But before I go any further I don't want to forget to praise *Pluckin' on a Golden Harp*, with the vocal by Patricia Norman. It certainly is a swell successor to her *Ol' Man Mose* and is getting a better play than the *Mose* number.

The other day I received Eddie De-

Lange's *What the Country Needs Is Foo and*, while I haven't had it out for long, I predict it will certainly grab those nickels.

Three numbers which are doing a fair business are *Two Sleepy People*, *All Ashore* and Bob Crosby's *What Have You Got That Gets Me?* Records by Art Shaw and Larry Clinton are still holding their own, with Guy Lombardo's *I Must See Annie Tonight* and *You Must Have Been a Beautiful Baby* getting an unusually fine play. However, I have found that *My Reverie* is gradually falling off. Lately I have been steering away from those records not made by the top-name orchestras, for I find that the "big shots" are the only ones getting any play from the people who pay the way.

As far as I can see hillbilly songs are taboo. None of the records featured in Bob Crosby's show case have been going so well. And one thing which has been very noticeable is the fact that Shep Fields, who was unusually popular hereabouts, seems to have worn out his welcome as far as the play on records in this section is concerned.

H. LINDEMANN,  
 Roth Novelty Co.,  
 Wilkes-Barre, Pa.

San Francisco

January 21, 1939.

To the Editor:

Disks in the big money are as changeable as the weather here in San Francisco and frequently, in our locations at least, they seem to follow the tastes of nationality rather than hits from big name bands on the radio. I have chosen two types of locations because they attract directly opposite patrons and will serve to illustrate how public opinion even in the same city will differ.

The first is the North Beach or Italian section of the city where our machines are located mostly in taverns and foreign restaurants. This week's top numbers were *Jeepers Creepers*, *You Must Have Been a Beautiful Baby*, with Russ Morgan's Orchestra, and *The Umbrella Man*, by Guy Lombardo's Orchestra, in the order named.

The other type of location is the downtown cocktail bar, frequented for the most part by San Francisco's "smart set." Here the taste isn't quite so fluctuating and the old hits stick for a long time. Hits this week are *My Reverie*, sung by Bing Crosby; *Funny Old Hill*, also sung by Bing, and *A Cigarette Is Burning*, by Paul Whiteman's Orchestra. Past hits that have been generally slipping and which will be taken off next week are *So Help Me*, *Don't Let That Moon Get Away* and *I Hadn't Anyone 'Til You*. But it's still a great game. MORRIE POLLARD,  
 San Francisco.

Amarillo, Tex.

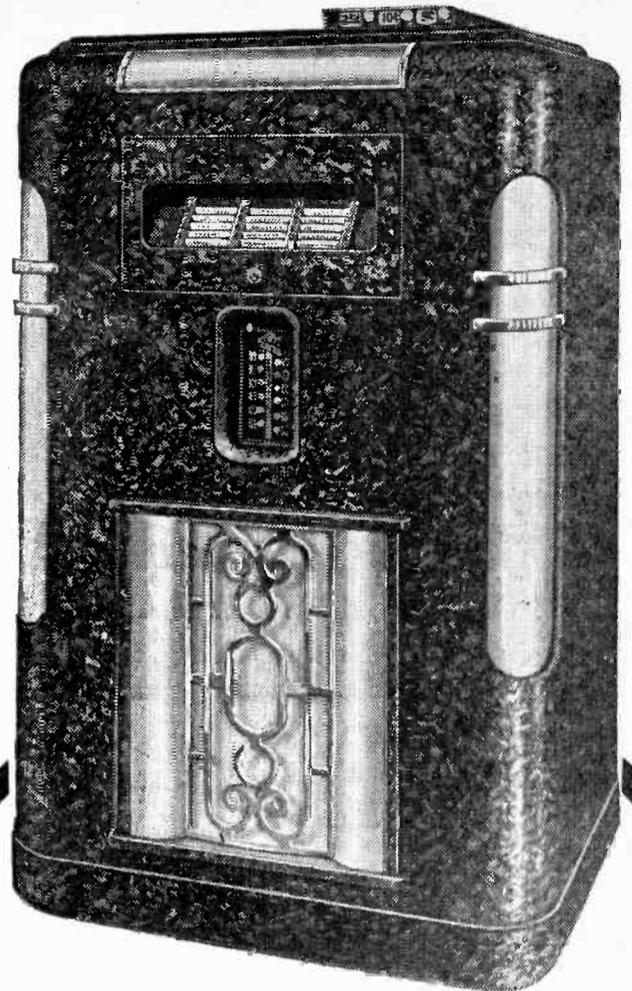
January 21, 1939.

To the Editor:

Up here in the great wide-open spaces, the Panhandle of Texas, we really have to keep our records up to date if we expect these customers to put their nickels into the phono chute. We try at all times to keep the big hits on our machines. However, I want to register one kick. It seems that every time a big disc hit sweeps out into the country we can never get deliveries on the number until we have lost a lot of good business. I know the record manufacturers have no way of knowing just to what extent a cutting is going to plaster the country, but it is a shame to be held up for weeks on the big money makers.

I have in mind Cliff Bruner's recent big hit, *It Makes No Difference*. That platter is still spinning on our phonos and will be for some time to come. But at the start we could not get deliveries, and naturally we lost money by not having a sufficient supply.

Regardless of the statement, I'm



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**SOUTHERN AUTOMATIC MUSIC CO.**  
 542 2d Street Louisville, Ky.

forced to say that Bing Crosby makes more money for us than any other crooning artist. Right now we are traveling high, wide and handsome with several of Bing's cuttings, old and new. Tommy Dorsey, Wayne King and Artie Shaw lead in this section with their "jammers," and the dance tunes they whip out never fail to gather in the nickels up in these wide-open spaces. Hillbilly numbers are always good, and one noticeable thing is that, tho this is a cowboy country, cowboy tunes fall to click to any great extent.

The local boys, such as W. Lee O'Daniels and his Hillbilly Band, Riverside Ramblers and others, for some reason do not go over up this way as they do farther down the State, where they are

usually tops. We can't figure the reason.

We profit very much by your "What the Records Are Doing for Me" department and we hope it keeps going.

S. M. MOORE,  
 Panhandle Specialty Co.,  
 Amarillo, Tex.

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## What Shall We Do Tomorrow?

An Inspirational Article for Phonograph Operators

By BERT WIMBLE

A YOUNG officer, it is recounted, rushed into the great presence of Napoleon and with pride reported how he had just won a decisive victory. He expected praise. Instead came the disconcerting question:

"And what are you doing to do tomorrow?"

The beginning of a new and untried year is a fitting time to pause and look into the future—for the achievements of yesterday are the prophecies of tomorrow.

Within the past decade the phonograph manufacturers have developed thousands of music machines for the good of the people—with benefits accruing to all engaged in the industry. The coin-operated phonographs have satisfied a definite need and have become a part of public entertainment. Then cannot members of the phonograph industry look forward with confidence to a fruitfulness of its future years?

As each new year unfolds new models will be created thru application of new materials, new processes and exacting public demands. With its past as a portent of things to be, the phonograph industry may rightfully expect that its contributions to public entertainment may continue to even a higher degree.

What has the industry accomplished today? Phonograph manufacturers have advanced a long way from the complicated, expensive to own and operate coin-operated music instruments. They have improved their products, manufactured on a mass production basis with maximum economy and they have learned how to sell. They have outdone themselves in the production of colorful sales-eliciting phonographs operated by the nickel in the chute. A survey of the

new models reveals glowing, lusterful phonographs that appeal in interesting appearance alone. Sound engineers have developed tone to a point that the phonograph reproductions offer strong competition to realism; technical men have developed the inner working of the machine to a state of high perfection so that location owners and operators can offer practically trouble-proof performance to customers. The manufacturers have made a commendable contribution to coin-operated music enjoyment. Operators wise in the business have a great variety from which to choose and with their knowledge of getting and holding locations know their important part in the industry.

### Straightening Kinks

Over the years the phonograph industry has straightened out the "kinks" and is a well-knit unit. The manufacturer sells to the operators and the operators hold the locations. The location promotes its phonograph music to its customers. Certain services are shared by manufacturer, operator and location owners so that their combined sales effort goes into making it easy for the customer to spend his money for music.

The members of the industry have proved the maxim of Euclid, who evolved workable propositions 300 years B. C. "The whole is greater than any of its parts!" With a co-operative and aggressive spirit, nothing can daunt the men in the industry when once they decide upon a common project.

Granted then that each year brings greater cohesion between the component parts of the music industry, what of tomorrow? Can anything be added and encouraged in further establishing it in permanency? Let us cast about for a moment? Upon whom does the whole structure depend for its existence? Upon John Smith, who escorts Mary Blank in for an hour or so of fun; upon the "boys" who come in for congenial companionship and relaxation; upon the fellow who puts a handful of nickels into the phonograph—upon the great consumer public! Just suppose the customers neglect the phonograph for only a little while—there's a loss in phonograph profits and a lack of profits for the house in general merchandise because under the spell of music the purse-

strings are loosened. If the phonograph doesn't make its way despite all the stimuli exerted by the location owner it's no asset to the place and is soon moved out. If the operator can't find desirable locations he won't need as many new phonographs and back to the manufacturer the problem goes. He can't turn out machines in step with the parade of progress—he simply can't manufacture and the business is on the skids.

Naturally all such conjecturing is purely hypothetical and leaves a bad taste in the mouth. Yet it's true—the phonograph business does depend upon the "nickel-pushers." You and everybody else in the business know that and that's the answer to these glowing, silver-toned music machines seen in every nook and cranny compelling attention to their music potentialities.

### Hold the Customers

A very important factor to be considered is keeping customer interest and good will. The industry can discuss its output of entrancing new models, controlled production, attractive trade-in deals, aggressive competition and all the other factors influencing business, yet the fact remains customer reception is a paramount consideration. How then can this be developed to an even higher degree?

One way is greater promotional effort—perhaps from an institutional angle toward acquainting potential customers with the phonograph, the industry and its humanitarian benefits. I wonder how many patrons who go into a location know what phonograph is playing or care less so long as it gives forth music. It hasn't made any difference? Probably not—the industry has certainly enjoyed sweet success in presenting attractive phonographs, in promoting them by various ways and means on location and by advertising them in trade journals as "what the customer wants" and the "biggest money-maker of all."

### Overlooking Consumer

But frankly very little attention has been directed toward the consumer—the paying public. Perhaps we've been overlooking a good bet. Why shouldn't the public be interested in the romance and drama in this fascinating new industry and the products that are made for their entertainment? Can you imagine a man's going out to buy a car and not knowing the difference between a Ford, Plymouth, Buick or Packard? They're all good cars and he can get comparative equal service for his requirements from them. The manufacturers of automobiles appeal not only to the dealers and agents but present a convincing sales appeal to the potential buyer as well. The manufacturer tells him about his kind of car. Bringing it closer home, when you visit a night club or a popular hotel don't you like to know whose orchestra is on the stand? Doesn't a big name band have more money-pulling power than a little band no one ever heard of? And it's quite possible both bands are mighty good. In other words, letting the public in on the news about the industry quickens its interest and makes a patron more aware of the phonograph when he walks into a location. It builds up prestige, reputation and esteem. In general it should increase play because the customer realizes that the phonograph is his own for his individual enjoyment.

As a matter of fact, thru favorable publicity in the newspapers, magazines, etc., the coin machine business as a whole is winning recognition as a sound industry giving to all people benefits no other medium could offer. It is informative and changes apathy to intelligent understanding.

So what are we going to do tomorrow? This much is certain: men engaged in the coin machine business as a whole are an alert, far-thinking group. They have had to develop traits of tenacity and staying power to keep their place in the business firmament as the industry has catapulted to its important place in the scheme of things. It is fairly safe to predict that as men in the coin-operated phonograph business continue to learn, grow and advance they will meet problems facing them with an open mind and a willingness to work. Seeing the necessity of another step forward—revolutionary as it may appear—they will forthrightly face the issue and act to the greater good of the industry and the public it serves. Rather a privilege to be one in this industry, for changing conditions and progressive advances make it stimulating, all-engrossing and withal the most exciting business in the world!

## OFF THE RECORDS

(Continued from page 15)

The male voices are in a minority. Seems like Bing Crosby has all the waxed sex appeal. Dick Todd, whose voice is unfortunately Binglike, makes his Bluebird platter worth the buy because both sides contain a medley of Gus Edwards' hits, *By the Light of the Silvery Moon*, *Tammany*; *Good-Bye Little Girl*, *Good-Bye*, and a tray of waltzers, *School Days*, *I Can't Tell Why I Love You*, *Sunbonnet Sue*. Barry Wood, who ordinarily gives Brunswick the benefit of his pash warbling, steps out of character and is entirely lost with the novelty wordage in *I Ups to Her and She Ups to Me* and *Where Do You Work-a, John?* Pinky Tomlin gives Decca a swiny double of hoe-down classics, making the barn a barrelhouse for *Red River Valley* and *Red Wing*.

Madame Miliza Korjus, the Polish coloratura soprano who made *The Great Waltz* flicker enduring, records three of her screen songs on the Victor Red Seal label, Toscha Seidel filling in the fiddle obbligatos and Nat W. Finston conducting MCM ork of studio musikers. The birdlike qualities of her crystal voice are best captured in *There Will Come a Time*, the couplet complete with more prosaic piping for *One Day When We Were Young*, both Strauss waltzes. And it takes to two sides for the tuneful *Tales From the Vienna Woods*.

### The Decca Albums

A PART from the pop platters, Decca has been enriching the record mart with pop-priced albums of native music which help to make the turntable more desirable than the tube set. Harry Horlick, of A. & P. Gypsy fame, delights no end with his string salon in "A Collection of Beloved Spanish Melodies," 10 sides that include such faves as *Ay-Ay-Ay*, *Amapola* and *La Violetera* among others, and "An Album of Famous Mexican Melodies," including among the 10 sides *Estrellita*, *La Golondrina*, *Cielito Lindo* and *La Paloma*. In fact, Horlick makes more pleasant music, and better played, than "A Collection of Spanish and Mexican Folk Dances" played by the Mexican Dance Orchestra conducted by Manuel S. Acuna. In spite of the fact that the musicians are native and the music is alive, the 10 sides in this set are very much dull—worse yet, not very much in tune.

Paul Whiteman, conducting a concert orchestra of 50 or thereabouts, gives Decca its first album of George Gershwin. The five dozen-inch disks include *Rhapsody in Blue* (Roy Bargy at the piano); *Second Rhapsody*, first called *Rhapsody in Rivets* and not sounding much better than that (Roy Bargy pounding out the rivets); *Cuban Overture* (Rosa Linda at the piano helping to make a rumba rhythm sound longer and duller than it seems); and *An American in Paris* (Miss Linda for the solo piano passages and a much better show piece). It's the first and last of the four that make this tribute tolerable. And with so much of Gershwin at his command it seems that Whiteman might have leveled his sincere effort to the appreciation of the masses and let the out-and-out symphonics and philharmonics tinker with such that he offers.

### The Columbia Classics

FOR those whose leanings are more for Carnegie and yet not too steeped in conservatory lore, Columbia rightly makes much ado over the recording debut of an American musical composition of symphonic proportions, *Through the Looking Glass Suite*, written by a beloved American composer, Deems Taylor, and performed by an American conductor in his recording debut, Howard Barlow conducting the Columbia Symphony Orchestra. Based on Lewis Carroll's immortal story, the fanciful music is finely orchestrated and played, faithfully portraying the characters of Jabberwocky, the White Knight, Alice, the Looking-Glass insects among others from Carroll's fantastic book.

The label also has two well-the-worth ballet albums, originally recorded in England by the London Philharmonic Orchestra, conducted by Antal Dorati. The eight sides containing excerpts of Tchaikovsky's *Le Lac des Cygnes* (*The Swan Lake*) is an ideal compound of tone-painting and dance drama in symphonic style. Chabrier's *Picturesque Pieces*, originally written for the piano, make for the *Cotillon* ballet, comprising four sides. The orchestral music of the French composer is full of color, lively spirit and rhythmic variety. Both ballets, incidentally, are in the repertory of the Monte Carlo Ballet Russe.

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BOX 358, Billboard, Chicago, Ill.

**Show a Success, Says Moloney**

CHICAGO, Jan. 19.—On the final day of the CMMA convention Ray Moloney, president of Bally Mfg. Co., stated that Bally sales during the show topped any previous records.

"Interest in the Bally Beverage Vender was tremendous," Moloney stated, "and the volume of orders booked surprised even us. We went to the show expecting that our job would be primarily in the nature of missionary work to introduce our exclusive central unit method of preparing beverages. Instead we found operators and distributors eager to get going and ready to 'put on the line' as fast as we could write up the franchise papers. 1939 is definitely going to be a big year for Bally and Bally's customers.

"Our ice-cream bar and cigaret vendors were very much the subject of discussion among coinmen. The cigaret machine combines the features of a skill game and vender. Phonograph operators liked the Bally Phonograph Remote Control, which enables the operator to utilize old machines and offer patrons 48 selections.

"Bally Bell accounted for a large portion of our sales. Hawthorne, 10-way multiple with double reserve, followed closely. In the novelty class Bally Supreme attracted much attention due to unusual flash, sound effect and the new kicking bumpers. Outstanding counter game shown was unquestionably our new coin-operated electric 300-hole salesboard.

