

London, Pa.
Chas. W. Hutchinson

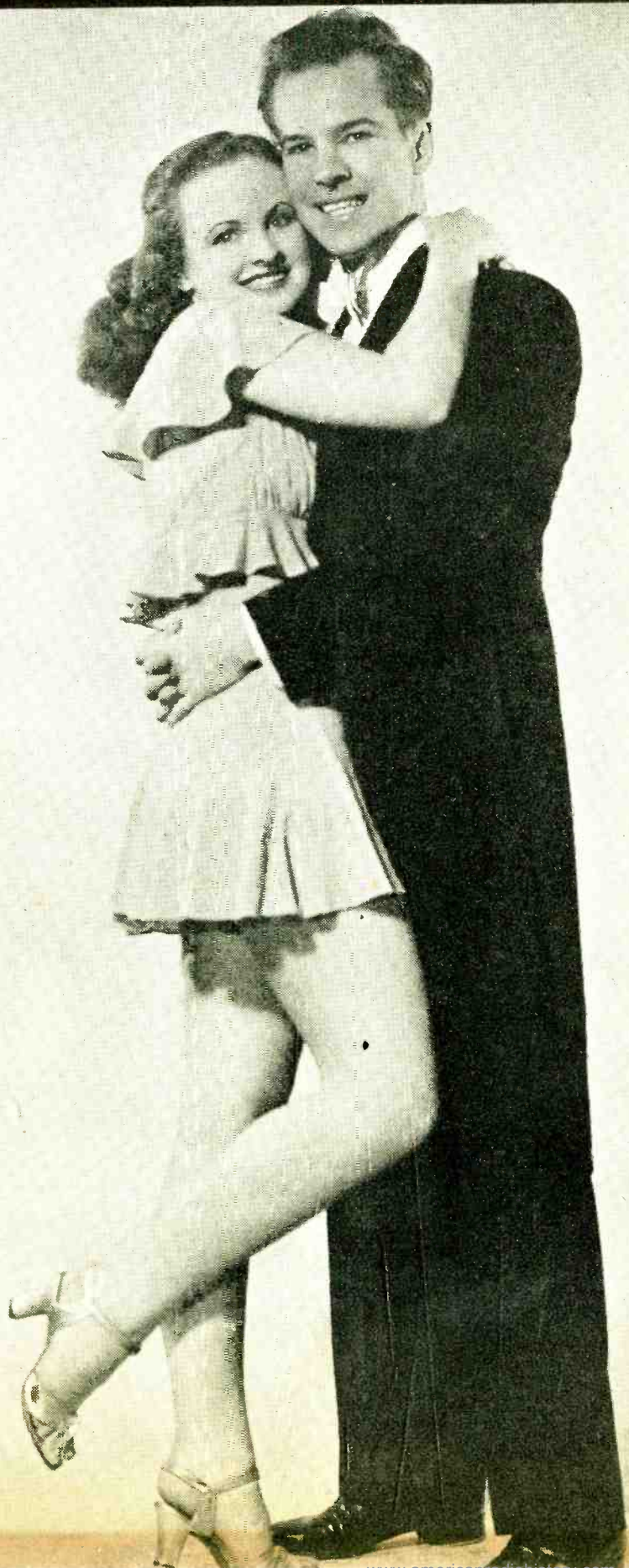
The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 10, 1940

15 Cents

Vol. 52. No. 6



DON
and
BETTE
LYNNE

"The Story Tellers
of Dance"

Direction:
Marcus Glaser, Chicago, Ill.

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These are just a few of the enthusiastic reports received from Chevrolet truck owners whose Chevrolet fleets carry their shows over thousands of miles of highways... and on a necessarily exact schedule.

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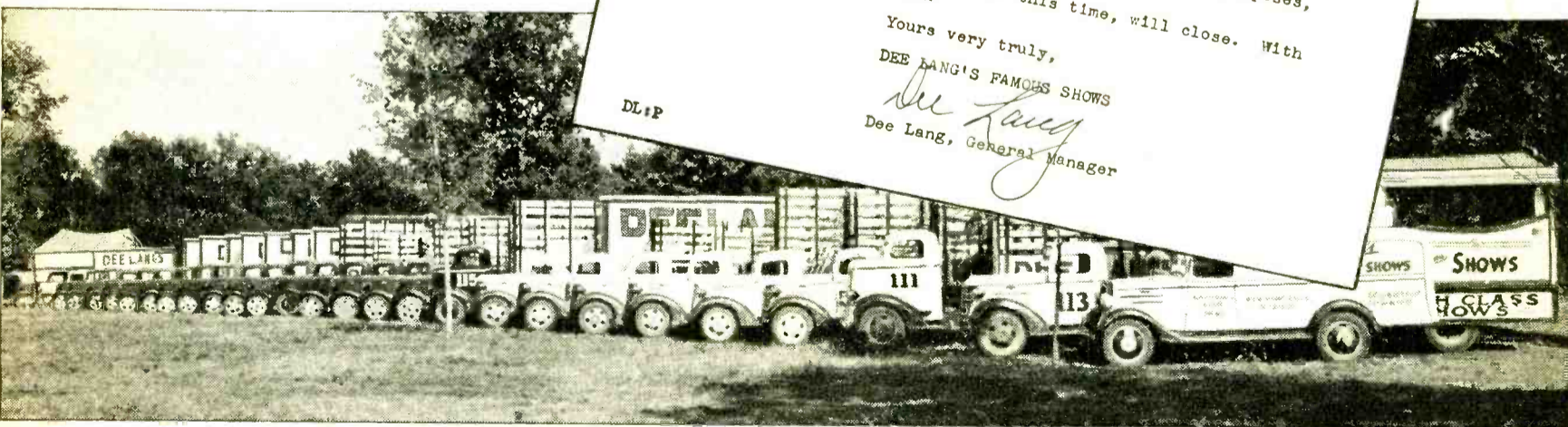
As reported by many users of 150,000- to 200,000-mile Chevrolet trucks, the limited attention required and the low cost involved have never been equaled in their experience.

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From the Gulf of Mexico to the Canadian border—traveling over eight to ten thousand miles on all kinds of highways—Chevrolet trucks have carried Dee Lang's Famous Shows to millions of people. This well-known show now operates a fleet of 35 Chevrolet trucks to do the job of all-weather, heavy-load hauling.

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DEE LANG, General Manager

The Show that built a worth while reputation

October 6, 1939

Enroute Denton, Texas

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Standard Chevrolet Company
East St. Louis, Illinois

Dear Mr. Goss:

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We have found the cost of operating a motorized show much less than by rail, and have found that the Chevrolet trucks have given us wonderful service and have stood up under the strain 100%.

We can haul on these 35 tractors and trailers a show that is equivalent to a 25-car railway show, and can play towns and dates that would be impossible to make if we were on railroad.

We have traveled every season for the past five season in nine to ten states, taking us from the Gulf of Mexico to the Canadian Border --traveling between eight to ten thousand miles per season.

There are about 250 people connected with our show, and as we are 100% motorized, there are between 55 and 60 cars, trucks and trailers connected with our show.

In some of the states that we show we play two fairs within a week--four days at one fair and three days at the other--playing seven days each week. We tear down and move during night in the middle of the week and then on Sunday make a jump anywhere from 75 to 100 miles and open on the same day. This is done with a motorized show, which would be impossible to do if we were on rails.

We played fourteen towns this past season in which we made two town each week. When closing this season on Armistice Day, we will have operated 37 weeks--opening at Waco, Texas and going clear to the Canadian Border in Minnesota and then returning back down to Texas and closing at Huntsville on Armistice Day.

We showed in nine different states in 1939 and would venture to say that we showed close to a million people in our 37 weeks, making 44 towns.

If you see fit to use this letter for any advertising purposes, you have my permission to do so.

Believing that this covers all for this time, will close. With very best regards, I remain

Yours very truly,
DEE LANG'S FAMOUS SHOWS
Dee Lang
Dee Lang, General Manager

DL: P

CHOOSE CHEVROLET

for Power, Economy, Dependability and Long Life

The Billboard

Vol. 52
No. 6

February 10,
1940

The World's Foremost Amusement Weekly

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NO SKIDS FOR ICE SHOWS

"Hellzapoppin" Poppin as "Hellzapfire" Fires "Old Stuff" in Answer to Suit

NEW YORK, Feb. 3.—Hearing on the injunction suit instituted by Olsen and Johnson of *Hellzapoppin* against producer and members of a vaudeville unit, *Hellzapfire*, before Supreme Court Justice Aaron J. Levy Thursday had defendants' attorney, I. Robert Broder, proclaiming to the court that the title in question was an ancient handle used freely years back by carnival and midway folk in the annual Mardi Gras held at Buckeye, Ariz.

Plaintiffs are seeking not only an injunction to halt the vaude unit, but an accounting of profits. Charge is that the *Hellzapfire* unit lifted material from the Broadway legit production and that the touring nature of the vaudeville troupe jeopardized the profits which Olsen and Johnson anticipated from road company they were planning to put out.

In original papers submitted to the court, Cutler and Males, representing the plaintiffs (Milton Weinberger upheld the interests of the Shuberts, who are parties to the legit production) seemed to be relying upon protection of copyright. Broder argued, however, that the show had been running for six months before the producers sought a copyright, and that therefore their materials are public domain. Plaintiff attorneys built up

their case, further, upon premise of unfair competition.

Hellzapfire unit had been served with papers while in Buffalo. If no injunction interferes, they will appear at the State Theater, Hartford, Conn., until February 8 and then go to Easton, Pa. Defendants were given to February 8 to file replying briefs. It is likely that the unit will ask a \$100,000 bond be posted by the Shubert-Olsen and Johnson interests if the courts grant a temporary injunction, for the defendants claim they intend to carry the case into the higher courts if necessary.

The 33-piece unit comprising *Hellzapfire* includes Benny Meroff and his band, Rex Weber, the Wynn Twins, Roy and Ken Paige. Al Borde, of Chicago, is producer.

But Field Is Limited Because Not Enough Talent Is Available

By JOE COHEN

NEW YORK, Feb. 3.—Despite the fact that ice shows are cracking box-office records and returning a terrific amount of coin to their producers, there seems little likelihood that any new companies will be formed for quite a while. At least a dozen promoters were lured into the field at the beginning of the season, but nearly all have given up, being stymied by the scarcity of top flight talent and the shortage of suitable arenas. According to the Arena Managers' Association, only two were successful in rounding out a complete big show this season. Bill O'Brien, tennis promoter, succeeded in forming a troupe tabbed *Ice Vanities*, and Arthur M. Wirtz, producer of the

Sonja Henie unit, put the *European Ice Revue* on the road. Wirtz, however, had to import a show intact from England at an initial cost estimated to be \$75,000. *Ice Follies*, also highly successful show, is owned mostly by its own principal performers.

The most serious aspect of the biz is the lack of enough names to go around. Nearly every prize-winning skater mentioned in the sports pages has been gobbed up by the existing companies, and little new talent is available, since 90 per cent of the skaters come from Europe and Canada. The war has cut off the supply of foreign champs, with every able-bodied male either in the front lines or in reserve. There is little likelihood that the situation will be relieved for some time, since even the neutral countries are holding on to their citizens, just in case. The Wirtz wholesale importation was the last batch of (See *ICE COST* on page 17)

AGVA Again Without Direction As Jean Muir Resigns Suddenly; Critics Rap Lack of Leadership

NEW YORK, Feb. 3.—For the third time in its six months' existence, the American Guild of Variety Artists is without an executive secretary. Jean Muir, who temporarily held that position, resigned Wednesday (31) to accept an offer from MGM. She flew to the Coast the following day.

Prior to her departure Miss Muir categorically denied that there was any internal dissension within the organization that prompted her stepping out of AGVA.

Miss Muir is the third executive secretary pro tem. to suddenly resign from that position. Maida Reade, who assumed that post when AGVA was formed, left suddenly and was replaced by Dorothy Bryant. Miss Muir stepped up when

her predecessor had a nervous breakdown and left suddenly for a trip to Mexico. AGVA headquarters are currently in charge of Mildred Roth, former assistant to Miss Muir.

Miss Roth claimed that upward of \$1,300 had been collected for the third-week salaries for members in the International Casino. Further attempts will be made to enforce AGVA's contract with the Casino, which provided for four weeks' salaries and a week's notice if the cast was not to be used for the next four-week period. AGVA claims no such notice was given and says it may submit the claim to arbitration.

Miss Roth also said that negotiations with 23 cafe owners in Brooklyn have (See *Jean Muir Quits AGVA* on page 19)

Cold Deals Blow to Dixie Amusements

NEW ORLEANS, Feb. 3.—With sub-freezing to sub-zero temperatures breaking records of 40 to 56 years duration in the Deep South, heavy damage to Dixie's truck crops added to the paralyzing of general business during the past two weeks. New Orleans suffered from a general freeze for 11 days but conditions were even more severe in the interior of the Gulf States. Government officials place damage to winter truck crops at over \$60,000,000.

Carnivals and circuses in winter quarters in this area were forced to keep canvas protections heated and little loss of animal life was reported. Shows suffered severely, attendance 25 to 50 per cent, and many amusement spots were forced to close down completely owing to lack of facilities for warming under such conditions.

At the local zoo small animals felt the havoc of the bitter cold but Superintendent Frank Neelis reports no loss of important inmates. Modern Audubon Park Zoo brought good heating system into proper use.

Particularly great damage to crops was reported from the Rio Grande Valley section where temperatures of 23 to 25 degrees, unheard of in the annals of weather bureau, continued for several days. The important fruit crops of the valley were damaged as high as 40 per cent.

Doubling—Modern Style

NEW YORK, Feb. 3.—The Inkspots have found a sure way of making fast time in doubling between the local Paramount and the Apollo Theater this week. They make the trip between 43d street and 125th street by ambulance.

As if that didn't keep them busy, they are playing the Famous Door after theater.

A Busy Vaude Operator -- Runs Niter, Agency in Spare Time

KANSAS CITY, Mo., Feb. 3.—"Make It Pay" is the motto of S. Bernard (Barney) Joffe, who is rapidly proving to be the most successful theater operator in this area. Joffe, whose myriad activities include managing the swank Terrace Grill of the Hotel Muehlebach and operating a booking agency, is the manager of the Tower Theater here, only house in this area consistently playing flesh. By "Make It Pay," Joffe means keeping within the theater's budget and offering the public something new.

Last spring when the Tower was under a different management (Fox Theater), when pics alone were played, receipts dropped off considerably. Bands such as Orrin Tucker and Ted Lewis always brought in a flood of cash, but such moneymakers seemed to be few and far between.

As a result the theater was closed in June. The house ork, Judy Conrad's Band, revamped itself and invaded the dance spots. The chorus line disbanded.

In September Joffe leased the theater, making L. Simpson house manager. A smaller chorus of eight girls, organized and trained by Mary Graham Minor, was hired, and a new orchestra, conducted by Herbie Six, put on the stage.

Frank Tracy, who produced the Stroud Twins' revue last spring, was hired to work each week's set of acts into a plausible revue.

Greatest innovation was the 25 cents admission charge at all times and for all seats. This proved to be the greatest crowd-getter of all. No other house in town offered even first-run pictures, much less first-run pictures and a complete stage show for a quarter.

Joffe established a "Discovery Night," Monday nights, the winner of each contest getting a week's engagement at the theater. Soon Monday nights began to top all other nights for consistently high grosses.

During one week's show the chorus girls and the members of the ork were introduced one by one by name to the audience.

Business at the Tower started off last September rather slow, averaging about \$5,000 per week. Even this meant a profit. But soon added customers, especially out-of-towners, began to flock to the theater. As a result average grosses have climbed to \$7,000 a week and are still mounting. Today bigger acts such as Donald Novis, The O'Connors and the Kidoodlers are heading the bills.

Ticket Bill Nears Vote

ALBANY, N. Y., Feb. 3.—The Assembly this week passed to the order of third reading and final passage of the proposed new law that would transfer from the secretary of state to the local licensing authorities the regulation and licensing of those engaged in the business of reselling of tickets of admission to theaters and other places of amusement and exhibition. The bill also provides for a bond as indemnity against damages caused by misstatements and requires printing on tickets of maximum premium at which they may be resold, not to exceed 75 cents over the original price.

Legislation is being sponsored by Assemblyman MacNeil Mitchell, Republican, of New York City.

In This Issue

	Pages
Broadway Beat, The	17
Burlesque	25
Carnivals	39-46
Circus and Corral	30-32
Classified Advertisements	47-49
Coin Machines	60-84
Endurance Shows	26
Fairs-Expositions	33-35
Final Curtain	29
General News	3-5
General Outdoor	55-58
Hartmann's Broadcast	55
Legitimate	15-16
Letter List	28 and 58-59
Magic	25
Music	9-14
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	55
Orchestra Notes	10
Out in the Open	55
Parks-Pools	36-37
Pipes	53-54
Possibilities	24
Radio	6-8
Radio Talent	7
Repertoire-Tent Shows	26
Rinks-Skaters	38
ROUTES: Orchestra, page 14. Acts, Units and Attractions, 20 and 56. Burlesque, 56. Dramatic and Musical, 56. Carnival, 56. Circus and Wild West, 56. Miscellaneous, 56. List of Events for Two Weeks, 54.	
Show Family Album	48
Sponsored Events	46
Theater Talk	15
Wholesale Merchandise-Pipes	50-54

Paris Expects Banner Year For Amusements; Girl Shows Clean Up; 24 Legits Open

PARIS, Jan. 20.—As a soothsayer in the crystal-ball-gazing business would say, "A continued and growing activity is to be predicted for the 1940 season." With declaration of war September 2 all amusement centers ceased to function thru the mobilization of all Frenchmen of military age. Following the seeding of those designated for active service and the ones who could be released as reserves, efforts began in all categories of the industry to assure the functioning of what for a country at war can be considered a moral Maginot Line. In

the movie branch special government aid was granted producers that a repetition of 1914 would not occur, when France dropped from No. 1 producer to last. It was just getting back into international competition at the declaration of this conflict. At present all major studios are turning.

In the legit field managers, producers and authors established a co-operative casting office, centralized their efforts in securing appropriate talent, sending out calls to all artists exempt from military service by age, physical ailments or placed on the reserve, and slowly recruited talent to replace the original members who had been mobilized.

Vaude scouts were able to recruit from Homes for Aged Artists, also inducing those who had retired to farm or village to return, and by this means got together about 75 acts. It meant a huge payoff for the houses, and the veterans performed from one Paris stage to another until the novelty wore off, causing the houses, one by one, to switch to revue or girl shows. But the experiment was profitable for all while it lasted.

Cabarets, musical revues and girl shows are the best paying venture in the Paris entertainment market now. Talent easy to secure, usually femmes, a large military clientele to draw from, plenty of money in Paris—all going to make a perfect set-up to swap entertainment for cash.

The two indoor circuses which Paris boasts have had easier going and have been able to book good circus numbers among the many small wagon enterprises which in normal times work the year round under canvas. Menageries can be had for the asking and feed, but

What Other Belongings?

REGINA, Sask., Feb. 3.—Something new in the giveaway line was a taxi ride provided by a local theater the other day.

One of the young customers left his coat and other belongings on a seat while he went to the men's room, and when he returned he couldn't find the seat he had vacated. Attendants wrapped the lad up in odds and ends they were able to rummage and sent him home in a taxi.

After the last show the coat, some unfinished lunch and other belongings were found and returned.

to secure equestrian acts is more difficult, the army having requisitioned practically all healthy dogs, horses and mules.

Operating in the Paris district at this time are 150 movie houses, 24 legit theaters, 3 vaude nabe spots, 2 circuses, 22 music halls and revues and an estimated 100 cabarets and night spots, with as many more speakeasies also furnishing entertainment. The Parisian theatrical moguls are going to cut heavy dividends this season, and many new names would be put in lights if there were any lights. The same situation noted in the capital is being felt thruout France, and cities and towns far from military influence report large and enthusiastic audiences for any kind of entertainment.

"Three" Needs Work After Loop Start

CHICAGO, Feb. 3.—If the book, musical score and dance ensembles of *Three After Three*, which opened here at the Erlanger, were as strong and imposing as the cast of principals, Ruth Selwyn and the Messrs. Shubert would have a hit on their hands. Unfortunately, the familiar story of three New Hampshire farm girls who invade Florida in the hunt of three husbands is expected to shoulder more than its share of the proceedings, the score has only one or maybe two tunes that linger on after the final curtain, and the routines by the mixed chorus are poorly staged and exceedingly weak in design.

Mitzi Green is the most talented of the trio, and whenever she is given a fair opportunity she is more than amusing. She sings, dances, impersonates and handles lines like a veteran. Simone Simon is a decorative fixture and tho she has neither singing nor dancing assignments, her vocal cooling is rather receptive. Mary Brian is only a decoration. Her voice is too harsh and her delivery too forced to make a pleasing showing.

Stepin Fetchit is his lazy self, while Frances Williams again proves herself an entertaining comedienne, particularly in a drunk bit which is a high spot in the second act. Art Jarrett should have more songs to sing and Marty May should be given more important work to do.

Before it can hope to click in New York it must speed up its pace, replace several musical numbers, and sprinkle its entire book with additional bright lines. Dance honors go to Dudley and Bostock, who have a show-stopping number in their minuet in swing time. *Honigberg.*

Boston Ticket Case Postponed

BOSTON, Feb. 3.—Illness of one of the Shubert lawyers again put off hearings in connection with the bill in equity filed by five indie ticket agencies in Boston.

The indie brokers charged Shubert's Select Theaters Corp. with controlling the other defendants, Herrick's Agency and the Plymouth and Wilbur Theaters. According to the complaint, the practices of the defendants constitute a monopoly in the business of ticket resales, in violation of the laws of the commonwealth.

Chief squawk is the alleged policy of giving Herrick's first choice of seats and of assessing other brokers a 25-cent premium and stipulating that the agency



THE AGVA was born in hate, chaos and violence. So it will die, it seems. Already it has produced three casualties in the ranks of executive secretaries, the last being Jean Muir. And, we might add, by no means the least. Because of all professional theatrical union workers Miss Muir sacrificed the most to fight in the ranks of unionism. Now Miss Muir is on her way back to the dazzling brilliance of the Klieg lights and the AGVA rolls grimly on to destruction.

Something too terrible to discuss without passion, disgust and other base emotions is happening in the theatrical labor movement. The stink and the clamor is everywhere but now it seems concentrated in the vaudeville and night club jurisdictions. The big shots are clawing at each other; night and day do they scheme and connive to cut off each other's heads. There isn't a wholesome bone in the whole structure. We are freer to say that than ever before—now that both Dorothy Bryant and Jean Muir are gone.

It is indeed too bad. Too bad for the industry that a real union could serve; even worse for the actor who has always been a football for managers and who is today a doormat as well for the clod-hopping feet of professional unionists who are so busy waging internecine war that they rarely remember, if even for appearance's sake, that the ideal of unionism according to the books is to attain economic security and improve working conditions of the employed.

There is much that we could say about the present outrageous state of affairs that would constitute a waste of valuable space here. A waste because the actor who doesn't already know what is going on; what has been going on all these months, is a hopeless proposition anyway. About the only way he will ever learn is to be on the receiving end of a bang on the conk. In most cases even such treatment would represent a waste of time and energy.

The hopelessness of the present situation is truly appalling. There is nobody to whom to appeal, unless one's imagination is fertile enough to get a kick out of haranguing vague, undefined masses of actors who have proven almost beyond the shadow of a doubt that they are incapable of governing themselves. As much as we were repelled by the railroading given the AFA during the past summer we honestly tried to work up some enthusiasm for AGVA—or at least for the ideal of bringing order out of chaos in the variety and cafe field thru the medium of AGVA and for want of another and better instrument to achieve the objective. We tried and tried but the miracle failed to happen. Why summarize the rise and decline of our hopes? It is written in black and white in the coldly impersonal files of back issues of *The Billboard*.

AGVA has turned out to be an awful fizzle; a monstrosity of inactivity and dis-sension because those who fostered its being failed, perhaps for reasons that they know far better than we do, to kick the scyophants, the politicians, the gabby- (See SUGAR'S DOMINO on page 27)

get 75 cents more than the regular prices. The complaint also alleges "restraining free rivalry of the plaintiffs and restraining the supply and the price."

Graham's Fourth X-Country

NEW YORK, Feb. 3.—Martha Graham will begin her fourth transcontinental tour in Philadelphia February 12. The stops in her itinerary include Atlantic City, Richmond, Charleston, Baton Rouge, Austin, Fort Worth, Dallas, Phoenix, Los Angeles, Long Beach, Santa Barbara, San Francisco, Seattle, Chicago, Ann Arbor, Hartford and Plattsburg, N. Y.

Besides Miss Graham, the company will consist of 3 men and 10 women.

DON AND BETTE LYNNE (This Week's Cover Subject)

DON AND BETTE LYNNE, "the story tellers of the dance," worked individually for several years before joining forces in 1935. Don featured neck-breaking routines, while Bette had ambitions to become a strong acrobatic single.

Once paired, they decided to develop something unique in dancing and, above all, something contrasting to the popular dancers of the day. They hit upon the idea of telling a story in dance form, giving each of their numbers a definite reason for each interwoven step and bit. They emphasize pantomimic and flirtatious moods, to popular tunes of the day.

Both studied dancing under the supervision of the Eddie Mack Studios in Hollywood. They have played in many prominent cafes and theaters and were featured with such bands as Ozzie Nelson, Bob Crosby, Herbie Kay and Tommy Tucker. The team recently completed a lengthy engagement at the Somerset House, Beverly Hills, Calif.

"By you, Mr. Gross, it ain't just a name!"

"Confidentially, I got the idea from a swing band," admits my friend and amusement park competitor, Louis Gross. "This outfit moves into my Jiveland Concession and steals the trade. Now it ain't the music, on account there is only a few shaggers on the floor, but everybody and his brother is jammin' that door. So I figure, 'Why not? If it's a sound system draws 'em, I'll wire the whole Park!' Brother, in two weeks I grossed more than I had all season."

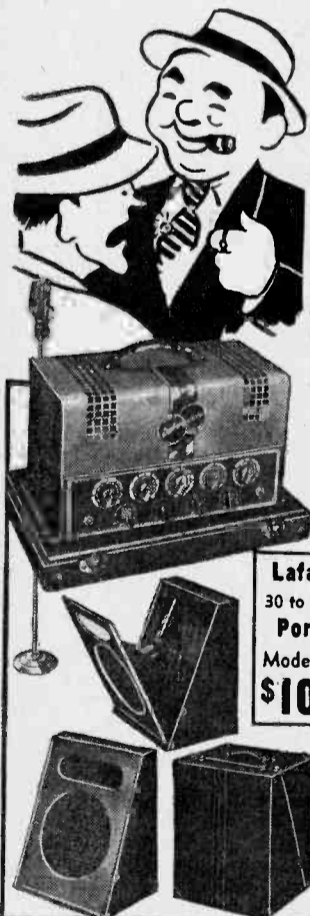
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RADIO'S YEN FOR THE ROAD

Andrews Sisters Almost Break Up

NEW YORK, Feb. 3.—The Andrews Sisters were on the verge of a break-up early this week, their family troubles reaching the front pages; but the girls continued on their Chesterfield commercial, except for Tuesday night when only Patty sang. The girls reunited for the Wednesday and Thursday broadcasts and apparently are set to continue as a trio.

Their contract with Chesterfield, set with General Amusement Corp., calls for another 13 weeks this summer following the current 13-week series with Glenn Miller's band.

No Request To Refuse

PITTSBURGH, Feb. 3.—The blue-coated cop entered the backstage dressing room at the Stanley Theater here with an ominous-looking book in his hand. He saw three reporters, Eddy Duchin and Duchin's valet-secretary-alde. He said, "Which one of you is Duchin?"

The pianist-maestro signed the policeman's daughter's autograph book with alacrity.

Producers Claim '40 Will See Increase in Touring of Shows

NEW YORK, Feb. 3.—Program producers in ad agency circles predict a considerable increase during 1940 in the touring of radio programs, exchanging between the two Coasts and playing smaller cities as well. Feelers in this direction, with Young & Rubicam moving a number of their programs around the country, have shown that the touring pays off in a number of directions. Most important is that taking a show to a city, such as Des Moines, where few big-league network programs ever show up on personal appearances pays off handsomely in publicity. Newspapers usually go to town on the visit from the standpoint of recognition of the locale, bringing visitors from near-by communities and so on.

Another payoff is the increase in local good will, an important factor in the make-up of a large commercial organization. This, for instance, is one of the reasons Westinghouse is producing its

show out in Pittsburgh, instead of New York, and applies also to Ford's show out of Detroit. A final reason for touring the programs is that it acts as a hypo to the cast.

Programs moving around lately include the Alec Templeton show, now in New York from Chicago and due on the Coast soon; Joe Penner, in New York from Hollywood; Edward G. Robinson, in *Big Town*, in the big city, also from the Coast. Kate Smith recently went to Hollywood, while *We, the People* has been set for a tie-up with 20th Century Fox Pictures. Show will come from the Fox lot April 24, using people from that studio as the guests, Darryl Zanuck included. Another show which might be traveled extensively during 1940 is Dave Elman's *Hobby Lobby*. Hobby contests thruout the Midwest have already been established by Young & Rubicam, and show might move in connection with these.

Chase & Sanborn likewise may risk another visit to New York. Bob Hope is set to air from New York during May.

Progenitor of the touring idea is Major Bowes, with his "honor city." Sponsor, Chrysler, keeps an advance man on the road to drumbeat for the program, and the "honor city" gimmick has paid off with enormous publicity dividends.

Canadian Legit-Vaude Chain?

CALGARY, Alta., Feb. 3.—J. B. Barron, manager of the Grand Theater here, has announced that he and his associates in National Theaters, Ltd., have bought the Walker Theater in Winnipeg, Man., on a lease-purchase plan, and will reopen the house September 1. The Walker, he said, would form a link with the Grand in Calgary in a proposed chain for legitimate productions, musical shows and possibly a vaudeville circuit. When not otherwise engaged it will be used as a motion picture house.

About \$35,000 will be spent in renovating and modernizing.

Bebe Daniels, Ben Lyon in New London Holborn Show 'Haw-Haw'; George Black's 3d Wartime Show

LONDON, Jan. 20.—Tho American acts in England are few, they play prominent parts in each of George Black's current productions, third of which put on since war began, *Haw-Haw*, had its first showing here December 22. Departing from usual procedure, Black dispensed with provincial tryout.

Sold to the public as a "laughter show," not a great deal of time is taken up with production numbers. The opening, with its *Keep Fit* theme and serving to introduce most of the company, comes in this category; likewise an Havana scene with Bebe Daniels vocalizing *I Went to Havana*, with the eight Haw-Haw girls and Darmora Ballet providing a living background of color. Finale, *Knees Up, Mother Brown*, with an English fairground setting, gives the stage its most complete filling, bringing on the entire company joined by the audience.

The Darmora Ballet is a group of vivacious young ladies whose lively can-can just about topped their second spotting in *Dances of Yesteryear*.

In the matter of sketches and black-outs the material is patchy. Strongest for laughs is the scene depicting the leader of Germany surrounded by his satellites, the surprise finish appealing strongly to Britons just now. The talents of Bebe Daniels and Ben Lyon receive but scant opportunity in a brief blackout which, admittedly, gives a new twist to the triangle theme. An army front-line comedy sketch is not too strong, but may warm up when Max Miller gets more deeply into the skin of his part. Something better might have been found for the collective efforts of Miller, Lyon, Franklyn Bennett and Edna Powell than the oft-seen gag about three men marrying the same girl and agreeing to share her, each being responsible for one part of her body.

It is in the vaude offerings that *Haw-Haw* is strong, which leads one to anticipate the show having a successful run. Miller is the star; his very presence at the Holborn must mean music to the box office. His biggest success is when on the stage all by himself to put across a stream of typical near-the-knuckle confidences.

Bebe Daniels and Ben Lyon have one joint appearance. Bebe has a feature spot for a couple of vocals, she and her pianist being introduced on a white rostrum which moves down stage to the lights. Ben, too, has his own placing for that "encourage-the-singer" bit, with Edna Powell stripping.

Len and Bill Loew, personable boys, register well with impressions and stepping. This applies, too, to another young couple, Dave and Maureen, acrobatic

funsters. That the Three Musketeers (Hank, Jack and Leo) are permitted to put on their normal vaude offering is to the show's advantage. Their "almost straight" singing has just that right blend of comedy with good pipes.

If anyone except Miller goes near a show-stop 'tis Gaston Palmer, whose dexterous juggling is served with a friendly wittiness. His catching a number of spoons in a like total of glasses puts the seal on a terrific act.

Last of the vaude offerings is Syd Seymour and his Mad Hatters Band. As a musical combination, they may not be so hot, but as their idea is to fool more than fiddle, they prove acceptable. Constance Evans puts in a fan dance appearance, relying more on her talents than a display of flesh.

Production is by Charles Henry, under supervision of Black.

Edward Graves.

Hub Grosses Still High

BOSTON, Feb. 3.—Legit biz remained good this week at both houses open. *Two for the Show* scored a definite hit during its extended run. Next attraction due is Clifford Odets' *Night Music*, which opens at the Shubert February 8 for 12 days.

Shubert (seats 1,590; tickets 85 cents, \$3.30): *Two for the Show*, slightly modified, continued to pull 'em in. Swell \$21,000.

Colonial (seats 1,642; tickets, \$1.10-\$3.30): So-so reviews failed to dampen ardor of Hayes fans for *Ladies and Gentlemen*. Pulled neat \$23,000 for last week.

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JIMMY DORSEY
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★ TOP BILLING . . .

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

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

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NAMES IN DAYTIME DRAYMAS

Pix and Legit Players in Air Shows as Possible Drool Hype

NEW YORK, Feb. 3.—Past few months have seen an influx of new talent in daytime radio shows, new talent being semi-names identified with either legit or pictures. In addition to showing a desire on the part of daytime show producers to throw in a dash of showmanship, move might also be indicative of effort to bolster daytime schedules and give radio something it has never had before—the matinee idol. It may be that 1940 will see important changes in the structural make-up of suntime offerings, a step away from the long-entrenched policy of selling the show only and not the actors.

One of the most prominent pic-stage players to go into daytime radio recently is Sylvia Sidney, who is now in *Pretty Kitty Kelly*. Another legit actor in this opus is Richard Kollman, singer in *Too Many Girls*, Broadway musical hit. Theodore Newton, juve lead in *Man Who Came to Dinner*, recently went into *Joyce Jordan*, while Onslow Stevens, a standard stage and film player, recently replaced Van Heflin in *Betty and Bob*. Heflin has been active in radio for some time. He is currently playing opposite Katharine Hepburn in *The Philadelphia Story*.