"Full production on the new 1939 Bally line is now on. I forecast that practically all new Bally equipment will be in production within the next two or three weeks."

**Floor Show Is Perfect**

Sets top record in fine entertainment for coin machine conventions

CHICAGO, Jan. 21.—The annual banquet as the closing feature of the annual coin machine shows was held in the Grand Ballroom of the Hotel Sherman. This year it gave to the guests a floor show that it would be hard to imagine one arranged more perfectly to provide class, speed and smooth management in performance. Even the master of ceremonies blended into a marvelous show. The only criticism heard was that the orchestra might have been too loud for the acoustics of the ballroom.

R. W. (Dick) Hood was again chairman of the entertainment committee, as he was for the 1938 convention, and once more he adds a higher star to his record for arranging great shows. The floor show at the 1938 convention established a record for perfect planning, but there was some criticism of too much nudity. So, for the 1939 show the acts had very little nudity but did offer fast acts and rich in comedy.

Don Fernando's NBC Orchestra furnished the music in the Grand Ballroom and Charlie Straight's Orchestra in the Louis XVI room. The floor show included Romo, stage and screen comedian, as master of ceremonies; Joe and Jane McKenna, comedy variety; Spec and Spot, a novelty surprise on unicycles; the Four Collegians, sensational acrobats; Basil Lamberti, world-famous comedy xylophonist; the Three Sophisticates, in a comedy surprise; June and Adele Parrish, musical novelties; the Eight Singing Marines; Karre Le Baron Trio, famous adagio dancers; Major W. C. Booth and his national champion baton twirlers, and the Dorothy Byton company of 12 beautiful dancing girls.

The total number of banquet guests was estimated at 1,200.

**Eastern Flashes**

This column transfers its locale to Chicago for the CMMA convention week. "The General," Pennsylvania R. R. special arranged by Bill Gerish, New York City ad man, brought Joe Fishman, Harry Fabricant, Bill Allberg, Charley Aronson, Archie Berger, Cy Glickman, Joe Ash, Jack Mitnick, George Ponsler, Lester Paul, Jack Kaufman, Sam Malkin, Joe Orleck, Harry Malkin, Lewis Costa, Harry Block, Joe Munves, Leon Taksen and Dave Buckman, of London, England.

It was a gay and happy crowd on the train and made even more gay on receipt of a wire that caught the train in Philly sent by Daval Mfg. Co. and which wished the boys a pleasant journey and offered a round of drinks.

Charley Aronson and Bill Allberg, Brooklyn Amusement Machine Co., took on the new Jacobs grille and cabinets, and Bill believes this will find a big market in the East . . . and Jack Mitnick, who is back with George Ponsler Co., was displaying his new phono cabinet at this show and reports great interest. . . Bert Lane, who was present with Mrs. Lane, reported getting the Mills Novelty line of games for his territory in New York. . . Bill Rabkin, Earle Winters and Al Blendow, of Mutoscope, gave many visitors a real thrill with the new Selector Mutoscope, which was confined to their suite 600. . . Looks like Bill has a companion hit to his great Photomatic, sure 'nuff.

George Ponsler was very much enthused over the games shown by Chi Coin, Daval and Keeney. Daval's new Double Treasure and free play model Side Kick won the affection of many from New York. . . Harry Fabricant and Charley Aronson took care of Dave Robbins' booth. Everyone was sorry to hear that Dave had been taken ill at the last minute and wouldn't be able to attend the show. Dave's new legal-type counter game, Criss Cross, attracted a great deal of attention. . . Many awaited arrival of Joe Calcutt, who was expected to be present, but due to pressing business did not get the chance to get away from Fayetteville . . . and many missed Nat Cohn, of Modern, who has always

**JANUARY CLEARANCE SPECIALS**

The machines listed below are like new and offered subject to prior sale. Prices are effective January 28, 1939.

LOOK! 11 Mills 5c Extraordinary Bells, No Gold Award, Serials 379,000-387,000. Clean, like new \$22.50

SLOT MACHINES.	
8 Mills Bonus Vend., 5c	\$52.50
3 Mills Bonus Bells, 5c	49.50
5 Mills Cherry Bells, 5c	49.50
1 Mills Cherry Ven., 5c	52.50
9 Mills Melon Ven., 5c	52.50
2 Mills Blue Fr. GA, 5c. Serials 382064-335276	37.50
3 Mills Blue Fr., no GA, 5c, 373200-370538-368895	32.50
2 Mills Blue Fr. GA, 5c, 319248-376867	32.50
1 Mills Gooseneck, 5c, 310620	20.00
1 Mills Futurity GA, 5c	35.00
2 Mills Silents, 5c. Serials 295074-268473	17.50
6 Mills Red Fr., 5c, no GA, 365964 to 405482	39.50
1 Mills Reg. GA Bell, 5c	22.50
3 Mills Dial Ven. Fruit Reels, 5c	12.50
2 Mills Cherry Bells, 10c	52.50
2 Mills War Eagles, 10c	22.50

1-BALL.	
1 Bally Classic	\$ 9.00
2 Thistledowns, like new	110.00
3 Heavyweights	7.50
1 Fair Ground	37.50
1 Big Richard	10.00
8 Mills 1-2-3, orig. mod.	29.50

CONSOLES.	
1 Galloping Domino, check sep., black cabinet	\$ 80.00
1 Hollywood Rifle Range	40.00
1 Ray's Track, check sep. 5c, 4501	37.50
1 Paces Races, cash pay, 25c, 5088	150.00

COUNTER GAMES.	
2 Deuces Wild, brand new	\$16.00
2 Gottlieb 3-Way Grip Tes.	9.00
3 Tally F. S.	15.00

SUPPLIES	
4 Mellink Double Safes	\$20.00
4 Mills Double Safes	20.00
100 Mills Safe Stands	\$4.25
50 Folding Stands	1.50

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O., Express or Telegraph M. O. Any new machine at either Show available for delivery. We are Distributors for Rock-Ola, Bally, Mills, Evans, A. B. T., Stoner, Daval, Gottlieb, Westcrn, Grotchen Tool, Buckley and J. H. Keeney & Co. Write and ask us to put you on our mailing list.

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AUTOMATICS

2 PROSPECTORS	\$5.00 EACH
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1 DOUBLE-UP	Or All For \$40.00
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AUTOMATICS

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1 LATONIA	10.50
1 RODEO	12.50
1 BALLY ENTRY	29.50
3 AIR RACES, Ticket	17.50
2 SPOT LIGHTS, Ticket	17.50
1 HIGH CARD	17.50

CONSOLES

2 TRACK TIMES	\$52.50
2 PACE RACES, Black Cabinet	59.50

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187—SLOTS—187 JENNINGS SILVER CHIEFS, New, \$87.50. Rebuilt, Rebuffed, Repainted MILLS, JENNINGS, PACE and WATLING SLOT MACHINES, \$10.50, \$14.50, \$19.50, \$29.50.

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20 SHOCKERS (Used)	5.00
5 SQUARE SHOOTERS (Cig. Mach.)	6.00
2 TALLYS (Demonstrators)	18.50
2 MILL WHEELS	12.50
10 REEL 21	5.00
2 DIXIE DOMINOES	10.00



HARRY H. COHEN

2 OHIO DERBYS (Samples) \$12.50  
4 REEL SPOTS 7.00  
1 OLD AGE PENSION 6.00  
5 OLD AGE PENSION (New) 12.50  
1 SPELL IT 5.00  
2 DEUCES WILD 10.00  
1 INDIAN DICE 12.50  
10 SEVEN GRAND 19.50  
1 GINGER (5c Play) 12.50  
1 TRACK REELS (New) 12.50  
1 REX BELL (1c) 12.00  
1 DAILY RACES 12.00  
1 JUNIOR (Electric) 12.00  
1 Sportland Races  
1 Club House  
1 Ball Gum Cig. Mach.  
1 High Stakes  
1 Horseshoes  
1 Sum Fun

**\$3.00 EACH**

been among those present at every convention.

Jack Fitzgibbons was unusually happy over the great success of Bally's beverage machine. The great interest in the beverage machines was the dominating point of this show, and in addition Jack will bring back with him some truly great games of all types. Jack was present with his leading salesmen and branch managers, Herman Pollock, Archie Berger, Art Nyberg and Lew Wolf. . . Bill Allberg's room was a favorite gathering place of the New York coinmen. . . The fast action of the convention. The crowds arriving and departing. Meeting many old friends from various parts of the country. Hearing the type of machines doing the most here, there and everywhere. Attempting to gather just what new games will be most likely to click. Handling a glass of spirits. Eating too much. Not sleeping enough. Wandering from one room to the next. Running out for a breath of fresh air. Chasing over to a factory. Forgetting to keep an important appointment. Definitely making sure to get to bed early (for a change) and not doing it. Hearing of something new and sensational in such and such a room

being shown privately and rushing there to see it. And on and on without end. A dizzy, whirling, speeding merry-go-round of events, drinks, meals, etc. . . And if Eastern Flashes has overlooked some of the boys this trip please forgive us, for we're going to bed to catch up on a week's lost sleep—but a great and happy week.

**Convention Data**

The 1939 coin machine exhibit was held at the Hotel Sherman, Chicago, January 16 to 19, under the auspices of the Coin Machine Manufacturers' Association of America, Inc. Headquarters Hotel Sherman, Chicago; James A. Gilmore, secretary-manager. Convention registration approximately 3,500. Banquet tickets sold, 1,200. Number of firms exhibiting, 99. Total number of exhibit booths, 175. The board of directors of the CMMA officially announces that the next annual exhibit and convention will be held at the Hotel Sherman, Chicago, January 15, 16, 17 and 18, 1940.

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6 5c SILVER CHIEFS	35.00
10 JENNINGS 5c BLUE CHIEFS	35.00
4 MILLS 5c INDIAN HEADS	29.50
15 MILLS MELON BELLS	47.50
10 MILLS PENNY (Serial 380,000 and up)	35.00
MILLS BLUE FRONT (360,000-up)	35.00
5 WATLING PENNY	22.50
15 PACES DE LUXE, 1938	39.50
10 PACE 1c COMET	27.50
5 5c WATLINGS	27.50
10 WATLING MINT VENDORS	5.00
5 Genco Bank	37.50
5 Roll	\$29.50
5 Bally Rolls	29.50
20 Merchant men (Dome Top)	27.50
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5 Sunshin	10.00
3 Sunshine Baseball	10.00
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4 Navy	15.00
3 Gold Award	7.50
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2 Western Paddles	35.00
5 Bally Fleetwood	42.00
15 Bally Fairgrounds	45.00
5 Grip Machines	4.95

# Modern Operating Trends

## A Thought-Provoking Article on Some Phases of Operating in These Changing Times

By H. F. REVES, Detroit

The family stopped in at Retailing, Inc., to make some purchases. Mother went over to the food venders, while father stopped to look at the shirt samples. Pressing the button under the sample he selected, he turned the dial to size 16, put in four quarters and got the desired pattern and size wrapped in cellophane. Junior ambled back after putting his penny in the ice cream cone machine and queried:

"Is there a man in there, Papa? What makes the stuff come out like that?" "It's a corporation," said father. "Something like a man but not quite. Once upon a time when they started to have machines like these it took men to run them. They used to call them operators."

Fantastic? Certainly not as far as possible changes in machines may develop, but it is the human side that is more important to us today. If such a condition, the virtual disappearance of the personal operator is clearly within the realm of possibility, it is time to diagnose the situation and see if a remedy is worth while.

Technological changes occur, naturally, as the first thought when causes are sought. They are certainly important changes in styles of machines, and the development of more expensive models means that the individual operator will require progressively more capital. Accordingly, the trend is toward the corporate owner to replace the individual. However, that aspect is not so significant as others.

The principal danger to the continued profitable existence of professional operators, as we know them today, is the location owner who buys his own machines. This topic has been discussed often enough in the trade press and operators appear to be more aware than ever before of the danger today. The policy of any manufacturers and jobbers who sincerely follow an announced policy of selling to operators only is met with enthusiastic approval by the trade, whether in individual conversations or in trade gatherings.

### A Better Operator

But mere awareness of danger is not enough. Positive steps must be taken to retain control of the field in the hands of those who specialize in coin-controlled machines. The foremost weapon in such a fight is improvement of the caliber of men who are operators in every possible respect.

Meeting the individual threat of a location owner who buys his machines is important, as far as the individual operator is concerned, of course. But tactics to meet one or a few such conditions can be devised to meet each such case. Obviously, operators are not going to continue to patronize distributors and manufacturers who are known to follow a policy of location-selling in self-defense. And probably an operator who is clearly proved guilty of such location-selling should be deemed ineligible for the privileges accorded the trade, including association membership. As for the location owner himself there is no need for harsh tactics. A tactful presentation of the operator's side of the case should indicate the value of his services to the reasonable location owner, and the experience of trouble with "my own machines" should speedily prove it.

More important is the trend to limit the field of specialized operators by setting off whole classes of machines in which the normal thing seems to be for the location owner to buy them outright. These are most important in the important service and vending machine fields. In addition, the condition prevails in some sections with bells and similar types of machines, but here local legislation governs the situation so completely and conditions vary so widely that no general trend can be discerned.

### The New Owners

The new owners of machines tend to be corporations or public authorities, and therein lies the danger to the individual. A man or a partnership cannot indefinitely battle the resources of a large corporation, even the competition

is conducted on a gentlemanly plane, and almost solely by the superior financial power of the corporation. The individual is bound to lose out if the lines become drawn too closely, and the condition in this one branch of the industry will naturally be reflected in every other coin machine field.

Take the machines serving industrial locations. The tendency today is for them to be sold outright to the factory, rather than for an operator to place them in the plant on a concession basis. Various types of food venders, including sandwich machines, candy, nut and other venders, are familiar sights around these plants. Mostly today they are owned by a professional operator, but the picture is changing.

It is changing, too, in another respect here—that the outside operator himself tends now to be a corporation rather than a small firm. The operating corporation is of a size large enough to enable it to deal on more or less equal terms with the industrial corporation of average size. A company with thousands of machines out represents plenty in the way of investment and is unlikely to be a one-man outfit, or run by the owner and his few employees.

### Bargaining Advantages

There are some definite advantages to this fact—the relative bargaining equality of the two parties to the contract or agreement for locations in the factory is a very important one. This is the same lesson that labor has learned and made the basic cause of organization.

Again, the adoption of the form of ordinary commercial enterprise, in the corporation, has interested a new type of man in the field—the "independent business man" he is usually called. Actually the term is used here to designate a wide variety of newcomers—the banker who is interested in investing his own or his clients' money, the independent promoter who feels that here is a good field for speculative investment—and who may or may not operate his promotion on a sound basis, the ordinary business man or "capitalist" with some money of his own to invest in a field where he can exercise some degree of control over it, and the executive who finds in this new field an opportunity to bring his recognized business talents new stimulus with the chance of adequate reward. The last type is probably the most desirable of all, and there has been a notable influx of men of this caliber for the past two or three years at the least.

### A New Trend

Without a corporate entity as the basic operating organization, these people would in all probability have never seriously considered coming into the industry. It is up to the operator today to decide whether they are welcome or not and to take such steps as may still be available to follow up that decision.

Personally, I believe that the man of business experience is a desirable entrant into the industry. Some outright promoters are naturally to be discouraged by every legal means, but the tendency toward remote financial control is one that is increasingly prevalent everywhere in our economic structure today, and the coin machine industry cannot expect to be exempt.

### Silver Fox Idea

It is better for operation to be in the hands of men who understand the industry than in those of outsiders—that should be an obvious maxim for the trade. That is why the idea of coin machines as a casual investment for the general public, sold much as promoters tried to get people to "raise" silver foxes a few years ago, is not apt to be finally successful.

In the industry in general passes into the hands of corporations, and those corporations are devoted solely to the machine field, none too great harm will be done. Individual ownership will be out, of course, and there is much to be said in this field for the retention of the values of individual private enterprise. But the whole economic trend of today is away from the small owner of any business, and vastly the larger majority

of small business men fail—it is only the spectacular successes that make the newspaper headlines and create the popular fallacy to the contrary, as borne out by government figures.

### Mortality Is High

Or look at operator acquaintances. How many of those who were in business five years ago are still operating today? Proportionately, very few—most have dropped out to go into some other line of business perhaps—or because they were able to get an old job back. Only a few have been gifted with the money-making ability to run a business of this type for very long, and they are the ones who would become the executives of corporate operators if they dominate the future.

More than that, these men would actually control operating policies pretty much, rather than the remote stockholders or financiers. Experience in other industries shows that the active managers or "engineer group" as Veblen, probably America's greatest economist, called them, actually control the destinies of corporations of diffused ownership for the most part. Typical examples may be found in the General Motors Corp., run more by its managers than its stockholders; in life-insurance companies, and in the great theater chains which, altho pretty well under majority ownership of the great electrical manufacturing companies, are generally controlled by their own executives. The same thing would happen in the coin machine field.

### No Rosy Picture

This does not look like a rosy picture for the future of the average operator, but possible facts should be faced clearly. It is not necessary to have such a situation occur, and steps could be taken today to prevent it. But even now it may be too late to reverse economic trends toward bigness, and efforts might have no more effect than King Canute did in sweeping back the ocean with a broom.

Obvious defense measures would be legislation restricting the number of machines one operator may have, either in quantity or value. A bill having provisions of this type, altho for a different purpose, was introduced last year in one State Legislature in connection with proposed legalization of slot machines so that the idea is considered a definitely practical one. Another step would be the progressive taxation of machines, so

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Automatic Vendor 1c Peanut Mach.	3.95
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A column about new salesboard ideas, deals and personalities.

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Associate Office: ATLAS AUTOMATIC MUSIC CO.,  
3151 Grand River Ave., Detroit, Mich. Cable Address: "ATNOVCO."

## AMERICA'S LARGEST DISTRIBUTORS

that the larger operator would pay a proportionately heavier tax per machine than the smaller operator. This could conceivably progress toward the point where operation of more than the supposedly desirable number of machines would become so burdensome as to be profitless. Just exactly this principle has been used by several States to tax chain stores in an effort to eliminate chains of more than a few units. Legal loopholes have been found, of course, and a careful study would be required to draft legislation that would be both constitutional and foolproof.

But there is another possibility, too—briefly indicated earlier in this article—that the operator of the future in large measure will be neither the individual we know today nor the corporation that appears to be in line with the trend of the times, but the location owner.

Suppose these industrial location machines are sold outright to the factory in which they are placed. Washroom service machines of several types are so hadled today, and more are in the course of development, such as a roller towel vender which slips the towel down one space when a penny is deposited. Machines of this type, with the increasing mechanization of our civilization, are likely to become increasingly important. In a large plant the management may not want outsiders coming in to service the machines. Even today operators of routes of this type report extreme secrecy guarding their service calls—guards may be assigned to see that they go only where they are supposed to, do not take pictures, or loiter en route. When the machines can be serviced by the factory location owner with reasonable satisfaction, he may readily prefer to buy them himself.

#### New Sales Policies

Manufacturing sales policies would not survive in the face of concerted effort toward this end, and serious thought must be devoted toward solving this problem. By their inattention operators have already allowed several fields of factory locations to be alienated. One thing is certain—legislation is not the remedy here. It would be impossible to convince any Legislature that the needs of the coin machine industry were paramount here in the face of potential united opposition from general industrial manufacturers. Another more feasible course would be union of manufacturers in this industry with those in others thru such a medium as the National Chamber of Commerce in order to have a common meeting ground when the issue is clearly joined.

#### Operators Caught Napping

Operators have already been caught napping, as newer types of machines have come out, and the industry has suffered from a lack of sufficient foresight. Just at the beginning of the great depression industry leaders were almost Messianic in their views to the effect that about anything from hairpins to locomotives could be sold by vending machines. But the natural reaction of disappointment when this excessive enthusiasm waned has brought several long years of apathy. Others have come in to profit where forward-looking operators might have merely added to an established business by taking over new types of legitimate service and vending machines as they proved marketable.

The outstanding example at the pres-

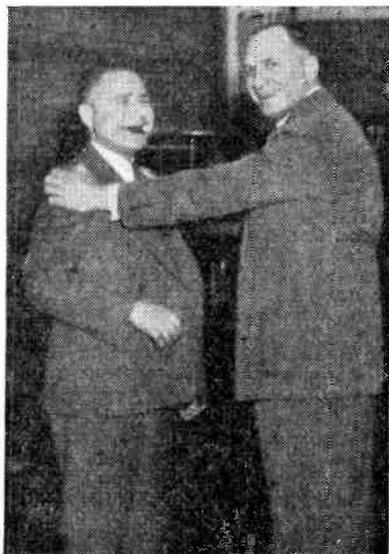
ent time is the parking meter—so thoroly is this thought of as municipally owned that few operators even realize that it is a coin machine, as numerous personal conversations have testified. Where a public authority is concerned conditions may make it necessary for ownership to be public. But even this has numerous exceptions as proved by both the rental agreements some cities have made on parking meters and the private ownership of many public wash-room service machines. A public utility may also require outright sale of machines—certainly it is hopeless to try to break into the field of coin-controlled telephones. Yet there is an attachment on the market for dial telephones in private offices or homes which allows meter control by the private owner, so that even this rule has its exceptions.

This article has surveyed the possible changes in coin machine ownership in the next few years. Nothing is yet inevitable, but it is high time for operators to start thinking about what they are going to do to meet the various possibilities.

The one genuine opportunity that the private operator has to maintain his position in the field is to be alert to the development of the industry and see that ownership of new types of machines as soon as they have passed the trial and experimental stage is in the hands of operators as we know them today. And if they do that there will still be operators in A. D. 1950.

## New Orleans

NEW ORLEANS, Jan. 21.—While distributors of the Crescent City area find it's difficult to sell pin games since the first of the year, the slow movement was attributed to waiting attitude of operators to see what the manufacturers had to offer at the CMMA show. With



HENRY NELSON (left), of Detroit, gets a hearty greeting from another member of the Nelson clan, Jack Nelson, vice-president of Rock-Ola, on a recent visit to the Rock-Ola plant.

the show over, business should perk. On the other hand, coin phonograph ops have heard and seen and are buying at a brisk rate to result in the best turnover in many weeks. Such prominent lines of phonographs as Wurlitzer, Rock-ola, Seeburg and Capehart are moving steadily as distributors display new ideas.

Victor Durel Jr., connected with service departments of local distributors for several years, has organized his own pin and coin-phonograph operating company. The firm, with headquarters at 2720 St. Philip street, is called the Peter Pan Amusement Co.

Several good-sized individual sales of new Wurlitzers during the past week are reported by the Jules Peres Novelty Co., Wurlitzer agent. Joe Mongonia, over-the-river op, took five 24 models, while Ben Neubauer, one of biggest music operators in the State with headquarters in Thibodaux, replaced some of his old stock with 1939 Wurlitzers.

George Brennan, prexy of the United Music Operators' Association, proudly displays a combination radio and liquor cabinet renovated from an old Mills 811 model phonograph. President Brennan has one of the finest equipped inner offices in the city of New Orleans.

The Jules Peres Novelty Co. announced the opening recently of the Midway Sportland at 138 St. Charles street, just off the city's main stem, Canal street. Peres has appointed Peter Calamari as manager of the spot, where about a dozen of the latest novelty games have been located, as well as a claw machine and a 716 model Wurlitzer.

New Orleans operators and distributors are extending their sympathies to Frank Anselmo, phonograph operator, whose father, Anthony Anselmo, died after a short illness recently. Also bereaved is Robert H. Blush Jr., former operator for many years, whose father, Robert H. Blush Sr., prominent boat builder, died recently aboard his houseboat on Bayou St. John.

The rural boys continue to flow into the city for new pin games and slots, according to F. W. King, of the C. & N. Sales Co. Among those who stopped in for new games recently were Adam Legere, of Kaplan; J. F. Young, of Madisonville; Sam Lewis, Joe Canglosi and George Duplex, all of Plaquemine, La.

Personnel of the Bell Distributing Corp. presented their secretary, Ruth Henchel, with a beautiful wrist watch studded with diamonds for her birthday on January 10. Ruth would not tell her age. The company entertains increasing number of out-of-town visitors these days, according to Emil Iacononelli. Among those in to look over the first arrivals of new O. D. Jennings' Dixie Belle slots were Pete Fontana, Plaquemine; J. Carolla, Slidell; Ralph Gore, Bogalusa, and dozens of others.

Two of the city's largest candy manufacturers continue to report a heavy movement of confections via the board route. Brought before city officials recently regarding salesboard uses, Roy Bartlett, general manager of the Jacobs Candy Co., possibly one of the largest chocolate makers in the South, vindicated their use as a legitimate way to dispense of staple goods. Morel Elmer, head of the Elmer Candy Co., is another one who lauds the use of boards as a merchandise vender of success.

## Lucky Lucre Draws Crowd

CHICAGO, Jan. 21.—"Considerable interest and excitement centered about the H. C. Evans & Co. booths at the show," commented a company spokesman. "Volumes of orders were written as they displayed for the first time the promised trend-making creation for 1939. Chief attraction seemed to be Lucky Lucre and Royal Lucre, two consoles incorporating new ideas in bell play.

"Lucky Lucre accommodates five players at one time with a separate coin chute and payout cup for each. It provides earning capacity stepped up fivefold. Odds are from 3-1 to 19-1, and

# One Mills Bell FREE!

with Every 10 Purchased

Final Day January 31st 1939

Write for Details

Mills Novelty Company

4100 Fullerton Ave., Chicago

truly amazing

# VANAK

## SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write

A. DALGIN CO.  
4311-13 Ravenswood Ave., Chicago.

there is a jackpot of \$5 or more guaranteed in nickels for each player.

"Royal Lucre was literally stormed by enthusiastic crowds which wanted to see how the new selective bell play operates," said a company official. "Equipped with the new 1939 improved Evans seven-coin head, this machine permits seven selections at one time.

"Lucky Star, a very compact console about half the usual width of consoles, was a thriller to the crowds. Seven selections of numbers are possible, each number representing its own odds.

"The familiar Galloping Dominos and Bang Tails, with their new 1939 features, jackpots and skill attachments, were highly received by the trade. Rolletto Sr. captured players' fancy. By-a-Blade and the Profit-Sharing phonograph also attracted flocks of interested visitors."

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ASK ANY ONE WHO SAW THEM  
AT THE COIN MACHINE SHOW  
THE GREATEST OF ALL 5-BALL NOVELTY TABLES

EXHIBIT'S 'CHIEF' ALSO IN STRAIGHT NOVELTY MODEL  
FREE PLAY

EXHIBIT'S 'REQUEST' WITH FREE PLAY FEATURE

AND THE SENSATIONAL CONSOLE HIT

EXHIBIT'S 'LONGCHAMP' FOR LESS THAN 100.00  
1939

THANKS A MILLION—for the Many Orders

You Placed for These Exhibit Winners

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

## List of Exhibitors At the 1939 Exhibits

By E. HILMER STARK

Associate Coin Machine Editor

CHICAGO, Jan. 21.—On exhibition at the CMMA Convention and Coin Machine Show, January 16-19, were a wide variety of all types of coin-operated equipment, parts and supplies, salesboards, premium merchandise and other products of the industry. Comment was to the effect that the display was completely representative of the industry and that the products on exhibition were worthy of representing the industry.

Upon the opening of the show Monday morning, January 16, widespread interest was shown in the products of the exhibitors. As the show developed coinmen indicated their favorites in each booth. Word of these featured items spread and a great deal of interest was shown as coinmen crowded around the booths. *The Billboard* noted these choices and in the following directory lists what may be considered to be the outstanding attraction of each booth. While interest was strong in regard to all items on display, particular attention was directed to one or several products. It is these featured choices upon which this article will comment.

Names of exhibitors, the products on display and company representatives are given. If omissions have been made we will be glad to have notice of same. In a few cases full information was not received from the firms exhibiting. This list may be filed by operators for reference purposes, or our information service will be glad to reply to inquiries about machines, sources of supply, etc. Address Coin Machine Editor, *The Billboard*, 54 West Randolph street, Chicago.

A. B. T. MANUFACTURING CORP., 715 North Kedzie avenue, Chicago, Ill. Displayed coin chutes, coin detectors, Target Skill Games. Represented by Miss K. Campinosi. In this exhibit particular attention was focused on the new A. B. T. coin detector chute. An interesting feature was the projection of actual operation of the detector on a screen thru a system of mirrors. The new Red-White-Blue Target Skill game, complete with three reels which stop individually when the target is hit, was shown. Awards may be made on the color combination brought up on the reels.

ACME AUTOMATICS, INC., 950 Wrightwood avenue, Chicago. Displayed games in private room. Represented by Sol Silverstein, Anita Moy. Much attention was attracted to the Acme game, China Boy, by having several Chinese girls seated at the booth. To all inquirers they handed a card directing them where they might see the Acme games.

ACME F. & M. CO., 1330 West Monroe street, Chicago. Displayed salesboards and pushcards. Represented by Jack Morley, Allan A. Secter, D. B. Freedman, Jack Fried. The bell machine idea of awards based on combination of cherries, lemons, bells, etc., transferred to a salesboard attracted much attention. The firm called particular attention to the printing on boards and the four-color tickets.

AD-LEE CO., 825 South Wabash avenue, Chicago. Displayed games and merchandise vending machines. Represented by Lee Felsenthal, Jerry Werthimer, LeRoy Felsenthal, Jud Ryno, Ed Steinberg. Zig-Zag, penny or nickel flipping machine with ball gum attachment, was featured.

ATLAS NOVELTY CO., 2200 Western avenue, Chicago—also Detroit and Pittsburgh. Distributors of phonographs and other machines. Represented by Eddie Ginsburg, Morrie Ginsburg, B. B. Van Weiss, Art O'Melia, J. Mike Kratze, Irv Ortiz, Allen J. Stern. As distributors, this firm had many machines on display, all of which attracted attention.

AUTO-MATIC ALARM SYSTEM, 3130 South Wabash avenue, Chicago. Displayed automatic alarm. Represented by J. Schwartz, S. Schwartz, June Joy, Art Schwartz. Many operators were interested in this item to protect both their equipment and automobiles.

AUTOMAT GAMES, 2425 West Fullerton avenue, Chicago. Displayed bulk merchandise venders. Represented by H. F. Burt, John Roth, Sally Besey. The newest Automat vender, the Silver King, attracted much attention. Automat showed a trio of machines, two bulk venders and a weight scale, used as one

unit. The new idea is that a customer by inserting his coin in the vender can also get his weight free.

BALLY MFG. CO., 2640 Belmont avenue, Chicago. Displayed amusement games, bells, beverage venders. Represented by Ray Moloney, Jim Buckley, George Jenkins, George Moloney, John Chrest, Herb Jones.

Bally's beverage vender attracted widespread interest as did Hawthorne, Grand National and the Bally Bell. Altho not displayed until the day before the close of the show, a new Bally machine, Chesterfield, attracted many coinmen. Chesterfield utilizes the cigaret award idea in conjunction with a bumper game.

BEARSE MFG. CO., 3815 Cortland street, Chicago. Displayed phonograph covers. Represented by J. H. Erickson.

BAKER NOVELTY & MFG. CO., 643 Kedzie avenue, Chicago. Displayed phonograph replacement cabinet. Report not received.

BLACKHAWK MFG. CO., 1823 West Berteau avenue, Chicago. Displayed salesboards. Represented by Mort Secore, J. H. Sullivan. A wide variety of boards in attractive designs was shown.

BLOCK MARBLE CO., 4919 North Eighth street, Philadelphia. Displayed coin machine parts and supplies. Represented by Harry Block, Alfred Block. Block's tool kits and carrying cases interested many operators. The tool kits are made especially for operators.

BUCKLEY MFG. CO., 4223 West Lake street, Chicago. Displayed amusement games, merchandise and service machines. Represented by E. H. Tennyson, G. A. Tennyson, Les Stivers, Ed Sceley, Herb Wayman, Pat Buckley, John Buckley, F. A. Parsons, E. G. Erlander.

Of the many interesting consoles in the Buckley booths, the one most frequently mentioned by operators was Colors, latest Buckley release.

CAILLE BROS. CO., 6210 Second boulevard, Detroit. Displayed bells. Represented by M. Caldwell, L. L. Blake, R. Altman, H. C. Strayer. Caille's bells are de luxe editions. They were shown in the console models as well as the regular models.

CENTRAL MFG. CO., 736 Tilden street, Chicago. Displayed vending machines and stands. Attractive, efficient stands for all types of equipment found a readily appreciative audience.

CHICAGO COIN MACHINE MFG. CO., 1725 West Diversey boulevard, Chicago. Displayed amusement machines. Represented by Sam Wolburg, Sam Gensburg, Phil Robinson. Attractive light-up games exhibited by ChiCoin, such as Miami, Alps, Trophy and St. Moritz, attracted many. The junior pin game, Little Dandy, drew much comment.

CENTRAL STAND MFG. CO., 59 East 26th street, Chicago. Displayed coin machine stands. Represented by P. Rich. Central recommends these stands for all types of equipment demanding sturdy construction and pleasing appearance. Stands for phonos also.

CHICAGO LOCK CO., 2024 North Racine avenue, Chicago. Displayed cylinder locks and coin chutes. Represented by W. C. Shinn, L. B. Shinn, L. B. Herrick, O. A. Blohm. The new tubular lock offering new efficiency in operation and protection from picking was displayed.

CHICAGO WHOLESALE CO., 777 West Van Buren street, Chicago. Displayed premium merchandise. Represented by S. B. Kaller. An interesting and successful premium item, the Charlie McCarthy radio, was presented.

CHURCHILL CABINET CO., 2119 Churchill street, Chicago. Represented by D. Luster, S. T. Gullicksen. Churchill is manufacturer of cabinets for coin-operated equipment used by large manufacturers of games.

COAN-SLETTELAND CO., 2070 Helena street, Madison, Wis. Displayed candy bar and fruit-vending machines. Represented by J. W. Coan, Perry A. Slette-land, R. W. Coan, U. S. Akely. The fruit vender, capable of vending almost every fruit, attracted much attention, as did the candy bar machines. The latter carry a large variety of bars and allow the customer to select which one he wants.