Society Girl, which is a newcomer to CBS' daytime draymas, has used a number of names as a hypo. Billy Livingston, one of New York's upper crust, is now in the cast. Livingston was one of Brenda Frazier's escorts. *Girl* also had Jackie Coogan on its roster for a while, as well

Musicians Ask WPEN Be Nixed on Records

PHILADELPHIA, Feb. 3.—Local 77, American Federation of Musicians, this week drew up papers preparatory to filing suit against WPEN, seeking an injunction to restrain the station from playing phonograph records. Suit will be filed Tuesday (6) in Common Pleas Court, possibility being that Maurice J. Speiser, union attorney, may take case to the Federal courts, since station is operated by a New York corporation. Altho Speiser is counsel for the National Association of Performing Artists, this court action is strictly a local move.

Musicians have been picketing WPEN several months owing to impasse reached when drawing up new music contract.

NBC Daily Tie-Up Pulls 12,000 Gate

SAN FRANCISCO, Feb. 3.—KPO-KGO *Chronicle's* jubilee show set a new all-time attendance record for stage-radio production here Friday night (26) at the Civic Auditorium. Figure hit 12,000. Record was made in poor weather.

Show was ground out in three hours, using mainly NBC talent, altho Line Pagliughi, concert singer, was the featured artist.

Al Nelson, NBC boss here, and Paul Smith, *Chronicle's* general manager, cooked up the stunt more than two months ago to commemorate sheet's 75th anniversary, building up to climax with heavy press and air artillery.

Ball will be kept rolling for a repeat show and broadcast later in the month. Promotion and talent figured to have cost around \$3,000.

It Ain't Hay

NEW YORK, Feb. 3.—Bob Catherwood this week became the fourth WOR salesman to hit \$1,000,000 total in time sales. Catherwood did it with his contract with Philco Radio, thru McKee Albright, sponsoring Wythe Williams.

Catherwood's teammates in the bracket are Ote Williams, Ted Herbert and George Schmidt.

Note: The boys sold that much; they didn't make it.

as Elaine Barrie Barrymore. Alexander Kirkland, from legit, is on the show now. Another drivet drama, *Big Sister*, has its share of name guests, including Ruth Chatterton, Diana Barrymore and Zasu Pitts. None of them is now with the offering.

Others include Selena Royle and Larry Robinson (*Life With Father*) in *Woman of Courage*; Rex Ingram, *My Son and I*; Aileen Pringle, former pic star, *Joyce Jordan*; Francis X. Bushman, *Stepmother*; William Farnum, *Hollywood 10,000*.

A reverse twist had Paul Stewart, a leading radio actor who was originally in legit, return to legit to play the lead in *See My Lawyer*, while Milton Berle vacationed.

"Ellery Q" Cut in 2, On Soon for Gulferoo

NEW YORK, Feb. 3.—When *Ellery Queen*, mystery show now sustaining on CBS, goes on the air, most likely in April for Gulf Refining Co., it will be reduced to a half hour. Program now runs an hour Sunday nights and has built an audience for itself.

Ellery will replace the present Gulf show, the Screen Actors' Guild show, for which Gulf pays \$10,000 weekly into the Motion Picture Relief Fund. George Zachary produces the show, written by Fred Dannay and Manfred Lee, with Hugh Marlowe playing the lead.

Young & Rubicam is the agency for Gulf. Columbia Artists, thru its head, Herbert Rosenthal, sold the show.

Pa. Seeks To Tag Act Booking Outlets

PHILADELPHIA, Feb. 5.—State-wide drive against radio stations which book talent without a license was begun today by Anthony J. Sharkey, State Department of Labor and Industry agent in charge of booking licenses. Deadline for obtaining licenses was Friday (2), and all those found wanting today would face court action, Sharkey said. As deadline neared it was stated that WCAU would be the first station tackled unless it came thru.

Very few stations in the State have complied with license law, which calls for payment of an annual fee of \$100. Only Philadelphia station complying is WPEN.

For a long time Entertainment Managers' Association here has been burning out to competition of unlicensed stations.

Outside Org Censors Air Show

Child Study Association of America approving scripts for Hecker's "Superman" show—CBS turned down program as "too scary"—waxed version on 10 stations

NEW YORK, Feb. 3.—Scripts of the *Superman* program, which starts locally soon on WOR and goes on nine other stations, are being approved by the Child Study Association of America, believed to be the first time that a non-theatrical organization has been given the power of censorship over a radio program. Advertising agencies have frequently put psychologists on their staffs to keep them out of hot water, but no precedent for the *Superman* censorship is on record. Trade believes it may be an unwise example.

Superman is currently the leading

Just Call It a Thing

NEW YORK, Feb. 3.—Jack Johnstone, who thinks up the complicated gadgets used by his *Buck Rogers* people in the 25th Century, has turned his brainstorms to more practical use. He has invented a spotlight for photographic use, has secured a patent on it, and has had two offers from camera accessory manufacturers.

Gimmick is called "Thermo-incandescence Magnification Unit," which just means spotlight.

Ilka Chase To Star In Camel's 4th Show

NEW YORK, Feb. 3.—R. J. Reynolds Co., manufacturer of Camel cigarettes, bought its fourth network show this week. Program will star Ilka Chase, legit actress, with the rest of the details of the program not completely set. Tentative title is *Saturday Afternoon at the Ritz*, Edith Meiser to do the scripting. Program will go on NBC, the network now attempting to clear time.

Camels now have *Blondie* on CBS and Bob Crosby and Mildred Bailey on NBC. Last week the account bought the home games of the New York Yankees and Giants to go over WABC. Renewal date on *Blondie* and the Crosby show will not come up until the end of February, but indications are the two will be continued. Reynolds firm is stepping up its radio expenditures considerably.

Miss Chase was sold to the account by Bill Murray, of the William Morris office. Dick Marvin heads radio for the Esty advertising agency, which has the account.

New AC Station On

ATLANTIC CITY, Feb. 3.—WBAB, new radio station here operated by the Press-Union Publishing Co., publisher of *The Press* and *Evening Union*, daily rags, opened operation Wednesday (31) with publisher-prexy Albert J. Feyl making the initial spiel. Station takes over the 1.200 channel of WPG, which was CBS-owned, and affiliates with CBS, operating daily from 8 p.m. to midnight.

Norman Reed is the new station's managing director, Earle Godfrey is chief engineer, and Willem Stokking, musical director. Initial live talent parade included Henry Hotz and his Madrigal Singers, of Philadelphia; Carlo Tamburelli, accordionist; Southern Four, Negro spiritual quartet; Malleen Glorious and Phil Barrett, singers.

Lowy Buys L. & T. Tales

NEW YORK, Feb. 3.—Sylvia Lowy, casting director for Lord & Thomas advertising agency, has been given additional duties. From now on, in addition to casting *Mr. District Attorney*, Miss Lowy will buy scripts for that show.

Beef Over WHN Hoss Dope Filed By Utility Exec

PHILADELPHIA, Feb. 3.—Public Utility Commissioner Richard J. Beamish has complained to the Federal Communications Commission that Pennsylvania "is being swamped with race-track gambling broadcasts from a center outside State." WHN, New York indie station, is the alleged source of the horsey info, according to Beamish, who said the system of transmitting racing news "is so complete that it already rivals the efficiency of the Annenberg system."

"The radio station WHN, New York, dial 1010," Beamish said in his letter to FCC Chairman James Lawrence Fly, "is used by the William Armstrong race-track service from 1:15 p.m. until 7 p.m. every race day to transmit broadcasts of all races. Telephones of the Bell system in Pennsylvania are used in connection with WHN broadcasts for gambling purposes. I understand WHN is connected by wire with the various tracks."

"I herewith enter formal complaint against this interlocking gambling arrangement and urge strong action by you." He inclosed the report of public utility investigators and sent a copy of the complaint to U. S. Attorney General Robert H. Jackson.

Beamish showed a copy of *The Armstrong Scratch Sheet*. Above the masthead is the line: "WHN (dial 1010) . . . 1:15 to 7 p.m." A subhead below said: "Dial WHN (1010 on your radio) at 1:15 p.m. and remain tuned in until 7—uninterrupted broadcast of all turf news."

FCC Staff Tours Tele Headquarters

NEW YORK, Feb. 3.—Federal Communications Commission execs this week trekked to Poughkeepsie, Schenectady, Passaic and Camden, in addition to visiting NBC studios here, to take a gander at television programs, laboratories and equipment prior to making a report to the FCC pursuant to the recent television hearings. Included in the look-see entourage were Commissioners Paine, Fly, Brown, Thompson, Case, Walker and Bower.

National Broadcasting Co., which wants a license for limited commercial tele operation, feels the FCC must make some sort of decision soon and hopes it will get the go-ahead signal. According to NBC spokesmen, the industry needs encouragement, and plenty of improvements can be made with standards as they are currently. All NBC's plans relative to promoting tele, both in set sales and better talent, are contingent upon the FCC's decision.

WOR, stations on the list are WTIC, Hartford; WCAU, Philadelphia; WHAM, Rochester; WGR, Buffalo; WGY, Schenectady, and WSAR, Buffalo.

Child Study group is approving "them" and "treatment" of the show.

Chesterfield Repeating Glenn Miller Over WOR

NEW YORK, Feb. 5.—Chesterfield became the fourth major advertiser to repeat a network show over WOR this week, with Glenn Miller and his orchestra and the Andrews Sisters. Other accounts, also using WOR, are American Tobacco (Kay Kyser), Procter & Gamble (*The Goldbergs*) and Bromo Quinine (*Sherlock Holmes*).

Miller is on CBS Tuesday, Wednesday and Thursday. The transcribed show goes on WOR Sunday and Monday. Started yesterday (Sunday).

Program Reviews

EST Unless Otherwise Indicated

"Sports Writers' Quiz"

Reviewed Thursday, 7:30-8 p.m., EST. Style—Quiz. Sustaining on WNAC (Yankee network).

George Carens, sportswriter for *The Boston Transcript*, officiates on this program, which features sports questions only. Board of experts includes Vic Jones, *Globe*; Arthur Sampson, *Herald*, and guests on show caught were Weston Adams, owner of the Boston Bruins hockey team, and Frankie Frisch, manager of the Pittsburgh Pirates. Quizzers who stump the board get free dinner with experts at a Beantown hotel and ducats for the next week's show.

Modeled after *Information, Please*, show is swiftly paced, with Jones doing a Kieran. Plenty of laughs at show caught when Adams answered question, "What sport is associated with the word 'knocking'?" by answering hockey.

Very little sports lore gets by these boys, generally batting for .750 averages. All have good radio voices and delivery. Carens' ad libbing at times is strained, but show generally is worth listening to.

Tommy Hussey handles the announcing. Kaplan.

"Beat the Band"

Reviewed Sunday, 5-5:30 p.m., CST. Style—Quiz. Sponsor—General Mills. Agency—Blanchett-Sample-Hummert, Inc. Station—WMAQ (NBC-Red network).

This new half-hour program with Ted Weems and band as the main attraction adds a twist to the line-up of come-and-get-your-share shows. Listeners submit questions relating to songs, with Garry Moore, emcee, pegging the queries at the band. Authors of questions used get \$10.

If none of the orchestra lads can answer the question by playing, singing or humming the tune, the query "beats the band" and author gets a double award of \$20. Bandsmen themselves can also make some scratch thru a kitty arrangement, wherein each bandsman who fails to answer correctly must contribute 50 cents. At end of program kitty money is collected by the bright boy who has the greatest number of correct replies to his credit.

In order to make the show better more imaginative questions should be used. Regardless of quiz angle, however, program will draw because of its personalities, who include Elmo Tanner and his whistling, mellow-voiced crooner Perry Como, clowning Red Engle and Marvel Maxwell, femme vocalist.

Announcer is Fort Pearson.

"Li'l Abner"

Reviewed Wednesday, 5:45-6 p.m., CST. Style—Serial. Station—Sustaining on WMAQ (NBC-Blue network).

This five-a-week serial based on Al Capp's comic strip will ride partly on its own merit and partly on the strip's large reading public. Listeners, especially kids, will have a preconceived idea of the characters' looks—which is helpful in this case because the program tries to recapture the effect of the cartoon. Show falls somewhat short of its potential stature, however, because Abner, Pappy and Mammy have the strained sound of human beings trying to speak like talking marionettes.

Characters are overly simple hillbillies and are placed in situations which would seem insurmountable in real life. As a result listeners are kept in an amused state of anticipation.

With definite modifications, such as tightening the script and injecting life into the sleepy, listless pace, *Li'l Abner* has definite commercial possibilities.

"Men Are All Alike"

Reviewed Wednesday, 8-8:15 p.m., Style—Drama. Sustaining over KQV (Pittsburgh).

This is an air version of the magazine serialized short-story formula. Evidently trying to approach the folksy form with a presumably specialized appeal, *Men Are All Alike* succeeds in winning attention by its congenial beginning, then weakens thru lack of plot or character development. Written by two recent Carnegie Tech drama-school graduates,

Portia Mathews and John MacKereher, it seemingly aims to present a young husband in situations common to most males.

Caught was an episode of gent and wife being fooled by new neighbors into thinking that thieves had entered the house. Hubby talked big, acted mousey when pseudo scare occurred, alarm-provoking mate solved the problem by remembering the strange folks upstairs who were making the noise. MacKereher and ingenue Virginia Martin carried the dialog fairly well, altho each might lessen a seeming strain and talk as naturally as the script calls for. If the situations become more realistic and dialog better suited to radio than the occasionally monotonous talky stretches more suited to stage, the series might be developed into an idea for a sponsor of woman-appeal products. Frank.

Radio Talent

New York

By JERRY LESSER

A FEW years ago the women in radio were limited to actresses and writers, but today women have invaded the technical end of broadcasting, so that the number of feminine directors and sound experts is increasing, while here and there backstage you'll find feminine casting directors, agency executives and program consultants also ruling the airwaves. For instance, SYLVIA LOWY is the girl who casts *Mr. District Attorney*. On CBS's *Big Sister* program, BETSY TUTHILL is the director, and the soundman in reality a sound woman, ORA B. NICHOLS. Also at CBS is MARGE MORROW, assistant casting director. Three outstanding women directors today are MARTHA ATWELL, of World Broadcasting System; MARGARET JESSUP, of McCann-Erickson, and DODY YATES, of Benton & Bowles. BETTY HOWARD cast *Manhattan Mother* and others. FLORENCE SPERL is responsible for casting *Against the Storm*. BOB CROSBY's affairs are handled by PAULA O'BRIEN, and there's ELENORA GOODFELLOW to serve as buffer for TOMMY RIGGS. BOB TROUT's wife, KIT, looks out for his financial interests, and LANNY ROSS' wife, OLIVE, is his press relations counsel.

Cast of "Manhattan Mother" has 12 permanent characters. They are Dan Sutter, Ethel Owen, John Davenport Seymour, James Vana Dyk, Eleanor Phelps, Eric Dressler, John Anthony, Kaye Brinker, Vicki Vola, Effie Palmer, Elizabeth Reller and David Niles. . . . Gertrude Berg has added Madame Aguglia to the cast of "The Goldbergs." . . . Roy Fant's character of Grandpa Huddel, which he has been doing for the past four years on "The O'Neills," has passed on. Requiescat in Pace. . . . Johnny Holdbrook is the new Dr. Benson on the recorded

Mutual Revamps Discount Rates For Bulk Time Buys; Up to 50%

CHICAGO, Feb. 3.—An important revision of its discount system on bulk time buys has been effected by the Mutual Broadcasting System, as what is considered the last step in the network's "girding of its loins" to meet any future threat, such as arose when Transcontinental Broadcasting System was in the works. At the same time, the new MBS price cuts enable it to increase its competition to the NBC Blue, which has had discounts up to 45 per cent in effect for some time. Mutual is now offering, under its revised rates, discounts ranging from 40 per cent to 50 per cent.

Deals provide as follows: For either a quarter hour day or night time, five times weekly, a 45 per cent discount; half hour day or night, five times weekly, 50 per cent discount; one hour day or night, five times weekly, 50 per cent discount; half hour day or hour night, once weekly, 40 per cent discount. Network's new discounts are given

only on blanket 52 week sales deals, only exception being for kids' shows, sponsors of which are allowed a summer hiatus. Mutual deal also provides for buying 100 stations Coast to Coast.

Mutual finds itself currently in a position much stronger than ever before, as a result of steps the network management took after TBS hove onto the horizon. Its financial set-up was changed by the inclusion of new station stockholders, and its Southwestern coverage has been revamped. Network now has contracts with individual Texas stations instead of one contract with the Texas State Network, which was mutually canceled. Elliott Roosevelt's stations, however, are still on Mutual's list of affiliates.

AFM Clarifies Wax Library Wage Scale

NEW YORK, Feb. 3.—Revamp of price set-up on library service transcriptions, as recently passed by the executive board of the American Federation of Musicians in Miami, provides for more accurate payment for musicians' actual working time. Basic rate remains the same. Laws now read:

1. For each 15 minutes, to be on one side, with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour, price is \$18 per man.
2. If 15 minutes of recording is finished and additional recording is made, then the price for each five minutes or less is \$6 extra per man.
3. For each such extra five minutes of recorded music, 25 minutes may be used for recording and rehearsal.
4. Double for leader.
5. Price for rehearsal overtime for each 15 minutes or less is \$3 per man.

These rulings apply only to library service and do not apply to recordings made for local and non-commercial purposes. Neither do they apply to auditions. All such jobs come under local autonomy.

Above price set-up is effective immediately. According to the AFM it is an equitable arrangement making it possible for e. t. companies to figure salaries closely, instead of paying for an extra 15 minutes when the band records a few minutes additional. Arrangement is also designed to clarify the old laws, which were admittedly so muddled that unions and employers never agreed on what price should obtain for a particular job. AFM felt that, owing to employer misconstructions of the laws, membership lost plenty of cabbage.

NEW YORK, Feb. 3.—Transcription company spokesmen claim band leaders are gradually coming around to the belief that e. t. s can play a major role in developing a band, and that bands are in many instances now anxious to cut disks under their correct names. To foster this, some companies, notably Associated Music Publishers, have contracts wherein it is specified that band can play under its own name, and if and when band obtains a radio commercial leader can then have the name stricken off the waxes in event the sponsor squawks.

Another One

NEW YORK, Feb. 3.—Dramatic serial, *Amanda of Honeymoon Lane*, starts Monday (5) over 45 stations of the NBC-Blue network for Charles H. Phillips Chemical Co. Corn serial will be on Monday thru Friday. Blanchett-Sample-Hummert is the agency.

Phillips Co. now has five shows on NBC. Others are *Lorenzo Jones*, *Stella Dallas*, *Young Widder Jones* and *Waltz Time* with Abe Lyman.

BOSTON, Feb. 3.—Bob Evans, news, sports and special events broadcaster for WBZ and WBZA, has resigned to go into baseball. Harry Goodwin and Charles Gilchrist will temporarily replace him. Evans' father is manager of the Boston Red Sox farm system.

"You Truly" on the "Plantation Party" Friday (9), Michael Stewart will fly to Cincinnati to prove it to Allene Lois Roper before the man with the black book.

RIKEL KENT, director of JOAN BLAINE's program, is turning actor on *The Man I Married*. He is also being sought to direct a series that has been on quite a while. Keep his name in mind. . . . He is going places. . . . It's funny where they all come from, and how few of them have hereditary talent. Take BETTY WINKLER, for instance. None of her family acted. . . . JOAN BLAINE was born in Iowa of a lawyer father and a literary mother. . . . CAROLINE ELLIS, author-star of *Caroline's Golden Store*, is the daughter of a grocery store owner, and BOB TROUT's dad was a farmer. . . . Both ALICE FROST, of *Big Sister*, and LAURETTE FILLBRANDT, of *Girl Alone*, are ministers' daughters. . . . The father of KENNY BAKER was a furniture store owner. The father of BETTY LOU GERSON was president of a steel mill in Birmingham, while TOMMY RIGGS' father is superintendent of another steel firm in Pittsburgh. . . . ARLENE FRANCIS is the daughter of an artist-photographer who raised strong objections to her theatrical career. . . . JERRY COLONNA's father was an interpreter in the Massachusetts courts, and JOE EMERSON, soloist on the *Hymns of All Churches*, is the son of a farmer. . . . MARJORIE ANDERSON, femme lead on *The Shadow*, is the daughter of an international diplomat.

Chicago

JAY SIMS, Chicago CBS announcer, appeared as a stooge in *Hellzapoppin'* during his visit to New York. . . . BORIS APLON, of *Scattergood Baines* and other shows, has become an uncle in real life. . . . DON TUTTLE started a new show Sunday (4) called *A Quarter Hour of Romance* for Evans Fur Co. . . . ROSEMARY GARBEL, eight-year-old protegee of LILLIAN GORDON, made a fine take-off in her first commercial show, playing the role of Tootie in *Mary Marlin*. Her father, AL GARBEL, is an old-time vaudevillian. . . . ELAINE MITCHELL is playing the new part of Mrs. Ridgeley in the *Helen Trent* serial. . . . BOB JELLISON, who plays Muggsy Modoc in *Girl Alone*, claims to be the smallest radio actor in Chi—to be exact, five feet two inches from ground to antennae. . . . *Caroline's Golden Store* has employed over 60 different artists in its cast.

*Twenty-one thousand letters have inundated the NBC staff—contest replies to the "Club Matinee" question: Why did Garry Morfit change his name to Garry Moore? Contest first asked listeners to submit new name for emcee Morfit, but could not wait for the winning suggestion because General Mills decided to use him on the new "Beat the Band" show immediately and was reluctant to change names in mid-show. . . . Jim Kane, publicity director at CBS, is expecting to fly to New York any time now in response to the call of the stork. . . . Bob Ballantine, Barn Dance harmonica star, is scheduled to say "I do" Tuesday (6) to Agnes Helen Boyer, daughter of a Chicago minister. . . . Stan Thompson, assistant program director of CBS, in *Passavant Hospital*. . . . After singing "I Love*

Affiliations of Major Market Stations May Be Upset by FCC

WASHINGTON, Feb. 3.—An investigation to reveal whether radio licensees are the true managers of their stations has been promised by the Federal Communications Commission, which this week set for hearing the renewals for Stations WGY, WBZ, WBZA, KYW, KDKA, WESG, WWL and WAPI. All stations are programed by organizations other than the licensee.

Conditions prevailing at the above stations were first disclosed at last year's hearing on chain broadcasting and possible monopoly. WGY, which is licensed to General Electric, is programed and its time is sold by NBC. Network also does the same at Westinghouse stations WBZ, WBZA, KYW and KDKA. WESG, in Elmira, N. Y., is licensed to Cornell University, which retains a number of hours for educational broadcasts but permits an operating company to commercialize its remaining hours. Same situation in almost all respects prevails at WAPI at Birmingham, Ala., licensed to Alabama Polytechnic and Alabama U. In the case of WWL, Loyola University, the licensee formed its own subsidiary operating company and this in turn runs

the station as tho it were any other commercial outlet.

No dates have been set for the hearings on these stations, but the FCC this week decided that instead of renewing the license it should inquire into the management arrangements. Communications Act prohibits the transfer of control of licenses either directly or indirectly unless such transfer has received written approval from the FCC. Recently two licenses were revoked for such violations, discovered during the chain broadcasting probe.

It is believed that if the FCC frowns on existing arrangements at the General Electric and Westinghouse stations one of two conditions might follow. Either the licensees will decide to program the stations themselves and shop around for network affiliations or straight leases will be sought. If the latter is chosen the lease can affect only the transmitting equipment, as the licenses must be transferred to the operators. In any event it is believed that an active competition will spring up between Columbia, NBC and Mutual to sign the 50,000-watters.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

MORTIMER Snerd comic strips, which were taken by about 100 newspapers, are not doing so well. J. Walter Thompson agency, however, still plans to build up the dummy as an ether character. . . . Alf Landon, Kansas governor, hears Raymond Gram Swing in the daytime, owing to a peculiar concatenation of circumstances. Landon's sec suggested that Swing was very informative and the great man said he would like to hear him. Mutual's nearest station, WHB, Kansas City, is only a daytime station, but the boys obliged by making recordings off the line and airing same at 7:15 a.m. thrice a week. . . . Dick Dana, *We, the People* scripter, waited up all night to snare Capt. Joseph A. Gainard for the show last week. The captain mysteriously disappeared. Dana and Ross Worthington took a hotel room next to Gainard's and waited for him all night, ears glued to the wall, and finally corralled him. . . . Hank Sylvern, chief organist of the New York State Broadcasting System and featured on the electric organ as soloist with George Olsen's Band at the Biltmore, is organizing a small combo for commercial radio and records.

interne: Dr. Stephen Meigher. . . . Standard Brands doing a test campaign in key cities for Forbitan, Yeast-figs combination. . . . NBC's Bill Kostka talks on "Humanizing Publicity" at the New England Conference of the American College Publicity Association. . . . "Hobby Lobby" trying to line up a Washington show February 18. Hank Boerum, producer, rounding up senators and such. . . . Charlotte Holland added to "Against the Storm." . . . Joe Hill back from the Coast to work on "We, the People."

A small agency with a big national account is dickering with Jack Johnstone to produce and direct a 30-minute dramatic spot. . . . Kasper-Gordon, Inc., Boston transcription company, is now ready to release *Little by Little House*, daytime human interest serial for femme listeners.

CHICAGO:

WLS was the only radio station represented at the National Canners' Convention, a good promotional stunt that will make a selling point to food advertisers.

While on the subject of food, Reid-Murdock, wholesale grocers, signed for spot time signals on WBBM thru Rogers & Smith. . . . It's now official that Ralph Weil, Midwestern head of International Radio Sales, is wedded to Georgia Shonyo, staff technician at Billings Memorial Hospital. . . . Manhattan Brewery finds its four-hour *Night Watch* program in the wee hours of the morning effective enough to merit renewal for the second year. . . . Bob Jennings, radio head of H. W. Kastor & Sons, reports that Musico, the ether's bingo quiz game, is distributing over a million contest sheets weekly to National Tea Stores customer-listeners. . . . A shift in assignments at NBC Central Division brings promotion to James J. Neale, Floyd Van Etten, E. A. Stockmar, Frank Golder and L. E. Douglass.

Bob Welch, producer of *Fred Allen show* for Young & Rubicam, is also doing the *Kate Smith show*, while Harry Ackerman winds up family business on the Coast. . . . Blaine Butcher, of Lennen & Mitchell, hurriedly trekked to town from Florida, but goes back to finish on the *Winchell show*. . . . Our Florida department: Eleanor (Pat) Hurley, of WOR, and Al Meltzer, of Columbia Artists, left last week for the "warm" spot. Ork leader Harry Salter, who vacationed there, came back with his worst cold in years. Jack Bertell, of Columbia Artists, goes there this week. . . . Miriam Adelson, of WOR, due back in a week after an appendectomy. . . . Denise Connor, Y&R publicity gal, engaged to an

Comment

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

For the guys is BUZZ (Harold) DAVIS, who daily rounds up the news and what's behind the news of the day's sporting events for his *Sports Round-Up* on WDAS, Philadelphia. He dishes it out with an air of authenticity and he has no trouble holding interest, getting in sports sidelights that run the gamut from boxing to bowling. Rates sponsorship.

For the fems, MARTHA LAINE, daily on WFIL, Philadelphia, continues to make a charming good-will ambassador in the interests of sponsoring Dolly Madison ice cream. Not designed for the brush-and-broom housewife, rather for those in the upper income brackets. Each stanza is given over to some women's org, Miss Laine pacing the proceedings. On this trip (28) she had the gals promoting the Delaware County Writers' contest, suburban group, reading the prize poems. Keeping the air of refinement intact, announcer BOB BECKER hawks the commercials, tied up with the particular guesters—in this case, finding a poet's passion for Dolly Madison ice cream. Entire trip is tastefully mounted and does the job intended handily. M. H. O.

We, the People, on Columbia Tuesday, continues to line up interesting personalities. Crowd trotted out the last session (30) provided comedy, novelty, drama and news interest, a melange which is bound to click.

Included in the line-up were Capt. JOSEPH A. GAINARD of the City of Flint; COL. HUBERT FAUNTLEROY JULIAN, Harlem's Black Eagle now dabbling in colored pix; BUDDY ROGERS and MARGARET BRADFORD—Miss Bradford being the lady who recently reintroduced the old musical instrument, the recorder—and NUNNALLY JOHNSON and JANE DARWELL, scenarist and actress in *Grapes of Wrath*.

Most interesting piece was Johnson's, who told of his adaptation of JOHN STEINBECK's novel. Technique here was to fade out Johnson's talk occasionally and bring on a short dramatization

with Miss Darwell. Gainard, too, had strong news value owing to newspaper splurge on the experiences of his crew. Colonel Julian supplied some hoke comedy and Rogers and Miss Bradford interesting novelty.

Plugs for Sanka stressed the usual angle. P. A.

Columbia's *Concert in Rhythm* at 9:30 p.m., Tuesdays, with RAYMOND SCOTT band, NAN WYNN, JACK LEONARD and other performers, is probably manna for the hep cats. Scott, one of the white-haired boys of modern music, delivered such items as *Business Man's Bounce* and *War Dance for Wooden Indians*, descriptive modern music with an apparently increasing sphere of interest—even tho your reviewer is not particularly taken with it. Most effective of the soloists was Miss Wynn, whose voice is warm and delicate. Jack Leonard, warbling one of JEROME KERN'S newer epics, was rather colorless.

One of the program's curios was Scott's composition, *Conversation Piece for Bass Clarinet and Harmonica*, played by PETER FAMILIO and PETER MARTUCCI. Piece was interesting in its special effects. ANDRE BARUCH announced. P. A.

Hollywood and Los Angeles

By DEAN OWEN

HARRY SOSNICK is being set by MCA into the music spot on the new Old Gold show. . . . Al Pearce and some of his gang went on an angling expedition on Pearce's yacht last week. They caught \$4 worth of tuna at a water-front fish market. . . . Billy Mills is all set to provide a little first-class jive for the terpounds at Pasadena Civic. . . . Jimmie Fidler says that if all the tips he receives on the ponies from well-wishing friends turned out right he'd own Santa Anita and half of Glendale. Radio proved to be something more than a medium of entertainment to

Revin (Daddy) Maynard, 87-year-old former editor of *The Denver Post* and journalism instructor at Manual Arts High School here. Knox Manning, on his news broadcast, reported that Maynard was in the General Hospital and needed a blood transfusion along with a little financial assistance. Plenty of his former students who have come a long way in the writing racket didn't forget and offered assistance. . . . John Halloran joins Young & Rubicam staff here to work with True Boardman on originals and adaptations for the "Silver Theater." . . . John Royal, NBC vice-prezy in charge of programs, planned in for confabs with Western reps of network. . . . "Calling All Cars," one of the oldest sponsored shows on the Coast, gets the final curtain February 10 as Rio Grande Oil withdraws its bank-roll program. . . . Buck Jones gets a television initiation over Tommy Lee's W6XAO.

From All Around

ANNOUNCER school at KDYL, Salt Lake City, gives auditions once a week and recently landed a position for William Blackman at a small station 80 miles away. Aspirants are given opportunities to go on the air. . . . Jimmy Sirmons has been added to announcing staff of WCKY, Cincinnati. . . . Harry Bason, pianist and music director at WIRE, Indianapolis, has a new morning program, six days a week. . . . Wally Nehrling has replaced Vic Lund on the WIRE Kay Jewelry Reporter program. Lund relinquished owing to too much sports work. . . . Winthrop Sherman, formerly with WBAP, Fort Worth, has joined announcing staff of KMOX, St. Louis.

WLAW, Lawrence, Mass., on Saturday (27) observed Robert Burns week by presenting the *Clan MacPhearson Bagpipe Band*, the choir of the United Presbyterian Church and Rob Roy MacGregor, Scotch baritone, in a half-hour program at 3 p.m. . . . George L. Sutherland has taken over new duties as sports and special events man at WKRC, Cincinnati, and Laurence Ford has been appointed to the sales promotion de-

partment. . . . WING, Dayton, O., is attracting listeners with display ads in the morning and evening *Dayton Journal* and *Dayton Herald* and in seven weeklies, including *German and Hungarian papers*. . . . Willard Joy, sales manager of WRBL, Columbus, Ga., has returned to his desk after a bout with flu. Station's Dorothy Dee, Eddy Holtz vocalist, ill with a cold.

PHILADELPHIA NOTES: Zelta Cotton, WPEN commentator and WIP dramatic actress, playing the legit lead with the Chestnut Hill Players. . . . Henry Rhea, who has been active in the development of television apparatus at the RCA in Camden, N. J., upped to assistant to T. A. Smith, RCA manager of television transmitter sales. . . . Dr. Leon Levy, WCAU prexy, named member of the United Charities Campaign advisory committee. . . . Raymond B. Havens moves from the Richard A. Foley to the Oswald ad agency as account exec. . . . Harry Feigenbaum gets the Naylee Chemical account, local manufacturer of disinfectant and cleaning fluids. Meyer A. Cohen is the account exec. . . . Rafael Druian, fid-

bler with the KYW ork, back from a flying trip to Havana, where he guestarred with the Havana symphony. . . . Southland calls several WCAU, Philadelphia, spieters. With Alan Scott taking in the Miami Beach sights for a fortnight, Taylor Grant takes over the newscaster's Saturday eve spot. Bill Dyer, WCAU sports commentator, leaving for three months to tour the baseball training camps, gives Bob Hall the call to air the pro basket-ball games. . . . Bob Cowden resigned recently as continuity writer at WDRC, Hartford, Conn.

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BANDS LOSE HITZ CIRCUIT

Haynes Heads GAC Tour Desk

NEW YORK, Feb. 3. — Don Haynes, manager of the Cleveland office of Consolidated Radio Artists, leaves his post there to head the one-night desk of Tommy Rockwell's General Amusement Corp. in New York which was vacated by Harry Squires last week. Haynes takes over February 12, at which time Squires will occupy a similar position in the William Morris office.

Haynes is one of the original charter members of CRA and was with the agency for more than 3½ years as manager of the Cleveland and San Francisco offices and back to Cleveland again. Squires was also with GAC for a similar time.

Probable successor to Haynes in Cleveland hasn't become immediately known because of the surprise move which took everybody in New York unawares. Charles Green, CRA prexy, was not available for comment.

Sanders To Stay With CRA in Chi

NEW YORK, Feb. 3.—Bob Sanders, head of the Chicago office of Consolidated Radio Artists, announced this week that he plans to remain with that firm, thereby dispelling rumors that there was a possibility of his joining the Williams Morris Agency.

Sanders stated, "I am very well satisfied in my present Glaser-Consolidated and Consolidated Radio Artists set-up here in Chicago." He also said that his connector with CRA is very pleasant and that he is particularly happy in his association with Joe Glaser.

Tom Temple Pulls \$300

GREEN BAY, Wis., Feb. 3.—A Feeding Fund Frolic sponsored by the Brown County Hunting and Fishing Club at the Riverside Ballroom here January 25 grossed nearly \$300, with Tom Temple's Ork doing the musical honors.