WILLIAM CORCORAN CABINET CO., 2739 West Chicago avenue, Chicago—also San Francisco. Displayed phonograph replacement cabinet. Represented

### GUARANTEED BARGAINS IN RECONDITIONED MACHINES

PAY TABLES.		Track Time (Grey Head)	
Across the Board	\$45.00	Bally's Skill Field	\$59.50
Ak-Sar-Ben (Multiple)	49.50	'38 Skill Time	149.50
Air Derby	14.50	Turf Special	39.50
Beat 'Em (Multiple)	16.50	Ritz	30.00
Bumpalite	12.50		
Carom	10.00		
Centersmash	12.50		
Challenger	5.00		
Classic	10.00		
Gottlieb's Derby Day	14.50		
Foto Finish	14.50		
Galloping Plugs	6.50		
Bally's Golden Wheel	12.50		
Gottlieb's Hi Card	14.50		
Gottlieb's Hit Parade	14.50		
Hit & Run	12.50		
Lite A Pair	6.50		
Pikes Peak	12.50		
Turf Champs (Ticket Models)	17.50		
Preakness	\$22.50		
Fleetwood	42.50		
Fairground	48.50		
Sport Page	89.50		
New Deal	7.50		
One-Two-Three (Reverse Reels)	49.50		
Quinella (Multiple)	49.50		
Rocket	14.50		
Winner	12.50		
One-Two-Three (Late Model)	99.50		
CONSOLES.		NOVELTIES.	
Dark Horse	\$35.00	Ball Fan	\$ 4.95
Jennings Derby Days	39.50	Bally Reserves	17.50
Exhibit Races (seven coin head)	45.00	Home Stretch	11.00
Rays Track	39.50	Leatherneck	5.00
Track Time Red Head	89.50	Long Beach	12.50
		Mad Cap	3.95
		Ricochet	5.00
		Regatta	49.50
		Speed King	14.50
		Zetas	29.50
		Oscar	39.50
		Fleet	27.50

1 QUALIFIED (Free Play) \$89.50

SURPRISE SPECIAL—OHIO DERBIES (Counter Game) \$10.00 Each.

WE BUY, TRADE OR SELL.

We Also Carry a Complete Line of New Equipment From All the Leading Manufacturers.

1/3 Down—Balance C. O. D.

AVON NOVELTY SALES CO., Inc. 2923-25 PROSPECT AVE., CLEVELAND, OHIO.

## FLASHY TICKETS

FOR JAR DEALS

Many Colors Many New Deals

BAR . BELL . FRUIT

Slot Symbols on Ticket . . . . . 5 Colors

AMERICAN EAGLE

Numeral Tickets Over Red, White and Blue . . . . . 4 Colors

DOUBLE ACTION

Combination Tickets With Double Combinations on Each Ticket. All Play Double and May Win Double.

WHEELING NOVELTY CO., Inc. 57 14th Street Wheeling, W. Va.

### SPECIALS !!

PARAMOUNT RE-SERVE "A" \$59.50  
PARAMOUNT NOVELTY "B" 59.50  
PARAMOUNT FREE PLAY "C" 59.50  
WORLD'S FAIR 39.00

### THESE WILL GO FAST

Bally View \$32.50  
Daily Dozen 12.50  
Arcades 20.00  
Atlantic City 12.00  
Snappy \$16.00  
Suspense 34.50  
Gaytime 16.00  
Magic Ball (Floor Sample) 75.00

1/3 DEPOSIT WITH ORDER, BAL. C. O. D., F. O. B. N. Y.

JOHN A. FITZGIBBONS, 453 W. 47th St., NEW YORK

### WE BUY, SELL AND EXCHANGE

WANTED TO BUY.		FLASHERS \$45.00	
Grandstands,		Foto Finish	\$12.50
Winning Tickets,		Sport Page	100.00
Handicappers,		Air Races	10.00
CONSOLES FOR SALE.		Zeta	\$32.50
Track Times, Grey Head	\$60.00	Bally Reserve, Late Mod.	20.00
Track Times, Red Head	85.00	Homestretch	10.00
Derby Day	39.50		
Liberty Bell	39.50		
Tanforans	39.50		
1938 Bally Skill Field,			
Like New	50.00		
PAYOUT TABLES.		NOVELTY TABLES.	
Fairgrounds	\$52.50	Bally Reserve, Late Mod.	20.00
Preakness	22.50	Homestretch	10.00
Heavyweight	12.50		
Rover	25.00		
Derby Time	75.00		
Derby Days	12.50		
Center Smash	10.00		
Carom	10.00		
Mills 1-2-3, Rebuilt.	59.50		

CLEVELAND-CHICAGO AMUSEMENT SALES CO. CLEVELAND, O.  
2729 PROSPECT AVENUE.

THE LAST "WORD" IN YOUR LETTER TO  
ADVERTISERS, "BILLBOARD"

**I SAVED \$5.00**  
**I SAVED \$10.00**  
**I SAVED \$15.00**

**ALL OPERATORS AND JOBBERS ARE SAVING \$5.00 TO \$15.00 BUYING MILLS VEST POCKET BELLS FROM JOE CALCUTT!**

**HERE'S HOW . . .**  
Because Joe Calcutt has Vest Pocket Bells IN STOCK—PRE-TESTED, PACKED and READY FOR INSTANT DELIVERY—Your Wire, Phone Call or Letter actually brings you this sensational BIG Money-Maker OVERNIGHT! THE TIME YOU SAVE GETTING ON LOCATION EARNS YOU AN EXTRA \$5.00 TO \$15.00! HURRY! SAVE MONEY! RUSH YOUR ORDER to Joe Calcutt NOW!! Over 5,000 Vest Pocket Bells SOLD in LESS THAN 90 DAYS! By ordering from Joe Calcutt you'll BE FIRST to CASH IN "SILENTLY" with Mills Vest Pocket Bell!!!

**\$49.50**

1/3 dep. with order. We ship bal. C. O. D.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. Cable Address: COINSLOTS

by Bill Corcoran, E. George Bennett, Bud Yeager, Jim Ashley. A replacement cabinet with effective color display.

**CRABB MFG. CO.**, 4313 Lincoln avenue, Chicago. Displayed astrological vending and amusement machines. Represented by J. M. Hayes, Earl Crabb, Chas. Corrigan, Bill Dickson, Al Williams, W. W. Weaver. The ever-popular astrological machine continues to attract the customers. A new machine, The Question Girl, is reported to have received a large play.

**DAVAL MFG. CO.**, 325 Hoyne avenue, Chicago. Displayed amusement tables and counter games. Represented by A. S. Douglas, H. Levine, B. Shafran, M. Lutzke, I. D. Rotkin, E. Marley, A. Levine, D. Helfenbeim, Wm. Shafran. Side Kick and Double Treasure, recent Daval table games, attracted more than their share of attention. Daval's line of counter games drew many coinmen to see it in operation.

**ELECTRICAL PRODUCTS CO.**, 6535 Russell street, Detroit. Displayed locks, electropaks, rectifiers, Chereton cordless iron. Represented by Harry Chereton, Homer Dodge, P. W. Olson, O. P. Smith. Premium men and particularly their wives manifested much interest in the cordless iron.

**ETCHING CO. OF AMERICA**, 1520 Montana street, Chicago. Displayed etched name plates. Represented by C. M. Owens. Many of the largest manu-

facturers are using the products of this firm to identify their machines.

**H. C. EVANS & CO.**, 1528 West Adams street, Chicago. Displayed amusement machines. Represented by R. W. Hood, Rex Schriver, Len Brand, Bob Schwarz, Clarence Schuyler, Walter Farmer, Walter Sobaski. Often commented upon, the first electrical bell machine, Lucky Lucre, was exhibited. In a console model with seven coin chutes, Lucky Lucre will speed up play by allowing all those desiring to do so to play at once.

**EVANS NOVELTY CO.**, 946 Diversey avenue, Chicago. Displayed premium merchandise. Represented by Sally Spivik, Jack Bazelon, M. Sachs. The novelty merchandise of the present day was shown here and proved attractive to deals men.

**EXHIBIT SALES CO.**, 423 Market street, Philadelphia. Displayed premiums and novelties. Represented by Phil Greenspan, Frank Kur, C. L. Palmore, Morris Wolf, Sid Kur, Irvin Derfler. Salesboard merchandise in attractive variety attracted many operators to this booth.

**EXHIBIT SUPPLY CO.**, 4222 West Lake street, Chicago. Displayed amusement tables, diggers and consoles. Represented by Leo J. Kelly, J. Frank Myer, Harry Hoppe, Harry Williams, Perc C. Smith, Bill DeSelm. Longchamp, a junior console with mystery selections and awards, is due for a long production run if operator opinion is correct. Motor Race, a two-man console game, is operated by two competitive controls, each seeking to utilize the one line of current operating both model cars.

**FILBEN MFG. CO.**, 1360 University avenue, St. Paul, Minn. Displayed the Filben "Mercury" phonograph. Represented by W. M. Filben, Ralph H. Munson, Leonard E. Baskfield, Harold Reed. Filben's booth featured a phonograph mechanism which was in constant operation demonstrating the simplicity of features.

**PHILIP FLORIN, INC.**, 255 Fifth avenue, New York. Displayed premiums. Leather premiums of all kinds, suitable for all types of premium deals drew interest.

**GENERAL ELECTRIC CO.**, 350 North Ogden avenue, Chicago. Displayed radios and clocks. Represented by R. B. Gamble. According to the company representative, this is the first time G. E. has exhibited at a coin machine show. Radios and clocks displayed were for use as premiums.

**GARDNER & CO.**, 2309 Archer avenue, Chicago. Displayed salesboards. Represented by E. J. Granger, Irwin Feitler. A large display of almost every conceivable type of salesboard was available for inspection.

**GAM SALES CO.**, 1319-20 South Adams street, Peoria, Ill. Displayed salesboards. Represented by M. G. Sax, Phil Sax, R. H. Roberts, John Schotzell, Paul Fargussen, Ralph Smith. Salesboards for every kind



**ROY L. MEFFORD**, Indiana and Michigan representative for Werts Novelty Co., has been with the firm for six years. He led the sales force in 1938 in total volume of sales.

**Meet Chubbie's Twin**

**Free Play Chubbie**

**You'll like Free Play Chubbie. In addition to the free game feature, it has all the tantalizing play appeal of Chubbie. The 15 numbered and illuminated bumpers, the unique extra ball feature — and the five ball play. It's fully metered and priced**

**at only \$84.50**

**Stoner Corp. AURORA, ILL.**

**YOU SAVED MY LIFE!**  
THANKS—STONER CORP.,  
For Sending Us Those

**CHUBBIES**

KEEP ON SENDING THEM!  
Herman Budin.  
Operators and Jobbers Write for Complete List of Used and New Games at Lowest Prices.

**BUDIN'S SPECIALTIES, Inc.**, 174 S. Portland Ave., Tel: BROOKLYN, N. Y. Nevins 8-7528

**POKER BOARD!**

**5-PAT-HAND-4-5 \$25.50 \$10 \$30 \$50**

**hand, and pay off in the same way as in the actual game. Royal Flush wins chance to punch in Table Stakes jackpot with the possibility of winning \$25. Weekly Commitments invited.**

**We sell to operators only; inquire for full details.**

**SUPERIOR PRODUCTS**  
14 N. Peoria St. Chicago, Ill.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

*Chicago Coin's*  
**MIAMI**  
*Ask any Operator - he'll tell you it's Tops!*

**MIAMI NOVELTY** \$79.<sup>50</sup>  
**FREE GAME MODEL** \$89.<sup>50</sup>

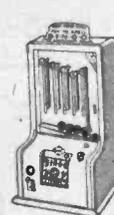
**CHICAGO COIN MACHINE MFG. CO.**  
 1725 DIVERSEY BLVD CHICAGO, ILL.

THE MAJORITY OF OPERATORS WILL WANT **MAJOR** . . . WHEN THEY SEE IT!

**INTRODUCING!**  
 A NEW 1c COUNTER SKILL GAME  
**"CRISS CROSS" GUM VENDOR**  
 LEGAL EVERYWHERE

The idea is to skillfully tap 3 rubber balls in a straight line in any direction. Looks Easy, But Oh My! CRISS CROSS has been "location tested" and definitely proven a winner! **BE FIRST IN YOUR TERRITORY! ORDER CRISSCROSSTODAY!**

A Ball of Gum Vended for Every Penny. Tested "Payout" Cards Included with Each Machine. For "Long-Life" Profits Operate CRISS CROSS AND BINGO. **OPERATORS' PRICE \$17.50** ATTENTION! Distributors and Promotion Salesmen! Ask for Our Offer!

**D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.**

**ONE HALF FREE**  
 Brings in the Cash  
 1500-Hole F-4885  
 Takes in . . . . \$37.50  
 Pays out . . . . \$20.00  
**PRICE \$1.17 EACH**

Write for new prices on Thick and Semi-Thick Boards

**CHAS. A. BREWER & SONS**  
 The Largest Board and Card House in the World.  
 6320 Harvard Ave.  
 Chicago, U. S. A.



**SUBSCRIBE TO THE BILLBOARD**  
 Be Ahead of the Crowd

of location were shown at the booth. **GAY GAMES, INC.**, 422 E. Howard street, Muncie, Ind. Displayed jar games. Represented by Guy E. Noel, R. C. Parsley, F. O. Lunsford, Smith Vreeland, Chas. Cannon. Gay Games featured a board ticket deal called Bundle of Dollars. They reported that they are not able to keep up with orders on this deal.

**GENCO, INC.**, 2621 North Ashland avenue, Chicago. Displayed amusement games. Represented by M. Gensberg, Bert Lane, Fred Iverson, Ed Lavander. Bubbles, Stop & Go and Klick were on exhibit at the Genco booth and all received a good play from interested operators. This firm emphasizes novelty pin-ball games.

**D. GOTTLIEB & CO.**, 2736 North Paulina street, Chicago. Displayed amusement games. Represented by Dave Gottlieb, Nate Gottlieb, Sam Leiberman, Marty Reese, Frank Doyle. Gottlieb featured Track Odds, well known for its reserve feature, multiple and reserve step-up feature. Grip machines enjoyed a prominent place in the display.

**GRAND NATIONAL SALES CO.**, 2304-6 Armitage avenue, Chicago. Displayed amusement machines. Represented by Albert Sebring, John Agard. Principal feature of this group of counter games was the interchangeability of the mechanisms and possible dial changes. Principle of the game is the spinning turntable.

**GREAT STATES MFG. CO.**, 1605-9 East 39th street, Kansas City, Mo. Displayed candy and cigaret venders, bulk venders and games. Represented by G. Patton, A. E. Sandhaus, M. E. Sandhaus. Penny-flipping machines, enjoying a comeback, are now being made by Great States. In Flip-A-Kopper pennies are flipped at three tubes by a mechanical device.

**GROETCHEN TOOL CO.**, 126 North Union street, Chicago. Displayed amusement machines. Represented by Richard Groetchen, Karl Klein, Audy Vordack, Al Merzec, W. G. Peters, J. O. Bates. A new target gun built to resemble an anti-aircraft gun, complete with long elevated barrel and whirling planes as a target, brought many coinmen into the Groetchen booths. The Metal Typewriter and Skill Jump enjoyed more than usual interest.

**L. S. GROSS CO.**, 2047 North Wanamaker street, Philadelphia. Displayed Radio Archery and Film Radio Rifle. Represented by L. S. Gross. While the Film Radio Rifle is not a new idea, the idea of a bow and arrow instead of the usual gun is novel. The old game mechanism can be used with new mounting. Gross has also made an archery unit which may be used on ray machines.

**GUARDIAN ELECTRIC MFG. CO.**, 1621 W. Walnut street, Chicago. Displayed service kits, perpetual fuses, replacement parts. Represented by A. J. Steere, Lee Howard, J. J. Rowell, M. M. Rowell. Guardian is essentially a supplier of parts to manufacturers and operators. Their exhibit displayed the various parts used in coin machines.

**KARL GUGGENHEIM, INC.**, 160 Fifth avenue, New York. Displayed charms for use in bulk venders. Represented by Karl Guggenheim, Herbert W. Aronson.

**No Closed Territory with this Profit Maker**

Sell and operate Trading Post, the 100% legal safeboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B30K97. Packed two in carton. Each, **\$5.95**

**LOTS OF 12, EACH, \$5.75.**

No. B30K86—HORN OF PLENTY—Smaller deal as above. Flashy 3-Color Display. 59 Pulls Takes in \$5.90. Sells to Dealers at \$4.45. Your Cost, Each, **\$2.95**

**LOTS OF 10 Deals, Each, \$2.75.**

**WRITE — WIRE TODAY.**

25% Deposit on C. O. D.

**JOSEPH HAGN CO.,**  
 Manufacturers and Distributors,  
 217-223 W. Madison St., Chicago, Ill.

**McCALL'S WEEKLY SPECIALS**

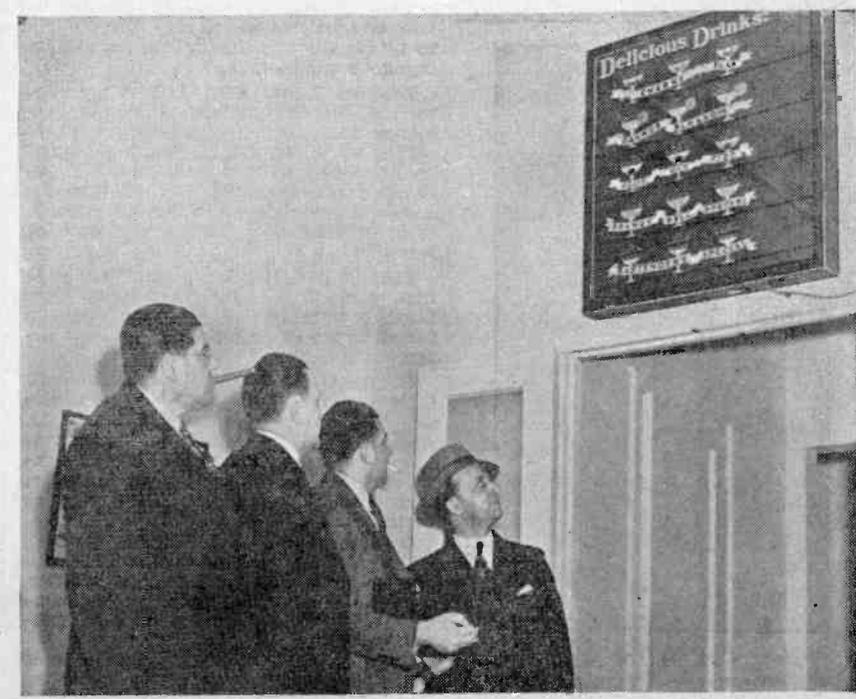
NOVELTY GAMES	\$14.50
TURF KINGS	11.50
CARNIVAL	6.50
HOME STRETCH	9.50
STONER'S RACES	4.50
HAPPY DAYS	10.50
LONG BEACH	4.50
LIGHTS OUT	6.50
EXCEL	24.50
BATTER UP	8.50
CARGO	12.50
MERCURY	17.50
RUNNING WILD	4.50
TRACK MEET	8.50
ELECTRIC SCOREBOARD	22.50
MYSTIC	9.50
SILVER FLASH	5.00
SKIPPER TICKET GAME	5.00

WE BUY, SELL OR EXCHANGE.  
 3147 Locust St.,  
 St. Louis, Mo. **McCALL NOVELTY CO.**

Novel designs in various colors to be used as trade stimulators in bulk venders were shown.

**HAMILTON ENTERPRISES, INC.**, 727-31 Holmes street, Kansas City, Mo. Displayed Mickey Mouse bulk vender and ball gum. Represented by A. T. Hamilton, Hugh G. Hamilton, C. B. Couch. A new model bulk vender featuring the Disney characters was shown. Ball gum with the same characters stamped upon the ball were displayed for Mickey Mouse gum venders.

**HAMILTON MFG. CO.**, 413 South Fifth street, Minneapolis. Displayed salesboards. Represented by Archie Benham, Leo L. Bordman, James W. Graham, Herman M. Simmerman, Frank S. Records, Graff F. Wolfe, Morris Montag. Bril-



VISITING COINMEN look over Keeney's new remote control wall game at the recent Keeney private showing.

# CLOSE OUTS

By VEMCO

Precision Rebuilt — Guaranteed Mechanically Perfect.

Phone, wire or mail your order today.

(All equipment listed is offered subject to prior sale.)

## ONE BALL AUTOMATICS

- 16 BALLY FLEETWOODS.....\$38.50
- 2 BALLY KLONDIKES.....49.50
- 7 BALLY STABLES.....31.50
- 3 BALLY BREAKNESS.....31.50
- 4 BALLY ARLINGTONS.....34.50
- 2 BALLY ROVERS.....29.50
- 4 GOTTIEB FOTO FINISH.....12.50
- 12 MILLS One-Two-Three Tables.....31.50
- 2 MILLS BIG RACES.....27.50
- 2 WESTERN QUINELLA (Sgls. slot) 32.50

## GUARANTEED SLOTS

- 15 MILLS 5c BLUE FRONTS.....\$49.50
- 21 MILLS 5c CHERRY BELLS.....59.50
- 12 MILLS 5c MELON BELLS.....69.50
- 1 MILLS 5c Yellow Front Mystery Gold Award Bell.....39.50
- 2 MILLS 25c Escalator Double Jackpot Front Venders.....21.50
- 1 MILLS 50c Blue Front Mystery Bell 59.50

## AMUSEMENT GAMES

- 27 BALLY RESERVES.....\$18.50
- 1 BALLY VIEW.....37.50
- 1 GENCO RECORDER with Free Game Slot.....22.50

## MISCELLANEOUS

- 1 BALLY FOUR HORSEMAN.....\$139.50
- 1 JENNINGS Flat Top Derby Day Console.....42.50
- 4 BROWN Cabinet Paces Races.....167.50
- 2 BLACK Cabinet Paces Races.....99.50
- 1 ADVANCE SHOCKER.....6.75
- 2 BALLY BABIES.....6.75
- 3 BUCKLEY CENT-A-PACKS.....9.75
- 2 BENNETT LUCKY PACKS.....12.75
- 4 BENNETT DEUCES WILD.....12.75
- 3 DAVAL JOKER WILD.....12.75
- 2 DAVAL TALLY.....14.50
- 7 DAVAL SMOKE REELS.....14.75
- 1 BALLY MILL WHEEL.....6.00
- 1 GOTTIEB MIDGET RACES.....15.00
- 1 STEEPLE CHASE.....4.95
- 1 MILLS TICKETTE.....3.95

Terms: 1/3 Certified Deposit With Order, Balance C. O. D.

Write for Our Complete List of Guaranteed Bargains.

## THE VENDING MACHINE CO.,

205-15 Franklin St., Fayetteville, N. C.



\$49.50

## MILLS VEST POCKET

Automatic Bell Payout Counter Machine. Size 8x7x8". We now have in stock for immediate delivery conservative models—Bell Reels or Cigarette Reels. Specify when ordering.

## KEYSTONE NOV. & MFG. CO.

26th & Huntingdon Sts. PHILADELPHIA, PA.

## RIGHT ON THE COAST

Our shipping facilities will save you time and money. We are equipped to take care of your orders for all coin-operated devices. Cable us "Wolsal" and your order will be sent on the first boat.

## WOLF SALES CO.

1105 Golden Gate Ave. San Francisco, Calif.

## OPERATORS JOBBERS DISTRIBUTORS

If you operate Jar Deals, it will pay you to write for our illustrated literature and new low prices.

## LOUISVILLE NOVELTY MFG. CO.

Manufacturers of Quality Jar Deals, 330 East Breckinridge St., Louisville, Ky.

liantly colored boards using old established ideas and also themes of the day, such as the World's Fair, were featured. ILLINOIS LOCK CO., 737 West Jackson boulevard, Chicago. Displayed locks, coin chutes and hardware. Represented by M. R. McNeill, F. G. Ellerman, R. K. Gray.

INDEPENDENT LOCK COMPANY, 35 Daniels street, Fitchburg, Mass. Displayed coin-machine locks. Represented by Bernard S. Falk, Harry J. Sherman, Sydney Falk.

INTERNATIONAL MUTOSCOPE REEL CO., INC., 516 West 34th street, New York. Displayed merchandise machines, amusement machines and automatic photographic machines. Represented by William Rabkin, Earl Winters, Al Blendow, Frank Swan. As always, the Photomatic was a featured machine. Announcement has been made that it will be featured at the New York World's Fair.

JACOBS NOVELTY CO., 219 Union street, Stevens Point, Wis. Displayed phonograph grilles and illumination. Represented by Louis Jacobs, Paul Jacobs. The addition of the parts added much to the appearance of an old model.

JASPER BROKERAGE CO., 1152 West 61st street, Chicago. Displayed novelties, specialties, premium merchandise. Represented by Earl C. Jasper, Louis Ellestein, Irving Secor, H. Graham. Jasper featured the Mystery Lamp. On it was a figure which glowed with a mysterious reddish light.

KING & CO., Not Inc., 2700 West Lake street, Chicago. Displayed merchandise venders. Represented by T. King, J. Colombo, P. Crisman. Northwestern Corp. venders were shown in the King booth.

C. R. KIRK & CO., 2626 West Washington boulevard, Chicago. Displayed Kirk's Guesser Scale. The scale displayed is so sensitive that Kirk is featuring the fact that the heartbeat of the person on the scale causes the dial to vibrate.

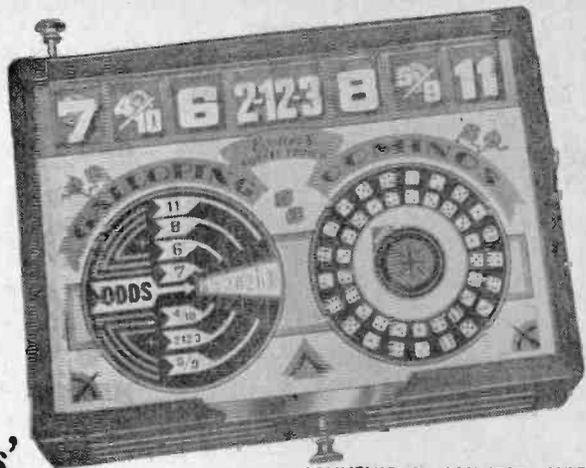
LOUISVILLE NOVELTY MFG. CO., 330 E. Breckinridge street, Louisville. Displayed jar deals and trade stimulators. Represented by Mr. and Mrs. A. Jacobstein, Edgar Wiles, J. E. Owen. Stock Market and Crackshot were the featured deals of the large array of deals.

MACHINE OWNERS SERVICE CORP., 844 Rush street, Chicago. Displayed candy venders, candy racks and stands. Represented by A. Knapp, Jack Solonion, R. Laitzell, B. Hagen.

MERCHANDISE SALES SYNDICATE, 2738 North Sheffield avenue, Chicago. Displayed grab bag deals. Represented by Ewen Cameron, L. C. Dunn, Alan W. Wright. The "glorified grab bag," called Merchandise Mart, was shown. The firm called attention to the fact that it is all American-made goods.

MONARCH COIN MACHINE CO., 1731 Belmont avenue, Chicago. Displayed counter games. Represented by Roy Bazelon, Clayton Nemeroff. A wide

# SCOOPED THE SHOW!



not coin operated

Evans'

CONVENIENT COUNTER SIZE 12"x17"x3" high

SENSATIONAL COUNTER GAME INNOVATION

## POCKET EDITION GALLOPING DOMINOS

A "NATURAL" IN RESTRICTED TERRITORY

The epoch-making new hit that stunned show-goers! Unlike anything ever presented! Has no conventional coin slot—operates in an entirely new manner! Produces big juicy profits... absolutely without grief!

New novel coin receiver remains locked after each play until counter attendant clears it! Player makes selections by placing coins under de-

sired numbers in coin receiver. Play rod is pushed, which spins both dials. Right dial shows winning number, left dial indicates odds of 2-1 to 30-1.

No chance for gyping! Eliminates losses and disputes! Enables operators to give locations larger percentage of receipts... LOW PRICE!

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO 1520-1530 W. ADAMS ST. CHICAGO

variety of counter games such as Flip Skill, Indian Dice and Bingo were shown in the booth.

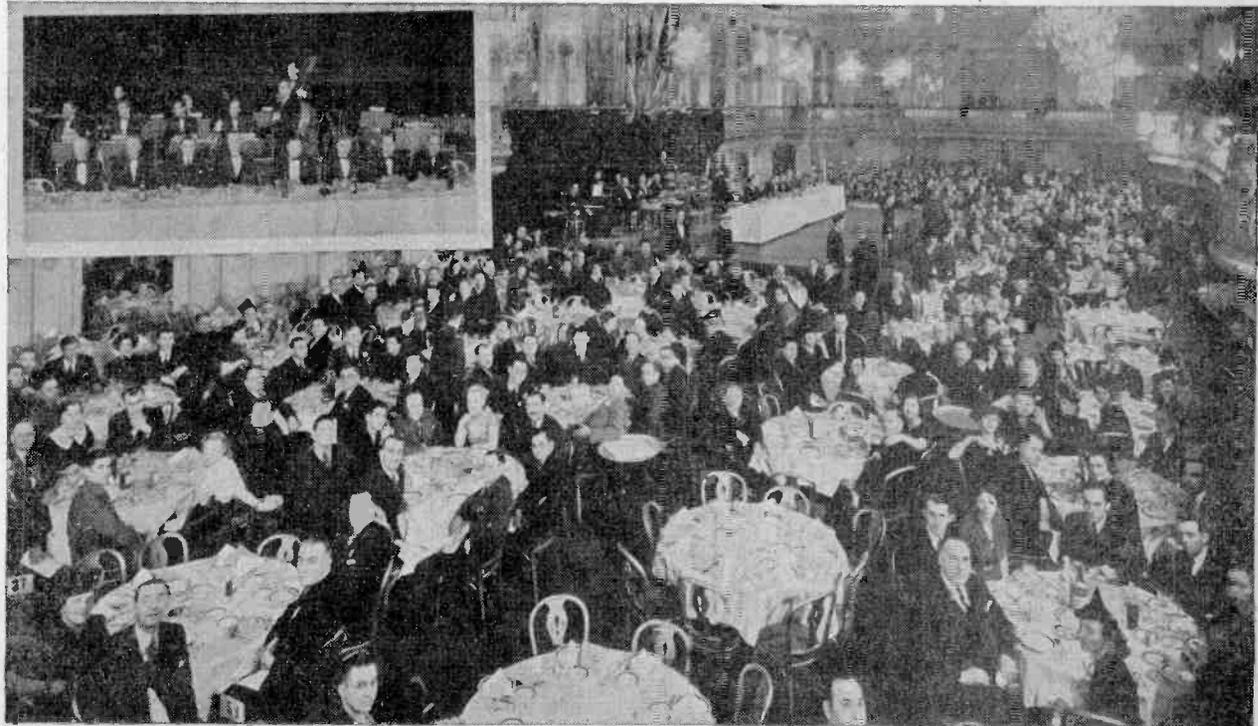
MUNCIE NOVELTY Co., Muncie Ind. Displayed jar deals, carded ticket deals, tip books and 10,000 Series. Represented by Ted Broyles, A. Davidson, William Wright, Charles Horwitz. The featured object of Muncie Novelty was a machine which sold deal tickets via the coin chute rather than out of the usual jar.

NATIONAL COIN MACHINE EXCHANGE, 1407 West Diversey boulevard, Chicago. Displayed amusement tables. Represented by E. C. Henry. A counter

reel machine called Wonderbell took the spotlight. Changeable cigaret reels are optional.

NATIONAL MANUFACTURERS, INC., 1115 Cherry avenue, Northeast, Canton, O. Displayed jar deals and tally cards. Represented by O. E. Shafer, J. J. Beretele. Displayed a wide variety of deals and cards.

HECHT NIELSEN, 1322-26 West Congress street, Chicago. Displayed vending machines and gum. Represented by Hecht Nielsen, A. Egleston, H. B. Gibson. Columbus bulk and ball gum venders, plus products of the American Chic



VIEW OF THE ANNUAL BANQUET, January 19, 1939, during the CMMA Coin Machine Show, Hotel Sherman, Chicago. About 1,200 guests were present. The speakers' table and orchestra are seen in the inset.

IT WAS . . . .  
**DAVAL BY A LANDSLIDE!**



and a clean sweep for

**SIDE KICK**

**MAGNIFICENT NEW FULLY ADJUSTABLE 5-BALL NOVELTY GAME**

Ask any operator—"WHO COPPED ALL THE HONORS AT THE SHOW?"—and he'll say—"DAVAL by a landslide!" Yessir, and the minute those operators laid eyes on SIDE KICK they stamped straight for it! For SIDE KICK has everything the operator ever hoped for in one game—action, snap, speed, sus-

"DAVAL IS THE LINE FOR '39"

lense, shifting lights, free balls, thrilling Side-kick features, colorful beauty, dazzling light effects, anti-cheat protection, complete metering . . . just everything!

ORDER SIDE KICK NOW!

**3 MODELS!**

1. Straight Hi-Score!
2. Hi-Score with \$50.95 Reserve Bank!
3. Hi-Score with FREE PLAY!

PRICE  
Hi-Score \$79.50  
Free Play \$89.50  
Reserve \$89.50

GUARANTEED 100% mechanical perfection!

**SURPRISE HIT OF THE SHOW DOUBLE TREASURE**

The Only 5 Ball Novelty Game With 2 Reserve Jackpots Instead of One.  
PRICE \$109.50.

**DAVAL • 315 N. HOYNE • CHICAGO**

**To the Thousands of Operators and Jobbers Who Visited Our Show and Factory Exhibits**

Our sincere thanks for the enthusiasm you displayed for our games. We know that Western's superior line will justify the confidence you have shown in us.

Jimmy Johnson.

**WESTERN PRODUCTS, INC.**

925 W. North Avenue, Chicago

Co., made a well-rounded-out exhibit at the Nielsen booth.

**OPERATORS SUPPLY CO., INC.**, 4813 Lincoln avenue, Chicago. Displayed astrological vending and amusement machines. Represented by J. M. Hayes, A. T. Williams, Earl L. Crabb, C. H. Corrigan, W. W. Weaver. This firm distributes the Astro-Scope and Question Girl made by the Crabb Mfg. Co.

**D. A. PACHTER CO.**, 1493 Merchandise Mart, Chicago. Displayed radios for premiums. Represented by Charles Himmel, Sid Cohen, George Wallach, D. A. Pachter. Premium radios made by Stewart Warner, Crosley and Sonora were shown in the Pachter booth.