Proud Poppa

NEW YORK, Feb. 3.—Shep Fields, who is the proud father of a 16-week-old daughter, has started bragging already. Youngster, he claims, recognizes "Rippling Rhythm" phono records and stops crying when she hears the soothing strains of the Fields dandspation.

But the young lady blows some pretty fair bubbles herself.

Fewer Jobs for Pitts Tootlers

PITTSBURGH, Feb. 3.—Fewer jobs are available for musicians than a year ago. President Clair Meeder of Local 30, AFM, informs, due to fewer spots hiring bands and fewer single engagements. The employment problem becomes more acute, he added, because of the great number of young musicians who, with scarcely more than a limited high school training, form bands and join the union in hopes of emulating name orks they hear on the air.

Usually disastrous to their hopes, he explained, is that in most cases where a young outfit develops a promising musician some established band steals the lad, and consequently the novice crew often breaks up.

Altho no statistical summary was available, he believed that between 20 and 30 per cent of Local 60's 1,600 members were under 30 years of age. "It's the younger ones who sign up, then drop," he revealed, mentioning that most of the established or older musicians usually keep their AFM cards to maintain their union insurance.

Members of Local 60 this week voted to retain their auxiliary club quarters adjoining the business office, after a movement had been started to abolish the social rooms because of maintenance expense. The quarters, including a bar and restaurant, is occasionally the scene of jam sessions by visiting name bandsmen who mix it with the localites.

Statler Chain, However, in Expansion Move, May Succeed

Liquidation of NHM, which spent \$1,000,000 yearly for bands and talent, cuts band buying—Statler now spending \$750,000, may hike to \$1,000,000

NEW YORK, Feb. 3.—Dissolution this week of the National Hotel Management chain, a move that was occasioned by the recent death of Ralph Hitz, president of the company, eliminates the talent and band field the only complete "circuit" in the hotel or night club field. Possibility of the Statler chain, however, extending its hotel operations now looms, with that chain a likely successor to what was known as the Hitz circuit in the field of band employment. Moves were made this week to start immediate

Song Plugs Go for Higher Education

WOODBURY, N. J., Feb. 3.—An entirely new field for plugging songs may unfold for music pubs if a move here spreads to other quarters. And it may not be many more songs before the pluggers start centering some of their attention on the school teacher, along with orkdom's stick wielders. *Oh, Johnny*, *Oh* and *Scatterbrain* were given major plugs at Woodbury High School here this week with the induction of group singing at the regular assembly program.

Students sang lustily from words shown on a screen thru a slide lantern, a throwback to the days when song plugging was concerned with slides in the vaude houses thruout the country. And if vaude can make it on the comeback, maybe the song slides will, too.

Edward F. Byerly, musical instructor at Woodbury schools, explained the innovation as an idea to give the students "a little bit of everything in music—classical, semi-classical and popular. We are not stressing either of the types. We merely are trying to present a balanced program of all types of singing."

For next week's assembly program *South of the Border* is set for the slide lantern. Companion piece is yet to be selected, but some of the kids have already started hollering for *One o'Clock Jump*.

liquidation of NHM operations and restore the managements directly to the hotels themselves, under a system of separate direction in each of the hotels, including the New Yorker and Belmont Plaza, locally; Congress, Chicago; Netherland Plaza, Cincinnati; Nicollet, Minneapolis; Adolphus, Dallas, and the Book-Cadillac, Detroit. The Van Cleve, Dayton, O., had been dropped last December.

In the eight hotels that Hitz had been operating, it was figured that the chain spent approximately \$1,000,000 annually for the employment of bands and floor-show talent in the dining rooms, with \$250,000 of that sum being spent yearly in the Hotel New Yorker alone. This chunk of money has been going over the counter to musicians and entertainers for the past three years, when the policy of name bands and floor shows was begun in all of the hotel dining rooms.

Hitz's original idea was to showcase new bands at the Hotel New Yorker and then send them touring around the circuit, playing four weeks each at the eight hotels. Altho this policy was not followed in orthodox fashion, most bands managed to play six of the eight hotels, according to the particular local demand. It was recalled that of all the new bands to start on the Hitz chain, Bob Crosby was one of the few to make a location stand at the Hotel New Yorker several years ago when he first began to front a combo. The accepted idea, tho, was that when a crew started at one of the Hitz stands, it was on a tour at the other NHM hotel stands. But with the chain being dissolved because of Hitz's death early last month, it is considered likely that (See LOSE HITZ CIRCUIT on page 10)

Songs With Most Radio Plugs

"Careless," "Things" Share Lead; "Fox" Hops to Second

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending February 3. Independent plugs are those recorded on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	Title	Publisher	Plugs Net	Indie
1	1. Careless	Berlin	34	21
3	1. All the Things You Are (M)	Chappell	34	18
10	2. Little Red Fox (F)	Feist	29	17
2	3. Indian Summer	Witmark	26	17
8	5. Faithful Forever (F)	Famous	26	8
11	4. To You, Sweetheart, Aloha	Santly, J. & S.	25	14
11	5. Gaucho Serenade	Remick	21	17
—	5. Does Your Heart Beat for Me?	Mills	21	10
6	6. Darn That Dream (M)	Bregman, V. & C.	20	13
4	7. Do I Love You?	Chappell	18	14
9	7. Oh, Johnny, Oh	Forster	18	14
13	3. In the Mood	Shapiro, Bernstein	17	10
6	9. This Changing World	Robbins	16	14

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

—	9. It's a Hap, Hap, Happy Day (F)	Famous	16	4
12	10. Bluebirds in the Moonlight (F)	Famous	15	12
—	10. I've Got My Eyes on You (F)	Crawford	15	10
7	10. In an Old Dutch Garden	Harms	15	9
9	10. It's a Blue World	ABC	15	9
—	11. Stop, It's Wonderful (M)	Spier	14	13
14	11. Scatterbrain	Bregman, V. & C.	14	7
—	12. One Cigaret for Two	Ager	13	6
—	12. Way Back in 1939 A. D. (M)	Mercer	13	2
7	13. At the Balalaika (F)	Feist	11	14
—	13. When You Wish Upon a Star (F)	Berlin	11	4
—	14. Moonlight Serenade	Robbins	10	8
—	14. Pinch Me	Bernstein	10	8
—	14. Cirtibirin	Paramount	10	7

Philly Instrument Firms Now Enjoying Best Biz in Decade

PHILADELPHIA, Feb. 3.—Local music marts are sweeping toward the biggest boom they have experienced since before depression, and the radio, long considered a curse by music dealers, is proving a blessing in disguise, for it has made the folks music-conscious to a degree never before reached. Dealers report piano sales so heavy they have to press factories for deliveries. And the "small goods" — trade term for sax, trumpet and such — is being carried right along in the boom.

David Jacobs, of the Jacobs Bros.' music store, said his organization just experienced its biggest year in the firm's 39-year history. "More music is being bought, listened to and heard today than ever before," he said. "The biggest factor in arousing the people's music-consciousness, I believe, has been the radio, which music dealers for years considered poison. Until recently radio did cut severely into the music business, for when it was relatively new it became temporarily a substitute for forms of music in which the people themselves participate. The novelty has worn off now, however, and radio has become a blessing. It stimulates the desire of listeners to express themselves musically. Now that stimulus is making itself apparent in increased sales of all sorts of musical instruments, in phonograph records and in sheet music."

Luke Moore, of the N. Stetson Co., expressed much the same sentiments. Jacob

Schiller, vice-prexy of the Lester Piano Co., manufacturing division of the F. A. North Co., said his firm is running over 33 per cent ahead of the 1938 year and has sold more pianos than in any year since 1929. "We could have sold 25 per cent more," he added, "if pianos had been available, but the factories simply were not prepared for the boom."

Herbert Weymann, of the Weymann Co., said his firm sold more trumpets in the last five years than any other type instrument, and in spite of the popularity of Benny Goodman and Artie Shaw, clarinets were only a second best. The firm also found a piano boom, with the spinets best sellers. Earl C. Payton, of Wuriltzer's, also enjoying the boom, said piano companies last November 1 estimated they would be "caught short" by at least 10,000 instruments at the year's end and that the prediction now looks like an underestimate. Payton figured that 112,000 pianos were sold in 1939—the biggest year since 1929.

Even department stores reported music biz booming. C. G. Cashman, Gimbels' music buyer, said pianos have been the best sellers in dollar volume, with drums, clarinets and trumpets best among the "small goods." At Strawberry & Clothier Earl E. Rice said it was the store's best piano year since 1926. Charles Onderdonk, at Wanamakers, went a couple of years better. "There's been nothing like this since 1919," he said.

Everything High Class

VANCOUVER, B. C., Feb. 3.—When President L. C. Thomas, of the local Symphony Society Orchestra, in a recent address to a large group of school children here, asked them what one piece of music they would want saved if all the music manuscripts and scores in the country were destroyed, 50 per cent of the little darlings replied, *Beer Barrel Polka*.

Spaeth's Songmart Ties Up With Mills

NEW YORK, Feb. 3.—Amateur songwriters are finally coming into their own with a much stronger probability of publication than the embryo Tin-Pan-Alleyites now have by just cooling their arches in publishers' reception rooms, according to a deal worked out by Sigmund Spaeth's "Songmart" and Mills Music, Inc.

Spaeth's Songmart, partnered by Robert Bruce and Philip Balter, a mail-order school for would-be tunesmiths, effected a tie-up this week with Mills to publish six tunes submitted by the "pupils," who are allowed to submit one new composition with each lesson. Of the half dozen selected by a committee headed by Spaeth, including the best ballad, fox-trot, waltz and novelty number, four will be complete jobs, and the other two will be selected by Mills, to be subjected to a going-over by a professional songwriter.

Prizes will be \$100 advance royalties on the song and a standard royalty contract on the sale of sheet music. On the latter two, the royalties will be divided by the collab and the amateur songwriter.

LOSE HITZ CIRCUIT

(Continued from page 9)

each hotel will book independently, with a possibility that managers may recommend bands to each other.

Now, however, with the Statler chain, which owns all of its hotels but two, going into the management operation field, there is a possibility that it will step into the prominence of the Hitz chain in the band circuit idea. Newest hotel to come under Statler management is the William Penn, Pittsburgh, taken over January 1 under a set-up comparable to that of NHM. Other hotel that the Statler operates but does not own is the Hotel Pennsylvania, New York, which is owned by the Pennsylvania Railroad.

Each of the other Statler hotels, in Boston, Buffalo, Cleveland, Detroit and St. Louis, is equipped with band and floor shows. Bookings are thrown out on the open market, but Music Corp. of America handles the majority of the out-of-town spots.

Under the present set-up, it has become known that Statler is making bids for other hotel properties, including the Stevens, Chicago, which is one of the biggest buyers of talent in that territory. If Statler expands in the management field, an official of the chain said that it was more than likely that it would pursue a talent policy similar to that of NHM. Currently the Statler chain has been spending approximately \$750,000 a year for bands, and if the expansion should take place it is expected that that figure would jump to \$1,000,000.

Sheet-Music Leaders

(Week Ending February 3)

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

Position	Last Wk.	This Wk.
3	1.	All the Things You Are
1	2.	Oh, Johnny, Oh
4	3.	Indian Summer
2	4.	Careless
6	5.	Faithful Forever
5	6.	Scatterbrain
8	7.	At the Balalaika
10	8.	Little Red Fox
7.	9.	South of the Border
14.	10.	In an Old Dutch Garden
—	11.	Darn That Dream
11	12.	My Prayer
12	13.	Stop, It's Wonderful
—	14.	You'd Be Surprised
—	15.	Bluebirds in the Moonlight

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

ONE of those much-sought-after breaks is about to happen to SLEEPY HALL, who auditioned this week as the follow-upper to GEORGE OLSEN at the Hotel Biltmore . . . the signing hasn't taken place as yet, but it's practically set for the Hall crew to take over the podium when Olsen steps down the end of this month . . . another booking surprise is that of BEN BERNIE for the Hotel Taft grillroom . . . the lads go in March 4 for five months, with ENOCH LIGHT, incumbent of the stand for the past couple of years, setting out on one-nighters . . . Bernie will follow the usual Taft schedule of luncheon sessions, and knocking off at 9 p.m. will enable him to take outside dates . . . he'll also have five wires weekly . . . two Music Corp. of America key men are currently basking in the warmth of the Florida sun . . . SONNY WERBLIN will sojourn among the palms for five or six weeks, and HARRY MOSS is on a couple of weeks' Miami vacash . . . DUKE ELLINGTON re-signed with the William Morris office for two more years . . . LES HITE does a repeat at Harlem's Golden Gate Ballroom February 10 for a pair of weeks . . . STEFANO'S HAWAIIANS replace CARLOS COBIA as the relief crew at Monte Proser's enormously successful Beachcomber February 6 . . . featured with JAN SAVITT when he leaves the Hotel Lincoln this week for a series of single dates will be THE QUINTONES . . . plans for the reopening of the International Casino as a ballroom are far from complete, but one thing is fairly certain and that is that ANDREW KARZAS will not be involved in its management . . . corporation controlling the Casino approached the Chicago Aragon and Trianon mentor on taking over its operation as a dansant but he turned the offer down.

This Changing World

BOBBY BYRNE has done a bit of switching in his new outfit, with GABE JULIAN leaving his arranging chores to take over the piano bench from BILL DAVIS, DICK SKINNER replacing Julian for the orchestrating . . . new drummer with the Byrne boys is SHELDON MANNE, succeeding WES DEAN . . . Sheldon is 19 years old and this is his first band, altho his dad beats a mean set of hides as the New York Radio City Music Hall drummer . . . BENNIE MORTON takes his trombone out of the Count Basie brass section to join Joe Sullivan's combo at Cafe Society, New York . . . VAN KEYS, currently at the San Carlos Hotel, Pensacola, Fla., adds saxmen BILL BETCHER (late of the Earl Mellon Band) and DEAN SAYRE (out of Bob Syvester's Ork) . . . the gal vocalists do a bit of moving around also . . . WENDY BISHOP, previously doing the chirping for Eddie Varzos, joins up with Les Brown . . . while CAROL HORTON, who went with the Brown aggregation from Eddy Duchin's crew, leaves Les to replace BEVERLY in Johnny Green's Ork . . . a last-minute switch this week found BETTY BRADLEY, also with Eddie Varzos at one time, lending the fem decor to the Dick Stable Band, instead of Shirley Gaye, as had been announced.

Midwest Melange

IT APPEARS likely that HAL KEMP will get the nod to follow Orrin Tucker at Chicago's Palmer House when the latter leaves for New York and that tentatively set Waldorf-Astoria engagement . . . DON PEDRO, Chi ork leader, was pacted by the local Consolidated Radio Artists office . . . he still has a couple of months to go on a current air show, however, before he can accept dates out of the Windy City . . . FATS WALLER'S holdover at Blatz Palm Gardens, Milwaukee, keeps him there till February 10, with FREDDIE FISHER coming in for the follow . . . BILL BARDO goes back into the Trocadero, Henderson, Ky., February 27 for a four-weeker after closing at the Nicollet, Minneapolis, the 21st . . . LARRY CLINTON takes up a stand at the Sherman Hotel, Chicago, March 8 . . . ANDY KIRK invades the Midwest on a month of one-nighters which will wind up in the Deep South . . . practically all the leading band agencies in Chicago had one-nighter cancellations aplenty during the recent below-zero

spell . . . GUS ARNHEIM makes it a two-weeker at the Muehlebach Hotel, Kansas City, Mo., February 7 . . . when FREDDY MARTIN pulls out of the Chase Hotel, St. Louis, February 23, XAVIER CUGAT steps in four days later . . . Cugat moves over to the Statler Hotel, Detroit, for a month, after that for an indef stand . . . KEN HARRIS winds up 10 weeks at the Pere Marquette Hotel, Peoria, Ill., and opens tomorrow (4) at the French Lick Springs Hotel in that Indiana town.

Atlantic Seaboard

DEGGIE CHILDS does not pull out of the Rustic Cabin, Englewood Cliffs, N. J., February 14 as scheduled . . . instead he lingers till April 7, thereby pushing back Sonny James' debut at the spot . . . THE BILTMORE BOYS follow Lee Kuhn into the Philadelphian Hotel in the Quaker City February 9 . . . Ray Galvin's Raymor Ballroom, up Boston way, gets BOB CHESTER for a fortnight, starting February 28 . . . PAUL SABIN, who cut his ork to four pieces, opened the first at the Ritz-Carlton Hotel, Atlantic City, for a month . . . BARRY BROTHERS into the Top Hat, Union City, N. J., February 5 . . . HAL LANSBERRY is the successor to Jules Alberti at the Show Bar and Bermuda Room, Forest Hills, L. I. . . LEE WALTERS, lanky Montanan, brings his crew in from the wide open spaces for a stand at the Albans Hobrau, Addisleigh Park, L. I. . . JOHNNY LONG leaves Pittsburgh's William Penn Hotel February 8 for Buffalo's Chez Ami on the 12th . . . JOE KEARNS, former Bob Crosby saxer, building a band of his own under MCA direction at WCAU, Philadelphia, pacted to platter for Vocalion . . . WALTER W. GIFFINS resuming the dance sessions at the redecorated Morgans Hall, Camden, N. J., with ALFRED DEL ROSSI for the music making . . . GRUPO MARCANO makes for the new band-stand attraction at Philadelphia's El Chico . . . FRANK MARSTELLAR for the week-end dancing at Fort Side Inn near Norristown, Pa. . . . JOHN KRAUS into Hotel White Way, Atco, N. J.

Of Maestri and Men

ABE LYMAN becomes honorary mayor of Miami Beach, Fla. . . . NEIL GOLDEN is set for that resort's Belmar Hotel for a month, starting February 3 . . . General Amusement Corp. Hollywood office signed HAL LOMAN to a management contract . . . while the William Morris agency drops EMERY DEUTSCH from the rolls after his current week's stand at Loew's State Theater, New York . . . GUY LOMBARDO gets the distinction of being the first batoneer to be televised from a remote dance spot . . . the Royal Canadians will not only be heard but seen by radio dialers when ork opens the 6th at the Coconut Grove in Los Angeles . . . MATTY MALNECK set for the Beverly-Wilshire in L. A. in the spring . . . his ork stays at the Beachcomber, New York, till the middle of this month, the result of a second holdover . . . Beverly-Wilshire gets GEORGE HAMILTON February 15, band remaining till Malneck's date . . . JAN GARBER begins an indefinite run at the Victor Hugo in Hollywood February 13 . . . and on the same evening GARWOOD VAN embarks on an engagement at San Francisco's Hotel St. Francis . . . MICKEY WHALEN and his 20-piece rumba outfit have a musical spot in MGM's now-in-production *Two Girls on Broadway* . . . LUIGI ROMANELLI booked for the summer at Manior Richelieu, at Murray Bay, Can.

Jack Lee Managing U. S. Record Co. Coast Office

LOS ANGELES, Feb. 3. — Jack Lee was named manager of the local office of United States Record Corp. by Eli Oberstein, head of the new waxworks, who flew here from New York to set up the branch.

Lee was with the Brunswick disk firm (now Columbia Recording Co.) at one time and was instrumental in opening up several key city branches for that company. He has also been in the music publishing field and was Joe Venuti's personal manager a couple of years ago.

Dick Kuhn and his Music

VOCALS BY MARCELLA HENDRICKS

67th Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network

DIR: MUSIC CORP. OF AMERICA

Musicians' Groups Elect

Cardinale Re-Elected

DANBURY, Conn., Feb. 3.—Samuel Cardinale was re-elected president of the local musician's union this week. Other officers named were Arnold Hyatt, vice-president; A. William Yancey, secretary; Frank Osborne, treasurer; Columbo V. Melillo, business manager, and Frank Bonadio, sergeant at arms. Executive board elected includes Lew Schwartz, Theodore Howes, Harold Ratchford, Samuel Melillo Sr. and Paul Scott.

Davey Heads Local 63

BRIDGEPORT, Conn., Feb. 3.—Officers elected by Local 63, AFM, this week include Samuel Davey, president; John H. McClure, vice-president; John H. Schmidt, secretary; Frederick N. Benner, financial secretary; John R. Porter, treasurer, and John Sinto, sergeant at arms. McClure was also elected business agent, and the following were named to the executive board: William B. Metcalf, Sidney Tibbals, Harold Hartley, Samuel Bronerwein, Frank Smith, Raphael Korff and John J. Reynolds.

LaFrancis Named

SPRINGFIELD, Mass., Feb. 3.—Cyril J. LaFrancis was elected president of Local 171, Hampden County Musicians' Association, AFM, with James L. Falvey named vice-president; Edwin H. Lyman, secretary; Robert W. Cizek, treasurer, and Claude L. Barden, Ralph J. Finch, Herbert A. Shumway, Alvin N. Stebbins and Paul E. Robillard, members of the executive board.

Caldwell Again

BUFFALO, Feb. 3.—Elections at Local 43, AFM, resulted in all officers but one being re-elected. Randall P. Caldwell was named president; Al Demske, vice-president; John Hassler, secretary, and Walter Kaszaja, Bert Lapetina, Roy Ricotta and William Robinson, members of the executive board. Robinson is the new man in the ranks.

Caldwell officially announced that plans are set for the annual clambake, a charity affair for musicians, on February 21. Guest star will be Jan Savitt, with all bands in this vicinity appearing. Total number is expected to near 40.

Albanese Re-Elected

NANTICOKE, Pa., Feb. 3. — Rocco Albanese was re-elected president of Local 696, AFM. Other officers are: Vice-president, Ernest Shelmerdine; recording secretary, Frank Terkowski; financial secretary, Anthony Supkowski; treasurer, Michael Danko; business agent, John Womelsdorf; executive committee, Anthony Klinitski, James Knizer, Clem Podolec, William Evans; examining board, Frank Tomchak, John Benson, John Barron, Frank Rodginski, John Piasecki; sergeant at arms, Ignatz Czpratski, and trustees, Worthy Tippens, Llewellyn Williams, Stanley Yantz.

Cetta Named

SCRANTON, Pa., Feb. 3.—Newly elected officers installed this week by Local 120, AFM, are: Madea Cetta, president; William Cox, vice-president; Henry Mehl, secretary, and Herbert Seeley, business agent.

Marquardt Plant Manager Of Scranton Wax Factory

SCRANTON, Pa., Feb. 3.—Roy C. Marquardt, formerly with Decca, takes over plant management of Scranton Record Mfg. Co., which cuts Royale and Varsity platters for Eli Oberstein's United States Record Corp.

Marquardt left the management of the Decca Mfg. Co. in Bridgeport, Conn., to return to the plant where he started in the record biz 10 years ago, when the present waxworks was pressing disks for American Record Co.

Music Items

Publishers and People

JACK MILLS, Louis Bernstein and Charlie Tobias are all vacationing in Miami, Fla. Norman Foley, of Witmark, and George Joy, of Santly-Joy-Select, are current Hollywood visitors.

Jerry Johnson is now contacting for ABC Music. Louis Comito resigned from Maytone Music, while Jerry Lewin did likewise at Words & Music. Evan Georgeoff Co., Cleveland, releasing *Yawning at Dawning*.

Cole Porter is on a round-the-world trip that will land him in Hollywood around May 1. In stating last week that Jimmy Van Heusen was interested in buying a piece of music pub, this column was in error; Jimmy McHugh was the tunesmith meant.

Lani McIntire inked a pact with Exclusive Music for a year, his first tunes being *Next Door to Heaven* and *So Long, But Not for Long, Aloha*. Joe Ross, formerly with Music Sales Co., joins the trade department for Exclusive, working under Vincent Sherwood.

Scores of the Sigmund Romberg operettas, "Student Prince" and "My Maryland," are now available for radio since settlement of the litigation between the Shuberts and the Warner Brothers, which has been going on for three years. Damages asked in 32 Shubert suits totaled \$2,240,000, trouble having started when the Shuberts demanded an accounting of the income from the scores, controlled by them and the Warners.

Songs and Such

BILL WIEMANN, Mose Gumble and Hal White set to plug an exhumed Victor Herbert number, *Rose of the World*, for Witmark. Santly-Joy-Select have Saxie Dowell's new one, *Playmates*.

First tunes out of Harry Goodman's new Regent Music Co. are *Beyond the Moon*, by Toots Mondello and Bill Engvick; *Flyin' Home*, by Benny Goodman, Lionel Hampton and Eddie De Lange, and *Be Sure*, by De Lange, Bob Henderson and Charles Hathaway.

You Oughta Hang Your Heart in Shame, by James Cavanaugh, John Redmond and Arthur Altman, goes to Joe Davis' Georgia Music Co. Mills Music releasing *Run, Rabbit, Run*, from the London show, *The Little Dog Laughed*.

Al Trace, ork leader in Chicago, penned *Let's Pretend We're Sweethearts Again*, published by M. M. Cole. Bea Wain and Walter Gross collabed on *It's Somebody Else That You Love*, Exclusive releasing.

Zo Elliott, New England composer who wrote his first song 25 years ago during the World War, the famous "There's a Long, Long Trail a-Winding," now pens another during the present foreign embroglio. It's titled "Moonflower," and is published by Harmony House, San Francisco pub. Other Harmony songs just released are "It's Reliably Reported in Certain Circles That I'm in Love With You," "Let's Live on Love," "Something Very Sweet About You," and "Just an Old-Fashioned Dress."

Philadelphia Patter

JOE MARCELLA's *What Can I Do*, written with Deke Watson, will be premed on platters by the Ink Spots, who will also wax *Undecided Heart*.

Frank Capano and Jack Zieler placed their *I'll Dance at Your Wedding* with Shapiro, Bernstein.

Johnny Farro, local rep for Jewel Music, looking for the widow of the late Eddie Lang, famous guitarist, Robbins manifesting interest in publishing his *I Lost a Bit of Heaven When I Lost You*. Kitty Lang, since remarried, owns half the rights.

Mack David honeymooning at near-by Atlantic City, and instead of browsing on the sands is browsing the Tschalkowsky classics for another *Moon Love*.

Hollywood Highlights

PHIL OHMAN, Ted Snyder, Roger Edens and Foster Carling have music and lyrics in the revue which Alexander Leftwich is readying for a March opening in Los Angeles. Show's title will be *Facts and Figures*.

Gus Kahn sold his *Blue Love Bird* to 20th Century-Fox for *Lillian Russell*. Kahn wrote some tunes years ago which were used by Miss Russell in several of her stage appearances.

Metro has added Bronislau Kaper to its music department under a term contract. D. R.

Pittsburgh Invaded by Name Composer Battalion

PITTSBURGH, Feb. 3.—It's harvest season for composers here. In the past two months music circles have played host to Sergei Rachmaninoff, Igor Stravinsky, Charles Wakefield Cadman, Howard Hanson, Oscar Levant, Morton Gould, Randall Thompson and Roy Harris.

In town to capture the sound of steel mills for a new three-movement symphony, *Pennsylvania*, to be premiered in Hollywood March 6, Cadman said he added a steel plate to the instrumentation in the percussion section, "because the sound of steel can't be imitated."

"I wrote *Ragtime*," Stravinsky articulated, "mainly because I liked that type of American jazz." He was here to conduct the Pittsburgh Symphony Orchestra in two all-Stravinsky concerts.

"Faithful's" Battle; "Forever" by a KO

NEW YORK, Feb. 3.—Controversy over *Faithful Forever* and *Faithful to You*, which resulted in Leeds Music Co. relinquishing its deal with Martin Block as sales agent for the latter *Faithful* to Exclusive Music, came about as a result of Music Publishers' Protective Association's refusal to clear the title to the song until *Forever* faded from the public view insofar as it has become the hit tune from *Gulliver's Travels*.

Martin Block, conductor of WNEW's *Make Believe Ballroom*, as the author-publisher of *Faithful to You*, which was his initial flyer in the music publishing business, retained Lou Levy, head of Leeds, to act as sales agent for the song. Meantime, however, *Gulliver's Travels* was released by Paramount and produced *Faithful Forever*, which has been on the "best" lists ever since. Because of this condition, MPPA forestalled clearance on Block's *Faithful* because of the similarity to the pic song, which is published by Famous Music.

Levy then dropped the idea of peddling the song, and Exclusive took it on the basis that it would not be marketed until *Forever* started to gather dust on the shelf.

NEW YORK, Feb. 3.—Leeds Music Co., which originated the series of tunes in folio fashion titled the *Hot Parade*, comprising the hot numbers published by that house, is preparing a radio program based on that idea, picking the best hot tunes of the week for a public airing. Outfit is building first program, which is in the process of negotiations now, with three of Mary

Boston's Back Bayers Forget Dignity in Rumba-Tango Orgy

BOSTON, Feb. 3.—This sedate city, last stronghold of the waltz, has at last succumbed to rumba and tango rhythms. With but one major exception, Boston maestri report increasing requests for Latin American numbers, altho the conga is not popular, either with the kids or older patrons. Latter dance apparently is out because it requires too much effort to learn. But rumbas and tangos are enjoying a sudden burst of popularity that is hard to explain.

Some experts feel the war is in a way responsible for the sudden shift in the temperament of Boston dancers. Many people who ordinarily would be traveling thru Europe now go to Mexico, Cuba or South America. On their return they are more interested in the rhythms with which they became familiar while away.

Jimmy McHale, whose "Men of the Scale," hold forth at the Hotel Westminster, says that with the exception of *Oh, Johnny, Oh; South of the Border* and a few other pop tunes, the majority of his requests are for rumbas. Tho the tango is popular it apparently will not reach the peak the rumba is currently enjoying. Lewis Bonick, at the exclusive Fox and Hounds Club, gets many requests for both.

Mickey Alpert, current at the Coconut Grove, said rumba requests were leading all others, with requests for pop tunes generally following the trend of

Philly Union Rules Eased To Meet Traveling Ork Competish

PHILADELPHIA, Feb. 3.—In spite of the fact that Local 77, AFM, has modified its crusade to keep Music Corp. of America out of this territory, union has modified as well its rules to allow local bands more freedom in meeting the competition of MCA's traveling name combos.

Peace treaty recently pacted between the union and MCA gives the latter carte blanche in bookings for this territory, with the threatened prohibitive restrictions never becoming a reality. In return MCA promised to lend an attentive ear to the local combos at mass auditions, with the cream of the crop being cut in for a build-up deal under the MCA banner.

Under modified union laws on rehearsals and auditions local lads now have a free hand to rehearse as often and as long as they desire. Union previously outlawed rehearsals without pay as a means of stamping out jam sessions, which found visiting swing instrumentalists guesting at local niteries

on the cuff under the guise of a "rehearsal."

Bars are also down on auditions for local band buyers. Previously it took a roll of red tape to get the union nod to audition a band before a prospective buyer. Go sign now cuts most of the formalities, and home-town crews can now have the advantage over traveling bands, most of whom are bought sight unseen by local nabobs.

Home guard also points with pride to the fact that MCA has not been able to inflict much damage to it here. Apart from cocktail combos at the Warwick and Wellington hotels and Lang Thompson at Benjamin Hotel, local crews have been able to hold on to the other jobs. Adelphia Hotel, formerly buying from New York, is listening to localites as plans are being made to reopen its roof garden.

Pitt. To Host Series of Name Ork Terp Promotions

PITTSBURGH, Feb. 3.—A series of dances featuring name bands starts today in Syria Mosque Ballroom here, capacity 2,000 couples, under the auspices of the Units Club. First ork is Bernie Cummins. Tentatively slated for February 10 is Jimmy Joy, and for February 24 Kay Kyser. Bookings will be handled by Joe Hiller, of National Theatrical Exchange. To attract a maximum audience and to avoid tax payments, admission will be 45 cents per person.

In the past couple years sporadic bookings of name bands in suburban cities have proved profitable to promoters, but bookers have found it difficult to match dates available with sites obtainable. Top orks set into local ballrooms have not drawn uniformly well, partly because the Stanley Theater here features name outfits and takes some of the edge off ballroom appearances. Most consistently successful in attracting a productive dance crowd has been Harry Hendel's Savoy, catering to Negro dancers and playing race bands.

Calloway's 2,500 in Tenn.

CHATTANOOGA, Tenn., Feb. 3.—In the worst snowstorm to hit this section in 11 years Cab Calloway drew almost 2,500 to a concert and dance at the Memorial Auditorium here last week. Levy was 75 cents for colored dancers and 55 cents for white spectators, which permitted promoters barely to break even. On his last appearance here Cab set a new high locally with 5,000 in attendance.

J. Dorsey's Sherman High

CHICAGO, Feb. 3.—Jimmy Dorsey reached a new attendance high for the Sherman Hotel's Panther Room since the hostelry has been operating with a swing band policy, the management reports. While no figures are available, it is estimated that the band is also attracting the largest gross receipts in several months. Hotel's big convention trade is a contributing factor.

Dorsey is first of several bands booked in by General Amusement Corp. Woody Herman follows February 9 and Larry Clinton comes in March 8.

Pat Dolan With Col. Disks

BRIDGEPORT, Conn., Feb. 3.—Patrick Dolan this week took over the post of sales promotion director of Columbia Recording Corp., with his headquarters at the waxworks' plant here. He succeeds Ralph Linder, who resigned last month. Dolan steps into his new job from a position in the publicity department of the Columbia Broadcasting System.

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Music in the Air

By SOL ZATT

Plugging the Pluggers

LEAVE it to PHIL HARRIS (*Wilshire Bowl, Los Angeles, WOR*) to inject the unusual into what might be just another ordinary etherized dance session. Fancying himself as something of a clown anyway, Harris went a step farther last week and completely let down the veil on the most abused warts of Tin Pan Alley—the song pluggers.

It was so unusual that the effect of the stunt hasn't worn off this dialer yet. Here we have the case of leaders who are constantly squawking over the high pressure and double talk the song pluggers dish out to get their tunes on the air—but with Harris the reverse happens. He glorifies them from Coast to Coast.

If the listeners weren't in too much of a daze at that hour of the night, Harris gave them a pretty good insight on how a song succeeds—and not on its musical merits, either. With the introduction of each tune he told who published the song and who the particular song plugger was who cajoled him into playing it, with something like "these are the guys who have the tough job of banging the tune across. They have to get the tunes played to keep their jobs."

Withal, however, while appearing to give the listeners the "inside," he subtly avoided the checkered goings-on that occur before the playing of a song. Furthermore, the public loves to eat up what they consider to be inside dirt, even if it is served in mild portions. In this instance Harris made the profession very respectable, cited its value to the trade and said, in effect, I love them.

It certainly took the edge off the monotony of midnight remotes, and at the same time put a little salt in the sugar-coated glamour of the music business. From Harris' angle it was a swell piece of showmanship—and bound to cause as much (or more) talk than a brilliant arrangement.