**PAN CONFECTION FACTORY**, 341 West Erie street, Chicago. Displayed bulk vender candies. Represented by Willard Seefeldt, C. A. Gerlach, Jim Foreman. Coinmen saw in addition to Pan goods a new miniature jelly bean which Pan has been featuring.

**PARIS BEAD & NOVELTY HOUSE**, 305 West Adams street, Chicago. Displayed premium merchandise. Represented by Mickey Gould, Harold Ruhn, W. H. Youngerman. Merchandise for use as premiums for deals of all kinds was shown.

**W. G. PARRISH CO., Not Inc.**, 1445 W. Hubbard street, Chicago. Displayed bulk venders. Represented by W. G. Parrish, C. M. Parrish, Cyrus Adams. Both single and double-column bulk venders featuring easy accessibility and simplicity were shown.

**PEANUT SPECIALTY CO.**, 400 West Superior street, Chicago. Displayed vending machine candy and peanut products. Represented by Frances Palici, Nick Lanzario. Small bulk vender candies and peanuts of all kinds were displayed.

**PERMO PRODUCTS CORP.**, 6415 Ravenswood avenue, Chicago. Displayed phonograph needles. Represented by A. J. Olsen, Sherman Pate, Verne Hamilton, Edward Crowley. Permo gave to each operator a magnifying unit to be used to inspect phonograph needles.

**PERSIA MFG. CO.**, 417 North Sangamon street, Chicago. Displayed premium merchandise. Represented by M. Kahlman, C. A. Lotz, M. O. Lotz. Stuffed toy animals made of animal furs were on display.

**THE PIONEER SPRINGLESS SCALE CO.**, 2235 North Knox avenue, Chicago. Displayed weighing scales. Represented by William D. Watling, A. J. Watling,

Douglas Massette, Julia Massette. The no-spring guessing scale produced by Pioneer has a finely calibrated weight-guessing beam and displays the inner mechanism of the scale thru a visible front.

**THE POPCORN ROBOT CO.**, 6510 Epworth boulevard, Detroit. Displayed automatic pop-corn machines. Represented by Russ Young, William Bailey, Dudley Hay, Elmer Lumley. The pop-corn machine with new 1939 features found an appreciative audience.

**POP-O PRODUCTS, INC.**, 1228 West Kinzie street, Chicago. Displayed pop-corn and pop-corn equipment. Represented by S. S. Skidell, John J. Commons. Pop-O is now the subject of Coast-to-Coast advertising and is becoming better known every day. The firm is now selling their pop corn on a deal which includes a non-automatic popper.

**RECREATIONAL DEVICES, INC.**, 2525 Leavenworth street, Omaha. Displayed a golf game. Represented by Harry Hansen, Fred Parker, Russell Rose, Clyde Mayer. Putt-Er-In, a 13-foot putting green completely coin operated, with a scoring backboard, was one of the best received exhibits of the show.

**D. ROBBINS & CO.**, 1141 De Kalb avenue, Brooklyn. Displayed vending and amusement machines. Represented by Bobby Lane. Robbins' two latest games, Criss-Cross and Bingo, were the featured items on exhibit.

**ROCK-OLA MFG. CORP.**, 800 North Kedzie avenue, Chicago. Displayed phonographs and vending machines. Represented by Ray Spychal, Jim Walz, S. Hall, E. Reiman. Rock-Ola's Luxury Light-Up Phonographs for 1939 and Waxie, mechanical man, demonstrated the fine points of the Rock-Ola line.

**N. SHURE CO.**, 200 W. Adams street, Chicago. Displayed premium merchandise. Represented by Walter Oust, J. N. Shure, Charles Tevenans, Maurice Davis. A particularly attractive item shown was the metal animal statuery.

**SHYVERS MFG. CO.**, 2315 West Huron street, Chicago. Displayed wall boxes, coin chutes and trade checks. Represented by K. C. Shyvers, F. Kasper, R. Schure, E. Lyng. Shyvers demonstrated the phonograph wall boxes by mounting a phonograph mechanism and approximately 10 wall boxes in a working display.

**SIMPLEX VENDING MACHINE CO.**, 804 Sycamore street, Cincinnati. Dis-

**GLOBE 1939 SPECIAL**

2520 HOLES PLENTY of ACTION 5 CENTS BARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets; 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and 87 \$1.00.

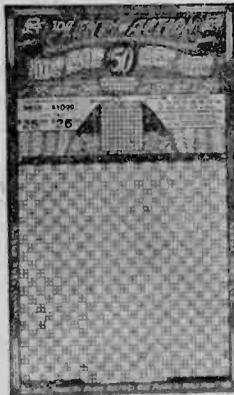
Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00.

Takes In \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

**GLOBE PRINTING CO.**

1023-27 Race Street, PHILADELPHIA, PA.  
WRITE FOR OUR 96-PAGE CATALOG.



BALTIMORE COINMEN Sam May, McGinnis, Lipchin and Fine rolling their own at the Keeney private showing.

**WANTED**

Sport Pages  
Winning Tickets  
Grand Stands

**We offer for Sale**

<b>CONSOLES</b>	
Jennings Liberty Bells	\$ 37.50
Jennings Derby Days	37.50
Exhibit Races, 7 Coin Head	45.00
Jockey Club, 7 Coin Head	45.00
Silver Bells, 7 Coin Head	45.00
Teasers	19.50
Chuckalette, Single Coin	39.50
1937 Skill Fields	59.50
1938 Skill Fields	59.50
R. H. Track Times	85.00
G. H. Track Times	85.00
Bally Bells	25.00
De Luxe Bells	25.00
Dominole	25.00

<b>ONE BALLS</b>	
Sport Pages	\$95.00
Fairgrounds	45.00
Fleetwoods	49.50
Entry	35.00
Paddles	39.50
Stoners CHAMPS	65.00
Big Race	35.00
1-2-3 (reversed)	59.50
Foto-Finish	14.00
Peakness	22.50
Arlington	27.50
College Football	14.00
Derby Days	14.00
Palooka, Sr.	14.00

Rover	\$14.00
Sweet 21	14.00
Bumpalite	18.00
Ten Strike	10.00
<b>RESERVES AND FREE GAMES.</b>	
Zetas	\$30.00
Ritz	35.00
Bally Reserves	17.50
Hit Number (new)	59.50
Paramount	59.50
<b>DIGGERS.</b>	
Exhibit Rotomatics	\$69.50
Roll Chute Mutoscopes	30.00
Waglo Finger	45.00
100 Masters Peanut Machines, enamel finish, 1c play, like new,	\$4.95 each.
One-half deposit, bal. C. O. D.	

CLEVELAND COIN MACHINE EXCHANGE

2336-8 PROSPECT AVENUE, CLEVELAND, O.

# CERTIFIED

## PHONOGRAPHS

SEEBURG CROWN, 1938	\$225.00
SEEBURG GEM, 1938	189.50
SEEBURG REX, 1937	159.50
SEEBURG MODEL K, 20	189.50
SEEBURG SELECTOPHONE	25.00
SEEBURG Auxiliary SPEAKERS	15.00
ROCK-OLA IMPERIAL 20	99.50
ROCK-OLA IMPERIAL 16	75.00
ROCK-OLA Rhythm MASTER 12	49.50
Stands \$10.00 extra	
WURLITZER 4-12	55.00
WURLITZER P-30	39.50
GABEL, 18 Rec. CHARME, 1937	69.50
GABEL, 24 Rec. ENTERTAINER	29.50
MILLS DANCEMASTER, De Luxe	39.50
MILLS DANCEMASTER, Regular	19.50
NEW PHONOGRAPH STANDS, \$4.95 Ea.	

## NOVELTY GAMES

BALLY RESERVE	\$18.50
BALLY ARCADE	22.50
WORLD'S FAIR	35.00
EXHIBIT'S BUTTONS	24.50
EXHIBIT'S BOUNTY	69.50
GEMCO HOOPS	10.00

## PINBALL GAMES

TOP 'EM	<b>\$15.00</b>
SPRINGTIME	
GRAND PRIZE	
DERBY DAY	
AIR DERBY	
FOTO FINISH	
PAMCO TOUT	
POST TIME	
PREVIEW	
DAILY RACES	
FENCE BUSTER	<b>TWO FOR</b>
ROYAL RACE	
HIT PARADE	<b>\$25.00</b>
CLASSIC	
MAZUMA	
AIR RACE, Stoner	

## COUNTER GAMES

GOTTLIEB 3-WAY GRIPPERS	\$ 8.50
GOTTLIEB INDIAN DICE (New)	9.95
DAVAL TALLY, Slightly Used	18.50
GINGER	14.50
BALLY SUM FUN	3.95
PUNCHETTE	3.95
HI STACKS	4.95
NORTHWESTERN PEANUT MA-	
CHINES, 1c and 5c Comb.	3.95

## SLOTS

MILLS EXTRAORDINARY, 5c.	\$32.50
JENNINGS SILVER CHIEF, 5c, 10c, 25c.	59.50
MILLS BLUE FRONTS, D. J., 5c, 10c.	37.50
MILLS WAR EAGLES, 5c, 10c.	27.50
PAGE COMETS, 5c, 10c.	25.00
PAGE ALL STAR COMETS, 5c, 10c.	29.50
MILLS O. T., 1c.	29.50
WATLINGS BLUE SEALS, 5c, 10c.	15.00
MILLS, 5c and 10c, various models.	15.00
CALLE, SPHINX	10.00
JENNINGS, CHIEFS, 5c and 10c.	22.50

## MILWAUKEE COIN MACHINE CO.

2816 W. North Ave., MILWAUKEE, WIS.

# MONARCH'S NEW CATALOG

Just Off The Press!

The most complete listing of coin-operated games you've ever seen. Page after page of super-values. Legal Equipment—Counter Games—Amusement Tables—Novelty Games—Consoles—Phonographs—Payout Tables—Vending Machines. If it operates with a coin slot... it's our business. This remarkable Catalog will save you time and money. Send for yours NOW! Ticket users write for Circulars!

**MONARCH COIN MACHINE CO.**  
2815 W. Montrose - Chicago

# WHILE THEY LAST \$1.99 EACH MOVIE MATIC CAMERA

1,500 HOLE BOARD...\$1.25 Ea.  
TAKES IN \$75.00, PAYS OUT 1 CAMERA AND \$19.50 IN MDSE.  
**SUPERIOR SALES, Inc.,**  
1240 BROADWAY, ALBANY, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

played cigaret machines. Represented by H. C. McOwen, Charlton Welden. The representative stated that the Simplex had only nine moving parts outside of the coin chute.

**STANDARD TRANSFORMER CORP.,** 1500 North Halsted street, Chicago. Displayed packs and rectifiers. Represented by C. L. Pugh, J. H. Wood, E. Kelly, Jim Wells. It is reported that this firm is one of the large suppliers of power equipment to the coin machine industry.

**STEWART & McGUIRE, INC.,** 350 Fifth avenue, New York. Displayed merchandise machines. Represented by L. L. Paul, James A. Martin, O. H. Feinberg, Lewis Jaffa, Jack Rose, Vendrink, a Coca-Cola vender, and the cigaret merchandising machines on display drew the attention of all coinmen.

**SUPERIOR PRODUCTS, INC.,** 14 North Peoria street, Chicago. Displayed salesboards. Represented by Jay Gould, Lew Waskius, Ed Schulman, Jack Arnold, Jack Brody, E. A. Russell, M. J. Jackson, Jack Katz, D. Leiber, Fred Goldman, Joe Wiley, Irv Goldman, Ben Cohen, Bernie Kitz, Otto Goldman, H. B. Kelley, Jr. Brodsky, Elmer Harris, James Gaddis. Superior's 1939 boards kept the booth filled with customers.

**TOWNSEND MFG. CO.,** 434 North Front street, Baltimore. Displayed merchandise venders. Represented by C. S. Townsend, J. W. Calvert. A square vender, approximately 8½ inches square, capable of holding 10 pounds of pan goods or seven pounds of salted nuts was featured.

**TRADERS SYNDICATE,** 14-123 Merchandise Mart, Chicago. Displayed premium merchandise. Represented by Mort Friedman. The Moviematic camera was featured as a premium item.

**TRIMOUNT COIN MACHINE CO.,** 1292 Washington street, Boston. Displayed merchandise vending machines. Represented by J. J. Fisher, P. F. Lewton, B. A. Sossen, D. S. Bond. Trimount's new gum machine, distinctively marked, which can be attached to other Trimount equipment, was the outstanding exhibit at the booth.

**UNDERWOOD INDUSTRIES, INC.,** 664 North Michigan avenue, Chicago. Displayed premiums and novelties. Represented by Max Mitchell, Edward Cohan. Electric shavers and candid-type cameras were shown as premium merchandise.

**U-NEED-A-PAK SALES, INC.,** 1726 Olive street, St. Louis. Displayed merchandising machines. Represented by Albert Price, William Wiener, Sam Altholtz, Leo Willens, Murray Wiener, A. A. Ture, Mack Postel. In addition to the attractive cigaret and candy machines, a vender for Planter's peanuts was shown.

**UNIVERSAL MFG. CO.,** 104½ East Eighth street, Omaha. Displayed jar games. Represented by Joseph Berkowitz, Sam Greenberg, Ralph Walsh, John R. Daly, Larry Owens. Universal had on exhibit a new deal ticket which featured "Double Pay—Double Play." It is available in all the famous deals such as Red, White and Blue.

**THOMAS A. WALSH MFG. CO.,** 201 South 10th street, Omaha. Displayed salesboards. Represented by Earle R. Parker, Dave Lemar, Chuck Parsly, Joe Cyr. Walsh brought many new 1939 salesboards to the show to augment an already large line.

We Didn't Stop the Show -

BUT

# TRACK RECORD

captured the heart of every Payout Operator — and our production for 2 months is sold!



OPERATORS AND JOBBERS WENT IN A BIG WAY FOR

# FIRE ALARM

THE NOVELTY GAME HIT!



They kept on ordering

# DUO and DE LUXE GRIP SCALES



WE THANK ALL OF YOU!

**D. GOTTLIEB & CO.,** 2736-42 N. Paulina St., Chicago

**WATLING MFG. CO.,** 4650 West Fulton street, Chicago. Displayed weighing scales and bell machines. Represented by Elsie Felner, Art Swehla, Hohn Watling, M. E. Madday, Buena Watling, L. N. Fleckels. Watling's new de luxe springless fortune-telling scales were shown. One model featured side rails. Bells also shown.

**WERTS NOVELTY CO., INC.,** 920 Pershing drive, Muncie, Ind. Displayed jar games and tally cards. Represented by L. R. Smiley, Al Dull, Robert Davis, Fred Werts, Roy Werts, Don Sheidler, Harold Shoemaker, Dick Golden, Dick Chalafont, Roy Mefford, Orville Cluigan, John Brown, J. S. Evans. Werts' line included practically all types of boards and tally cards.

**WESTERN PRODUCTS, INC.,** 925 West North avenue, Chicago. Displayed amusement machines, consoles and counter games. Represented by George

5c MILLS WAR EAGLE BELLS .....\$17.50  
5c & 10c MILLS SILENT SKY SCRAPERS, BELLS OR VENDERS ..... 12.50

Good Slots From \$4.00 Up.

Hundreds of Other Bargains. Tell Us What You Want. We Defy Competition.

## Virginia Novelty Company

709 High St., Portsmouth, Va.

# NOW IN NEW AND LARGER QUARTERS!

With a bigger and better variety of games for all operators!

Factory Rebuilt WORLD SERIES...\$97.50  
25 Late Model F TARGET SKILLS, used only 60 days.....\$17.50 each

Write for latest price list. 1-3 deposit on all orders. Games shipped subject to inspection.

**AUTOMATIC SALES CO.,**  
416A Broad St., NASHVILLE, TENN.

## NOTICE-SALESCARD-BINGO OPERATORS

Our Firm, as one of the oldest established Fur Coat manufacturers, specializes in Fur Coats SOLELY. Because of this fact, we produce UNSURPASSED VALUE in Fur Coats as premiums. We do not sell Salecards, Salecard Operators who have used our Coats on their own Deals have been very successful. Our best recommendation is the dealer who now handles our line—ask one.  
Example: P'd'd Seal Dyed Coney Fur Coat, \$9. Send for FREE CATALOG and Price List of complete line, ¼ Dep., Bal. C. O. D.  
**H. M. J. FUR CO.,** 150 W. 28th St., New York City



DAVAL'S SIDEKICK displayed under the banner, "DAVAL is the Line for '39," attracted more than its share of attention at the recent CMAA convention.

# BALLY SUPREME

WITH AMAZING NEW  
**KICKING BUMPER AND SOUND EFFECT**

NEW KICKING BUMPER looks like a regular spiral bumper—BUT kicks ball all over the board, shooting the score sky-high and giving high-score fans Five-Figure Fever! A really sensational play-getter . . . order SUPREME and see for yourself!

**ELEVEN ROLL-OVERS  
EACH SCORING 1000 TO 2000  
BELL RINGS FOR EACH 1000**

**OUT-BALL RETURN  
PROGRESSIVE SCORE  
LIGHT-UP PLAYFIELD**

FULLY METERED  
AND  
ADJUSTABLE

**5 BALLS**

44 IN.  
BY  
22 IN.

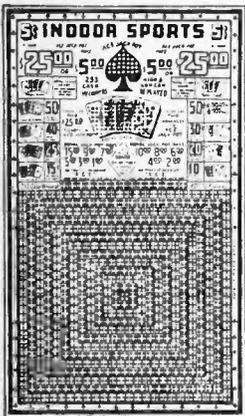


**\$79<sup>50</sup>**  
FREE PLAY  
MODEL \$89.50

Write for literature on Bally's complete line of Novelty and Payout Games, Counter Games, Consoles, Twin Bell and the sensational Bally Beverage Vender.

## BALLY MFG. COMPANY

2640 BELMONT AVENUE • CHICAGO



### The Sensational Board 2560 HOLES INDOOR SPORTS 5c Per Sale

YOU GET THE THRILL OF PLAYING REAL POKER!  
Tickets printed in full color as playing cards, and represent winning and losing Poker Hands. Winners repeat 12 to 48 times. 253 Winners. 12 ROYAL FLUSHES and Last Sale on Board, each rec. 1 Punch in Royal JACKPOT containing 100 Holes, paying 15-10-9-8-7-6-5-4-3-2 and 88, \$1.00 ACE JACKPOT has 30 Holes, contains 2 \$25.00; 28 \$5.00.  
Board Takes In, 2560 @ 5c \$128.00  
Pays Out (Average) 77.97

PROFIT (Average) \$ 50.03  
PRICE (Semi Thick) \$6.80

#### AJAX MANUFACTURING CORP.

119-125 North 4th Street, PHILADELPHIA, PA.  
Write for 1939 Catalog.

Benak, Gus Sundman, Don Anderson, Emil Goodman, George Romaine. Western's Baseball was the outstanding game of the Western exhibit. An unusual de luxe machine, Monte Carlo, a light-up, dice-throwing machine, which does everything but "talk-it-up," was also an outstanding attention-drawer.

W. W. WILCOX MFG. CO., 564 W. Randolph street, Chicago. Displayed jar checks and name plates. Represented by Frank R. Goodman. His display featured hundreds of different kinds of checks and name plates.

WINNER SALES CO., NOT INC., 3307 Armitage avenue, Chicago. Displayed jar deals, games and premiums. Represented by Hy Salkind, Jack Gold, Martin Salkind, Al Stove. In addition to jar deals and premiums, Crystal Gazer was shown. It attracted much attention.

THE RUDOLPH WURLITZER CO., North Tonawanda, N. Y. Displayed phonographs and musical instruments. Represented by R. S. Bleekman, L. Cooper, Tim Broyles, E. H. Petering Homer Capehart, Walter Reed. The largest exhibit

on the convention floor displayed the regular line of phonographs in addition to brass instruments, organs, pianos and other musical instruments.

## Atlas Novelty Gets Together

CHICAGO, Jan. 21.—The Atlas Novelty Co. reporter reports: "Show time was get-together time for the Atlas Novelty firm. The officials from the Detroit and Pittsburgh offices met for a business meeting at the Atlas Chicago offices the day before the show started.

"Plans were made for the entire year. The branch managers were awarded their annual bonuses and joy reigned supreme. Along with Phil Greenberg, the Atlas Pittsburgh representative, was Art O'Mella, who spends about half his life visiting the coin machine operators within a 200-mile circle of the Pittsburgh Atlas showroom."

## Gilmore in Radio Talk

Explains business value of coin machine trade to country

CHICAGO, Jan. 21.—What the coin machine business means to the city of Chicago and what the future developments of this field will mean to the nation at large was broadcast recently by James A. Gilmore, secretary of the Coin Machine Manufacturers' Association, during the association's convention in the Hotel Sherman.

Gilmore outlined his views on the coin machine industry during a radio interview over Radio Station WCFL, with Bob Purcell as the interrogator, at 11 a.m. Wednesday, January 18.

The first point to be stressed was the fact that Tom Watling started the coin machine business 50 years ago this year with the invention in Chicago of a coin-operated weighing machine. Since that time the industry which has grown out of that idea has developed to the point that it now contributes greatly to the welfare of Chicago. Gilmore explained that at present 50,000 persons are employed in the manufacture of such equipment in Chicago and in the industries which supply parts and materials for coin machines. The payroll which results from this employment is spent almost entirely in Chicago and contributes greatly to Chicago's purchasing power in other industries, he added.

"In addition to facts and figures about Chicago payrolls, I think it wise to add that of \$50,000,000 spent each year for the purchase of coin-operated equipment in the United States, approximately 95 per cent is spent in Chicago, which makes this city not only the birthplace of the industry but its principal home as well."

In response to questions from Bob Purcell about the future prospects of the business, Gilmore stated that he expected 1939 to be a banner year, giving as his reasons the apparent upturn in the industry in recent months and the increased application of the coin machine principle to many new fields of merchandising.

"Today we find that coin-operated equipment is being used to sell articles which were never seen in machines until a short time ago. Every convention brings out new ideas and new applications of older ideas. It is getting to the point where I find it difficult to keep up with all the new developments in our field.

"This trend toward greater merchandising seems to sound the keynote of our future. I predict that another 10 years will see coin machines being used to merchandise many small articles. The 10-cent stores would seem to be the logical place for this new trend to start, and I think it will spread to many other types of stores as well.

"A significant thing in this connection is the recent development of fool-proof coin slots. This protection to the operator will make possible the sale of many articles at a smaller margin of profit, because practically no reserve will be necessary as a protection against loss from fraudulent coins. As a result the merchandise sold in the machines in the future will represent a greater value for the money with resulting benefit to the consumer."

Gilmore explained the various types of service which are made possible by new types of equipment and closed with the remark that, instead of an industry reaching its saturation point, the coin machine business was on the threshold of its greatest era.

Editor's Note: Special tribute should be paid to Mr. Gilmore for his work in planning and conducting the 1939 exhibit. This was his first introduction to the coin machine trade at large. He has had long experience in association and convention work and this experience was valuable in conducting this year's convention under difficult circumstances.



## WE ANNOUNCE WITH PRIDE

our affiliation with the  
**MILLS NOVELTY COMPANY**  
as Eastern distributor

Now Featuring  
**VEST POCKET BELL**  
1939 MODEL 1-2-3 Free Play  
**SQUARE BELL**

and the Big Boom for 1939 . . .  
**MILLS MOVIE MACHINE**  
Complete Mills stock on hand for  
immediate shipment.

## ★ See! Genco's BUBBLES

High-Score Hit!!  
Brand new 3-way scoring idea  
. . . multi light-up . . . a perfect  
follow-up to STOP and GO!

Bert Lane

**SEABOARD SALES, INC.**  
619 TENTH AVENUE, NEW YORK, N. Y.  
Phone: WJ 5-6888

## PHONOGRAPH HEADQUARTERS

### SPECIAL

- 2 RED HEAD TRACK TIMES \$99.50
- 1 GREY HEAD TRACK TIME 69.50
- 2 TAN FORAN . . . . . 34.50
- 1 DERBY DAY CONSOLE . . . 39.50
- CAROMS . . . . . 14.75
- PHOTOFINISH . . . . . 14.75
- CLOCKER . . . . . 22.75
- SPRINGTIME . . . . . 14.75
- 300 PHONOGRAPHS
- MILLS DANCE MASTER . . \$49.50
- ROCK-OLA No. 2 . . . . . 69.50
- WURLITZER P12 . . . . . 69.50
- WURLITZER 312 . . . . . 79.50
- WURLITZER 616a . . . . . 139.50

## GERBER & GLASS

914 DIVERSEY BLVD.  
CHICAGO, ILL.

Genco Kiloc. \$40.00	Bally Suspense. \$25.00
Genco Triple Play . . . . . 36.00	Stoner Ritz. . . . . 22.50
Bally View . . . . . 33.00	Bally Reserve. 14.00
Chico Marvel. 33.00	Daily Dozen . . . 14.00
Exhibit Review 27.00	Bambino . . . . . 14.00
Bally Fleet, 3 Meters . . . . . 26.00	Chicoin Cargo 14.00
Bally Fleet, 2 Meters . . . . . 22.50	Robin Hood . . . 25.00
	Robin Hood Reserve . . . . . 28.00

**\$6.00 EACH** Auto Derby, Home Stretch, Ricochet.  
**\$8.00 EACH** Genco Hit, Vogue, Dux.

1/3 Deposit With Order, Bal. C.O.D.  
**MIKE MUNY CORP.**  
593 10th Ave., NEW YORK.  
Cable Address: "Munmachine," N. Y.

★ SLOT MACHINES ★ PHONOGRAPHS ★ PAY TABLES ★

★ ARCADE MACHINES ★ SUPPLIES ★ SCALES ★

# EXPORT

★ CONSOLES ★ ARISTOCRAT BILLIARD TABLES ★

ORDERS FOR ALL TYPES OF COIN-OPERATED DEVICES BOTH NEW AND USED IMMEDIATELY SHIPPED TO ANY PORT IN THE WORLD! SAVE MONEY! BEFORE MAKING ANY PURCHASES

**CABLE: "Coinslots" U.S.A.**

**The Vending Machine Co., Fayetteville, N.C., U.S.A.**  
References: Dun & Bradstreet; any Bank in Fayetteville, N. C., or your own Bank.

★ NOVELTY-PIN GAMES ★ VENDING MACHINES ★ COUNTER GAMES ★



**JOE CALCUTT**  
... assures every importer complete and expert knowledge of his needs—the result of over 20 years' experience in export shipping—and the finest merchandise regardless of price.

## Keeney Oversold On Pot Shot

CHICAGO, Jan. 21.—“They came, they looked, they liked it. I mean,” said Ray Becker, of Keeney & Co., “they went for our new Pot Shot payout table and free game shown at our recent private showing.”

“The result is that our first runs on both the payout table and free-game models were sold out before the showing was over. New releases were ordered immediately.”

“Pot Shot,” said Becker, “is the most ‘look-easy’ table ever introduced. It has only six holes in line across a short playing field, with a direct skill shot to each hole. Every shot comes close and it is the player’s fault if he misses. It’s simpler, smaller in size and lower in price than similar games, and a new-idea jackpot feature increases the play thrill and suspense.”

“Keeney’s Pot Shot is made in either payout table or free-game models, with four-coin multiple-play chutes, which can be operated as single-coin chute if operator wishes to make the change. Both models come in console-type cabinets.”

## Western Offering Many Fine Games

CHICAGO, Jan. 21.—Among the games offered by Western Products, Inc., are

three which they declare to be “some of the finest games it has ever been our privilege to present to the trade.” They are Derby Clock, Baseball and Race Meet.

Western officials stated: “Western’s Derby Clock is a whiz! It offers dual \$50 jackpots plus regular 6-way multiple play. Due to the fact that at least one jackpot, a good sized award, is always showing, replay is guaranteed. The accumulative jackpots build up and each finally attains a \$50 top award. This award is made in either cash or checks, depending upon territory requirements. The game offers an unusual attraction to the player with first one jackpot and then another becoming available as he inserts additional coins.”

“Western’s Baseball is known at the factory as Old Faithful, a name certainly justified when it is considered that the machine has been in production eight months without a halt. Operators report that this game, placed alongside payout equipment, is more than holding its share of play.”

“Race Meet, new 7-coin console, is offered at the lowest price in console history. It is equipped with the famous Multi-Master coin chute and payout unit, assuring the operator of reliable trouble-free performance. The dice version of this new console is known as African Golf. The same low price prevails on African Golf as on Race Meet, offering profitable, trouble-free performance characteristic of Race Meet.”

## Genco’s Bubbles Bubbles Over

CHICAGO, Jan. 21.—“We’re still so busy with Stop and Go at the plant,” said Meyer Gensburg, of Genco, “that when orders started to pour in for our new game Bubbles we just bubbled over. That is, we got more business temporarily than we could handle. I know,” said Meyer, “that this sounds like just ballyhoo, but it’s so.”

Genco reports that a double shift has been added to their present factory force and that orders taken for Bubbles on future delivery would be speeded up.

“Bubbles introduced a new trend in novelty games,” said Gensburg. “The player has three distinct ways to win awards. This three-way scoring gives the players an added incentive to stop and play Bubbles and to keep on playing the game. The player immediately understands the play and away he goes. Genco’s Bubbles is available as a straight novelty game and in a free-game model.”

“One of those responsible for the flood of orders,” stated Meyer Gensburg, “is Bert Lane, of Seaboard Sales, New York, who was busy at the convention writing orders for Bubbles. Lane and Fred Iverson acted as Genco’s hosts to Eastern operators, jobbers and distributors.”

## Distrib Okeh Chi Coin’s Miami

CHICAGO, Jan. 21.—“The Chicago Coin booths at the recent show at the

**NOW!**

# 5 GAMES IN 1! EVANS’ AMAZING NEW... LUCKY LUCRE

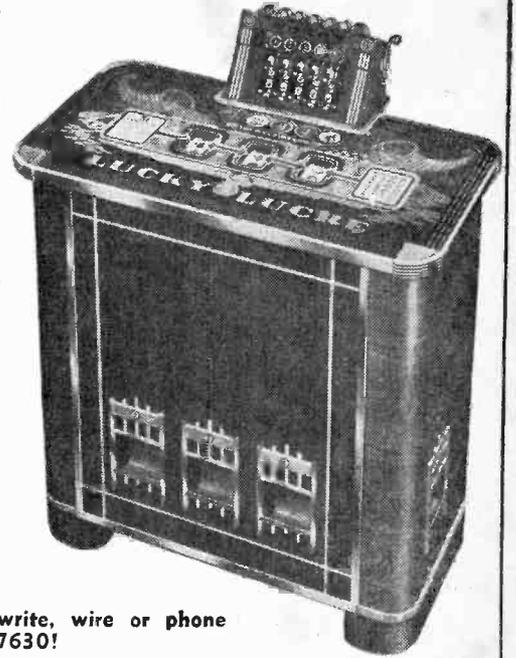
**5 PROFITS — ONE EXPENSE!**

**SENSATION OF THE SHOW!**

A brilliant new Life-Saver that gives you more for your money! Packs 5-fold earning capacity into bell-play! 5 persons may play at one time — has individual numbered slot and corresponding, numbered payout cup for each! Pays 3-1 to 18-1 or \$5.00 or more guaranteed jackpot in nickels for each player! You make only ONE investment . . . carry ONE overhead — and get earnings equal to 5 separate games!

In operation it is faultless! Has famous Galloping Dominos silent mechanism; steel inner shield to prevent tampering; recessed payout cups; Evans’ new gyp-proof 5-coin head, engineered to accept the new Jefferson nickel, last 3 coins visible in each chute . . . dozens of other Evans super features! Available with Fruit Bell or Sports symbols.

See it at your jobber, or write, wire or phone Haymarket 7630!



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



## ALL THE PROFITS ALL THE ACTION of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.  
Takes In \$120.00; Average Payout, \$65.56;  
Average Gross Profit, \$54.44.

PRICE \$5.50 EACH

Send for Folder NC-17 — It’s Packed With New Profit-Makers.

**HARLICH MFG. CO.** 1413 W. Jackson Blvd., CHICAGO, ILL.

IT PAYS THE BEST TO BUY THE BEST

**WHO ELSE? . . .**

puts such REAL WORK into reconditioning used games? We fix ‘em, we clean ‘em, we even paint ‘em! TRY US!! Send for FREE ILLUSTRATED CATALOG and Semi-Monthly Price List.

**SPECIALS THIS WEEK**

**DAILY DOZEN ATLANTIC CITY** \$17.00 Each

1/3 Deposit, Balance C. O. D., F. O. B. N. Y.

**NATIONAL NOVELTY COMPANY,**

**MERRICK, L. I., N. Y.**

**EXPORT**

“We Cover the World.”  
Cable Address: “NATNOVCO.”  
Merrick, N. Y.



**HAROLD M. SHOEMAKER**, advertising manager of the Werts Novelty Co., altho a comparatively newcomer to the organization, is responsible for all new deals. In addition he writes all copy and makes all layouts for trade publications. Werts officials say: “He’s chuckful of ideas.”

Sherman Hotel and the factory showroom were the gathering places for prominent coinmen, and Miami was the game that brought everybody together,” declared company officials.

“George Ponsler, with his Philadelphia manager, Joe Ash, spent much time at the Chicago Coin factory getting more Miamis. Ponsler stated that Miami, free-game model, was especially popular in the East. Ponsler also placed a large order for the junior pin game, Little Dandy.

“Joe Frank, of Nashville, Tenn., says that Miami free games are just about

tops in his locality. Joe Berman, of Louisville, visited Chicago Coin’s booths and put in his good word for Miami. Pop Newall, from Texas, gave his praise for Miami in the shape of a big order.

“Phil Robinson, from California, made the Chicago Coin exhibit his home and wrote plenty of business from the Western operators.

“The Chicago Coin factory has been going full blast on both Miami free games and the standard novelty model. Miami has been the largest selling game the firm has had in over a year,” it was stated.

# FIRST! WITH 3 WAY SCORING!!

# BUBBLES

A BRAND NEW PLAYING IDEA!



SEE IT --- PLAY IT --- GENCO  
Presents a NEW GAME TREND!

Never before presented in a coin game. Three way scoring! The left section of the back rack records the red skill lanes passed thru while the red lights are on. Likewise, the right section records the green skill lanes. The center panel records the straight high score. The player may win on one or all of these three ways to score. A 1,000 point lane and a free ball lane add zest to the play. Operate the fully metered Bubbles!