Cold Stew

IN THE case of NICK STUART (*Mark Hopkins Hotel, San Francisco, WOR*), it's clearly an instance of the band being very far away, and not geographically either, but in musical quality. For programming and presentation the maestro gets a high rating on his report card, but for balance and quality the rating takes a fast 1929 Wall Street dip.

Selections, spacing and vocal renditions were on an even keel, but it sounded as tho it were the 3,000 miles away that it really is. Balance was way off, and the musicianship was of an extremely ordinary caliber. Furthermore, the announcer sounded as tho his mouth was full of hot mashed potatoes, which made the vocalists' names slightly unintelligible.

Blue But Not Barren

CLAUDE HOPKINS (*Golden Gate Ballroom, New York, WABC*) is one of those believers in longer arrangements and fewer tunes on his midnight round robin, which isn't particularly distinguished by anything but an apparent craze for the blues. Swingology is the dominant factor, and one almost has to be a Sigmund Spaeth to identify the tunes; but he uses enough good ballad and rhythm numbers, most of them oldies, to make his remote desirable listening—especially for the addicted swing fan.

Between the high-pitched voice of Beverly White and Hopkins' own trumpet rides on numbers like *My Bonnie Lies Over the Ocean*, the show isn't hard to take, because the rhythms are in the lowdown vein, and different enough. One neat little trick the colored maestro pulled was the trout of a potential theme song, which was thrown over the ether after a short spiel, for public acceptance. It just missed the mark tho. Why didn't he ask the listeners to write in asking if they think it has the stuff?

O-Kay

HERBIE KAY (*Hotel Cleveland, Cleveland, WABC*) gives a broadcast that has a lot of punch, with an even variation of selections that are ably abetted by the singing of Jean Webb and some of the bandmen, in appropriate spots.

The outstanding part is in the last six minutes, with his presentation of "six one-minute medleys" that also comprise an even balance of tune picking. This business stands out because it gives some sock, and swiftly paces that portion of the program where indifference might begin to set in with the dialer.

The Reviewing Stand

Barry Winton

(Reviewed at the Rainbow Grill, New York)

IF EVER a small band got the very most out of eight instruments, Winton's is that one, with the leader keeping a watchful eye on both the commercial and artistic angles, making for a well-co-ordinated dance band with solid dancing and listening appeal.

Band is, of necessity, hampered by its size on the performance end, but what it lacks in lift and body, it certainly makes up for by a careful selection of songs that enables the boys to get the most from an instrumental set-up that takes in sax, trumpet, accordion, guitar, bass, piano and drums. Winton fronts with a fiddle under his chin most of the time. Russ Smith doubles from guitar to the vocals pleasingly.

Library is exceedingly well stocked with a diversity of tunes that meet all and sundry requests, from Liszt to Clinton, all in moods for danceability or sitting this one out with equal enjoyment. The crew is one of those small outfits that have been placed in the society groove, but from all appearances aren't exactly staying there. Winton employs commercial qualities that are universally good, and if he gets the chance to stretch out and expand his band, he looks like a good bet for a successful commercial band leader. Zatt.

Jimmie Lunceford

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

LUNCEFORD has an engaging rostrum personality, and delivers his music to dancers with an agreeable essence of jump, accented by musicians who keep up physical writhing on the band stand as if they enjoy the music as much as the customers. The display is a clinch to attract sympathetic response from the patrons, and does.

The band has undergone a minimum of changes in its lifetime. With exception of Eugene Young, who replaced Ed Tompkins a year ago, they're all long-timers. Vocal quartet is made up of Willy Smith, alto sax; James Young, trombone; Gerald Wilson, trumpet, and Joe Thomas, tenor, with solos at the mike by Dan Grisson, who is very good.

Arrangements, cued to danceability all the way, are by William Moore. Instrumentally, Jimmy Crawford, on the drums, shines. Set-up is six brass, five sax and four rhythm. Lunceford shoots for the younger set and has half of them dancing with the other half standing and gawking. Oldfield.

Bob Zurke

(Reviewed at 174th Armory, Buffalo)

BUILT around Zurke's excellent technique on the ivories this band has plenty of potentialities. Bob is outstanding in the crew, producing good background rhythm, and still better special solo numbers. The latter are plenty barrelhouse, hot as they come, with a light sprinkling of blues here and there.

After 3½ years as pianist with Bob Crosby, Zurke now heads a set-up consisting of five brass, four sax and four rhythm. A well-rounded brass section is featured most of the time, making the band ideal for large halls where it can blast the roof off without anybody minding. Generally its style resembles Dixieland. Library is comprised of some ballads, but novelties predominate. The unit is a sort of diamond in the rough, for altho the boys show good ability all around, a certain finesse, showmanship and smoothness are lacking.

Johnny Gassoway stands out occasionally on tenor sax, with Ernie Cecaress taking most of the solos with fine clarinet and sax ability.

Sterling Bose, trumpet, is the only male vocalist, and sounds okeh on the pop numbers. Femme appeal is radiated by Evelyn Poe, who gives out with a fair enough pair of pipes, which, however, are completely lost in the shuffle of horns. Lack of showmanship is her main handicap. Warner.

Earl Moyer

(Reviewed at Cathy Tea Gardens, Philadelphia)

MOYER has been making music at this Chinese-American restaurant for so many seasons he has become as standard to the spot as chow mein to the menu.

However, the music he dishes out is as unpalatable as a steady diet of chow mein.

Spotted at the piano, Moyer surrounds himself with three saxes, trumpet and drums. Boys dig into the music as a digger into a ditch. It's one stock arrangement after another, a mechanical playing of every single note on the printed page without regard as to whether it fits the instrumentation or not. Least the lads could do would be to cut up the stocks and resort to more of a medley wedding of the tunes. Only indication of any musical imagination is when the trumpet and tenor sax take off on the rhythmic ditties. It's adequate enough, but offered in a take-it or leave-it setting.

Only item on the credit side is the fact that their mill-run music is danceable and that the library is up to the minute on the current tunes of the day. But that's all. Undoubtedly, that's all that is expected of them. And as such combo is strictly for chow meineries. Orodanker.

Tony Fambro

(Reviewed at the Savoy Ballroom, Chicago)

FAMBRO, known to the local colored world as a society dance musiker, swings out in ear-searing rhythm, which grows hotter as the night grows old. The 10-piece band, consisting of four rhythm, three reed and three brass, has a good tone when it gets going. But lacking the inducement of a big crowd, when caught here, it did not seem to be consistently in the spirit of its jive.

Fambro plays a smooth sax, which, more often than not, dominates the melody. Quite obviously the boys hate the sweet stuff, attempting it occasionally only to appease their public. It is when they go into the jump tunes that they find their medium. Then the brass and the reeds alternate in the limelight and give out with plenty of imagination, while the guitar and bass riff away with enthusiasm.

The distinctive note about the Fambro style is a 32-bar lead-off straight from the sheet and then a cold plunge into hot swing, following very little but an inherent feel for rhythm. The stuff sounds good most of the time but requires polishing. Tough orchestrations, supplied by Kenneth Anderson, Gene Krupa's arranger, are handled commendably. Modell.

After-Hour Controversy
Flames Anew in Pennsy

HARRISBURG, Pa., Feb. 3.—Controversy over whether musicians have the right to play in spots after hours prescribed by the local liquor control board raged anew this week, when the control board raised objections to a suit in equity in Dauphin County Court which was started by musicians' unions in the territory to amend the ruling.

Conference of Pennsylvania and Delaware locals of the American Federation of Musicians, Pennsylvania Musical Society, and Al Marsico, Pittsburgh ork leader, are contesting the board's power to regulate the hours of amusement in establishments holding liquor licenses. Court previously denied an injunction on this ruling.

New court action stirred the liquor board into stating that musicians have "no vested rights" that cannot be abrogated under the police power of Pennsylvania.

Fisher to Blatz, Milwaukee

CINCINNATI, Feb. 3.—Freddie Fisher's Schnickelfritzers concluded an 11-week return engagement at Paul Penny's Old Vienna Restaurant here Thursday and after a few one-nighters opens at Blatz's Palm Gardens, Milwaukee, February 10, for four weeks, with options, succeeding the Fats Waller combo. The Schnickelfritzers, huge favorites here, have given Old Vienna outstanding business during their two engagements at the spot. The lads are carded to jump into Chicago for more Decca waxings during their Milwaukee engagement. Lee Erwin's new combo follows the Schnickelfritzers into Old Vienna, with Jack Hoag and Audrey Moyer, Arthur Murray Dancers, now a twice-weekly feature at the spot.

Bands on Tour

Advance Dates

EDDY DUCHIN: Florida State Fair, Tampa, Fla., Feb. 8-10; Roxy Theater, Atlanta, 11-14.

CARL SCHREIBER: Pershing Ballroom, Chicago, Feb. 8, 11, 15, 18, 22, 25, 29; March 3.

JACK TEAGARDEN: Raymor Ballroom, Boston, Feb. 9-15.

JIMMY JOY: Aragon Ballroom, Cleveland, Feb. 9-10; Greystone Ballroom, Detroit, 14, 16, 17, 19.

HARRY JAMES: Apollo Theater, New York, Feb. 9 (week); Yale Univ., New Haven, Conn., March 1.

JOHNNY (SCAT) DAVIS: Colonial Theater, Dayton, O., Feb. 9 (week); Shubert Theater, Cincinnati, 16 (week).

GLEN GRAY: Cornell Univ., Ithaca, N. Y., Feb. 9; Lehigh Univ., Bethlehem, Pa., 10; Carolina Theater, Spartanburg, S. C., 14; Ambassador Theater, Raleigh, S. C., 15; Univ. of North Carolina, Chapel Hill, N. C., 16.

FRANKIE TRUMBAUER: Tromar Ballroom, Des Moines, Feb. 10; Trianon Ballroom, Terre Haute, Ind., 11.

JOHNNY GREEN: Phoenix Club, Baltimore, Feb. 10.

JIMMY DORSEY: Pla-Mor Ballroom, Kansas City, Mo., Feb. 10; Meads Acres, Topeka, Kan., 11; Madrid Ballroom, Louisville, 14.

JOE VENUTI: Colonial Theater, Detroit, Feb. 11 (week).

LENNIE HAYTON: Hotel New Yorker, New York, Feb. 11.

TED PIO RITO: Keith's Theater, Grand Rapids, Mich., Feb. 11-13.

COUNT BASIE: Keith's Roof, Baltimore, Feb. 11; Orange (N. J.) Armory, 12.

BUDDY ROGERS: Community Theater, Morristown, N. J., Feb. 12.

AL DONAHUE: Auditorium, Raleigh, N. C., Feb. 13; Strand Theater, Cumberland, Md., 18, 19; White Plains (N. Y.) County Center, March 3; Lafayette College, Easton, Pa., 8.

PAUL PAGE: Pla-Mor Ballroom, Kansas City, Mo., Feb. 13, 15, 17, 18, 20, 22, 24, 25.

TOMMY DORSEY: Eastwood Park, Detroit, Feb. 11; New Elm Ballroom, Youngstown, O., 12; Carmichael Auditorium, Clarksburg, W. Va., 13; High School Auditorium, Charleston, W. Va., 14.

BEN BERNIE: N. Y. State Armory, Rochester, N. Y., Feb. 14.

TEDDY WILSON: Club Del Rio, Chester, Pa., Feb. 15.

BUNNY BERIGAN: Harvard Univ., Cambridge, Mass., Feb. 16; Met Ballroom, Philadelphia, 21; Blair Academy, Blairstown, N. J., 23.

MAURIE SHERMAN: Westport Beach Club, Los Angeles, Feb. 17.

TOMMY TUCKER: Strand Theater, New York, Feb. 23 (2 weeks).

CLAUDE HOPKINS: George Washington Hotel, Washington, Pa., Feb. 23.

JIMMY DORSEY: Masonic Temple, Lansing, Mich., Feb. 23.

Material

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Selling the Band

Exploitation, Promotion and Showmanship Ideas

Swing Quiz

AL DONAHUE, current at Meadowbrook Country Club, Cedar Grove, N. J., in a three-way tie-up with *The Sunday Call*, Newark, N. J., and Frank Dailey, Meadowbrook owner, cornered the attention of the swing-music fans with a "Swing Music Question Contest." The maestro, whose music has been too long typified as "top hat" because of his many seasons of syncopating at New York's Rainbow Room, has gone far in the execution of exploitation ideas to deepen enthusiasm for his music among the general dance trade, and this stunt indicates another stint in the right direction.

For the four January issues of *The Call* an entry blank plus 10 questions pertaining to swing music and personalities closely associated with the making of jitterbug juice was carried in the paper's amusement page. There were streamered and photo-embellished feature stories to build interest in the contest with Donahue, of course, grabbing off the lion's share of the agate lines. In addition, since the contest was a circulation builder-upper as well for the newspaper, *Call* went heavy on throw-out sheets and window cards to promote the test.

All entries were to be addressed to the "Al Donahue Contest Editor"—there goes that plug again—with the judging board including Donahue, Dailey and a member of *The Call's* editorial staff. For each of the four weeks, the first 12 contestants each week with the most accurate and complete answers to the 10 questions a prize of an autographed recording by Donahue was presented. And at the close of the contest the four contestants selected as having sent in the first, most accurate and complete lists were the dinner guests of Dailey at his Meadowbrook.

Questions used carried answers at the tip of every swing fan's tongue, yet not too easy or asinine to make a contest of this sort lose its competitive and stimulative appeal among the average readers with swing leanings. For instance, one set asked: (1) What is the name of Tommy Dorsey's theme song? (2) "Chu" is a nickname for what famous Negro musician? (3) What band uses *Low Down Rhythm in a Top Hat* as a theme song? (4) What band leader is known as "Satchmo"? (5) What Negro band leader made *One o'Clock Jump* a famous tune? (6) What is the name of the vocal quartet with Paul Whiteman's Orchestra? (7) What is the name of Glen Gray's theme song? (8) Before she retired, Helen Ward was vocalist with what band? (9) What instrument does the swing musician term the "dog house"? (10) Give the names of two orchestra leaders born in Newark?

Contest is a natural for any band leader in any town throuthout the breadth of the land. Circulation managers of newspapers have always a willing ear open for the unusual and it takes no high-pressure salesmanship to sell them on this idea. *Call* in this case further cashed in with ads from local music shops plugging the record counter—copy naturally tying in with Donahue and the contest. And what all this means to the band leader is fairly obvious.

Memo

Dave Alber takes another bow in having Bea Wain, former Clinton canary, selected as the Valentine Girl of 1940 by the Telegraph Delivery Service of the Florists' Association. Tie-up was made with Postal Telegraph to slap Bea's photo on a big blow-up which is being displayed during the sweetheart season at 3,000 branches of Postal Telegraph throuthout the country.

Maybe It's a Trend

PITTSBURGH, Feb. 3. — During the past six weeks a half dozen girl pianists have joined Local 60, AFM, including a couple not active in music circles for years.

at the same time that he's submitting the others.

"Memo from the desk of Bobby Snyder" has proved effective to the maestro-percenter when mailed with routine circulars or inclosed in business letters to prospective buyers. "As I am often called upon to list my own unit among others when submitting to clients," explains Snyder, "it has been an effective means of my calling added attention to the availability of my organization without making the client feel that I am forcing this orchestra or bragging."

Memo is a neatly arrayed sheet asking: "Have a few open dates on my own orchestra during the next month—why not contact me for interesting arrangements?"

Just as it is desirable to develop your music library, it is just as desirable to develop your memory music library to be able to pick the right tune when the particular party enters the room. It means so much to the band, in building its popularity at a spot, in being able to hit into a guest's favorite song without he or she entering the formal request. As important as the publicity on the printed page, it will be worth your while to model after Ted Straeter, maestro at Fefe's Monte Carlo, New York nitery, who has developed the faculty of remembering requests made by patrons. Straeter has trained himself never to forget such requests and soon after the patron returns to the spot, loses no time in playing the favorite. Such attention raises the popularity of the bandleader considerably with both patrons and the salary-payer. Straeter claims to know the favorite tunes of more than 400 patrons.

Pan-American Good-Will

AS A good-will gesture to the foreign ministers of 20 Latin American republics, RCA Victor has presented the diplomatic representatives of each nation with a de luxe record album of representative South American music. Presentation ceremonies were held in connection with the Pan-American Dinner of the Poor Richard Club in Philadelphia last week, at which the Latin American ambassadors were invited guests. Each album contains 10 records and one of the new RCA Victor Long-Life Needles.

The album itself is of radical new design, with the records sunk in a center well in the otherwise solid-appearing album. On the front cover is a multi-color relief map of the Western Hemisphere and a scroll reading "Presented by RCA Victor to His Excellency," followed by each diplomat's name.

A ribbon bow secures the front cover when the album is closed. The records are separated by paper disks alternately red, white and blue, and are lifted out of the center section by a ribbon. H. M. Rundle, RCA Victor Art Director, designed the album.

Still striving to increase the increasing sale of records, "Victor Record News," bi-weekly sheet to music dealers, makes available the "Victor Record Review," fan sheet, for music store promotion. Individualizing the issues, music merchants can now get a full-page imprinted ad for their store as well as the store's name imprint on the front and back covers. Sheet goes to those record buyers who collect their couplets on a subscription basis.

Ballroom Dancing

ONCE you get them dancing, it's a cinch they will continue. As a result many ballroom managers and dancing academies have inaugurated "instruction nights" during the past year, which has met with a general degree of success where instituted. Going a step further, those interested in building a dance patronage would do well to tie up with the local school boards to promote ballroom dancing. It's certainly a healthy diversion and a desirable form of recreation, and if the proposal is made in the right light you can be sure of the school board's receptive ear.

It is interesting to note that at the Burlington (N. J.) Junior High School, faculty approval has fostered the organization of a Dancing Club among the students, purposed to teach pupils the fundamentals of ballroom dancing. And even at the University of Pennsylvania in Philadelphia, the new school semester

Too Hot To Handle

FREEHOLD, N. J., Feb. 3.—What might precipitate a Congressional investigation and even upset governmental decorum was the charge made here that the WPA is "too hot" for the CCC to handle. Gordon Bell, chairman of the CCC camp dance held here yesterday (2), may have started something when he explained why another band was hired to play for the dancing instead of the WPA ork which had played in the past for nothing.

The explanation: "The WPA plays only hot stuff and the boys decided they wanted an orchestra that could play some slow, sweet tunes."

1940 Booking Plans Of Chicago Theaters Centering on Bands

CHICAGO, Feb. 3.—Balaban & Katz theater booking plans for this year again hold a top position for bands. Nate Platt, head booker for the B&K Chicago and State-Lake, claims that as long as orks continue to ride on the crest of the popularity wave they will be spotted as stage bill headliners.

A check-up reveals that the Chicago Theater played 16 bands for 18 weeks in 1939, while the State-Lake in a period of nine weeks had 10 bands, two outfits having been used in a "battle" stunt. Platt observes that the big names are concerned about their accompanying picture programs, a factor which pleases the house management. When a leader is spotted with a picture that has his okeh, experience points out, the outfit is bought for a more reasonable guarantee and the consequent split figure has proved more profitable for both the operator and the maestro.

Bands in demand for B&K dates are those with proven box-office value, which includes outfits making good either on the air or on records or both. The Chicago has Benny Goodman coming in February 23 week, with Orrin Tucker, Horace Heidt and Hal Kemp tentatively set to follow. Art Kassel goes into the State-Lake the same week.

The Chicago in 1939 played Ina Ray Hutton, Ted Weems (twice), Happy Felton, Roger Pryor, Ciro Rimal, Orrin Tucker, Clyde McCoy, Joe Sanders, Eddy Duchin, Phil Spitalny, Rudy Vallee, Gene Krupa, Lawrence Welk, Milt Herth, Johnny Davis and Harry James. At the State-Lake were Stuff Smith, Louis Armstrong, Buddy Fisher, Milt Britton, Fats Waller and Muggsy Spanier on the same bill, Benny Meroff, Cab Calloway, Rita Rio and Anson Weeks.

Colored bands have proved more profitable in the State-Lake, which has a lower admission scale.

Barnet Draws 800, Casa Loma 1,000 in Syracuse

SYRACUSE, Feb. 3.—Charlie Barnet drew a crowd of 800 on a one-nighter at Leo Snell's Dancing Academy here this week, to gross a neat \$792 at 99 cents a head.

Glen Gray's Casa Loma Ork played for 1,000 people at Syracuse University's senior ball, to total \$2,500, with ducats going at \$5 a couple.

10,000 Brewers Hoof

MILWAUKEE, Feb. 3.—The Brewers' Ball January 27 in the Auditorium here attracted 10,000 persons at 40 cents a head. Modern and old-time dancing was offered to the tunes of six bands—Heinie and his Grenadiers, Betty's Play Girls, Merschorf and his Schweitzers, Miller High Life Band and Joe Caravella's Ork.

finds a new course of study in the curriculum aimed to make the guys and gals unbend to the charm of terpsichore. Outside instructors are being brought in and students charged a quarter for the course of eight lessos.

At the college campus more than 100 boys have signed up already. But the co-eds have been backward, only three registered. If the scarcity prevails an invitation will be extended to the girls at near-by schools so the boys won't have to dance with each other. Even some of the college profs have signed up, "to polish up on their tango steps."

M. H. Orodener.

Miller Tops New Block-WNEW Poll

NEW YORK, Feb. 3.—Glenn Miller is top band on Martin Block's latest poll over WNEW, with follow-up positions held—in the order named—by Benny Goodman, Tommy Dorsey, Sammy Kaye, Artie Shaw, Jimmy Dorsey, Kay Kyser, Larry Clinton, Charley Barnet and Orrin Tucker.

First 10 positions on Block's last poll, in July, 1939, were Benny Goodman, Artie Shaw, Tommy Dorsey, Glenn Miller, Sammy Kaye, Gene Krupa, Jimmy Dorsey, Harry James, Charley Barnet and Count Basie.

Current poll was conducted from December 1 to February 2.

Lunceford, Little, Hart Draw in Lincoln Dansants

LINCOLN, Neb., Feb. 3.—Exam week at the University here chopped into what might have been hefty grosses last weekend, but they measured up on the good profit side anyway.

Jimmie Lunceford, at the Turnpike Casino (27), at 85 cents and \$1.10, drew \$600. In two days (27-28) Tiny Little, at 25 and 40 cents, got \$550 at the Plamor, which is very good. Little Joe Hart, wrapped on both sides of Lunceford at the Turnpike Casino, at \$1.10 a couple, drew \$300 to little more than break the house even.

N. J. Resort Raises Ban On Private Club Terping

WILDWOOD, N. J., Feb. 3.—Dance work for the club-dating bands at the golf and yacht clubs at this South Jersey resort is assured for the coming summer. Middle Township committee this week amended its liquor ordinance permitting music and dancing at the private clubs licensed to sell the bitters to its membership.

Ordinance change followed the protest registered by the Wildwood Golf Club, which offers Saturday night dancing in season, declaring that the restriction on dancing would work a hardship on club members and friends.

ASCAP Action Upheld

MILWAUKEE, Feb. 3.—Federal Judge F. Ryan Duffy this week dismissed an action filed by Harold E. Hall, operator of the Cardinal Club here, for recovery of furniture, liquor stock and a cash register seized November 22 by the United States marshal to satisfy a default judgment of \$500 obtained by the American Society of Composers, Authors and Publishers for playing music in violation of copyright. Robert Hess, ASCAP counsel, said negotiations were in progress with Hall for an amicable settlement.

Duchow Hot at Below Zero

HILBERT, Wis., Feb. 3.—Laurence Duchow and his nine-piece ork competed with below-zero weather January 19 to pull an exceptional attendance at the Stevens Point Armory here. With fees of 65 cents per couple, extra lady two bits, the gross came to \$455, paid admissions totaling 1,462.

JOE REICHMAN goes into the Schroeder Hotel, Milwaukee, February 13 for a return engagement, following Red Nichols. He, in turn, will be succeeded February 27 by Ran Wilde, with George Hamilton following March 12 for two weeks. Slated for February 26 in the Milwaukee Auditorium to play for the Variety Club's movie ball is Orrin Tucker.

Matter of Economy

GAFFNEY, S. C., Feb. 3.—President Roosevelt may have been born on January 30, but his birthday was observed here the day before this year, due to "economic reasons." Since FDR changed the Thanksgiving date for the same reasons, the citizens hereabouts failed to see why they couldn't do the same regarding the presidential natal day.

The "economic reasons"? A band for the local dance didn't cost as much on the 29th as it would have on the 30th.

OUT-OF-TOWN OPENING
"The Fifth Column"

(Shubert Theater)
NEW HAVEN, CONN.

Adapted by Benjamin Glazer from a published play by Ernest Hemingway. Staged by Lee Strasberg in settings by Howard Bay, for the Theater Guild, with a cast including Franchot Tone, Katherine Locke, Lee J. Cobb, Lenore Ulric and Arnold Moss.

This new tragedy glorifies the famous Lincoln Brigade and its cause. Its central characters, all impressively drawn and magnificently played, include an American newspaper feature writer who has come to Madrid in search of her idealistic brother.

She meets an American newspaper man who has become interested in the cause and has joined the counter-espionage service. Their inherent sympathy at first makes their acquaintance a violent one, but it ripens to a tremendous willingness for self-sacrifice.

Acting honors are very evenly divided, with Lee Cobb gaining heavily in the final stanzas, which are far more absorbing than the first few scenes. Franchot Tone carries the romantic lead with extremely even spirit.

The audience on opening night found ample opportunity to laugh over broadly humorous references to the hotel proprietor's mother-in-law. There was vigorous applause for occasioned references to American isolation.

The play needs tightening and scene shifts must be more rapid. The settings and the logical sequence of situations make *The Fifth Column* a tremendously convincing document. New York, with its many movements and factions, will love it.

Julian B. Tuthill.

American Academy Students Present Coward, Priestley

NEW YORK, Feb. 3.—Last week the American Academy of Dramatic Arts again presented two plays at the Empire Theater.

That given on Tuesday was Noel Coward's *Hay Fever*, and the high spot of the afternoon was the excellent performance turned in by P. J. O'Connor. Mr. O'Connor, who showed up very badly in his two previous appearances, came thru with a faultless portrayal of Richard Greatham. Another fine performance was given by Frances Madsen as Myra Arundel, and Cecile DeLucas really got sympathy for Jackie Cortyon, playing the part with an effective, wistful quality. Phillis Avery and Jim Van Campen did well enough with Sorel and Simon, and Eleanor Anton was an acceptable Clara. Robert Lieb again proved his ability in the part of the father, David, but his diction still needs plenty of work, while Mary Rogan read the part of the mother, Judith, very well, but refused, by so much as the re-arrangement of a curl, to give the illusion of being slightly older than the two young people who played the parts of her children. Richard Conroy left much to be desired in his handling of Sandy Tyrell.

The curtain-raiser was the first act of Eugene O'Neill's *Anna Christie*. The cast included John Donahue, Jarl Victor, Gale Woodworth, Milton Selzer, Jaquelin Gullatt (whose capacity was startling) and Florence MacMichael.

(See AMERICAN ACADEMY on page 16)

BROADWAY RUNS

Dramatic	Performance to February 3, Inclusive	Opened	Perf
Geneva (Miller's)	Jan. 30	7	
Juno and the Paycock (revival) (Mansfield)	Jan. 16	23	
Key Largo (Barrymore)	Nov. 27	80	
Life With Father (Empire)	Nov. 8	102	
Little Foxes, The (National)	Feb. 15	406	
Male Animal, The (Cort)	Jan. 9	31	
Man Who Came to Dinner, The (Music Box)	Oct. 16	128	
Margin for Error (Plymouth)	Nov. 3	107	
My Dear Children (Belasco)	Jan. 31	6	
Philadelphia Story, The (Shubert)	Mar. 28	359	
See My Lawyer (Adelphi)	Sept. 27	150	
Skylark (Morosco)	Oct. 11	134	
Time of Your Life, The (Guild)	Oct. 25	118	
Tobacco Road (Forrest)	Dec. 4, '33	2621	
Two on an Island (Broadhurst)	Jan. 22	16	
When We Are Married (Lyceum)	Dec. 25	48	
Young Couple Wanted (El-liott's)	Jan. 24	14	
Musical Comedy			
DuBarry Was a Lady (48th St.)	Dec. 6	70	
New Hellzapoppin (Winter Garden)	Dec. 11	64	
Pins and Needles (Windsor)	Nov. 27, '37	944	
Streets of Paris, The (Majestic)	June 19	264	
Too Many Girls (Imperial)	Oct. 18	116	
Vanities (St. James)	Jan. 13	25	

New Plays on Broadway

Reviewed by Eugene Burr

BELASCO

Beginning Wednesday Evening, Jan. 31, 1940

MY DEAR CHILDREN

A farce by Catherine Turney and Jerry Horwin. Directed by Otto L. Preminger. Setting designed by Donald Oenslager. Presented by Richard Aldrich and Richard Myers. Setting built and painted by Studio Alliance. Press agent, Charles Washburn. Associate press agent, Frank Goodman. Stage manager, Fred Sears. Assistant stage manager, George Reynolds.

Kleinbach Arnold Korff
Reed Hanson Otto Hulett
Portia Trent Patricia Waters
Titcomb George Reynolds
Felice, Countess De Brittonne Tala Birell
Allan Manville John Barrymore
Albert Roland Hogue
Miranda Burion Lois Hall
Cordelia Clark Doris Dudley
Lee Stevenson Kenneth Treseder
Willard Nelson Philip Reed
Jacques Korbi Stiano Eraggiotti
Ernst Van Berke Leo Chalzel

ACT I—Late Afternoon the Day Before Christmas. ACT II—Scene 1: Christmas Afternoon. Scene 2: Later That Evening. ACT III—A Few Hours Later.

The Action Takes Place in a Chateau in the Swiss Alps Near Basle—1938.

We cultured and civilized folk of the 20th century are apt to look with contempt upon our distant forbears who thought bear-bating the height of entertainment and who could spend a merry evening laughing at the wrecks of humanity in bedlam. But all such contemptuous pretensions are laid devastatingly to rest by the undoubted success that awaits the Aldrich & Myers production, John Barrymore in *My Dear Children*, which had its New York opening at the Belasco Theater Wednesday night. It is certain that huge throngs will eagerly mob the Belasco, loudly proclaiming their love for the so-amusing Mr. Barrymore, that very

great actor; but it is just as certain that what they will really be loving is not Mr. Barrymore, but merely the terrific fillip that their little egos will get by being allowed to laugh not only with, but also at, a man who has been called great. They will enjoy watching Mr. Barrymore make a fool of himself within the script, and they will enjoy it even more, greedily and jackal-like, when he makes a fool of himself outside it. The Belasco will be filled with people who want only to laugh at the star, pantingly eager to build up their own pipsqueak little egos at the expense of one of the Theater's great.

For that Mr. Barrymore was one of the Theater's great—that he represented something fine and glowing and heart-stirring in the tinsel realms of the stage—is undeniable, no matter what happens to be your opinion of him as an actor. This reporter, it so happens, was one of the few people who thought that his Hamlet was, with the possible exception of Gielgud's later Danish dysentery, about the worst ever seen on a stage, making even Fritz Leiber's seem like an excellent acting job by comparison. It is an opinion, incidentally, that was shared by *The Billboard's* reviewer of those days, Patterson James, who called it "A song and dance man's Hamlet." And it is an opinion distressingly substantiated by Mr. Barrymore's current performance in *My Dear Children*, a performance so unbelievably fatuous and overdone that you have to look to the Group Theater or the Abbey Theater at their worst to match it. But regardless of his merits as an actor, Mr. Barrymore certainly deserves no such clown-like notoriety as his present appearance has given him.

Since the long Chicago run it is no secret that Mr. Barrymore occasionally

oversteps his lines to make cracks at the audience and to ad lib in various other ways—and that is what pulls in the people. At the performance caught, however, he seemed to be trying to do a good job and at the same time to provide the harpies with their expected amusement, a double task at which he was less than startlingly successful. During the first act or so the only things he ad libbed were his consonants, which sounded like unattached bullets dropping into a pall; and when he did go into a bit of "ad libbing" later on, it sounded suspiciously like a set routine. Meanwhile he over-acted until he seemed to be giving an imitation of a vaudevillian's imitation of a comic tragedian—and the ponderous pace he set for the comedy was probably responsible for at least an hour of the play's tiresome three-hour running time.

As for the play itself, it hardly matters much under the circumstances; its authors, Catherine Turney and Jerry Horwin, are practically the forgotten people of the theater. It might be, however, a rather amusing little comedy, dealing as it does with an acting gentleman, who bears a family resemblance to Mr. Barrymore himself, being visited by three of the children he has scattered over the world, awakening staggly to the responsibilities of parenthood, solving the problems of a couple of the kids, and in turn being defended himself by the third of them, a girl who is remarkably like him, when he is threatened by utter situations; but it might just as well be *East Lynne* for all the real attention it gets from either Mr. Barrymore or the audience.

Naturally, too, the supporting cast is forced to degenerate into a series of stooges not a great deal more important than the stooges up the street in *Hellzapoppin*. They range all the way from the flat, pallid and awkward pretending of Patricia Waters and the stiff and ineffective work of Philip Reed to the always-right performances of Stiano Braggiotti, Arnold Korff and Otto Hulett, and the beautiful, perfectly placed characterization of Lois Hall. But standing out far above all the others, including Mr. Barrymore, is Doris Dudley, doing the job of her career as the most important daughter. Even in the midst of the mess and mauling at the Belasco, Miss Dudley stood up and brought true, tender, powerfully affecting playing to her big scene, a luminously splendid acting job. It is disgraceful to think that she may be replaced, for the sake of more cheap publicity, by the heroine of a sleazy front-page romance.

After reports got around that Mr. Barrymore (rather pitifully, it seems to me) was trying to act the piece as straight as possible in New York, his management hastened to assure the eager public that that was merely because he had been "over-lectured," and that he would be sure to ad lib more and more as the run progressed. Perhaps next year some enterprising producer can induce the ex-Kaiser, who is said to be quite past his prime now, to exhibit himself doing handstands in an iron cage. That should be worth at least \$10 a ticket.

HENRY MILLER'S

Beginning Tuesday Evening, January 30, 1940

GENEVA

A play by George Bernard Shaw. Staged by Maurice Colbourne. Scenery painted by Alec Johnstone and built by John Brunskill, Ltd. Costumes by Nathan. Press representatives, Richard Maney and John Latham Toohy. Stage manager, Gerald Vane. Presented by Gilbert Miller, in association with Maurice Colbourne and Barry Jones.

Begonia Brown Norah Howard
A Jew Beckett Bould
A Newcomer Harvey Braban
A Widow Suzan Turner
A Journalist Jack Brown
A Bishop T. Renaud Lockwood
Commissar Posky Earle Grey
The Secretary of the League of Nations Cyril Gardiner
An Usher Gerald Vane
Sir Orpheus Midlander Lawrence Hanry
The Judge Barry Jones
The Betrothed Patrick Ludlow
Bombardone Ernest Borrow
Battler Maurice Colbourne
A Soldier Patrick Crean
A Deaconess Jessica Tandy
General Flanco De Fortinbras John Turnbull

ACT I—Scene 1: Office of the International Committee for Intellectual Co-Operation at Geneva. Scene 2: Office of the Secretary of the League of Nations. ACT II—The Hague. A Salon in the Old Palace.

Classifying George Bernard Shaw's *Geneva* as a legit production is as brassy an act of misrepresentation as could be perpetrated. The book is nothing more than a collection of editorials which are

Theater Talk

By SHERLING OLIVER

There is a script floating around (author unknown) said to concern itself biographically with MOSS HART and GEORGE KAUFMANN. These two brilliants can dish it out but this will require them to take it. Wonder who's getting even. . . . CECIL CLOVELLY, Paramount's star talent developer for three years, is putting his method in a book. Samuel French will publish. . . . We are told that 12 chorus boys of *DuBarry Was a Lady* agreed on a Finnish benefit with the understanding that another benefit would be given for stagehands. . . . NATE BEERS at one time or another sought backing for *Men in White, One Sunday Afternoon, Dodsworth, Primrose Path* and *The World We Make* without success. Now he has a backer and no play. . . . A. E. Matthews writes from the Garrick Club, London, that he can't accept offers for plays here because he can't wangle a sailing permit. . . . Another *Sun*, the DOROTHY THOMPSON-FRITZ KORTNER play, is another anti-Nazi drama. It tells of the tragic persecution of a stage star, and is laid in Berlin. . . . Anybody know the name of LLOYD GOUGH'S tailor? Those britches he wore in *Young Couple Wanted* are a four-star job. . . . In case any of you wondered, the story of EDDIE ALBERT'S disappearance in Mexico coincided with the opening of the film, *Brother Rat and a Baby*, at the Music Hall. . . . The GWTW film is winning a new audience. Pigeons haunt the huge electric in front of the Astor Theater to keep from freezing. They look like critics sitting in a row. . . . *Skylark* opened the Finnish Benefit drive with a \$3,000 gross. . . . Advance reports from those who've seen it say LENORE ULRIC is running away with *Fifth Column*. . . . STANLEY YOUNG, who wrote *Robin Landing* and *Bright Rebel*, has sold a new one to T. EDWARD HAMBLETON. It is called *The Democrat*, and deals with the life of Andrew Jackson from the age of 21 to the eve of his election as President. Production next October. YOUNG made his 18 months of research pay—he turned out a one-act play and a children's book on the same subject and sold them. . . . SHERWOOD ANDERSON is in town talking with producers about his *Winesburg, Ohio*. This is the one tried out by JASPER

DEETER at his Hedgerow Theater and once announced by the Theater Guild.

RUTH GILBERT is another Group Theater actor gone radio. She is on *Thunder Over Paradise* and *John's Other Wife*. . . . LUCIUS BEEBE pulled quite a neat trick in his air review of *My Dear Children*. He gave LLOYD GOUGH a good notice. GOUGH was playing in another play at another theater. . . . Margin For Error notes: FRANK MCCOY'S road troupe opens February 16 in New Haven. BOYD CRAWFORD replaces LEIF ERICKSON in the Broadway company. ERICKSON goes into *Higher and Higher*, the WIMAN musical, on a run-of-the-play contract. . . . HARRISON and FISHER, one of the better dance teams, do a complete version of *Amphytrion* in dance form at the Music Hall—very good. . . . SHIRLEY BOOTH is still hoping to get that mink coat back. . . . On the close of the LUNT-FONTANNE production of *The Shrew*, DICKY WHORF is off to Florida. . . . Stage and screen people now "going steady" with radio include AILEEN PRINGLE, BETTY BRONSON, ESTHER RALSTON and SYLVIA SYDNEY. . . . A daily columnist had a very good line on *Margin for Error*. He wanted to call it *Kiss the Goys Goodbye*, but his printer wouldn't listen. It always came out *Kiss the Boys Goodbye*. (Just testing ours, you see) . . . SYLVIA HAHLO, the agent, is in Miami—for the skiing? . . . CRYSTAL HERNE has permanently retired from the stage. Her sister, JULIE, who used to write them herself, now buys plays for MGM. . . . One of our better young juveniles, ROBERT MAYORS, who was in *Remember the Day, The First Legion* and *Bachelor Born*, has joined the Canadian Air Force and is now stationed at Albuhera Barracks, Aldershot, England. His last letter said he likes his part and has a run-of-the-play contract. . . . EVE GINCHER will begin casting the LAURENCE OLIVIER-VIVIEN LEIGH *Juliet* in two weeks. . . . MARIE BROWN is off to Chicago to join her husband, BARRY SULLIVAN, in *T.M.W.C.T.D.* . . . VALENTINE B. WINDT, director of dramatics at the University of Michigan, will direct the 1940 drama season at Ann Arbor, succeeding the late HELEN ARTHUR. Windt is now in New York.

as innocuous and limp as those to be found in *The Times*. Mr. Shaw's were equally lacking in both profundity and originality.

The Shaw editorials touch on European politics, the German-Jewish conflict, the Rome-Berlin axis, the Spanish revolution, the League of Nations, dictatorships and democracies. It's entirely possible that the bearded author intended ridiculing news personalities, for surely there is no attempt to interpret or dramatize. Yet all this is giving him the benefit of the doubt. He achieves nothing. He has simply stood a couple of actors and actresses up against the wall in descriptive regalia and shoved into their mouths the sort of boring drawing-room comments which have been attributed to Shaw for years now. If they were phrased neatly, or were more astute than the average layman can pick out from any newspaper, the speeches might be worth listening to.

It is obvious, further, that the self-anointed sage forgot that news ages quickly. Most dramatists who have coped with the perishable subject successfully have used the current events as the peg on which to hang the drama. Shaw, alas, just left the current events hanging. Others have satirized or burlesqued the news, so that, however it was dished out, it was not just a repetition of the stuff papers headlined months before. Shaw's text is bromidic in thought and expression. His technique has hardening of the arteries.

As expected from the title, the locale of this sleeping potion is the office of the League of Nations and its subdivision, the office of the International Committee for Intellectual Co-Operation, at Geneva. The do-nothing character of the League, along with its lackadaisical structure, certainly an ancient disclosure, is the meat of the latest contribution of Shavian claptrap. To convey these erudite prattlings, Shaw has invited a defranchised

Review Percentages

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

"Geneva"—31%

YES: Whipple (*World - Telegram*), Mantle (*News*).

NO: Coleman (*Mirror*), Lockridge (*Sun*), Anderson (*Journal-American*), Atkinson (*Times*), Watts (*Herald-Tribune*).

NO OPINION: Waldorf (*Post*).

"My Dear Children"—50%

YES: Atkinson (*Times*), Anderson (*Journal-American*).

NO: Waldorf (*Post*), Coleman (*Mirror*).

NO OPINION: Lockridge (*Sun*), Whipple (*World-Telegram*), Watts (*Herald-Tribune*), Mantle (*News*).

Jew, a bigoted Church of England bishop, a hypothetical senora, a Russian Commissar and a small-time politician to seek in the League's committee assistance in their briefs against chief executives whose descriptions coincide with the current run of European dictators in Italy, Russia, Spain and Germany. The League—thru the tactless but surely magnanimous gesture of an associat feminine secretary—issues warrants and calls to trial these several state heads. Reproductions of Hitler, Mussolini, General Franco and the British secretary, respectively titled Battler, Bombardone, General Flanco de Fortinbras and Sir Orpheus Midlander, submit to trial by a feebly philosophical judge. Proceedings are entirely made up of the weary speeches of policy by each ruler and a review of their conduct up to Hitler's march on the Czechs. By this time over two hours has elapsed, so the curtain is dropped. The audience is left waiting for the play.

Saddled with product of this kind, the cast was relegated to talking-machine posts. Minus any assistance from the playwright in character delineation, Norah Howard achieved most success in yanking from doldrums to reality the role of the lady secretary and district politician. Jessica Tandy, of *White Steed* acclaim, was practically given a fluff-off in the meager part of a deaconess preaching unconvincing gospel to the likes of Hitler. Her lines were strictly an afterthought thrust upon the closing moments of the senile whimperings. Program note that Miss Tandy had turned down several British offers so that she could cross the Atlantic with *Geneva* could also mean she was tired of blackouts.

Shaw can't be expected to have the presence of mind to hold his peace at his stage in life, but at least those who financed this waste of time might have had better judgment and used the money more advantageously. *Sylvia Weiss.*

From Out Front

By EUGENE BURR

In these days of harried and hurried criticism—not only in the field of drama criticism, but of all other criticism as well—it seems to me that a great deal of sloppy work and half-formed opinion might be avoided by the use of a simple critical slide-rule that has been offered time and again (tho in other connections) by James Branch Cabell. Or, rather, Branch Cabell, his successor in the same body, since James Branch Cabell died with the completion of that most monumental of all modern literary works, *The Biography of the Life of Manuel*.

Mr. Cabell in both his manifestations (with and without the James) is a very great critic as well as a very great writer. And in both his manifestations he lists, again and again, the seven great authorial virtues which should furnish a rule of thumb for any critic of any of the arts. These seven great virtues are called distinction and clarity and beauty and symmetry and tenderness and truth and urbanity.

It seems to me that any critic in difficulties—and, heaven knows, almost all of them seem to be in difficulties almost all of the time now—need merely refer to these virtues to find his path clear ahead. Insofar as any art work, be it book, play, painting, poem or Fourth of July oration, conforms to these seven great virtues, it is worthy of praise; its degree of departure from them is its degree of failure.

To how great a degree, for example, are these seven virtues possessed by *The Time of Your Life*?

To the tiny fly called the ephemera, which dies on the day of its birth, the life of a plucked flower may seem eternal. So to many of our reviewers the importance of a passing day is the only standard used to measure the stature of a work of art; the problems of the moment or of the year or of the decade are the only things, to them, that possess fundamental importance; they are blind to the life that outlives their own little day.

To them a passing and ephemeral sociological document like *The Grapes of Wrath* actually seems important.

But the true critic (as distinct from the reviewer) must look upon all artworks with the cold, unblinking eyes of voracious Time. And as Mr. Cabell himself says, in *Smire*, "It is my firm faith that against these seven virtues, and perhaps against these alone, Time is powerless."

And talk of *Smire* brings to mind another point that has recurred in this column with almost alarming frequency. Time and time again it has been suggested here that the so-called "realistic" plays and novels are appallingly untrue to life—even to the factual and surface life that they claim to depict. So-called romanticists would think shame to incorporate in their works any such bathos and sentimentality as was found, for example, in the pruriently "realistic" stretches of *Of Mice and Men*.

But the "realists"—the would-be literary photographers—are also untrue to life in a far more fundamental sense. Permit me once more to quote *Smire*:

"Be consoled, O very docile art critics, who have been so far broken in spirit by your high-school education as to be capable of reading the sociologic, dull, bawdy, 'photographic' novels which you demonstrably do read, by thousands upon thousands of copies every year, with a conscience glowingly laudatory, and even with a bland sense of acquiring culture! For it is not permitted you to perceive that these books are untrue to life. You are doomed to regard physical happenings with entire seriousness, and to believe their importance is vital. You cannot see that no man lives in the external truth—among salts and acids," says Stevenson—but in the warm, phantasmagoric chamber of his brain, with the painted walls and the storied windows, regaling himself at every moment with his own vainglorious, superb, false notion about his existence. You cannot see that every human life is a never-ending dream, a work of unadulterated romance."

In a very different connection—and one that really has no place in this column—one cannot but wonder at the tempest in the teapot of the Metropolitan Opera just at a time when the organization was being forced to appeal to the country at large for funds to continue. More particularly, one cannot help wondering at the attitude of Edward Johnson, the Met's current maestro. For Mr. Johnson cheerfully admitted that young Erich Leinsdorf, the bone of contention, has still a year or two to go before he will be really and finally ready—and yet at the same time Mr. Johnson applied some ugly and illbred epithets to a pair of the few real singers he has left, merely because they suggested precisely the same thing.

Mr. Johnson's policies are sometimes a bit hard to understand anyhow: the few real singers left seem to get scant consideration, the while he is busily turning the Met into a refuge for decayed movie stars, infant prodigies and incompetent Juillard School graduates. Once the Met was the home of music—the best available vocal music in the world; now it sometimes seems a lot more like a combination of a Major Bowes amateur hour and an all-star vaudeville benefit at Madison Square Garden.

Incidentally, the whole thing brings to mind the furore when Gigli came back for a return engagement, and then left amid a mutual barrage of insults. He had some pretty caustic things to say about the standards of singing at the Met these days, and the nation's press immediately sought far and wide for an explanation of such a statement, finally deciding somewhat inexplicably that it must be just a case of sour grapes.

No one even suspected that Signor Gigli was simply telling the truth.

The theater is a place of coincidences:

One of the most vitriolic reviews I have ever read was that given by Robert Rice, of the *Telegraph* to *Young Couple Wanted*, an innocuous and not entirely incompetent play. *Young Couple Wanted* had the same general theme as Elmer Rice's *Two on an Island*, against which it opened as competition. Elmer Rice is Robert Rice's father.

AMERICAN ACADEMY

(Continued from page 15)

Friday's offering was J. B. Priestley's *Dangerous Corner*, and in it Marjorie Peggs particularly distinguished herself in the part of Freda. It's no easy task to make an audience understand and sympathize with the character, but Miss Peggs managed it beautifully. Margaret Spickers, who has a lovely speaking voice, did an excellent job on Olwen Peel and gave evidence of being capable of even more, while Richard DeMott rates a hand for his fine work in the difficult role of Gordon. Gale Woodworth might have made a good job of Robert if he had been able to remember his lines, tho he was by no means alone in his need of the prompter. Marion Cummings brought nothing at all to the part of Betty, and Lance Clark very nearly threw the entire second act with over-posing and over-drawing of Charles Stanton. Gladele Penney played Maud

Mockridge strictly for burlesque. The characterization was in bad taste and unamusing.

The curtain-raiser on Friday was the first act of Frederick Lonsdale's *The Last of Mrs. Cheyne*. In the cast were J. English Smith, John DeShay, Jack Geer, Kitty McCready, Geraldine Sindell, Robert McKey, Janice Lembke, Phyllis Albrecht, Brian Gilbert, Peter Johnston, Nora Haas, Adele Berryman and Christopher Brook. Messrs. Smith and Brook deserve special mention for their work. *M. A. B.*

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★ JERRY LESTER—comedian-emcee now appearing at the St. James Theater, New York, in Earl Carroll's *Vanities*. An extremely versatile and hard-working performer, he is carrying his current show almost single-handed and doing a terrific job of it. Some of his current material isn't too hot, but his delivery is consistently effective, indicating that with proper material he'd be sensational. Also recommended for the air. ★

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ICE COST, TAKE, BOTH BIG

Philly Arcadia Tries Out Show

PHILADELPHIA, Feb. 3.—After adding an orchestra when the Arcadia International, ace niter, was taken over this season by Kugler's Restaurants' management, floor shows may once again be resumed.

Strictly on an experimental basis, Arcadia today adds a floor show. Acts include Straub and Lee, song and banjo duo; the Great Rocheys, who dance on stilts, and Clifford Senner, jitterbug routines. Joanny Carlin is the music master.

Convention Trade Helps Chi Clubs

CHICAGO, Feb. 3.—A parade of conventions is giving the late hour niteries the most profitable week-night business since the holiday session. It is estimated that more than 30,000 prospective customers visited here the last couple of weeks, with another 10,000 expected in the next week or so. Conventions attracting large numbers included the Coin Machine Show, Furniture Show, Refrigeration Supply Jobbers' Association, Association of Tobacco Distributors, Wholesale Grocers' Association, National Canners' Association and the National Burlap Bag Dealers' Association.

The all-night spots arranged shows to suit the convention trade. The 606 Club, a leader among the smaller niteries, added an early evening show to accommodate crowds.

Singer Wins 5Gs On Emsee's Error

DETROIT, Feb. 3.—Because an emcee and booking agent, Chuck Stanley, "tried to be funny" offstage, he was sued this week for \$25,000 by Helen Louise Stong, singer.

According to the claims of plaintiff, Stanley was taking Miss Stong and Ethel

Touch-Tuning?

PHILADELPHIA, Feb. 3.—David Sillman, head of the local branch of the Pennsylvania Federation of the Blind, held a conference with agent Bill Smith, who is booking the entertainment for the organization's May frolic. Realizing that the audience would be composed of persons unable to see, Smith began by asking what sort of acts would be preferred.

"Well," snapped Sillman, "no matter what else you have there must be a strip-tease."

To Smith's obvious loss of words Sillman quickly added, "We use the Braille system!!!"

New Des Moines Hotel Spot Opens

DES MOINES, Feb. 3.—The new Hi-Ho Tavern, operated by the Savery Hotel, opened after two months of remodeling which cost \$25,000.

The unusual modernistic design was done by Alex C. Rindskopf, of Wilmette, Ill. The tavern is built on two levels, separated by a curved balustrade. Street level is backed by a brilliant landscape mural in vermilion, magenta, jade and cobalt blue and by mirrors. Counter stools are in ivory and blue.

The terrace, carpeted in gray green, features tables and booths in Venetian red, ivory, powder blue, ultramarine, lemon yellow and vermilion, bordered in gold. Lighting is by flush ceiling lights and table lamps. The walls are off-white, with the ceiling in natural color insulate.

Verlee, singers, to an audition at Milford, Mich., and, attempting to give them too thrilling a ride, hit a tree. Result, Miss Stong claims, permanent scars on her nose and the nose is now so loose she can wiggle it.

The jury thought well enough of Miss Stong's nose and the resultant injuries to award her a \$5,000 verdict.

Large Nut Limits Number, But Profits of Big Shows Are High

(Continued from page 3)
ice talent to be received in this country.

It is estimated that there are only about 50 exhibition skaters worthy of being featured. Of that number, more than 30 are already in this country. The scarcity of names has caused prospective producers to abandon plans. Even syndicates with plenty of coin behind them couldn't buck up against this situation, every available performer being bound by contracts.

Henie Biggest Draw

The biggest individual draw in the field is the Sonja Henie show. All the stops along her route have been punctuated with broken records and capacity crowds. Her stay at the Madison Square Garden here grossed \$214,000 for a week's stand. Her last year's mark at this spot was \$204,000. Top price for ducats was \$4.40, with standees paying \$1.65. Her Chicago date netted \$180,000. When the show hits Pittsburgh, a \$5 top will be asked.

Henie's success was the springboard that lured most of the more recent promoters into the field. On the strength of her b-o. pull, Wirtz imported the *European Ice Revue*, which is currently playing Midwestern stadia. In a recent Minneapolis stand, despite a blinding snowstorm, together with the fact that it was playing a spot five miles outside the city limits, it netted a fairish profit. The first ice show ever to hit Montreal, it grossed \$13,000 for two evenings. Its success in that town has caused other producers to route shows there.

"Ice Follies" Next

Second in popularity is the *Ice Follies*, most of which is owned by its leads, Bess Erhardt, Eddie and Roy Shipstad and Oscar Johnson. This troupe is also playing to capacity houses. In Boston they netted \$140,000 for a week, as against \$77,000 last year for five days. Washington, D. C., turned over \$55,000 to see them. A substantial increase was given them in Pittsburgh, where they garnered \$65,000 for eight shows as against \$33,000 for six shows last year. Philadelphia paid \$84,000 in a week.

The *Follies* ended a week at the Rhode Island Auditorium in Providence, January 25, with a draw of 51,367 people who paid \$56,111.90 for nine performances, according to Louis Pieri, manager of the auditorium. The company played under the sponsorship of the Rotary Club Charity Fund, and netted this figure despite the illness of Bess Erhardt, who was unable to appear the early part of the week. The show left for Canada for an engagement in Ottawa, but without the services of Ida Papez and Karl Zwack, Austrians, who would take no chances by leaving United States soil.

Production Nut High

The heavy cost of getting together has also stymied prospective ice producers. It is estimated that Sonja's show cost nearly \$200,000. Coupled with the heavy cost of name talent, transportation, etc., many producers have found a scarcity of arenas with refrigeration equipment. In towns where no ice floors are available, shows must either carry their own portable equipment or get local engineers to rig up a refrigeration unit. The cost of a unit capable of freezing a floor or regulation ice hockey size (85x185) is estimated to be about \$36,000.

Getting suitable equipment for towns having no indoor ice arenas has always been a problem with producers. In San Diego, the Sonja Henie show, on a quick booking, had to have an ice-making unit hurriedly constructed. During the course of the show it was found that the motors were unable to maintain the freezing temperature, and the performers found themselves working in slush. These defects also caused a fog to be formed by the air hitting the melting ice, with the result that the acts could not be seen properly. This engagement netted little profit.

In arenas where ice equipment is present the shows are booked on a percentage basis. The other stops get only

a basic rental. The newer arenas all have refrigeration machinery.

Saturation Point

Another factor that must be considered by producers is the fact that any city can stand no more than four shows annually. More than that number will quickly kill the golden goose. Amateur ice shows sponsored by private charities also enter the picture.

Because of the financial success of ice shows, hotels and night clubs are turning to that form of entertainment. The talent problem is not evident in these fields, since only one topnotcher is needed. The chorus line can be easily trained by the show producer, and even at that only a small number is necessary, since intricate routines can't be done on a hotel floor. The small floors also prevent many names from appearing there since they need a lot of floor space to show to advantage.

Many spots use artificial ice, which is another reason many first-rankers can't perform there. Few accustomed to ice can work on muck, and muck-trained skaters are rarely as good on the genuine product. The shortage of talent cannot be alleviated by skaters developed in these spots.

Hotel Refrigeration

In many hotels the refrigeration units needed in the kitchens and bars are some times large enough to freeze the floor. All that is necessary is a number of shallow tanks to cover the floor, and the refrigeration is set to work after the necessary connections are made. Where a stationery unit is installed, the mechanical part is estimated to cost between \$2,800 and \$3,400 for a skating surface of 20x40. Depending upon specifications, about 50 per cent more would be added to the costs to make the unit portable.

Several hotels are now successfully operating ice shows. The Terrace Room of the Hotel New Yorker has been using ice frolics the past three years on and off, and the show at the St. Regis has been held over because of its returns. This show, headed by Dorothy Lewis, will shortly go on tour, with bookings arranged by the CBS Artists' Bureau. The unit will contain nine skaters, and will begin its tour in May. It is reported that 18 of the 21 weeks available to them have been booked. The Persian Room of the St. Francis Hotel in San Francisco is also on an ice show policy.

Louisville Club In Jam With Cops

LOUISVILLE, Feb. 3.—The Neon Club may lose its liquor license on charges of selling after hours. Evidence against the spot was obtained by a policeman who, in company with two young women, made the rounds after legal closing time and alleged they purchased drinks. Joe McCann, proprietor of the Neon, was arrested.

Previously Virgil Lynch, alcohol beverage administrator, issued a warning that steps would be taken unless all clubs complied with the law. The hearing for the spot has been set for February 8.

Detroit Club Tries House Cast Idea

DETROIT, Feb. 3.—An innovation in night spot policies was started this week at the Club Frontenac, downtown spot, using a permanent cast but changing the production routine weekly. Acts on the "house staff" are Karyl Norman and his *Collegiate Revue*; Don Wise, comic; Billy Joy, monologist; Billy Brill, triple-voiced singer; Del LeRoy, dancer; Dot Kay's Orchestra, and specialties by Francis Stillman, Bobby Ferguson, Francis David and Bobby Bell.

The Broadway Beat

By GEORGE SPELVIN

WILL OSBORNE, who features "slide music," built mainly around trombone (or sackbuts, as we oldsters like to call them), recently had his tonsils yanked; but it's not true that Osborne now calls his singing "slide groaning" or "slide nasology." . . . Maybe the right thing to do in the presence of Al Simon, of WHN, is to salaam. He's a doctor of jurisprudence, a bachelor maritally and in literature and he's writing a radio course with Jo Ranson, of *The Brooklyn Eagle*, thereby adding professor to his list. To boot, he's writing a book, already set for publication, about radio. For brevity's sake, Mr. Spelvin suggests you call him Max. . . . Best free show New York has seen in ages was contributed by Jack Barrymore. Barrymore's antics were really sumpin, more or less in line with the tag somebody gave his show—a *Hellzapoppin* without music.

BOB STEPHAN, radio editor of *The Cleveland Plain Dealer*, is one of the veteran radio editors in the business. But more than that, tho, Bob is one guy who can sleep in Pullman berths. A miracle man! . . . When Joe Louis rehearsed last week for his interview on the Fred Allen show, NBC had to put guards at the studio doors to keep out the mob of rubbernecks. As it was, Joe drew more people to the rehearsal than ever were there before. . . . Enoch Light, bandmaster at the Hotel Taft, gets a dime each time a fan asks for a photo, sending the money to the March of Dimes infantile paralysis campaign. It's an idea that should be put into wider use. . . . With his bare face hanging out, Spencer Hare swears this tale is true. When Ben Bernie closed a run at the Fleeta Danceteria last December he autographed a photo to Owner Richard M. Decker with this inscription: "For your grand hospitality, everything I have is yours—including my appendix." Anytime Mr. Decker wants the same he can have it now, since Bernie had it out recently at Doctors' Hospital. . . . Worst pun in ages comes from the harple, who, speaking of a dancer, said, "That guy dances from Conga."

OF ALL things to get excited about, it's hard to think of anything goofier than the geographic locale of the song *Between 18th and 19th on Chestnut Street*, but nevertheless there seems to be some controversy. Some claim it's Philadelphia, but Philadelphians squawked to the magazine *Time*, saying 'twant so. However, the phenomenon of a street without a city won't eventuate, since both Kansas City and St. Louis are bidding for that bizarre honor. Item: the song's about a notorious street in Chicago, but Will Osborne, the slide groaner, and Dick Rogers, who wrote the tune, couldn't find a rhyme for the street's right name—hence Chestnut. Note to Clifton Fadiman: Mr. Spelvin will consider a berth as expert on *Information, Please*. . . . Both Martha Raye's mother and secretary were taken ill while the chanteuse was playing Newark recently. . . . When Westinghouse started its radio show on NBC recently, Fuller & Smith & Ross, the ad agency for the account, flew a batch of radio editors to Pittsburgh to hear the premiere. Show stars Raymond Paige and a 102-piece orchestra. Pity the poor fellow who, when the plane, nearing Pittsburgh, went from 8,500 feet altitude to 2,000 within a few moments, lost his hearing temporarily because of the change in air pressure—and couldn't hear the program after all.

Laurel in the Pines Hotel, Lakewood, N. J.

The biggest hotel in the Lakewood district, a Jewish winter resort, Laurel in the Pines, has for years been playing the finest talent week-ends.

Abner Greshler, of New York, has been booking here the past five years, using a band all week plus three or four acts Friday and Saturday nights. The season runs from Thanksgiving Day to Easter and shows have been booked the past four years. Spot usually has an MBS wire, but inability to get a late-hour spot has held up the wire this season.

Among the better acts booked here this season have been Benny Fields, Eddie Garr, Cross and Dunn, Al Bernie, Sylvia Groos, Gracie Barrie, Ray Heather-ton, Gil Lamb, Don Tannen, Wences, Bob Dupont, Jean Travis and Luba Malina. Among dance teams used have been Enrico and Novello, The Vernons, Jack and June Blair and Dave and Dorothy Fitzgibbons. Peter Kara has the music job this season, being in his 10th week and set to run for another few weeks.

The band plays the hotel's Georgian cocktail lounge week days, then goes into the Pompeian Room Friday nights and the Mirror Room Saturday nights and Sunday afternoons. The week-end floor shows play the Pompeian Room Friday and Mirror Room Saturday night. Kara (accordion) is backed by eight good men, with some of them joining Arthur Bruckman (cello) for concert music during the dinner hour week days.

The Kara outfit is young and neat looking and can dish out very danceable pop tunes along with congas, tangos and rumbas. The arrangements never take away from danceability and the emphasis is always on sweet effects. The three sax men double on violins, blending nicely with the piano, drums, trumpet, string bass and the electric and Spanish guitar. The boys also contribute individual vocals and some group vocal effects later in the evening when patrons

are not so sedate. Kara makes a nice front man. Patricia Kingsley ripples away at the piano for the between dance lulls.

Week-end show when caught (Saturday, January 27) was headed by Danny Kaye, recently in *Straw Hat Revue* and now doing radio work. He slayed them here, holding close attention all the while and keeping them laughing with Russian dialect songs and stories, mugging and a swell personality and delivery. With Sylvia Fine at the piano, he was especially effective with the comedy song, *Stanislavski of the Moscow Art*. Encored and show-stopped.

Marino and Mona, Latin-type ballroom team, did all right with a competent classic Spanish number for the opener, followed by a fast rumba and a punchy tango. Midge Fellows, a small energetic brunet, demanded attention with *Are You Havin' Any Fun?* and *Who's Got My Button Now?* in loud style and surprised with the slow ballad, *If I Didn't Care*, which gave her voice a chance. Encored with *Jumpin' Jive*.

A guest act was Ginger and Pepper, a young boy-girl team recently on Lanny Gray's Rhythm School NBC program, who did okeh with radio-style harmonizing.

Hotel is managed by Milton and Leo Seiden, of Frank Seiden Management.

Minimum is \$1 for transients. No minimum for hotel guests.

Paul Denis.

Blackstone Hotel, Balinese Room, Chicago

This small room, located in a prominent Windy City hostelry, is a consistent money-maker. The operating nut is comparatively small and a profit is made on food as well as drinks. While the budget for entertainment naturally is a small one, suitable talent for these environs is assured of long engagements and good enough pay.

As a rule a four-piece musical combination and a girl singer make up the band-stand attraction. Current are Vic Abbe and his Californians, augmented by a sharp-looking brunet answering to the name of Roberta. The kid sells pop tunes in a fairly striking manner and her vocal chords are thoroly pleasing.

The Four Californians still rank as one of best instrumental quartets around here. They are commercial, musically and vocally, and their dance tempos measure up with the quality of larger groups. Instrumentation includes an accordion, trumpet, bass and guitar, with the trumpeteer brushing on a drum

cymbal when softer rhythms are in demand.

All but the accordionist double on voice, as singles and trio. Selections are versatile and the novelties are both entertaining and danceable. Boys have been here for over a month and are slated to leave February 25.

Spot is under direction of A. S. Kirkey, the guide of both the Blackstone and Drake hotels. Never a cover, and a minimum is in effect Saturdays and holidays only.

Sam Honigberg.

365 Club, San Francisco

Show has a line of six girls and three acts. This one offers Eddie Collis, emsee; Hale Sisters and Marquee and Marquette.

Fast hoofing by the line opens, followed by the singing and hip swinging of the Hale Sisters, whose speed gets them across to an encore. Next are Marquee and Marquette, novelty dance team, in a trip around the world via the dance. Act is pleasing. Second number is a good novelty, male partner playing the violin while the couple does fast spins and lifts.

Collis is next in songs that could stand revamping inasmuch as they are somewhat dated. However, he works fast, which overcomes the fault to some extent. Tap number by the line follows, after which Marquee and Marquette return to introduce revived dance crazes which they call on the audience to join.

Show moves fast and runs about a half hour. Presentations three times nightly. Dinners upward from \$1.50 and no cover charge. Music by Joe Marcelloin.

Sam Rosey agency has taken over the bookings, with this show as the starter.

Edward Murphy.

Royal Box, New York

Current show at this 52d street club is overburdened with blue material. In this instance it's no drawback since the patrons responded heavily.

In the featured spot are Oshins and Lessy, a male pair who click heavily with their lampooning of Russian songs. Ben Lessy does excellently by a rendition of *That's Why Darkies Were Born* in the manner of Gregory Ratoff. He gets some funny effects by mixing Russian into the lyric along with mugging. He has a flair for piano tricks in the Chico Marx tradition. It wouldn't hurt the act if he did a solo on the box. Both do well by *The Man on the Flying Trapeze*, also in the Russ style. Oshins has his moments with a rib of the Uncle Don radio program and his closing spoof of an emsee, all teeth and personality. They encore on the blue side with a number tabbed *What Is It?*

The opener is Glenda Hope, with pipes several notches below fair. She offers songs with recitative passages not designed for family consumption. Another chirper, Marion Joyce, is the only straight singing act on the bill. With a nice voice and good delivery she offers a trio of tunes and got a nice hand.

Ann Howard, a personable gamin, emsees, mixing her efforts with stories usually reserved for smokers. She gives an impression of a screwy chorine playing a pinball machine. This piece is productive of many laughs, but requires a more socko ending. *Sings I Can't Dance* and winds up with a nice tap. She handles the crowd nicely and gives the acts a good build-up.

Joe Ricardel supplies competent musical backing for the show and a good brand of dansapation afterwards. Adams and Nevin are on duty during lulls.

Lou Schwartz is the boniface and Marty Rackin press agents.

Joe Cohen.

Westminster Hotel, Blue Room, Boston

This informal room, rendezvous of the better knowns, presents a one-hour floor show that ranks with the best in town.

Show-stopper is Muriel Daniels, now in her sixth week at the spot. Lovely to look at and possessor of a sweet voice. Miss Daniels has terrific ability not only in singing but in selling. Audible groans at the announcement that she was to sing a group of Strauss waltzes changed to rounds of applause as she went thru the more familiar Strauss numbers and followed with a medley of Victor Herbert. Miss Daniels' arrangements and the smooth style of Jimmy McHale and his

Men of the Scale add enchantment to the familiar melodies.

Fay and Wellington please with a swell comic ballroom act, including jitterbug and Lambeth Walk parodies. Employ some neat acrobatics in a chair dance. Later return for taps, which could do nicely without Dolly Wellington's singing.

Mae Blondell, in a couple of acrobatic numbers, merits a hand with her dislocations and her Russian "kazatsky" routines. Another single, Carl Stowe, makes good use of routine monolog with some neat asides anent matrimony. A terrific juggling act on a unicycle by Ray Dolphe rounds out the bill. Dolphe employs usual juggling routine, made more interesting, however, by his ride around the floor on the one-wheeler.

Harry Drake does a capable job of booking. Joe McCarthy and George Clarke share the managerial honors. Minimum is \$1.25 week days and \$1.50 Saturdays. Gene Brown takes care of the press.

Norton Kaplan.

Colosimo's, Chicago

This is one of the most populous shows Mike Potson has ever presented. Emphasizing flash which appeals to a typical patron of this spot (and a good many of them are conventioners), Producer George Pronath has whipped into shape a long and fairly colorful revue employing no less than 45 people. Pronath also had a hand in the designing of the costumes which, from a cafe standpoint, are highly decorative.

A line of 12 girls opens with a minstrel number, bouncing thru a tambourine routine and furnishing a lively background for a neat toe strut by blond and cute June Brooks and an alert mugging bit to *Waiting for the Robert E. Lee* by peppy Betty Robbins. It is old fare flavored with modern trimmings.