## GENCO, Inc.

2621 N. Ashland Ave.,  
CHICAGO, ILLINOIS

OUR BIGGEST SELLING GAME  
IN THREE LONG YEARS!

### STOP & GO

*will be as popular  
in one month  
as it is Today!*

Reserve type— up to \$50 top award. <b>\$89.50</b>	STRAIGHT NOVELTY <b>\$74.50</b>	FREE GAME MODEL <b>\$89.50</b>
---	---------------------------------------	--------------------------------------



**\$49.50**  
1/3 Deposit

Guaranteed  
Immediate  
Delivery.

## Mills Vest Pocket Bell-Automatic Payout

The tiniest Automatic Slot Machine in the world with mystery payout. Only 8x7x8, weighs only 15 lbs. Vest Pocket Bell will earn for you the same profits as the large size slots. A convenient machine to operate in closed territory. Cash box holds \$45.00 in nickels.

**SICKING MFG. CO. Inc.**  
1922 FREEMAN AVE., - - CINCINNATI, O.

## World's Fairs To Boost Biz---Lane

By BERT LANE

Seaboard Sales, Inc., New York

This is not intended to be the usual optimistic new year's hokum. I'll leave that to others.

I believe 1939 is going to be one of the greatest all-round amusement years in history, with special emphasis on coin machines, and I'll tell you why I honestly think so.

Two world's fairs, one in New York and another in San Francisco, will draw millions to their gates this spring. Publicity for these fairs has been widespread. It has been smart, showmanlike publicity



BERT LANE, head of Seaboard Sales, New York, advises that coin machine operation will be stimulated by the New York and San Francisco world's fairs. He visualizes the people in "an amusement frame of mind."

and unquestionably has had the desired effect of putting America in an amusement mood. Expecting wonders of wonders (and they probably won't be disappointed), the American public is thinking of these fairs and warming up to them and their promised amusement value as they have never before warmed up to a commercial event.

A thousand facts attest that this contagion has caught like a fever: innumerable promotions, world's fair savings accounts (to be spent on pleasure), a large increase of amusement places, both in New York and San Francisco. Of more interest to coinmen, however, is the fact that in the entire metropolitan New York area there is not one worth-while coin machine route being offered for sale. Wise operators have sensed the public's increased interest in amusement and amusement devices, and while the outlook is even brighter for spring and the rest of the year, collections are already reported to have picked up smartly.

Conditions have been so depressing for a long while that Americans have grown weary of soberness and are now ripe for a let-down—which means a pick-up in the amusement business. With coin machines being the most easily accessible in the amusement field, people are going to turn to them first when the old rubber band is taken off the wallet and the nickels start doing jigs and fox-trots instead of waltzes.

Manufacturers, recognizing the golden opportunity that now faces the coin machine industry, are putting special efforts into creating new ideas in games. Naturally, the better the game the better off the operator, and with the public in an "amusement" frame of mind the whole set-up gets better.

I would strongly urge operators to seize every chance to expand their routes in anticipation of this great year. Modernized equipment is the thing to set the wheels turning. The old expression "get it while it's hot" was never more timely than now, when the public is really getting hot about amusement.

Please don't misunderstand me. It is not my purpose to try to convince you that block-long lines are going to form at every pin table, or that people are going to go without food in order to play

## RECONDITIONED---GUARANTEED

- SLOTS**
- 1 Jenn. Dixie Melon Bell, Brand New Orig. Case, Never Unpacked, 10c. \$75.00
  - 16 Jenn. Dixie Melon Bells, Brand New, Orig. Cases, Never Unpacked, 5c. 69.50
  - 8 Jenn. Blue Chiefs, 5c. 22.50
  - 4 Mills Melon Bells, 5c Skill Buttons and Side Vendors. 55.00
  - 4 Mills Melon Balls, 5c, no Skill. 49.50
  - 1 Mills Blue Front, 1c Dble. J. P. 35.00
  - 3 Mills QT, \$25.00; 1 QT, 1c Play. 22.50
  - 1 Mills Star, 5c. 10.00
  - 1 Watling Rotatop, 5c. 18.50
  - 8 Wurlitzer Skee Balls, Each Crated. 40.00

**PAYOUT TABLES**

Mills HI Boy. \$125.00	<b>PREAKNESS,</b>
Winning Ticket. 139.50	Ticket. \$24.50
Bally Fair-ground. 45.00	Mills One-Two-Three, rebuilt, A-1 Shape. 39.50
Gottlieb Multiples. 39.50	Arlingtons. 29.50
Bally Stables. 39.50	Gott. HI-Card, clock, mys. slot. 19.50
Mills Big Race. 39.50	Turf Champs. 19.50

1/3 Deposit, Bal. C. O. D., F. O. B. Baltimore. Write for Prices on Other Equipment.

**SAVOY VENDING CO.**  
406-B W. FRANKLIN ST., BALTIMORE, MD.

## SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

**H. G. PAYNE COMPANY**  
312 Broadway, Nashville, Tenn.

pin games or go to the world's fairs. What I am saying is that there is a definite undercurrent of renewed interest in pleasure, due, as I have explained, to world's fair publicity, more jobs, better times generally, and a psychological brightening of people's spirits. It is up to the smart coin machine man to capitalize on the indications that 1939 will be a great amusement year.

## GRANDSTANDS \$125.00

- |                     |                    |
|---------------------|--------------------|
| Arlington. \$20.00  | Paddles. \$32.50   |
| Air Derby. 15.00    | Paddock. 18.00     |
| Air Races. 15.00    | Peerless. 8.00     |
| Fairgrounds. 45.00  | Plikes Peak. 18.50 |
| Photo Finish. 12.50 | Preakness. 22.50   |
| Golden Wheel. 12.50 | Quinella. 65.00    |
| Mills 1-2-3. 39.50  | Racing Form. 12.50 |
| Big Race. 39.50     | Ritz. 42.50        |
| Derby Champ. 69.50  | Sportsman. 20.00   |
|                     | Zeta. 25.00        |

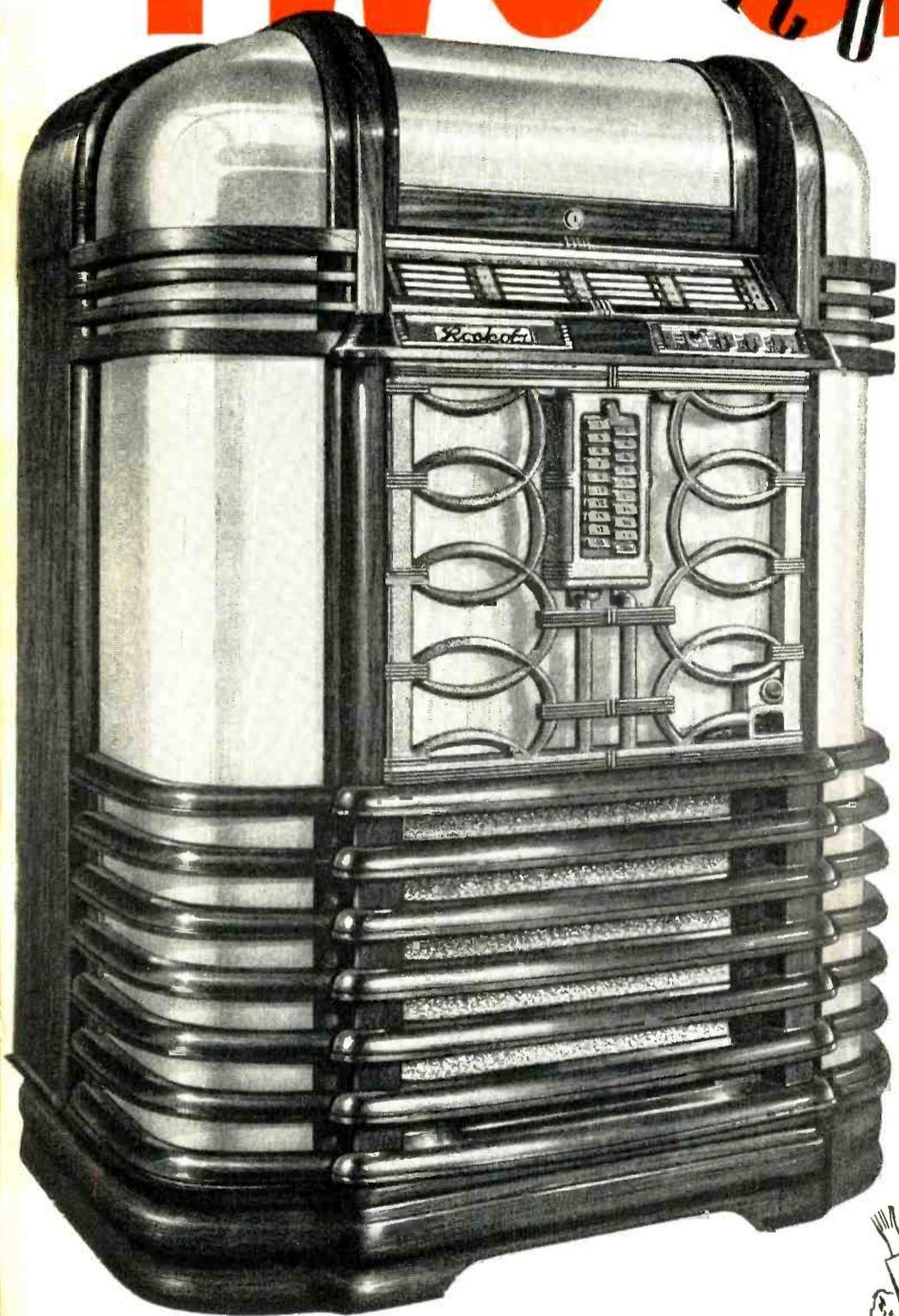
WRITE FOR SPECIAL PRICES ON SLOTS AND CONSOLE MODELS

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Wurlitzer Automatic Phonographs have everything it takes to command immediate attention—to inspire continuous play—to assure constant profits. Gorgeous illumination—rich cabinet beauty—matchless tone—24-record selection—Wurlitzer combines all these features in unrivaled instruments that everywhere enable Wurlitzer Music Merchants to line up and sign up the best locations. Write or wire for details on Wurlitzer Phonographs as well as Wurlitzer's trail-blazing Factory Trade-In Allowance Plan.

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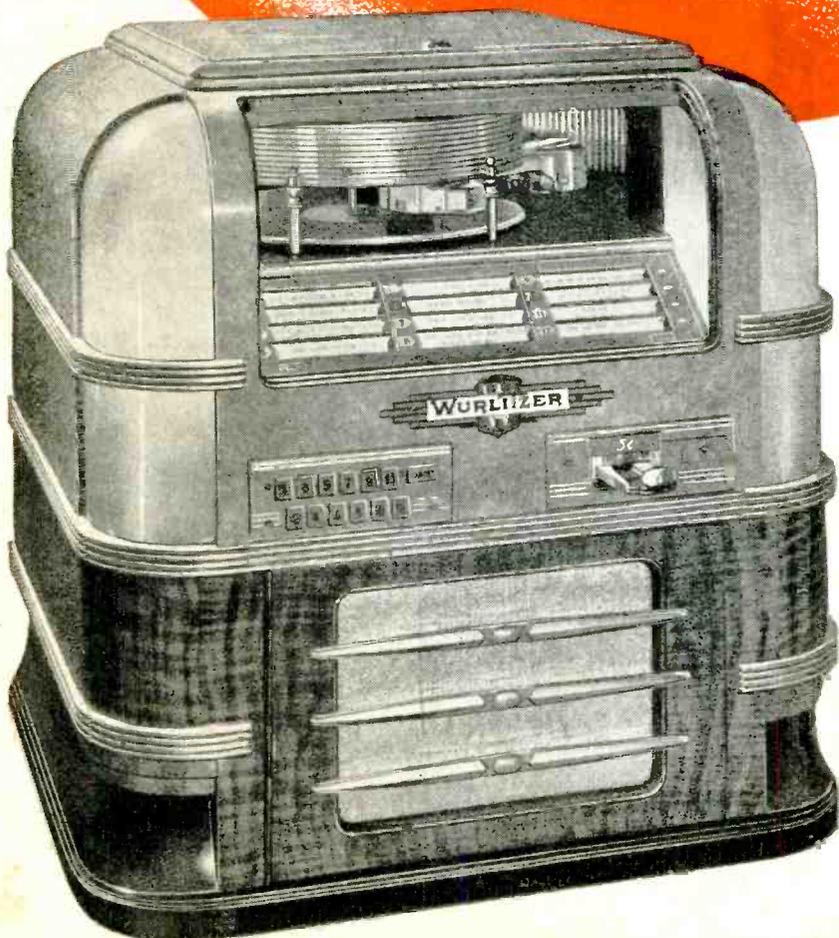
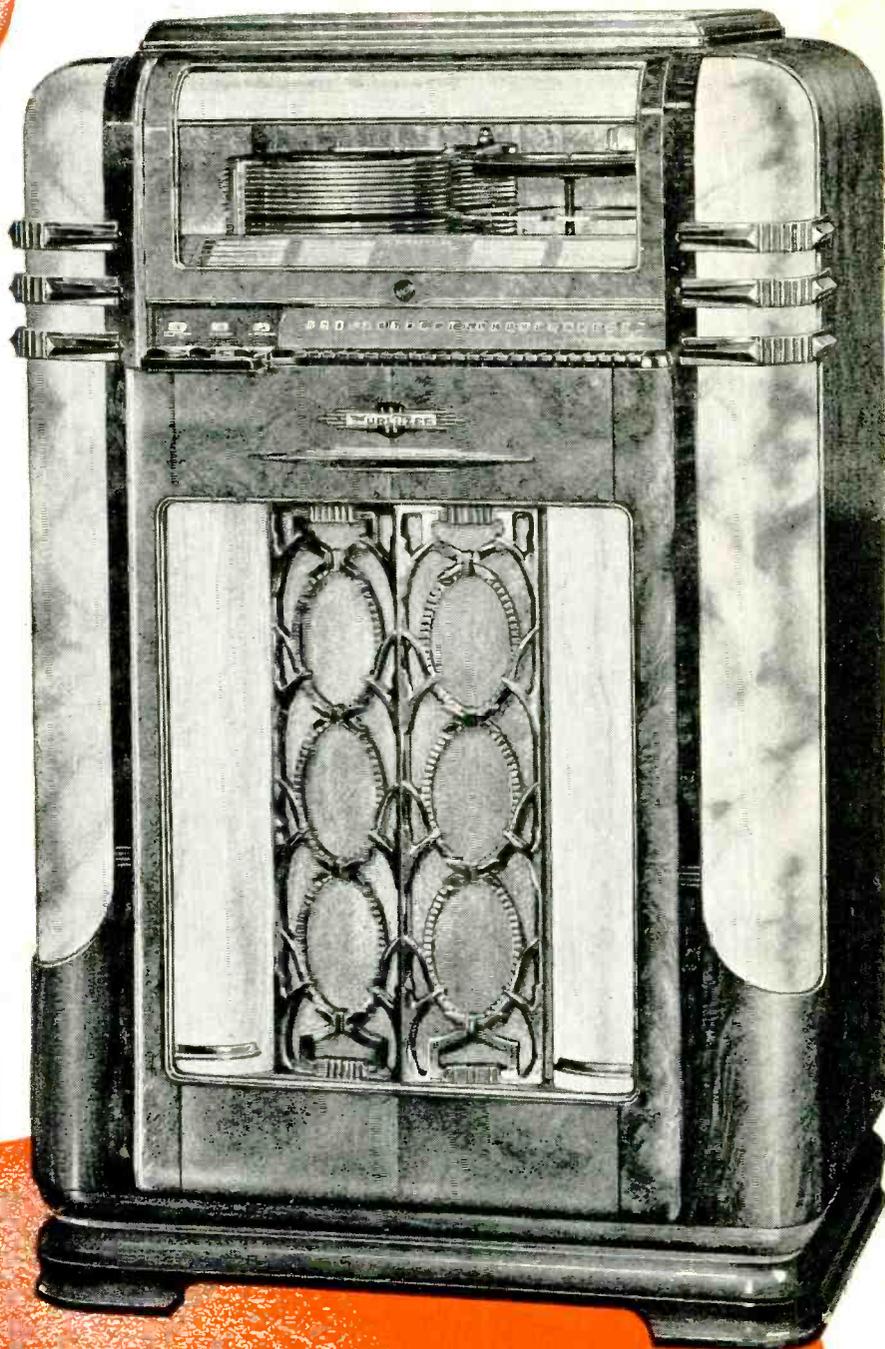
North Tonawanda, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.

**SOLD ONLY TO MUSIC MERCHANTS**

#### WURLITZER MODEL 500 (at right)

A de luxe phonograph the "FIVE HUNDRED" enables Wurlitzer Music Merchants to cash in on the cream of the locations in every territory. Hotels, night clubs and other exclusive places of business never before interested in automatic music now welcome this magnificent instrument.



#### WURLITZER MODEL 61 (at left)

Ideal for small locations that lack floor space for a larger Wurlitzer—or—as a second phonograph in the large "extra room" locations—the Wurlitzer Counter Model "SIXTY ONE" stands alone in the field—is proving one of the highlights in automatic music history. Plays 12 records—pays exceptional dividends on the comparatively small investment required.

# WURLITZER

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## AUTOMATIC PHONOGRAPHS

have what it takes to

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