The Roth-Berdun Swing Caps, a mixed group of eight jitterbugs, come thru with a different twist on the art of uncivilized torso shaking. All are just kids and work with the enthusiasm that goes with youth. Ines La Vail, a South American dancer, offers an authentic native interpretation, employing castanets and native movements. Done with taste.

Betty Robbins returns in a fast and lively song-and-dance specialty and the Elaine Dowling Foursome, a quartet of shapely acrobats, follow with whirlwind tricks that drew heavy hands.

Shirley Handler, blues singer, was handicapped due to the lack of a mike which at this viewing was out of order. The crowd was noisy and she could hardly be heard.

Burton and Kaye have an amusing

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sight in their hand-to-hand nonsense routine. The man is odd looking and his broad comedy gestures are okeh for a late hour nitery of this caliber. Vera Allen, one of the line girls, doubles in a character dance to Ravel's *Bolero*, which pleased the customers, and June St. Clair, the blond curly stripper, is back for another display of her disrobing routine.

A parade of 12 bathing beauties, used here in the form of a contest, was handled by Jack Prince, the spot's production singer, who had a pair of alling pipes opening night. Jack has been doing a pretty good job for the last 25 weeks, however, and looks like he will continue here indefinitely.

Gus Van, who doubles as emcee, also was handicapped by the absence of a mike. He is a likable performer and most of the patrons attempted to be attentive to his straight and character songs.

The finale spots the line in an undersea ballet which is beautifully produced. High spot of this number is the strong ballet single by June Brooks, who displays grace and craftsmanship. Her strong turns are deftly executed. Miss La Vail also returns for an interpretive bit.

Frankie Quartell and orchestra continue to furnish dance and show music.
Sam Honigberg.

Club Continentale, Miami Beach, Fla.

The long-awaited-for Joe E. Lewis, always parentetically described by *The Miami Herald's* Hugh Hough as "(white)", arrived here and, as usual, the wall stretchers had to be brought into play.

Lewis remains a terrific draw and a terrific comedian. His ad lib stuff is better than ever. Perhaps Lewis' greatest charm is his easy informality. He succeeds in appearing to have no lines rehearsed. Hence, whatever his quip, it is a thing of pure delight to patrons who feel that one second previous Joe hadn't the faintest idea of what he was going to say. This is his third consecutive season at Tom Cassara's club.

Usually, with a name like Lewis, the rest of the show is plenty lightweight. But is certainly isn't the case here, what with Mary Burton making an appearance. Miss Burton opens the show with a swing *Old Man River* that really rocks. Her voice, gestures, mannerisms and personality are superb and she actually moves Alex Batkin's Orchestra into a get-off stride. As Batkin is strictly society, that's something. She's good for a half-dozen encores almost at every show and effectively uses *Oh, Johnny, Oh, Incidentally*, during the past two weeks that she's appeared here, she has never repeated a gown. The Frazee Sisters, a pair of nice-looking kids, do *Ma, You're Making Eyes at Me*, a fine arrangement. Also *South of the Border*. Incidentally, there are some 10 sing teams in town and 11 of them do *South of the Border*.

Leon and Mace, dance team, work flawlessly and effortlessly. They're excellent.
Lee Simmonds.

Carrousel, Miami Beach, Fla.

Newest Beach club creation, this spectacular night club and restaurant has the largest merry-go-round bar in the country. That's a bold statement, but the boys, Ben Street, Bob Feinstein and Lew Tendler, have figures to back it up. Tendler, incidentally, is the same Lew who almost pinned back Benny Leonard's ears.

There are two bands here, Eddie MacDonald's 11-piecer and Danny Yates'

four-man outfit, in addition to two sing teams and an exceptionally fine accompanist in pint-sized Earle Whitmore. Warren and Bodee do pops via fine arrangement and excellent voice. Appearance is highly smart. Parker and Fredericks, "International Song Sweethearts," burlesque operettas and their act has been immensely popular.

Altho it is a beautiful room, it is difficult to work in, as it is so vast. Smart booths make up a great percentage of the seating, and the appointments are a pleasing riot of color. MacDonald has one of the finest orchestras in the area and turns out sock, sweet and soft dinner music. Yates is a showman fiddler with a fine tone.

The Carrousel premiered its Sunday Star Session last week, with 1,000 guests jamming the room and others turned away. Celebs appearing included Tony Martin, Royal Palm, and that club's complete show, with the girls and the California Varsity Eight; Joe Lewis, Mary Burton and Sammy Walsh from the Continental; Leon Fields, Roadside Rest; Milton Berle, Nick Kenny; Jerry Kruger, Mother Kelly's; Nick Sett, Tubby Rives and Reggie Dvorak, Nut Club; Dixie Dunbar, the Drum; Ruth Terry, Abe Lyman and that "host of others." The Sunday Star Sessions (all performers are guest stars) will continue thru-out the season.

The Carrousel will remain open all year.
Press work by Peggy Beeman.

Lee Simmonds.

Yacht Club, Philadelphia

This is one of many nabe niteries designed primarily to tempt nabe trade that doesn't dare tempt the central city midnight zone because of tariff and traffic. Pop prices and friendly atmosphere in a smartly appointed room makes night-living here worth while.

In keeping with the Yacht cognomen, a nautical environ is simulated at this West Philadelphia nitery. Enhancing the goings-on is a right, tight floor divertissement that packs plenty of entertainment. Only three acts, but repeat routines stretch out the spotlight stay. The Wharton Sisters (2) headline. Gals are pert and pretty, kicking in with rhythmic tap and toe dancements. Helen Doyle, who pours her heart into a song, and Kenny Kramer, lyric tenor, support with standard and current pop offerings. All well received.

Roger Patterson and his Midshipmen make the adequate musical setting for the show and dance. Combo has swing leanings with ensemble singing novelities making for the change in tempo pace. Al Eldridge, out of the band, plugs the waits with ramblings on the keyboard.

No cover or minimum. Show takes two after-supper flings. Club also holds court for the afternoon sip and snack set-ups.
M. H. Ordenker.

Primrose Country Club, Newport, Ky.

Formerly known as Blue Grass Inn, this spot held its formal opening under its new label last Tuesday night (30), when Mel Fernberg, well known to the Cincinnati night-life crowd thru his successful operation of Kelly's nitery on Cincy's Barbary Coast, entered the picture as a partner to Buck Brady, who has operated Blue Grass the last 11 years.

While Blue Grass has long been a money-maker under Brady's direction, business should be given an added impetus under the new set-up, as Fernberg, like his partner, boasts a large following among the local night-life fans.

Located only 15 minutes by motor from downtown Cincinnati, the spot caters to that sporting element that enjoys the more boisterous and virulent type of entertainment and surroundings. With its clientele coming from the middle-bracket spenders, the club makes no attempt to compete with the more swanky Beverly Hills Country Club located in the same county.

Under the new partnership, the club goes on a 24-hour basis, with the bar never closing and with the club's music stopping at 5:30 each morning. The 440-seat main room is suitably tho not lavishly decorated, with the band stand on one end and the attractive bar located in a separate room on the other end. Plans are now under way to expand the play room which adjoins the main chamber.

Jack Middleton, Cincinnati booker, is servicing the club on floor shows. Three entertainment sessions are offered nightly and, while the act budget is meager,

the net result is pleasing enough. Angle Litz, long a strong favorite at Kelly's in Cincinnati, has transferred his activities here, and he's a wiz in his line for a spot of this kind. Armed with suitable gag material and with an unusual knack for ad libbing, Litz displays unusual adeptness at handling unruly patrons without offending.

Feminine charm for this occasion was supplied by Trudy Russell and her Campus Co-Eds (4), who registered so-so with their various line routines and individual efforts. Linda Lynn took the mike for a pair of vocal offerings, *Tonight's the Night* and *Baby Me*, both of which brought fair returns. Marie Dale contributed a sexy strut, a bit of a wiggle and a mild strip. She sells well enough but lacks personality.

Applause honors of the evening went to Glenn Mason, who beat out a pot-pourri of pops on his flashy xylophone in showmanly fashion. A young ducky, dubbed Little Casino, pulled a neat hand with a good brand of hoofing, incorporating some good tap and acro work with splits and knee drops. Karl Keith's ork of seven pieces beats out an effective dance rhythm and did unusually well with the show music.

The club operates without a minimum or cover, with a 25-cent admission charge on Saturdays only.
Bill Sachs.

El Chico, Youngstown, O.

One of the newer downtown spots which has been clicking in the few weeks it has been in the running. Layout is nothing elaborate, but well appointed. An inviting spot to enjoy an evening Management is making an effort to maintain consistent entertainment policy and so far floor-show entertainment, while modest in quantity, is high in quality.

Diminutive Bobby O'Neil is the hit and headliner with breath-taking acrobatics and handstands. It is his fourth week as emcee and he draws heavy applause at every show. His trick of climbing up on an ordinary-sized table on his hands is a honey.

The Dee family (Christie, Jackie and Dottie) is an acrobatic turn with thrills aplenty and finish is socko. Arlyne Dale is the vocalist and Ben Hilson and his Troubadours, long a district sepa combo, is capable of playing hot music when the occasion calls for it. All in all, it's a nice intimate spot. Manager Frank Rocco has the upstairs spot open now and expects to also add entertainment there soon. Menu is average, with drinks in the pop price bracket.
Rex McConnell.

Belmont Club, Miami Beach, Florida

A great character and a great trumpeter bowed here: Wingy Manone. Wingy's band, according to Wingy, was snowbound but will be down in a few days. For the opening, however, Manone rode off a few choruses with a society band in the background. It was bring-down for Wingy, but the crowd was thoroly pleased. "Imagine," he said, "a society band giving ME obligato!"

Ann Pennington is starred here and was well received. Her numbers were short but sparkling as she exhibited those "million \$" knees.

Lane, Edwards and Allen, a comedy sing trio, turned up with some very okeh material. The boys still do their travesty on *Uncle Tom's Cabin* and it still hasn't failed to click. All act as emsees for the show, an oddity in itself. They also punched out *Harry the Hophead*, a zingy thing which drew a lusty salvo. The boys look like a good bet to be held over.

Ann Page sings and swings and Margie Green whirls about in an interesting acro dance. Both girls are attractive and handle their parts well.

The eight-girl chorus turns up with some interesting numbers, stickout of which is a jungle creation, with the lasses coming out in tiger, boa, ostrich, etc., costumes. It's a Noel Sherman and Billy Arnold production.
Lee Simmonds.

Neptune Room, Washington

Music with your meals is comparatively new for the successful Lerba Brothers, who also operate Ceres, Pomona and the Earle restaurants. Liquor and entertainment were added to the Neptune Room, a former ballroom. No dancing despite the large space.

Current are Bert Granoff, singer; Eve-
(See NIGHT CLUB REVIEWS on page 54)

JEAN MUIR QUILTS AGVA

(Continued from page 3)

been stymied and as a result will proceed with a test case, naming Murphy's Cafe, before the State Labor Relations Board. A meeting will be held with the Murphy management Monday in an effort to settle the case.

Resignation Attacked

Meanwhile the Variety Actors Betterment Campaign Committee, which seeks to reinstate Ralph Whitehead at the head of the performers' union, attacked the resignation of Miss Muir, claiming AGVA made no attempts to have its affairs guided by one genuinely interested in the welfare of the performer. The committee feels that an executive imbued with a desire to better conditions would not have jumped at the first offer and left in such haste.

The campaign committee also attacked AGVA for not supporting the Neely Bill, which, it claims, would result in more vaude. Committee leaders charged that since the Screen Actors' Guild is supporting the measure, SAG "domination" of AGVA prevents AGVA from taking a firm stand on the bill.

The committee has established New York offices at 150 West 46th street, with Lou Taylor in charge.

Coast Meeting

In Los Angeles a meeting of AGVA was held Monday at the CBS playhouse, attended by 35. Edward Arnold, SAG vice-president, announced that this
(See Jean Muir Quits AGVA on page 24)



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

A

Aces, Four (City Club) Erie, Pa., nc.
 Adams & Cora (Cocoanut Grove) NYC, h.
 Adams, Johnny (Howdy Club) NYC, nc.
 Adler, Buddy (Chicago) Chi, t.
 Adler, Larry (Chicago) Chi, t.
 Ahern Sisters (Marty Burke's) New Orleans, nc.
 Alan & Anise (Cotton Club) NYC, nc.
 Allen, Roberta (McAlpin) NYC, h.
 Allen, Jean (Steve's) NYC, nc.
 Alpert, Mickev (Cocoanut Grove) Boston, nc.
 Alvaro & Mercedes (El Chico) NYC, nc.
 Anderson, Dolores (Rainbow Room) NYC, nc.
 Anderson, Agnes (Arcade) Detroit, nc.
 Anderson, Ivy (State-Lake) Chi, t.
 Andre & Michel (606 Club) Chi, nc.
 Anise & Alend (State-Lake) Chi, t.
 Annan, Agnes, & Julie (Arcade) Detroit, nc.
 Arden's, Donn, Artist Models (Lookout House) Covington, Ky., nc.
 Argentina Mia (Club Gaucho) NYC, nc.
 Ky., nc.

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

B
 Armetta, Henry (Bowery) Detroit, nc.
 Armstrong, Joe (Stamp's) Phila, nc.
 Arnez, Desi (La Conga) NYC, nc.
 Arnolds, Three (Pal) Cleveland, t.
 Arnold, Gene (Imperial) Detroit, nc.
 Avon Sisters (Gibson) Cincinnati, h.

B
 Babett, Mossman & Force (Bamboo Gardens) Washington, D. C., nc.
 Bachelors, Four (Biltmore) NYC, h.
 Baclanova, Olga (Plaza) NYC, h.
 Bailey, Bill (Stamp's) Phila, nc.
 Bailey, Billie (Mayflower) Washington, D.C., h.
 Bailey Sisters (Shallmar) Newark, N. J., nc.
 Baker, Bonnie (Palmer House) Chi, h.
 Baldwin & Bristol (Wisteria Gardens) Atlanta, nc.

B
 Banks, Sadie (Old Roumanian) NYC, nc.
 Barnes, Dorothy (Blue Lantern) Detroit, nc.
 Barnette, Al (Club LaRue) Bogalusa, La., nc.
 Barr, Weldon (Cave Club) Vancouver, B.C., nc.
 Barr & Estes (Colonial) Dayton, O., t.
 Barrie, Joan (Dutkin's Rathskeller) Phila, nc.
 Barry, Tom (Queen Mary) NYC, nc.
 Barry & De Alba (Black Hawk) Chi, c.
 Barry, Fred & Elaine (Continental) Miami Beach, nc.
 Bates, Lulu (Diamond Horseshoe) NYC, nc.
 Beckwith, Babs (Pierre) NYC, h.
 Bell, Rex (Murphy's) Cleveland, nc.
 Belmont, Bella (Purple Derby) Phila, nc.
 Belmont Bros. (Wagon Wheel) Akron, c.
 Bennett, Ethel (Old Roumanian) NYC, nc.
 Berke, Irving (Rainbow Inn) NYC, nc.
 Bernard, Ben (Bill's Gay '90s) NYC, nc.
 Bernhardt & Graham (Casino Copacabana) Rio de Janeiro, nc.
 Bessinger, Frank (Radio Franks) NYC, nc.
 Blaine, Vivian (Shallmar) Newark, N. J., nc.
 Blake, Jimmy (Walton) Phila, h.
 Blakstone, Nan (Le Ruben Bleu) NYC, nc.
 Blair, Joan (Biltmore) NYC, h.
 Bodan, Margot (Gypsy Camp) NYC, nc.
 Boeck, Al "Rags" (Fox's California) San Bernardino, Calif., 7-9; (Warner's) San Pedro, 10-12, t.

B
 Colt, Ethel Barrymore (Delmonico's) Phila, re.
 Continental Entertainers (Tower) Camden, N. J., t.
 Cook, Ralph (Harry's New Yorker) Chi, nc.
 Corbett & Loraine (Chez-Ami) Buffalo, nc.
 Cordano & Corinne (Harry's New Yorker) Chi, nc.

C
 Corday & Triano (Delmonico's) Phila, re.
 Coroba, Lolita (La Conga) NYC, nc.
 Cornett, Alice (Colony Club) Chi, nc.
 Cortez, Mapy (The Beachcomber) NYC, nc.
 Cortez, Barbara (Steve's) NYC, nc.
 Cosmos & Anita (Palumbo's) Phila, nc.
 Costello, Diosa (La Conga) NYC, nc.
 Courtney, Leonora (Swing Club) NYC, nc.
 Covert & Reed (Warwick) NYC, h.
 Craig, Reginald (Earl Carroll's) Hollywood, nc.

D
 Dalton, Jack (Circle Bar) Kankakee, Ill., nc.
 Dancy, Johnny (Cozy Corner) Detroit, nc.
 Dansonettes (Powatan) Detroit, nc.
 Datska, Jascha (New Russian Art) NYC, nc.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Davis, Helen (Samye Van) Brooklyn, nc.
 Davis, Bobbie (Cozy Corner) Detroit, nc.
 Davis, Roy (Paramount) NYC, t.
 Davis, Glory (Stuyvesant) Buffalo, h.
 Day, Gloria (New Yorker) NYC, h.
 Dead End Kids (Colonial) Dayton, O., t.
 DeFlores, Felipe (Rumba Casino) Miami Beach, nc.

D
 Degenau & June (White) NYC, h.
 DeKarlo, Sergio (Versailles) NYC, nc.
 De La Conde, Zedra (Havana-Madrid) NYC, nc.
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
 De Leo, Don (Bal Tabarin) NYC, nc.
 Del Rios (Earle) Washington, D. C., t.
 DeMarco, Isobel (Francis) Kokomo, Ind., h.
 Delahanty Sisters (Eagles' Club) Middletown, O., nc.
 Del Carmen, Maria (Club Gaucho) NYC, nc.
 Del Gray Girls (Imperial) Detroit, nc.
 Denzler, Richard (Vine Gardens) Chi, nc.
 Deronda & Temple (Blue Lantern) Detroit, nc.
 Dette, Verna (Earle) Washington, D. C., t.

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

B
 Bolger, Ray (Chez Paree) Chi, nc.
 Bon-Aire Trio (Roosevelt) Pittsburgh, h.
 Borg, Inga (Hi-Hat) Chi, nc.
 Boshoer, Dora (Russian Kretchma) NYC, nc.
 Bowers, Cookie (Pal) Cleveland, t.
 Boweryettes (Bowery) Detroit, nc.
 Bradley, Betty (St. Moritz) NYC, h.
 Bragg, John (Steve's) NYC, nc.
 Brett & Young (Joyland) Boston, nc.
 Brill & Bell (Frontenac) Detroit, nc.
 Brooks, Peggy (Howdy Club) NYC, nc.
 Brooks, June (Colosimo's) Chi, nc.
 Brooks, Helen (Royal Box) NYC, nc.
 Brown, Ethel (Alabama) Chi, nc.
 Bruchettes (Lookout House) Covington, Ky., nc.
 Bruder, Rudy (Weber's Hofbrau) Camden, ro.
 Buck & Bubbles (Cadillac) Phila, nc.
 Buckmaster, John (Algonquin) NYC, h.
 Burke, Irene (Swing Club) NYC, nc.
 Burnett, Rosa (Dunes Club) Pinchurst, N. C., nc.
 Burton, Mary (Continental) Miami Beach, nc.
 Burton & Kaye (Colosimo's) Chi, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C

C
 Cabaleros, Los (El Gaucho) NYC, nc.
 Callahan Sisters (Ansley) Atlanta, h.
 Cappa Barra Ensemble (Stanley) Pittsburgh, t.
 Cappella & Beatrice (Royale) Detroit, nc.
 Cardello (Palumbo's) Phila, nc.
 Carleton & Juliette (Chase) St. Louis, h.
 Carlisle, Una Mae (Mammy's Chicken Farm) NYC, nc.
 Carlisle, Charlie (Bowery) Detroit, nc.
 Carlos & Carita (Commodore) Detroit, nc.
 Carlyle, Betty & Sue (Embassy Club) Phila, nc.
 Carpenter, Imogene (Weylin) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carrell, Helene (Lexington) NYC, h.
 Carter & Bowie (Barney Gallant's) NYC, nc.
 Carter, Rochelle (Swing Club) NYC, nc.
 Casanova, Don (Cuban Casino) NYC, nc.
 Cascade, Billy (Bertolotti's) NYC, nc.
 Caspar & Roth (Dutkin's Rathskeller) Phila, nc.
 Cerf, Alyse (606 Club) Chi, nc.
 Chandler, Grace (Pat Toole's) Wilkes-Barre, Pa., nc.
 Charles & Barbara (Boulevard Tavern) Elm-hurst, L. I., nc.
 Chasen, Chic (Lido Club) NYC, nc.
 Clifford, Pete (Kit Kat) Miami Beach, nc.
 Chiquita (Shubert) Cincinnati, t.
 Clare, Lola (Dutkin's Rathskeller) Phila, nc.
 Clarke & Reynolds (Shubert) Cincinnati, t.
 Clarkson, Crystal (Steve's) NYC, nc.
 Cohen, Mary (Mon Paris) NYC, nc.
 Cole, Lester, & Debutantes (Colonial) Dayton, O., t.
 Collette & Barry (Athletic Club) Detroit, nc.
 Colligan, Billy (Trocadero) NYC, nc.
 Collins & Stone (Mayfair) Boston, nc.
 Colomo, Aurelia (Weylin) NYC, h.
 Coit, Phyllis (Capitol) Washington, D. C., t.

D
 DeVal, Merle & Dee (Riverside) Milwaukee, t.
 Devine, Andy, & Co. (Stanley) Pittsburgh, t.
 DeWolfe, Billy (Dempsey-Vanderbilt) Miami Beach, h.
 Diamond Bros. (Shubert) Cincinnati, t.
 Diane, Valerie (LaCava) NYC, nc.
 Donnelly, Harry (Bill's Gay '90s) NYC, nc.
 Dooley, Twins (Gold Coast) NYC, nc.
 Dorita & Valero (El Chico) NYC, nc.
 Dorsay & Diane (Showboat) Jamaica, N. I., nc.
 Dowling, Elaine (Brown's Hotel) Louisville, h.
 Downey, George (Brown's Hotel) Louisville, h.
 Doyle, Helen (Yacht Club) Phila, nc.
 Dracken, Russell (Wakefield's) NYC, nc.
 Drayton & Kathleen (Continental Club) Chesapeake, O., nc.
 Drew, Charley (Taft) NYC, h.
 Drigo, Rod, & Francine (Teatro Nacional) Havana, Cuba, t.
 Drupska, Dania (Radio City) NYC, mh.
 Dubrow, Herb (Walton) Phila, h.
 Duffins, The (Bismarck) Chi, h.
 Dunbar, Dixie (Drum) Miami, Fla., nc.
 Dupont, Doris (Hi-Hat) Chi, nc.
 Duquesnes (Bowery) Detroit, nc.
 Durant, Diana (Club 15) Phila, nc.
 Duville, Jacqueline (Palumbo's) Phila, nc.
 Dwyer, Gertrude (Samye Van) Brooklyn, nc.

E
 Earl, Pearl (Steve's) NYC, nc.
 Earison, Vic (Rainbow Inn) NYC, nc.
 Eberle, Bob (Pennsylvania) NYC, h.
 Eddy, Jack & Betty (Shubert) Cincinnati, t.
 Elaine & Barry (Club Continental) Miami, nc.
 Elena & Helen (Belden) Canton, O., h.
 Elgins, Five (Stanley) Pittsburgh, t.
 Ellin, Marita (Trocadero) NYC, nc.
 Embassy Boys (Biltmore) Atlanta, h.
 Emil & Evelyn (Weber's Hofbrau) Camden, ro.
 English, Kay (Samye Van) Brooklyn, nc.
 English, Ray & Edith (Lotus) Washington, D. C., nc.
 Enrico & Novello (Colony Club) Chi, nc.
 Ernie & Osie (Kit Kat) NYC, nc.
 Escorts & Betty, The (Chicago) Chi, t.
 Estelle & LeRoy (New Yorker) NYC, h.
 Evans, Fred, Girls (Chez Paree) Chi, nc.
 Evans, Bobby (Cotton Club) NYC, nc.
 Evans, Steve (Riverside) Milwaukee, t.
 Everhardt, Chet (Royale) Detroit, nc.

F
 Fagan, Nutsy (Hughes 1-11 Club) NYC, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Fawn & Jordan (St. Moritz) NYC, h.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Helene (Earle) Washington, D. C., t.
 Fayne & Foster (Lotus) Washington, D.C., nc.
 Fears, Kay (Diamond Horseshoe) NYC, nc.
 Fenwick & Cook (Chicago) Chi, t.
 Fields, Leon (Roadside Rest) Miami, Fla., nc.
 Finnell, Carrie (606 Club) Chi, nc.
 Flashe & Sunda (Leon & Eddie's) NYC, nc.
 Fontasia (Rumba Casino) Miami Beach, nc.

G
 Gaconi, Norbert (Algonquin) NYC, h.
 Gainsworth, Marjorie (Walton) Phila, h.
 Gale, Betty (Shelton) NYC, h.
 Gale, Alan (Stork Club) Phila, nc.
 Gabel, Inez (Alabama) Chi, nc.
 Garcia, Lucio (La Conga) NYC, nc.
 Gary, Owen (Book-Cadillac) Detroit, h.
 Gasca Bros. (James) Newport News, Va., 7-8, t.
 Gautiers' Bricklayers (Riverside) Milwaukee, t.
 George, Alice (Oasis) Seattle, nc.
 Gerrits, Paul (New Yorker) NYC, h.
 Gerrity, Julia (Friars Inn) NYC, nc.
 Gifford, Moya (Biltmore) NYC, h.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gilroy, Jack (Cafe Society) NYC, nc.
 Gilroy, Bill (Seven-Eleven Club) NYC, nc.
 Ginstler, Lena (Murphy's) Cleveland, nc.
 Giovanni (Waldorf-Astoria) NYC, h.
 Glamour Girls (Walton) Phila, h.
 Glenn, Cynda (State) NYC, t.
 Glover, Ralph (Seven-Eleven Club) NYC, nc.
 Glover & Lamae (Palmer House) Chi, h.
 Golden Pair, The (Nixon Cafe) Pittsburgh, re.
 Golden Gate Girls (Masison) Baltimore, nc.
 Goldie, Jack (Friars Inn) NYC, nc.
 Gordon & Olivia (McVans) Buffalo, nc.
 Gotthelf, Manny (Morrison) Chi, h.
 Gould, Carol (Club Bali) Miami, nc.
 Green, Bennett (Mother Kelly's) Miami, Fla., nc.
 Greer, Jane (Spatola's) Phila, re.
 Grey, Winnie (Chateau Moderne) NYC, nc.
 Grey, Betty (Bismarck) Chi, h.
 Grove, Carman (Wonder Bar) Atlantic City, nc.
 Guerlaine, Annette (La Cava) NYC, nc.
 Gwynne, Jack, & Co. (Colonial) Dayton, O., t.

H

H
 Haddon, Harriette (St. Regis) NYC, h.
 Hadley, Jane, Dancers (Bismarck) Chi, h.
 Hager, Clyde (Diamond Horseshoe) NYC, nc.
 Hale, Chester, Girls (Palace) Chi, t.
 Hale, Chester, Troupe (National Casino) Havana, nc.
 Hall, Cliff (Bellevue-Stratford) Phila, h.
 Hall & Hart (Queens Terrace) Woodside, L. I., nc.
 Hallman, Florence (Delmonico's) Phila, re.
 Hamilton, Kay (Tower) Camden, N. J., t.
 Handler, Shirley (Colosimo's) Chi, nc.
 Hang-Chu, Prince Lia (Park Central) NYC, h.
 Harmon, Murray (Coo Rouge) NYC, nc.
 Harmon, Paul (Wm. Penn) Pittsburgh, h.
 Harmon, Ginger (Chez Paree) Chi, nc.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Russ (Baker's) Jacksonville, Fla., nc.
 Harris, Marcia (Rainbow Inn) NYC, nc.
 Harrison Sisters (Biltmore) NYC, h.
 Hattisson, Spike (Bill's Gay '90s) NYC, nc.
 Hartley, Elsie (Place Cafe) NYC, nc.
 Hartman, Grace & Paul (Terrace Club) Miami, nc.
 Hasburgh, Rabana (Radio City) NYC, mh.
 Hawaiians, Three (La Cava) NYC, nc.
 Hawley's, Bernice, Westernettes (Lookout House) Covington, Ky., nc.
 Hayes, Peter (Grace Hayes Lodge) Hollywood, nc.
 Hayworth, SeaBee, Revue (Carolina) Rocky Mount, N. C., 6; (Broadway) Fayetteville 7; (Carolina) Goldsboro 8; (Gem) Kannapolis 9; (Carolina) Lumberton 10, t.
 Heart, Rene (Silver Dollar) Baltimore, nc.
 Heasley Twins (St. Regis) NYC, h.
 Heat Waves, Three (Queens Terrace) NYC, nc.
 Heath, Helene (Walton) Phila, h.
 Heffer, Hal (Spatola's) Phila, re.
 Heller, Jackie (Shubert) Cincinnati, t.
 Henderson, Dolly (Steve's) NYC, nc.
 Hendricks, Marcella (Astor) NYC, h.
 Henry, Dorothy (Leon & Eddie's) NYC, nc.
 Herne, Patricia (Chateau Moderne) NYC, nc.
 Hildegarde (Hollywood Beach) Miami, Fla., nc.
 Hillock, Frances (Club Gaucho) NYC, nc.
 Hoffman, Eugene (Vienna) NYC, nc.
 Holiday, Billie (Ernie's) NYC, nc.
 Hollenbeck, Mysterious (Calver) Baltimore, t.
 Holme, Marion (Bismarck) Chi, h.
 Honey Family (Colonial) Dayton, O., t.
 Hope, Glenda (Royal Box) NYC, nc.
 Hope, Pat (Woodruff) Watertown, N. Y., h.
 Horvath, Louis (Gypsy Camp) NYC, nc.
 Hot Shots, Four (Earl Carroll's) Hollywood, nc.
 Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
 Howard, Johnny (885 Club) Chi, nc.
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.
 Howard, Ann (Royal Box) NYC, nc.
 Howard & Corita (Cozy Corner) Detroit, nc.
 Hudson Wonders (Chicago) Chi, t.
 Hunter, Grady (Mayflower) Jacksonville, Fla., h.
 Hutchins, Harriet (Queen Mary) NYC, nc.
 Hutton, Marian (Pennsylvania) NYC, h.

I

I
 Ignatenko, Serge (Russian Kretchma) NYC, nc.
 Ink Spots (Paramount) NYC, t.
 Irvin, Lane & Duval (Tower) Camden, N. J., t.
 Isles, Stephen (Gay '90s) NYC, nc.
 Ivers, Kay (Lenox) Boston, nc.
 Jackson & Nedra (606 Club) Chi, nc.
 Jackson, Stone & Reeve (Troc) NYC, nc.

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Strand 52Gs With "69th," Whiteman; State, Good 28Gs

NEW YORK.—Broadway vaudefilmmers came thru with two standout grosses last week, the Strand drawing a very nice \$52,000 and the State grabbing off a solid \$28,000. Stem's low gross was the Roxy's \$29,000.

Strand's good business for week ended (1) was pulled by the pic, *The Fighting 69th*, and Paul Whiteman Band for the first week of a four-week run. Strand's previous attraction, *Dead End Kids* and Shep Fields' Band, plus *Invisible Stripes*, did \$41,000 and \$27,000, respectively, for the first and second weeks. Current attraction should continue to gross well.

Loew's State take of \$28,000 for week ended Wednesday (31) is very good for the house. Bill was Benny Fields; Harris, Claire and Shannon; Nan Rae and Maude Davis, Will and Gladys Ahern and The Bricklayers, plus pic, *Destry Rides Again*. State's previous week's gross was a so-so \$20,000 with the Louis Sobol Revue, including Joe E. Lewis. House's new bill, which opened Thursday (1), included Emery Deutsch Band, Phil Regan, Cinda Glenn, Lane Brothers and Pritchard and Lord and the film *Great Victor Herbert*. Business seemed slim early in the week.

Paramount, for the second week ended Tuesday (30), grossed a fair \$31,000 with *Remember the Night* and Bob Chester's Band, bill which took a nice \$44,000 for its first week. New show which opened Wednesday (31) keeps *Remember*, but Enoch Light and orchestra replaced Chester. Estimated the layout will do \$26,000.

Music Hall, with *Shop Around the Corner* on screen and Paul Haakon, Harrison and Fisher, Shefter and Brenner on stage, did a fair \$36,000 for the week ended Wednesday (31). Previous two grosses were \$82,000 and \$63,000 for the first and second weeks of *His Girl Friday*.

Roxy did a poor \$29,000 week ended Thursday (1) with pic, *Brother Rat and a Baby*, plus Jack Howell, Dorothy Crocker, Avis Andrews, Bill Bailey on stage. Even so, take represents a fair jump over previous week's murderous \$21,000 with *He Married His Wife* and stage bill. New bill opened to a fair house Friday (2), with the film, *Little Old New York*, and St. Clair and Day, The Briants, Maysy and Brach, Max and his Gang and Variety Singers.

Gone With the Wind, for its sixth week at the Capitol and Astor theaters, did \$98,000, as compared to \$101,500 for the fifth week.

Arden Skids Philly Fay's to 75C; Grand Better for Marlene

PHILADELPHIA.—*Slums of Paris* unit, headed by Eve Arden, with Kay Hamilton and Three Wiles holding up the vaude contingent, fell below expectations at Fay's Theater for the week ended Wednesday (31), grossing \$7,500, which is below house par. Show opened strong but slowed considerably during week, inclement weather not doing it any good. Screen show gave *What a Life*.

With Marlene in the strip spot and Eleanor Knight and Reynolds and White leading the vaude line-up, big opening day augurs \$8,500 for *Girl Parade* this week, estimates house manager Sid Stanley, providing, however, that snow doesn't jinx. Has *Meet Dr. Christian* for screen support. Marlene marks about finis for the burly leagues at Fay's, house switching to semi-names, with Erick Rhodes first in for the 22d week and Edith Rogers Dahl for the follow.

Milwaukee Gives Morris Good 96C

MILWAUKEE.—Stage show headed by Chester Morris connected for \$2,600 above average at the Riverside Theater for the week ended February 1 with a \$9,600 take. Bill also included the Three Ryans, Cy Landry, Doris Mae, and Page and Nona. Pic, *Beware, Spooks* (Col.)

Fay's Okeh 7 Grand

PROVIDENCE.—Fay's, for week ended January 25, did seven grand, as against average \$6,500, with the Byrne Trio, Hickey Brothers and Alice, Gautier's Steeplechase, King Arline and Park and Clifford. Pic, *South of the Border*.

Vaudefilm Grosses

Dead End Kids Bill Draws Big \$21,000; First Full Weeker

BOSTON.—First of the RKO Boston's "Shows of the Month" resulted in better-than-average business week ended Thursday (1). New policy of full-week vaude once a month was instituted, with the *Dead End Kids* and Beverly Roberts heading the bill. Take was \$21,000 for the six-day stand. Pic, *Cisco Kid Returns* with Cesar Romero, didn't help much.

Next full-week show at the Boston is scheduled for February 22, when Phil Spitalny and the Hour of Charm Orchestra will appear. Pic will be *Big Guy*.

The week ended January 26 brought the house \$11,000. Duke Ellington Band played Sunday on top of a four-day vaude bill, along with the double features, *Married Love* and *Phantom Strikes*. *Tropic Fury* and *Blondie Baby* played the other three days.

"Hellzafire" Breaks Record; Lewis Opens Big

BUFFALO.—Obviously the revived interest in vaudeville here has not diminished. Bigger grosses have not only helped to multiply stage presentations at the Buffalo from a one-a-month name show to three and four big attractions each month, but has built excellent business for the Century since the innovation of vaude.

The Century opened to a well-filled house February 2 week and expects to hang up a good gross of at least \$16,000. Stage fare is *Seeing Stars* unit, headlining the Three Stooges, Gloria Dickson, Cliff Edwards, Alexander D'Arcy, Brewster Twins, Evelyn Farney, Marjorie Bell (Snow White), etc. Picture is *The Secret Four*.

For week ended February 1 the Century rang up a record gross, with *Hellzafire* revue accounting for an excellent \$20,600. Average at this house without vaude is \$9,000. Richard Kemper, manager, stated the unit went over so big that six stage shows were given Sunday (January 28) instead of the usual five. Pic, *Private Detective*. Nearest to this gross was *Folies Bergere* show with a gross of \$19,000 a few weeks ago.

Ted Lewis with band and revue, featuring Radio Aces, Marie Hollis, The Hackers, Dennis Sisters, Betty Jane Smith, Charlie Whittier plus "Mugsy" Spanier and band, opened at the Buffalo February 1 week to good crowds. Lewis is expected to lure around \$19,000. A year ago Lewis scored with a fine \$19,500 take here. On the screen is *The Shop Around the Corner*.

The Buffalo did only fair week ended February 1, with a take of \$12,000. This is considered about average. The original Minevitch Harmonic Rascals were the attraction on the stage, backed by the orchestral ensemble featuring D'Artega. Pictures, *The Great Victor Herbert* plus *March of Time*.

Martha Raye unit, week starting February 9, is the only definite advance booking, according to Vincent R. McFaul, general manager.

Gone With the Wind at the Great Lakes is still drawing capacity crowds. First week, with two additional days figured in (January 25 to February 3), was supposed to have clocked a healthy \$55,000.

Levey, MCA Not With S. F. AGVA

SAN FRANCISCO, Feb. 3.—American Guild of Variety Artists this week signed agreements with booking agents, excepting the Bert Levey office and the Music Corp. of America.

It was announced that Levey and MCA were not yet prepared to sign any contract involving the AGVA local, because both offices operate on a national scale. The Northern California Agents' Association represented the majority of the bookers in the negotiations.

Only Names Draw At Detroit House

DETROIT.—Colonial Theater, only local vaude stand, took a decided slump on the show last week with gross around \$3,500. Average for the house is \$6,000, and the figure is way under the \$12,000 hit with Fats Waller the week before. Waller, incidentally, broke the opening-day record of the house.

Lack of names is blamed for the slump this week. Show was regulation vaudeville, without names. Pictures are just time-fillers at this house.

Shubert's, Cincy, Hits Its Average

CINCINNATI.—The Shubert, for the week ended February 1, grossed near the average \$12,500 with Count Berni Vici's *Comedie Francaise* on stage and *The Cisco Kid* and *the Lady* on the sheet. With the Vici unit were Yvette Dare, Carleton Emmy and his dog act, the Calgary Brothers, William Guthrie and Lucy Boots, Ted Waldman and Susie and the Count's all-girl ork.

For the week ending February 8 house is expected to hew close to the average again with N. T. G. *World's Fairest*, highlighting Jackie Heller, the Diamond Brothers, Sylvia McKaye, Chiquita, Nils Thor Granlund, and Eddy, Jack and Betty. On the screen, *Congo Maisie*, a weakie.

Darro 72C P. A. Oke At Camden Towers

CAMDEN, N. J.—New stage policy of bringing in semi-names to headline house-produced revue teed off in okeh fashion, with Frankie Darro, Monogram player, first in for week ended Thursday (1), nicking the turnstiles for \$7,200 over a straight seven-day stretch. Surrounding bill included Eddie Stanley and Penny Gill, with Darro also headlining the film fare in *Chasing Trouble*. Cold spell chilled gate a bit.

"Park Avenue" Pulls Poor 68C in Dayton

DAYTON, O.—Colonial stage bill, *Park Avenue Scandals*, headed by Charles Butterworth, Donald Novis and Judy Starr, took a nosedive last week, resulting in a gross of only \$6,800, second lowest week in local vaude for several years. Butterworth, disgusted after only a few weeks' excursion into personal appearances, quit the show here and went on to New York. Miss Starr, out of the show two performances because of a cold, also quit. Novis remained with the show for its next date in Atlanta.

Town Topics Unit Clicks in Springfield

SPRINGFIELD, Mass.—The Court Square Theater had another successful week, according to Manager Don Barhydt, as the *Town Topics Revue* scored a hit here for three days ended Saturday (27).

Feature was Leon LaFell and ensemble, instrumental and vocal presentations; Charles Abbot and Gus Robey, comics; Harry Hines, comic and emcee; Alexander and Herek, dancers; Lloyd Nevada, comedy, and Fain and Foster, musical glasses.

Picture, *The Amazing Mr. Williams*.

Dorothy Lamour Ups Chi Gross to 42Gs

CHICAGO.—Dorothy Lamour, a Chicago product who made good on the air and in pictures, is sharing honors with the holdover of *The Fighting 69th*, which is getting excellent word-of-mouth advertising, and together are heading toward a healthy \$42,000. Preceding week, ending February 1, initial stanza of the picture and stage bill with Andy Devine, local w.-k. radio act; the Escorts and Betty and Harris and Shore, wound up with a dandy \$46,000.

State-Lake, only flesh competitor in the Loop, is looking forward to a better-than-average \$16,000 this week (2-8) with Duke Ellington and band, who have been missing from these environs for a good while, and *Blondie Brings Up Baby*, the latest of an up-and-coming screen series. Fair \$14,000 was scooped up with p. a. of Sterling Holloway, Charlie Agnew and band and Frank Morgan in *Henry Goes Arizona* on screen.

Bowes "Winners" In Record 4 Days

SPOKANE, Wash.—Major Bowes' 1939 *Prize Winners* had a record-breaking four days at the Orpheum ended January 28. Manager W. R. Seale described business as "terrific," with capacity audiences both matinees and evenings all four days, with sidewalk line-ups a half block Saturday and Sunday.

It was the first stage attraction in more than three weeks at the Orpheum. *Henry Goes to Arizona* was the film. Weather was unfavorable first two days but good the final two.

This competition the Post Street's vaude found hard to buck, going \$500 under house average of \$1,750 for three days starting January 26. Bill was Four Belfords, Farmerlee and Davidson, Jimmy Dickie, Reigal and Scarlett and Tom O'Neal, with *Nancy Drew*, *Trouble Shooter* and *My Son Is a Criminal* on the screen.

"GWTW" Overflow Aids D. C. Stands

WASHINGTON.—*Gone With the Wind*, besides packing them into the Palace for a gross on the first week of \$37,500, is bringing overflow crowds downtown to the two local vaude houses, giving each good business. Warner's Earle, holding over for a second week *The Fighting 69th* with a new stage show, anticipates \$13,000 for the week ending February 8. Red Skelton, also in his second week, emsees the show, which includes Helen Faye, Paul Kirkland, the Del Rios, Edna Stilwell and The Roxettes. Last week Warner's grossed \$20,000.

Loew's Capitol, showing *Shop Around the Corner* on screen plus a revue entitled the *Barn Dance* for week ending February 8, expects to do \$22,500. Stage includes Harry Stevens, Nan Rae and Maude Davis, Masters and Rollins, Phyllis Colt, Eight Melody Men and the Rhythm Rockets. Last week *Balalaika* took in \$19,000.

Lewis' 23Gs Tops For Jan. in Pitts; Two Others Close

PITTSBURGH.—For the first time in more than a year grosses at the Stanley were almost the same for three out of four weeks in one month. Only downtown vaude theater's almost-uniform box office pulled another first in failing to prove whether name bands, film players or unit shows are best draws, when it had a chance to compare the pulling power of each type of attraction. Most (See LEWIS' 23Gs TOPS on page 58)

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Loew's State, New York

(Reviewed Friday Evening, February 2)

State this week seemed headed for a slim gross, house showing plenty of open spaces when caught. Talent layout, while fair in entertainment value, lacks box-office hypo.

Emery Deutsch and band play the show on stage, with the maestro delivering pash gypsy fiddle solos. Deutsch did about four of these, clicking best in his own numbers, *Play, Fiddle, Play* and *When a Gypsy Makes His Violin Cry*. Band played okeh for the show and is conservative in its style. Mildred Craig, the vocalist, did very well in *Oh, Johnny*. She pleased also in a swing version of *Kiss Me Again*. Adaptation of the tune could have been better.

Pritchard and Lord, ballroom dancers, open with a tango-tap and for the second spot do a ballet and rhythm combination, the girl doing a very nice whirling finish. Team interpolates tap quite frequently in its routines, the man doing most of it. Seems the act could be improved by omitting some of the tap in favor of more standard type of routing; or thru a medium other than tap.

Lane Brothers (2) offer a finished acro turn, including eccentric, dancing and novelty material. Much of the stuff has a good comedy angle and entire routine runs at good speed. Wind-up is a session of unusual acro rope skipping. Turn deservedly took a very good hand and is one of the best of its type.

Cinda Glenn, comedienne, does impersonations, novelty songs and a drunk act which includes an amazingly nonsensical routine with her hands, which seem excessively rubbery and capable of being thrown out of joint. Some of Miss Glenn's take-offs are robust caricatures, her best being those of Garbo and Dietrich. Clicked well.

Phil Regan, erstwhile singing cop, cut his encores short owing to a cold. But he did plenty of warbling, displaying that clean tenor which goes best with simple arrangements. Included old-time numbers and Irish songs in his repertoire and went off very well. Tops it off with a personable appearance.

Pic, *The Great Victor Herbert*.
Paul Ackerman.

Earle, Washington

(Reviewed Friday Evening, February 2)

The picture, *Fighting 69th*, is a second-week holdover, but the stage is new and represents something of a novelty.

Red Skelton has top billing again this week, acting as emcee and interspersing his introductions with the Skelton line of gags and imitations. Show runs as a revue, and from the first, when the Roxettes, costumed as cops, dance an introduction for Paul Kirkland, the entertainment runs smoothly. Kirkland is garbed as a painter and it proves simple for him to lay down his brush and pull his walking ladder trick. His best trick, when he balances a tissue-

Vaudeville Reviews

paper cone on the end of his nose, is saved for the finish.

Helen Faye proves an entrancing performer. A competent violinist, Miss Faye concentrates her good looks on the strings of her instrument. Musical background is furnished by the house orchestra.

A neat turn was pulled to prevent the audience from calling Miss Faye repeatedly by using her encore, *Carry Me Back to Ol' Virginny*, to bring on the Roxettes in a *Gone With the Wind* type of costume. A backdrop created the illusion of an old Southern manse, and the music and costumes plus dainty parasols gave opportunity for a clever tap and precision routine.

After another turn by Skelton, the Roxettes, in flowing gowns and veils, introduced the Del Rios, two boys and a girl, who present exceptional strong-arm stuff. The cantilever balancing, produced by the trio with ease and grace, practically call for wire and cable support—but not for them.

Skelton finally comes to the point for his familiar doughnut dunking. However, he is showman enough to extract chuckles while he complains about the act. His admission that he'd probably never look at another doughnut when he retires the act won him his greatest applause.

Next came the accordion number, with the Roxettes wearing slinky white evening gowns. Solo work was supplied by Verna Dette, an accomplished accordionist. The number netted the Roxettes plenty of pictures and publicity in the local papers.

Another novel note was supplied by Skelton, who ended the show by announcing his thanks to the audience and that following the show he would be in the lobby to receive comments from the spectators. And he did exactly that.

Edgar Jones.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 3)

It is no news to report that Duke Ellington is again presenting a top-notch show. He has been doing just that for more years than can be figured up at this particular moment and probably can be depended upon to dish out excellent entertainment for many more years to come.

He is a leading Harlem personality, has a fine musical mind that is displayed in his popular compositions (*In My Solitude* and *Caravan*, among others) and handles the unit with good taste and showmanship. He opens current bill with a medley of his tunes, with vocal and special musical touches, including some smart keyboard work by himself, produced standing up from a piano centered on the band stand.

Danny and Edith, speedy and excellent rope-skipping hoofers, offer a compact session of difficult steps and tricks. Sell like topnotchers. Herby Jeffrey, capable

tenor, warbled *Lilacs in the Rain* and *All the Things You Are*. Solid delivery.

Duke's own version of Rachmaninoff's *Prelude in C Sharp Minor* is both original and good theater entertainment, while the trumpet concerto by Rex Stewart, of the band, is an out of the ordinary solo, producing tones strange to this instrument.

Bill Bailey is a clever tap dancer, sprinkling his routine with comedy lines that go well. His take-off of Bill Robinson is a cinch for either a night club or theater. And, too, his personality is very easy to peddle.

Ivy Anderson, jive songstress, is full of bounce and rhythm, and delivers with a voice that lends full punch to the current hits. For an encore she solicits the musical aid of a sax and a trombone man for an embellishing version of *Sunny Side of the Street*.

The Two Zephyrs are familiar here but still plenty strong with their odd musical contraption opening and dice game and fight in slow motion which is solid pantomime tomfoolery. An elaborate swing routine winds up the bill.

S. R. O. business second show. On screen, Columbia's *Blondie Brings Up Baby*.
Sam Honigberg.

Riverside, Milwaukee

(Reviewed Friday Afternoon, February 2)

Nothing lavish about this week's bill, but it's entertaining nevertheless. Olympia Boys, three lads who whirl and twirl on a bar, open. Stunts are colorful enough, altho not sensational. Johnny Johnston, singing guitarist of NBC's Club Matinee program, offers *Make With the Kisses, South of the Border* and *Scatterbrain*, and in response to requests, obliges with *Careless; Oh, Johnny, Oh; All the Things You Are* and *Ragtime Cowboy Joe*. Lad has a pleasing stage personality and made a hit, altho attempts to include the audience in singing and whistling the chorus of several numbers was not too successful.

For encores he did *El Rancho Grande* and *My Last Goodbye*.
Joe Ross and Gladys Bennett max slapstick fun with some clever hoofing and also warble *I Go for That* and *Are You Having Any Fun?* Peppy pair and keeps its act hopping. Steve Evans, mimic, drew heavy applause for his efforts, particularly the imitation of a foreign inebriate. However, his attempt to mimic the stern-faced Mussolini flattened somewhat when he failed to refrain from smiling at audience's laughter. Other characterizations included Joe E. Brown, Hugh Herbert and Popeye.

Wind-up featured Deval Merle and Lee. Ballroom dancers, who sandwiched neat tricks between comedy difficulties, netting good audience response. Lee Roth's Ork worked on the stage before a simple, but effective backdrop which resembled a stained glass window lighted from behind. House had plenty of open space at second afternoon show, but audience was enthusiastic.

Pic, *Mutiny in the Big House* (Mono).
H. C. Brunner.

Chicago, Chicago

(Reviewed Friday Afternoon, February 2)

The new bill augmenting the holdover run of Warner's *The Fighting 69th* is one of the most entertaining vaude layouts this ace house has had in weeks. It features Dorothy Lamour, the Paramount asset, who is making her first stage appearance in her home town, and she is preceded in suitable spots by the Hudson Wonders, Jack Marshall, Larry Adler and Fenwick and Cook.

The Hudson Wonders, who open in front of Adrian and his house band, prove once more that they are couple of Grade A acrobats. The girls are young, attractive and as commercially capable as any pair around. Most of their tricks in the challenge routine are of a sensational caliber.

Jack Marshall, rubber-faced comedian, has a thoroly entertaining act. He opens with a satirical Charles Laughton introduction, goes into some baby and animal talk with *Bah, Bah, Bah to You*, ridicules in clean fun well-known news-reel characters, turns in an hilarious number using a hat rim, and closes playing a trombone without the aid of his hands. Good stuff all the way.

Larry Adler, artistic harmonica player, displays class with his clean, deft playing. His repertoire includes *South American Way*, a medley of *Night and Day* and *Hold That Tiger, Second Hungarian*

Rhapsody and *Begin the Beguine*. Only distracting feature is the frequent waving of his left hand when free. An unnecessary gesture.

Fenwick and Cook, with their hand-balancing burlesque and Tyrolean slap dance, net their customarily warm applause. The fare is naturally funny. In between one of the boys sandwiches in a novel unicycle bit.

Angular Dorothy Lamour makes a swell appearance. Her personality is more human on the stage than many of her screen competitors and her "thank you" speech after a set of songs is well worded and delivered with a true note of sincerity. Concentrates on the romantic tunes which best suit her vocal capacity.

Marshall handles the emcee role in good style. Second show opening day played to better than average business.
Sam Honigberg.

Loew-Poli-Globe, Bridgeport, Conn.

(Reviewed Monday Evening, January 29)

Bill caught was a lulu, with every act sock and audience going wild for more.

Gus Meyer's pit orchestra in a snappy number got the show off to a good start. Paul and Esther, with some fast acrobatics, are on first. Then go into a roller-skating routine, highlight being the femme holding on with one leg wrapped around her partner's neck while twirling. Act nicely costumed.

Rod Rogers, doubling as emcee, opens with a few magic tricks which didn't mean much and then went into punchy comedy characterizations as a Frenchman, an old roue and Charlie McCarthy. Has lots of personality, is a dancing whiz and his comedy songs are tops. His fast dance while lying on the floor is a knockout.

Cordini and Tina, mixed team, offer a musical novelty. Man plays accordion and warbles, woman doubling on a bass sax and clarinet. Neapolitan and pop tunes are played, augmented with a little comedy by the man, who certainly can handle the squeeze box. Had to beg off.

Smith and Hart, fellow and girl, were the comedy highlights of the bill with their nut offering. Miss Hart's antics were sides-splitting. Everything nice and clean and nary a blue note.

The Johnson Family, consisting of father, mother, daughter and son in a nice flash act, closed the bill. Maintained a fast pace thruout. Daintily garbed in military costume, mother and daughter do a fast tap routine, then father and son, in tails and canes, do soft shoe. Following a costume change by the femmes, they switch partners for ballroom waltzing and close with sock tap number.

S. R. O. was sign out and Harry Rose, house manager, and his assistant, Tony Marsalla, busily directing things out front. Two first-run pictures, *Wolf of New York* and *Days of Jesse James*.
Samuel A. Lefkowitz.

Palace, Cleveland

(Reviewed Friday Afternoon, January 26)

Hollywood moves to the Palace this week, what with Ray Bolger and Johnny Downs leading a fast bill, and one of the longest staged at the house in many a day, running close to 90 minutes, with every second packed with good stuff.

Bolger, trading on his *Wizard of Oz* popularity, comes back to the stage with all the aplomb that marked him on Broadway years ago. *If I Only Had a Brain* brings him on—but his mainstay is his eccentric dancing—and Ray is one of the best today. He has a split dance and an acrobatic Spanish tango with an imaginary partner, whom he throws into the air and leaves suspended at the finish. Following with a 1940 political speech, he concludes with a dance exemplifying the Galento-Louis fight. It ends in a knockout. Comedians of the caliber of Bolger are rare.

Johnny Downs sells his personality but, fortunately, precedes Bolger. Otherwise his task would be more difficult. His routine includes *Minuet in G, Careless* and *My Dreams and I*. A tap routine, fast and neat, carries him off. Gregory and Raymond, with Cherie as the feminine member of the trio, start off with mouth organs in a musical turn and conclude with everything from a vacuum cleaner and musical saw to a bicycle pump. Rubber gloves and other odd acoutrements are employed as well.

The Six Honeys, mixed group headed by Nolly Joy, start with a dance routine and merge in a syncopated acrobatic

THE HUDSON WONDERS

(Ray and Geraldine)

**THIS WEEK—CHICAGO THEATRE, CHICAGO
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Thanks to Miles Ingalls, MCA

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VICTOR HUGO, Beverly Hills, Calif. DES AMBASSEURS, Paris, France
HOLLYWOOD RESTAURANT, Hollywood, Calif. CASINO DE LA FORET, LeTouquet, France

turn. More of this would help earn acrobatic dancing a place in vaudeville.

Lester Cole and his Debutantes is a tenor with six singers, offering old-time melodies in straight fashion. Lew Parker does an excellent job emceeing the show. He introduces Hildegarde Halliday as an operatic star with a cold; Artie Conroy, Sid Gold and Paul Murock. Then he plants them about the theater and stages a skit on the eternal triangle. Announced as the *Foolies of 1940*, it appears an act that has been split to give Parker a chance to handle the program. At any rate it worked out top rate.

It's an excellent bill and all comedy, which is a good thing, for *Green Hell*, with Joan Bennett and Doug Fairbanks Jr. is the film fare to counteract the jollity of the occasion.

Harlowe R. Hoyt.

Roxy Theater, New York

(Reviewed Friday Evening, February 2)

The bill suffers from lack of variety, being overlaid with novelty acts and staging which isn't up to the usual Roxy standard. What might have been a picturesque and sock finale loses its punch when the crinoline number abruptly fades to introduce the pic, *Little Old New York*, which is set in a similar period.

Standout is St. Clair and Day. The pair have flashy routines which are exceptionally graceful in their execution. They open with a waltz, go into a rumba and wind up with a turn in which they go thru some intricate spins. Register heavily. They remain on stage to don costumes of the '90s and, with the aid of the Variety Singers and the Rockettes, remain on until the screen show starts.

Opener is by The Briants, a hobo pair in which the straight man tries to get his sagging partner to stay put. They go thru some good stunts, all of them successful in bringing laughs. Get a good response.

Max and his Gang differs from the standard brand of dog act, inasmuch as the master of the hounds does something to justify his billing. With the aid of the Rockettes he opens with a soft shoe, after which the canines appear to go thru some tricks, most of which have been seen previously. Best of the stunts is when the mutts imitate Max when he does backflips.

Another novelty act is Maysy and Brach, a unicycle pair who add a mild brand of comedy. Their best stunt is the juggling of 10 hoops by the male member of the team while perched on a high wheel. Okay reception.

The Variety Singers are badly spotted, since all that's required of them on this bill is that they form atmosphere for St. Clair and Day. The Rockettes have only one number, which is czardas variations to a swing arrangement of *Second Hungarian Rhapsody*.

Biz okeh opening day. Joe Cohen.

Paramount, New York

(Reviewed Thursday Evening, Feb. 1)

With the film a surprise click, the original two-week run was stretched to two and the only show change was Enoch Light's Band replacing Bob Chester's for the third and final week. New show coming in Wednesday (8) will have the Van Alexander and the Matty Malneck bands and Cass Daley with the film *Geronimo*.

Light, doubling from the Taft Hotel Grill, where he is in his second year, is making his local vaude debut and makes a fair impression. He doesn't try any personality stuff. Just leads the band, smiling pleasantly, and does an occasional sweet violin number. His band has four reed, five rhythm and four brass and dishes out good solid dance music. Opens with a lively number, goes into *Indian Summer* sung by pretty Peggy Mann and then *Little Red Fox* sung by Miss Mann and with the band doing special effect. A harmonica boy player does a couple of good numbers and then Roy Davis comes on for his silent "singing" to phonograph records. His act is better than when reviewed opening week and drew plenty of laughs.

The band then goes into *Persian March*, a fancy arrangement, with Grace MacDonald on for a fair song and a much cuter song and dance to *Oh, Johnny, Oh*. Light's guitarist then steps out to do a pashy version of *The Things You Are*, drawing a heavy hand. The band then goes to town on a hot number, with one of the two pianists do a xylophone bit. The rest of the show is taken up by

Bert Wheeler's constantly amusing talk act with Hank Ladd and Francetta Malloy, followed by the Inkspots, four colored men doing fancy haromny accompanied by cello and guitar. Inkspots went over fair this time and appeared tired.

Paul Denis.

Fay's, Providence

(Reviewed Friday Evening, January 26)

In face of such opposition as opening of *Gone With the Wind* to S. R. O., ditto for fifth night of *Ice Follies* at R. I. Auditorium, not to mention opening day at all city's first-run film houses, Fay's had capacity at evening show tonight. Audience appreciation would have delighted those mourners who cry "vaudeville is dead."

From the opening novelty bell overture by Joseph Spaziano's 10-piece house band to Polly Jenkins and her Plowboys, headlining in closing spot, it's a pleasing bill.

Bert Walton does a splendid job as emcee, giving every act a polite and glowing introduction and seeing that they get every possible chance in encores. Unlike so many emsees, Walton doesn't gag the audience to death between acts, taking no longer than necessary for the introductions.

The Eno Troupe, five Orientals, start things off with foot juggling of barrels, a beautiful parasol-juggling number by two women in the troupe, perch stunts by two men and a bit of human foot-tossing by one of the men and the third fem. Act colorfully set with embroidered drops.

Jesse James, crippled Negro lad, wins audience sympathy on appearance and sincere approval by cleverness of his triple-tone whistling and tap dancing on crutches.

Jimmy and Mildred Mulcay, harmonica experts, playing their first engagement in Providence, put across a neat and highly pleasing musical turn, thanks to their appearance, personality and talent. *Rhapsody in Blue*, *Carnival in Venice* and a Benny Goodman arrangement of *Tiger Rag* all excellent, with audience demanding an extra encore—*Sugarfoot Blues*. This act will fit anywhere.

Walton's turn follows and, with Michael Grimm as a "ready for the undertaker" singing stooge, he had the audience screaming. Stooze does *My Prayer* in a fair microphone baritone, with Walton manipulating singer's arms in gestures for a rendition of *Starlight*. Again audience begged for more, with Walton calling back his assistant to do *South of the Border*.

Polly Jenkins and her Plowboys (Erlau Wilcox playing novelty instruments; Cliff Japhet, guitar; Walter Lewis, bass; Monte Ames, fiddle) pleased the Providence folks, always partial to hillbilly musikers. Auto horn contraption, number played on spinning metal discs, cowbells and kindling wood xylophone used in several numbers make the act different from the usual hillbilly outfit. Vocalizing is minimized, another point to the act's favor.

Picture, *British Intelligence*, with Boris Karloff. Charles A. RossKam.

Reviews of Units

WLW Boone County Jamboree

(Reviewed at Emery Auditorium, Cincinnati, Saturday Evening, January 27)

Now in its third season, two of which have been spent in this uptown house, the Jamboree, technically, could not be called good vaudeville, but that it does hold strong appeal for the lovers of hillbilly entertainment is attested to by the huge crowds which jam this auditorium each Saturday night, patrons coming (See *REVIEWS OF UNITS* on page 54)

"Midnight in Paris" Routed

CINCINNATI, Feb. 3.—*Midnight in Paris*, new 40-people unit framed here recently by Linton DeWolfe and Bob Hicks Page, has been given the Wilby-Kincey, Lucas & Jenkins and Sparks houses in the South by T. D. Kemp Jr., of Southern Attractions, opening February 8 at the National Theater, Richmond, Va., and winding up March 31 at the Palace, Jacksonville, Fla. Tour will carry the unit thru Virginia, the Carolinas, Georgia, Alabama, Tennessee and Florida. DeWolfe is a veteran unit show producer, and Page recently wound up a four-year stretch in advance of Bell's *Hawaiian Follies*.

Cincy's Netherland Puts in Floor Shows

CINCINNATI, Feb. 3.—With the announcement this week that Max Schulman, resident manager of the Netherland Plaza since 1937, had been appointed general manager of the hotel, came word of a new floor-show policy being instituted in the hotel's Pavillon Caprice and Restaurant Continentale beginning tonight. The Netherland, a link in the National Hotel Management Co., Inc., which dissolved this week, is now being operated by Thomas Emery's Sons, Inc. The hotel, which had been using name bands with an occasional dance team in its main dining room and nitery, will now use three-act floor shows set by Ruth Best, local booker. Opening tonight were Sylvia Rhodes, WLW songstress; Leo O'Neil, dancer, and Doris Mae, xylophonist. They are carded to remain

thru the engagement of Ranny Weeks' Orchestra, which still has three more weeks to go.

Manager Schulman will continue the policy of using name bands in the two rooms. Dorothy Wilkens, accordionist, is in the hotel's cocktail lounge.

Childs' "Follies" on Coast

SAN BERNARDINO, Calif., Feb. 3.—Sollie Childs' *French Follies*, piloted by Kroger Babb, after a swing thru Texas and Arizona invades California next week, beginning with a three-day engagement at the Fox California Theater here, opening February 7, to be followed by three days (10-12) at the Warner house in San Pedro. Latter engagement marks the first time in nearly five years that a Warner West Coast theater has played a stage show. *French Follies* is heading northward up the Coast.

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Hit Philly Benefit Abuses; Theater Authority Moves In

PHILADELPHIA, Feb. 3.—The benefit situation here promises to come under a long-due control, with a strong possibility that the New York Theater Authority will come into this territory. The chronic situation came to head Tuesday (30) night when a TA committee turned up at the annual Sports Writers' banquet to investigate cuff performances of so many entertainers at an affair for a noncharitable organization. It was understood that the request was made by the entire cast of a show at one of the hotel niteries. A number of the performers were told by TA to skip their free performances that same night at the President's Birthday Ball under threat of being fined \$100 each. Performers heeded the threat. Altho TA has no control over local niteries performers, it's the visiting names that benefits desire most, and since they

generally come here from New York it is felt that TA's control over New York acts will enable it to take its initial step to drive out benefit abuses. Such control will also mean a boom in club dates for local bookers since the organizations shaking down niteries for free acts can usually afford to pay for talent. Condition here has been such that every time a politician throws a dinner for his aunt from Peoria, he must have either the show from Jack Lynch's Roof Garden, Benny the Bum's or Frankie Palumbo's. Feelings of the acts notwithstanding, niteries owners hold no love for this vicious practice since they know that every time they send their show to an affair it means that the free-show moochers will patronize an opposition spot when out to make a night of it, having already seen his show free.

JEAN MUIR QUILTS AGVA

(Continued from page 19)

AGVA branch has a membership totaling 1,900. A telegram from Thomson, SAG executive secretary, was read announcing that the constitution had been amended to permit chorus members a full vote.

AGVA critics immediately pointed out the AFA had always given the chorus an equal vote.

The Los Angeles meeting also approved an agency licensing plan whereby agency commissions would be limited to 10 per cent. The measure also permits direct booking, but in that event AGVA members would have to pay commission to any agent licensed by AGVA.

This measure was attacked by the Taylor committee as virtually subsidizing the agents and as being a weapon to have the agencies accept AGVA licenses at the expense of the performer. The

committee pointed to the musicians' union which encourages direct booking and which never tries to perpetuate agencies. The committee claims this plan to be better than the one adopted at the Los Angeles AGVA meeting.

Outdoor Div. Question

In answer to an inquiry by *The Billboard*, William Green, president of the American Federation of Labor, recommended that the question of jurisdiction of outdoor performers and workers, which was dropped by AGVA, be submitted to AAAA and to Ralph Whitehead, AFA secretary. This is significant because the reply indicates that the AFL has not entirely dropped its recognition of the AFA.

The New York AGVA office did not indicate when a successor to Miss Muir would be named. The constitution calls for an appointment by a combined AGVA and AAAA executive board. Miss Roth pointed out that an executive secretary did not necessarily have to be an AGVA member, since paid employees cannot hold office and have no vote.

A report on the AGVA constitution is currently being prepared by the Taylor committee and will be made public next week.

Jay C. Flippen, national president of AGVA, is in Florida and could not be reached for comment.

Names for Tower, Camden; Rhodes 1st

NEW YORK, Feb. 3.—A name policy was inaugurated at the Tower Theater, Camden, N. J., yesterday, according to Edward Sherman, booker of the house. Eric Rhodes is the first, to be followed by Nick Lucas February 9; Vilma and Buddy Ebsen, February 16, and Johnny Downs, February 25.

The Tower gets the acts from Fay's, across the river in Philly, but minus the burly headliners. Sherman books both houses.

Both Wilkes-Barre Houses Doing Well

WILKES-BARRE, Pa., Feb. 3.—Judging from reports after the inauguration of three-day-a-week vaude in a second Comerford house here, this city will continue to have two three-day-a-week shows. The revived stage shows at the Capitol, which opened with Morton Downey and Jack Jenney's Orchestra, received a good play. The Irving felt no cut-in at the box office either.

Eddie Sherman agency is booking the Capitol shows, while Amalgamated (Comerford) books Irving. Capitol prices were jacked up to 65 cents top for vaude.

ARTHUR BRYSON is playing this week with Bunny Berigan at the Century Theater, New York.

"Faithful," "Chatterbox" Hit Tops in Phono Boxes

NEW YORK, Feb. 3.—*Faithful Forever* and *Chatterbox* this week achieve the heights of success on the country's automatic phonographs. For further details about these two additions to the nation's leading phono hits, as well as other rising numbers, turn to page 68 and the Record Buying Guide in this issue of *The Billboard*.

AGVA in Chicago To Elect Officers

CHICAGO, Feb. 3.—At their first closed meeting, 52 members of the American Guild of Variety Artists here, eligible to vote, elected nominating and constitutional committees who, respectively, will set up a slate of officers to be elected by the local body and shape a constitution.

The constitutional committee includes Bruce Jordan, Vincent Gottschalk, Ralph Cook, Inez Gamble, Billy Carr, Jack Irving, Willie Shore, Wade Booth, Chuck Wilson, Jimmy Dunn and Bill Dornfield. The nominating committee consists of Manny Tyler, Billy Carr, Willie Shore, Wade Booth, John Armstrong, Sandy Lang, Jack Irving, Inez Gamble and Guy Magley, former Chicago representative of the American Federation of Actors.

Election of officers will take place at the next general meeting to be held "within 40 days."

Club Talent

New York City:

PATRICIA WILLIAMS starts Monday (5) at Bill Bertolotti's in the Village. . . . CONSUELO FLOWERTON again heads the show at the Queen Mary. She was there for eight months prior to her recent trip to Florida. Others on the bill are Tom Barry, Wynn Ralph, Virginia McNaughton and Ruth Wallis. . . . DIOSA COSTELLO is back at the La Conga following a week's stay at the Midtown Hospital because of a throat ailment.

Chicago:

BARRY AND DeALBA wind up a 13-week engagement at the Blackhawk Cafe February 13. . . . GERTRUDE NIESEN follows her Chez Paree run with a week at the Chicago Theater, opening Friday. . . . DEAN MURPHY, who was on the Drake Hotel's Gold Coast Room closing show, goes into the Paramount, New York, February 14.

Philadelphia:

THE GUARDSMEN, vocal group, following their current run at the Black Cat Cafe, Wilmington, Del., return to Wilson's Cafe in March for a two years' engagement. . . . PAT ROONEY SR. breaks his vaude tour to take in several weeks at Palumbo's Cabaret here. . . . HARRY WEINBERG marks his second anniversary as Lexington Casino nabob and augments the floor for the celebrating. . . . JANE GREER, with Hal Heffer and Nino Nani at the two pianos, are new at Herb Spatola's. . . . BARRY, PRINCE AND CLARK take over the top spot at the Stork Club. . . . NORA WILLIAMS making her local niterie bow as mistress of ceremonies at Venice Cafe.

Atlantic City:

DOLORES DEL RIA, danseuse, takes over the headlining role at Club Nomad, spot continuing Phil Kaye, emcee; Estelle Thomas, Zola Grey, Ann Hudson, Patsy Johnstone and Bubbles Yvonne. . . . JOCKEY HYETT staging an elaborate seventh anniversary party this week for his Derby Club. . . . GABLES INN and Novelty Wonder Bar using Saturday night floor shows until the regular season starts. . . . WITH the resort G. W. T. W.-conscious, McGee's goes the Scarlett O'Hara cocktail featured at the hotels one better in inaugurating a Rhett Butler Cocktail Hour, with Jan Krupa adding the appropriate music. . . . AT WILDWOOD, sister resort down the coast, Werner's Cafe brings in Saturday and Sunday floor shows until the season's regular start, with Mae Oplinger heading the divertissement.

Philly Musicians, Warner Deadlocked; Vaude Is Still Out

PHILADELPHIA, Feb. 3.—Impasse between Local 77, musicians' union, and Warner theaters in this territory has reached a dead end. The two-month-old musicians' strike may be prolonged indefinitely, precluding the possibility of stage shows at WB houses this season.

Meetings between the union's executive board and WB execs ended in a friendly feeling. But there was always some item holding things up.

Meanwhile union continues its picketing of the downtown Fox and Earle and the five nabe houses, all formerly employing pit men. And since local union has been able to get \$7,500 from the AFM, feeling is that the Federation will extend its aid in carrying the fight to other WB-owned houses and perhaps to the pic studios.

However, loss of vaude cuts no corners for the local WB circuit, film grosses hitting a high level and *Gone With the Wind* providing for the Earle for some six weeks.

Union squabble with the indie-operated Carman Theater is also deadlocked, house offering to hire the pit crew for 40 weeks instead of the 52 demanded by the union.

YVETTE DARE, after winding up with the Count Berni Vici unit at the Shubert Theater, Cincinnati, Thursday (1), headed for Miami, Fla., for three weeks of work and two weeks' vacation, before hitting out for the Paramount studios in Hollywood for a film test. She also has an offer to go into Earl Carroll's night club in Hollywood.

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

DANNY KAYE—amazingly versatile player who appeared with much success earlier this season in *The Straw Hat Revue*, legit musical, and is now doing night club work. An outstandingly able comedian, he combines capable singing and dancing with his comedy, plus an excellent satirical sense. Fine personality and outstanding ability, plus the many angles of his talent, would make him an extremely valuable performer in any screen musical.

For LEGIT MUSICAL

UNA WYTE—singer who has graduated from the band vocalist division and is now doing her first solo work at the Rainbow Grill, New York. Brought to this country during Clifford Fischer's first run at the French Casino, she has many decided advantages, including a glittering personality, good voice, beautiful diction, fine stage presence and lovely face and figure. A very solid bet for a musical.

MOLLY PEARSON—youngster yanked out of the line at the Greenwich Village Casino, New York, to sing with the band after the late show—and a terrific find as regards both ability and novelty value. She does rhythm singing with a sock and drive that can be matched by very few vocalists—and uses hillbilly tunes as her material, getting the same novelty value that Ella Logan did when she first swung Scotch ballads. In addition, she's an extraordinarily lovely lass, and should screen well. Would sock in a revue spot.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

K. L. BURK, who did such a smash job of piloting the El-Wyn Mid-night Spook Party on its Coast-to-Coast tour a few years back, is now acting in a similar capacity for Darrel Fitzkee's recently concocted mystery revue, *International Magicians in Action*, made up of a dozen prominent magic workers and now playing West Coast theaters on the beginning of what promises to be a transcontinental tour. The Fitzkee presentation, judging from newspaper clippings which have hit the desk, is attracting a raft of attention in California houses, both from the standpoint of novelty and entertainment. Since its organization a few weeks back, the unit has played the Curran, San Francisco; the Civic Auditorium, Oakland; Sacramento, and January 28 began a two-week engagement at El Capitan in Hollywood. Featured with the unit are Fitzkee, Caro, Tolmack, Jimmy and Donna Eyster, Marcia Adair, Jimmy Muir, Mr. Slyter, Mr. Ming, Lynn Miller and Senor Maldo. . . . **J. ELDER BLACKLEDGE**, Indianapolis lecturer-magician, has been associated with the Columbia Lecture Bureau, a division of Columbia Artists, New York, since the first of the year. . . . **JOHNNIE EADS** pens that he has been keeping busy in and around his home town, Medford, Ore., since closing the season with the Foley & Burk Shows in October. He enjoyed a visit last week from Harry Wong and Emerico. Former is playing CCC camps in the Oregon country, and the latter, schools. Eads infos that he's framing a new layout for clubs and schools. . . . **THE NINTH ANNUAL Magi-Fest** staged by the Columbus (O.) Magic Club, January 26-27, panned out a huge success, according to word from S. W. Reilly, who says that 235 guests registered and that the charity show was a sellout to 1,500 people. The bill, emceed by Harry E. Cecil, included Jack Thomas, Douglas Anderson, Ed Fanley, Guy Stanley, Galvanda, Sturm and Dr. Carroll Ritchey. . . . **BOB NELSON**, prez of the Magic Hobby Club, reports the same results for that organization's get-together held in Columbus January 27. "Our shindig opened at 2 p.m. Saturday and the last magician was hanged at 5:30 the next morning," writes Nelson. "We had hoped to get together with the Columbus Magic Club for a social week-end magi-fest and made the proposal, but one or two of the boys raised so much hell that they wouldn't consider it. So the affair was somewhat divided for the guests. However, everybody had a great time." *The Columbus Citizen* gave considerable space to the two events and commented on the confusion occasioned by the two rival groups holding separate affairs.

CARYL FLEMING, president of the Pacific Coast Association of Magicians, was in San Diego, Calif., several days last week, arranging plans for the PCAM convention to be held there in July. . . . **L. O. GUNN** typewrites from Los Angeles: "Thrifty Drug Stores are sponsoring magic exposes over the radio. One of the local birds is helping with the expose. A few dimes will make a man do most anything." . . . **CHARLES H. MAUGHAN**, of the publicity department of Station WREC, Memphis, shoots a line to tell of the big business enjoyed recently by Blackstone at the Orpheum there. It was the third consecutive season that Blackstone has packed 'em at that stand, says Maughan, who credits Tommy Thompson, Blackstone's p. a. and a Memphis lad, with a large measure of the success the show has enjoyed there. "Tommy really went to town here," writes Maughan, "with all manners of tie-ups for news space, in addition to having Blackstone on all four of Memphis' radio stations." . . . **FORCED TO CANCEL** the balance of their 1940 tour, due to illness, Roberts and Company (See *MAGIC* on page 54)

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Where There's Hope . . .

CHICAGO, Feb. 3.—Harry Frees, formerly of the Frees Brothers vaude and circus acro act, joined the race as a candidate for Congress from the 22d Illinois district. Harry who has been playing theaters for 30 years promises, among other things, to bring back vaudeville. He will demand, he says, that vaude be the rule of theaters all over the country.

Hirst Unit Review

Lovely Lassies of 1940
(Unit 14-B)

(Reviewed at Troc Theater, Philadelphia, Thursday Afternoon, February 1)

Newest revue produced by Frank Bryan, with scenes by Johnny Kane, is quite an artistic layout when stacked against burly standards. And it's taller on talent than the usual run of these revues. As it tightens on its run around the Hirst Wheel, should go far on pleasing the patrons everywhere.

Strippers split the billing with a flash dance act. *The Beauty and the Beast* bit of choreography by Burns and Burnache, male member in gorilla get-up for a Tondelaya terp turn, makes for the most interesting of the ballet productions. Dance duo well received here.

Comic relief is the richest here in weeks, with Joe Freed and Bert Carr in Hebe roles alternating in the sketches. It's not so much the material but their delivery that counted most, with Carr's offides and mugging making a royal time of it. Gets the best of the guffawing as hizzoner in the *Meet Father* courtroom scene. Paddy Cliff and Bert Saunders are straights, with Cliff lending robust and strained tenor in the production bits.

Dorothy DeHaven makes for a saucy soubret. Also doubles in terps with an elementary toe dance to give some substance to the *Study in Blue* ballet. Chorus of 10 steppers and six strutters are nicely costumed and easy to take. But the gals still cannot achieve a semblance of precision. Unit falls short in its ballet scenes, which, if on par with the specialties and sketches, would make the *Lovely Ladies* good for the vaude unit houses.

Strippers also carry plenty on the ball. Helen Colby is a youthful blond looker who leaves a lasting impression. Gal, in a green spangled gown, is practically the epitome of grace in making an artistic ritual of disrobement. Sally O'Day, saucy brunet looker, casts aside the white chiffon with a jungle feverish dance.

Pat Parea, lead in this back-to-nature movement, makes it via the dance route. Tempo of her terp matches the temperature of the music, going all the way from the *Rhapsody in Blue* to *St. Louis Blues*.

Two sock specialties round out this two-acter. Otto Eason, sepla lad, is a show-stopper with expert tap on roller skates. Gets the greatest palm salve when taking to the miniature steps with the wheels. Paul King also kicks in a spirited stanza with his harmonica wizardry, giving 'em a swingeroo and the classic *William Tell Overture*.

Merrick Valinote and his tootlers provide the musical background in the trench.

Dian Rowland heads the next unit in, with Hinda Wassau inked in to lead the one after. M. H. Orodienker.

Burlesque Review

Grand, Canton, O.

(Reviewed Saturday Evening, Jan. 27)

With but one exception, the best of the Midwest Circuit shows to appear here this season. Unit is long on talent, with every department better than the average and the comedy contingent being tops. "Senator" Bob Ferguson, comic, and Charmaine share top billing.

Incidentally, policy switch appeared to please patrons, the four acts of vaude having been eliminated. Instead of the abbreviated burlesque, bill now runs full two hours.

Ferguson is funny. Dishes out a lot of new gags and uses some that are not so new but gets away with it. His comedy worker, Irving Harmon, garners a lot of laughs for himself, with the assistance of Jack Coyle, a better-than-average straight. Ferguson's outstanding skills include the dog auction, courtroom scene and the night club incident. Harmon and Ted Kent, tenor, make a hit with their silent movie days pantomime (See *BURLESQUE REVIEW* on page 54)

Miami Beach Girl Show Is Amusing; Cast Mostly Burly

MIAMI BEACH, Fla., Feb. 3.—A pleasant surprise awaits Music Hall customers in the current offering at the Pier (formerly Minsky's). The show is actually funny this year and the skits draw many hearty laughs.

Comedians are well above the run of usual burlesque comics, and their material is served up to best advantage.

A shot of two men and a girl in a theater box heckling a "drama" on the stage is highly amusing. Production numbers grow tedious at times because of their sameness.

The usual number of nude scenes is cut almost in two, making the audience appreciate them all the more. It's good psychology. The strip teasers, incidentally, eliminate the corny tunes before unveiling—which is indeed welcome.

Girlesque Follies of 1940, which is how the billing reads, is headed by Bob Carney, emcee, and Mary Joyce. Carney is excellent and Miss Joyce strips. Others in the cast include Marie Cord, Gladys Clark, Leon Murray, Toni Mitchell, Paddy Cliff, Dixie Sullivan and Marshall and Welsh. The dancing talent in spots is highly acceptable.

There is a bar close by, which gives the establishment the air of a night club. Lee Simmonds.

Lantz's Louisville Line-Up

LOUISVILLE, Feb. 3.—In the cast of "Blackie" Lantz's stock burlesque at the Drury Lane Theater here are Buddy Lake and Honey Chile and Cliff Cochran, comedians; Ray R. Kolb, characters and straights; Johnny Watson, straights; Billy Hudson, tenor; Dot Farley, prim and talking woman; Billie Mayshell, soubret, and

Exchange Short-Changing

NEW YORK, Feb. 3.—Unless native performers going to Cuba specify in their contracts that they shall be paid off in solid American currency, they will find themselves short-changed by 11 per cent. In transferring Cuban coin to U. S. dollars, acts have found they lose that percentage.

A charge of \$4.50 is levied upon foreign acts by the Cuban performers' union.

Lean B. O. Closes Shubert in Philly

PHILADELPHIA, Feb. 3.—Shubert Theater, Hirst-operated and Minsky-managed burly house, goes dark after tonight's performance. House has been hitting below par at the box office and was operating on a week-to-week basis.

Closing cuts a week off the Hirst playing time, leaving 11 weeks. Hirst units played the Shubert as the wind-up week, house augmenting with additional principals and additional line girls. Darkening leaves the town with only one burly house, Hirst's Troc, where biz has been on an even keel. It was only a few years ago that the town supported three burly houses. Hirst's Bijou has since turned into a movie grind.

Teresita, featured dancer. Chorines are Anna May Butler, Susanne Paul, Silille Pando, Mary Dickman, Cora Stocker, Ruby Landrum, Emily Evans, Dee Bailee, Midge Cornett, Ruth Eldridge, Marta Foxx, Jean Powers, Pat Rush, Betty De Monburn, Ruth Stinson and May Brown. Vaude acts this week included Kohn and DePinto, LeRoy's Dogs, Don Capen, Allan Smon-Tan and the Magic Flyers. Lantz is encouraged by the business done by the troupe since the opening January 26.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

GEORGE KATZ, operator of the Embassy, Rochester, threw a wedding party for Jeanne Pardue (Judy Hurlley), stripper, and Sam Raynor, comic, the night of their marriage, January 17. A convertible coupe, Raynor's gift to his bride, transported both to Miami Beach, Fla., January 26 for a honeymoon trip. Romance began a few weeks before in Buffalo, when both were principals in a Midwest Circuit show. Jeanne formerly was Mrs. Irving Lehrer.

SAMMY SPEARS, comic, opened at the Triboro January 26, relieving Pinky Lee, who returned to the Gaiety. Also new at the Triboro are Nona Martin and Carmen Rand. . . . **HONEY BEE KELLER** moved from the Triboro last week to the Gaiety, Boston.

ANNETTE celebrated a birthday backstage at the Gaiety January 25. **DAVE COHN** placed Jeryl Dean, Nadine Marsh and Alabassi into the Star, Brooklyn, February 2, to succeed Ceil Von Dell, Joan Wray and Adra Cooper. **LOIS DEFEE** and Marlene extra-attraction at the Gaiety February 2 week, and Rags Ragland, comic, joins February 16.

LLOYD MULLER, of the Hotel Claridge, returned from a tour of out-of-town burly houses in time to attend a double birthday party tendered Dave Black and Al Specter by the management.

INEZ GRAY, of the Republic's front liners and chorus captain, forced to leave for her home in Hutchinson, Kan., because of illness. Betty Keane, who replaced her as captain, is also putting on the jazz numbers as assistant to Jean Demeaux, who succeeded Ned McGurn as producer. Crystal Aymes left February 1 for the Gaiety, Boston. Johnny Cook relieved Lou Petel February 2. **TINY HUFF**, fully recovered from a recent illness and back from a brief vacation at her home in the South, reopened at the Club Holland January 29.

FRAN LEWIS, dancer, compelled to leave the Hirst Circuit for her Jamaica, L. I. home to battle with a pneumonia attack. **MAC GOGGLES BARRON**, comic, was away from the Esquire Club, Baltimore, for two weeks because of grip.

NATALIE CARTIER, producer at the

Century, Brooklyn, inserted a Gay '90s number last week as a build-up for the Beef Trusters, in which Ann LaBelle, Jean Remington and Thor Tone doubled as grotesque singing and dancing leads with singer Joey Shaw. . . . **HENI JOYCE** and her Kewpie Dolls, a Beef Trust aggregation including herself, Bobbie Diamond, Myrna Dale, Peggy O'Day, Ruth Gottlieb, Terry Loy and Margaret King, wound up a week January 25 at the Century, Brooklyn, moved from there to the Lyric, Bridgeport, Conn., and migrates then to the Roosevelt Hotel, Jacksonville, Fla., for an indefinite stay.

KITTY VOSS is the new chorus captain at the Gaiety, replacing Ruth Freeman, who shifted to the Triboro in a similar capacity. . . . **LILLI DAWN** left the Eltinge suddenly January 20 because of a controversy about a particular strip spot in the layout of the show, due to the incoming of Margie Hart. . . . **JEAN DeMEAU**, producer, auditioned all week, with Ned McGurn supervising, at the Republic prior to entraining to (See *BURLESQUE NOTES* on page 54)

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Every Mail Brings Letters Reviving Memories of "Tom"

Editors *The Billboard*:

I am pleased to notice in *The Billboard* the vast amount of interest taken in dear old *Uncle Tom* and the faith that many have that it can be revived and still be a money-getter. Here is an illustration of what "Tom" can do. A few years ago I was stage director of the Wright Players at the Powers Theater, Grand Rapids, Mich. We had been playing all New York hits and paying big royalties. One day Mr. Wright came to me and asked if I could suggest a play suitable for a revival and without royalty. Immediately I thought of "Tom." Lucky for me, I had trouped with several of those good, old "Tom" shows, and so I compiled a version of *Uncle Tom*, injecting every Tom gag that was used since its first performance.

It was a great laugh for the seasoned Tommers with the show for anyone to write a manuscript of the play, for, as all Tommers know, hardly any "Tom" show ever used a script. It was just a case of "You play this, double that," etc. However, I had an idea that some day a good script might come in handy, and this was the time.

At my suggestion of "Tom," Wright hesitated, but at last consented. The night before we opened in "Tom," Harry Sommers, the lessee of the theater, on his way from the West Coast to New York, phoned Mr. Wright to ask about business, and wound up by asking what play we were doing the following week. When Wright replied, "Tom," Sommers said, "Tom! What Tom?" When Wright said *Uncle Tom*, the fireworks commenced. He said it was the most brainless thing he ever heard of, to build up a fine clientele and then to throw it up by shooting the works with a thing like *Uncle Tom*.

Here is the result. Instead of playing "Tom" one week, we played it two weeks with daily matinees and turned them away every performance. The next season we were at the Montauk in Brooklyn, playing New York successes, when Wright suggested "Tom" and again "Tom" crowded them in until the walls bulged, and instead of playing the usual two matinees we gave one every day. In my mind, "Tom" under canvas with a flash and all that goes with it is bound to get the money, and I would suggest to get it started before the schools are out for the summer. Right now I am playing schools in *Rip Van Winkle* and you would be surprised to learn that in 75 per cent of the schools played they asked if we could put on "Tom." A good "Tom" show could play Chicago lots all season. When we played "Tom" in Grand Rapids and Brooklyn, Spencer Tracy, of picture fame, was our leading man and played George Harris.

JOHN ELLIS.

Aurora, Ill.

Editors *The Billboard*:

Some more "Tom" shows that are long out of the picture are Ogden's, out of Waupaca, Wis., and later Ware's, out of same town. Frank Holloway's railroad "Tom" show out of Minneapolis, Skerbeck's out of Dorchester, Wis. The first two and last one were mud shows. Article by Edward Weaver in the January 27 issue reminds me of a similar Tom show as mentioned by him. In the '90s a tall, slim, long-haired Doc had out a colored troupe, with the three Johnsons out of

Chicago.

Winona, Minn., and three Weaver brothers from Indiana. I don't remember the name of the Doc, but he showed Richard Center, Wis., for about six weeks to large crowds and sold Alfalfa Physic Tea. Came fall, he hired an agent, a white troupe and some St. Bernard dogs out of Readsburg, Wis., where all the "Tom" shows got their so-called bloodhounds, and he kept the colored performers for concert after the show, mostly.

F. H. THOMPSON.

Cleveland.

Editors *The Billboard*:

The writer has read with interest the many articles appearing in *The Billboard* about *Uncle Tom's Cabin* and recalls pleasant memories of Charlie Duple, whose only fault was in writing marches that were tough for his fellow trombonists to cut. I remember one day in Denver Charlie and I were in the front row of the Kibble & Martin show band. There was a Gus Hill cartoon show in town at the same time. A bunch of kids on the corner waited for the band. Charlie is six feet something and I am five feet something. One youngster asked, "What is it, *Uncle Tom*?" Another kid replied, "Naw, Mutt and Jeff!"

I still play the slip, doing a musical with my daughter, who plays accordion. My wife, Lucile Lewis, is also a former Tommer, having left the Von Glazier (See *Memories of "Tom" opposite page*)

E. S. Mitchell Opens April 1

MEMPHIS, Feb. 3.—Earl S. Mitchell announced this week that his Mighty United Tent Theater will launch its one-night road tour April 1. Program will include sound movies and vaude acts.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

RAY (POPEYE) LAUB cards from Indianapolis, where he has been employed as chef at the St. Regis Grill the past two years, that he saw some of the old gang at the roller derby at the field house there recently. Ray says he hopes to return to the walkies this summer, and would like to read some news here on Zeke Youngblood, Bill Ross, Bill and Elsie McQuade, Harry Smythe, Wells Sloniger, Larry Cappo and any others of the old school.

"REMEMBER ME? I'm known in the endurance field as Annette Andrews," letters Mary Rose Fancovic from Hamburg, Pa. Annette says she has been in a sanitarium at Hamburg for the past few months and would like to read something about Alice and Frankie Donato, Jimmie and Minnie Ferrenzi, Johnny Makar, Pat Massey, Betty Barber, Tillie Dannish and anyone else who remembers her. "I get *The Billboard* every week and enjoy reading about old friends, but I think the kids should write in to the column more," says Annette.

TIM AND IRENE HAMMACK, who are operating their eatery, known as Tim and Irene's Scrapbook, at Jessup, Md., write: "A lot of the boys and girls are stopping in to see us. Ray C. Alvis was in last week. Ray has a roller rink and barn dance in Alexandria, Va., now. Mr. and Mrs. Larry Cappo, Jim and Jean Smith, Christine Willis, Bob Turner and Sonny also dropped in. The Capps were on their way to Florida." Irene gave Tim a surprise birthday party January 19. Among those present were Mrs. Mae Moody, Jack Sherman, Bob and Frances Allen, Mr. and Mrs. Jess Wheeler, Mr. and Mrs. Jack Ralston and Jack Jr., Mr. and Mrs. John Giles, Mr. and Mrs. John Jenkins, Billie Beaton, Pauline Reachard, Mr. and Mrs. R. Morgan and Kenneth Holtzapelle. Tim says he expects to do the ice act soon and would like to read some notes here on Marvin Ellison, Theda Holmes, Whitey and Margaret, Joe McMillan, Jimmy and Minnie Ferrenzi, Smitty Inman, Tex Johnson, Mickey Britton, Porky Jacobs and kids of the Phoenix, Ariz., contest.

TAGGING THEMSELVES the Tennes-

Rep Ripples

CONNELLY AND RADCLIFFE, well known in rep and Midwestern night club circles, have been working RKO houses in the Boston territory the last several weeks. . . . MRS. MARSHALL WALKER, whose husband passed on recently in Oklahoma City, has gone to Amarillo, Tex., to take up permanent residence. . . . AL PITCAITHLEY is visiting his home folks in Beatrice, Neb., for the first time in four years, after winding up an eight-week jaunt with the Gifford Payers, including four weeks on a circle out of Springfield, Ill., and four weeks of two-a-week stock at the Lux Theater, Edwardsville, Ill., closing January 20. Al plans to remain in Beatrice until he gets set on a summer job. Before jumping home, he put in a week in St. Louis and reports that conditions are bad there for the performer. . . .

THOSE MANAGERS who have neglected in keeping up on their unemployment insurance and Social Security payments are in for a peck of trouble, unless things are adjusted before it is too late. We are in receipt of a communication from a performer, who tells how he was left stranded in Florida recently, when a well-known tent opy folded without paying salaries or holdbacks. Upon his return to his native State, he made application for unemployment insurance. He was informed that there was no record of his number or any statement pertaining to his claim, which means, apparently, that the show manager failed to file his reports as the law requires. . . . The government is investigating the matter. . . . HARVEY REESE is wintering in Marion, Ia., after winding up his 10th season with Lee Levant's picture and vaudeville tent show.

BILLY TERRELL, erstwhile rep show manager, and his Arizona Cowboys were booked at the Strand Theater, New Orleans, during Mardi Gras week. . . . JERRY BRUCE is presently located in Minneapolis. . . . THOMN'S FAMILY SHOW is working halls and schools in

School Bills

By E. F. HANNAN

ONE of the best drawing cards in neighborhood movie houses has been *Dr. Jekyll and Mr. Hyde*. From silent to talking flickers this old thriller has bridged the gap and still pulls neighborhood trade. Small flesh shows, however, seem to have been afraid to tackle it, believing it a difficult piece to put over.

This is not so, as most all movie versions have been done with average performers. Any fair actor can click with this old thriller if a little time is put into dress and props. It makes a perfect tabloid cut to the time available for schools, altho character plays of the ing schools has built a reputation with a cut version of the dual role taken from Stevenson.

Another bill based on the semi-classics is *The Old Curiosity Shop*, which has also worked well as a school bill, altho requiring a fair-sized cast for good results. Of a different but just as popular type is the old Irish melo, *Robert Emmett*, one of the best of this type bills ever presented. A good version of this bill even rivals *Jesse James* and is sure-fire for the youthful drama lover.

Mystery bills are good fare for schools but the Broadway type of mystery requires too many props and depends too much on setting to bother with, and when done not strictly to script they revert to humor. Melodrama sharpened to the times seems to be the best bet for school, altho character plays of the *Rip Van Winkle* type can be perfected so to be sure-fire. *Rip* has been a great favorite for impersonators working schools and is looked upon favorably by school authorities.

There must be a motif of genuine drama with clean comedy in all favored school bills.

Eastern California. . . . DAVE COSTA is doing his stuff in Toronto niteries these days. . . . UNA PELHAM is now residing in Fort Wayne, Ind. . . . A. H. BIRCH and son, Harold, have a picture and mystery trick playing schools in Okaloosa County, Fla. . . . GEORGE B. HILL, last summer with the George Roberson Players, has just concluded a 13-week engagement at the Avenue, Detroit, and is slated to hit the road soon with one of the circuit burly shows. George reports that his wife, Helene, stricken ill on the Majestic Showboat the season before last, is in good health again. . . . SHOOT A LINE into the column, folks, and let your friends know what you're doing this winter. A few lines on a penny postcard will do.

Winstead Quarters Hum With Activity

FAYETTEVILLE, N. C., Feb. 3.—Winter quarters of the Winstead Mighty Minstrels is humming with activity in preparation for an early spring opening. According to C. E. McPherson, show's general agent, the Winstead company will this season be housed under an 80-foot round top, with four 40-foot middle pieces, giving the canvas theater a seating capacity of nearly 3,000.

The mammoth tent will be decorated with thousands of colored lights, McPherson reports. Frank Keen has the trucks painted a bright yellow with silver lettering. Red Finnigan, electrician, is putting the finishing touches to new lighting effects, and is building an electric-lighted arch to go across the front of the big top. Another lighting plant is being added which will give the show three power plants. Charlie Perkins, boss canvasman, has his workmen getting his part of the show ready for the opening.

According to McPherson, the Winstead opy will this season carry an 18-piece band, and the show will be equipped with all new scenery and wardrobe. A new line of paper will be used to herald the outfit. Show will tote 70 people, McPherson says, with six men in advance. Manager E. S. Winstead plans to make it the biggest and best canvas opy he's ever had out.

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Foreign Language Films Open New Sections to Roadshowmen

Thomas J. Brandon cites incidents to show that operators are relying on this type of movie to increase takes where residents are foreigners and in schools

NEW YORK, Feb. 3.—Foreign language films are opening new fields and hyping the roadshow business in sections where foreign tongues predominate. Thomas J. Brandon, of Garrison Films, Inc., reports. The roadshow business is thriving in these areas, because operators are bringing the people movies they understand, Brandon says. Previously the entertainment offered was of a type that was not appealing and even this came in small amounts. Brandon has been dealing with foreign language films for the past six years and has surveyed the field thoroly. There are incidents pointing to the feasibility of these films on roadshowmen's programs. Of course, the operators booking high schools and colleges find a great demand for movies in the languages being taught. French, Spanish and German classes are to be found in practically every large high school and college. When student clubs meet, they want a diversification from the usual procedure. Rather than hear the instructor or some student give his version of some story in the language, roadshowmen put on the show. The pronunciation is genuine and students are able to improve their foreign accents.

Gets Six-Weeks' Tour

Brandon can cite interesting incident upon incident about roadshowmen cashing in on foreign language films. One story is that an operator had booked a general run of film for years but his success was nothing to brag about. Upon the insistence of a friend he booked a Polish film and showed it at a club meeting. Because the film was in their own language the Poles flocked to the showing. The operator was introduced to the State head of the organization, who in turn gave him concrete help in getting five nights a week for six weeks' bookings before other groups. In addition, he got a better price for his shows.

Another roadshowman had entered the field showing sponsored industrial pictures for which he was paid on the basis of the attendance. Night after night he reported dwindling audiences. He analyzed his territory, finding the residents predominantly Italian, Polish and Slovak. The next move was to add an Italian film to be shown with the sponsored movie. To pay for the foreign language picture, he charged admission. Result was that he increased the attendance and received more money from the sponsors in addition to making money on the tariff.

Films Click in Schools

A third roadshowman wanted to crash the educational-entertainment field. He, too, looked over the territory he was to serve and decided the best thing was to get foreign language films. At first he showed only to French study groups, but later sold the school authorities on the idea of getting all the French classes together for one showing. It so happened that some of the films had entertainment value and students, regardless of interest in French, attended the shows. The operator reasoned that with a little more sales effort he could book whole semesters. At present he is showing a film a week with bookings thru may. The school pays the operator and in turn charges the students a small admission.

Films that are most popular in the

foreign language class include *Three Lucky Fools*, a 90-minute musical comedy in Italian; *The Ten Who Were Condemned*, a 100-minute film in Polish, and *Inspector General*, a 75-minute film in Czecho-Slovakian.

School Has Regular Program of Movies

VENTNOR, N. J., Feb. 3.—Much use of 16mm. exhibition is utilized by the school board at this south Jersey resort, regular programs of films being shown at both the grade and senior schools. First in the series for the grade students at the Troy and Oxford schools this week was *Bees, How They Live and Work*. For the third consecutive year, the Association for Children Education is putting on a series of films at the Senior High School. First performance this week will be *A Midsummer Night's Dream*, with *Run, Fiddler, Run* to be shown February 17; *Puss in the Corner*, March 16, and *Circus*, April 20.

SUGAR'S DOMINO

(Continued from page 4)

blabbys, the job hunters and the hot-air merchants out of the temple. Whether they are now willing or able to admit it or not, both Mrs. Bryant and Miss Muir were confounded, tormented and outraged by them. It is the business of Mrs. Bryant and Miss Muir whether they resigned because of the atmosphere created and charged and recharged by the unwholesome element. It is our business and the concern of all of the show business that AGVA has failed to carry out the implied promise it held out to actors that the formation of the group would represent the end of internal strife in the actors' union movement.

Usually we are quite generous with advice. Thus far the fount whence our advice issues has never run out. Yet on the matter of what the actor should do in the present pyrotechnic display co-sponsored by AGVA, the various elements within AGVA, the group outside of AGVA seeking to restore Ralph Whitehead to the throne of the largest duchy in the actors' union kingdom and various and sundry movements we are impaled on the horns of a dilemma. If the present regime of AGVA is not doing a satisfactory job it does not follow necessarily that the boys outside in the cold can do a better one. History teaches us that. In AGVA now are hearties who were not long ago out in the cold, too. What have they done save add to the confusion, strife and stench?

AGVA is today hardly a flower to smell for esthetic pleasure. We don't like too much the fanatically militant campaign of the outside opposition. The outlook is black indeed. We are confused and confounded. We have a pretty good idea of how Mrs. Bryant and Miss Muir must have felt the last few days they held office.

We have no panacea; no poultice to

Documentary Films At Philly Museum

PHILADELPHIA, Feb. 3.—Division of Education of the Philadelphia Museum of Art sponsors the 16mm. exhibition of documentary films for educational purposes each Saturday, with showings for both adults and children. Last program offered *The Making of a Fresco*, a pictorial record of the murals painted by James Michael Newell, and *Rembrandt*, a treatise on the great Dutch artist. At the same time films for the children relating to the Museum's "Design in Nature" classes included *In the Beginning* and *The Life of a Plant*, both produced by the U. S. Department of Agriculture.

Next program will have three instructional films in science for the adult classes, *Swampland*, *Moving X-Rays* and *Mites and Monsters*. *Steel, Man's Servant* will be the children's film.

offer to the advice-hungry and economically-ailing actor. If it is any consolation at all we offer as a poor substitute the thought that embattled and enlightened peoples have used to sustain themselves thru the ages. This is that now more than ever the actor must curb his emotions and must think hard. Harder than ever before. He must become as suspicious as the experienced traveler in the Oriental marketplace. He should trust nobody. He should put his leaders and those who aspire to lead him to the most rigid tests; not of the heart but of the head. In this way only (if there is a way at all) will the actor ever be able to lift himself out of the morass that pulls him down and down—and down.

Two Mexico City Stock Troupes Set

PITTSBURGH, Feb. 3.—Carnegie Tech psych prof Max Schoen's daughter, Lillian, will next week start rehearsals on the first of a series of pro legit shows in Mexico City's Regis Theater, with Mexican motion picture actors the nucleus of her company, she informed during a visit home. Associated with Miss Schoen, who was on the staff of the Chicago Federal Theater after being graduated from the University of Chicago a couple years ago, will be Alex Fernandez. In the company, a stock proposition with partially-changing casts, will be Pedro Arnedarez, Amilio Fernandez, Pedro Galendo and Estella Gaxiola. Formerly a movie theater, the Regis will be remodeled for legit needs, under supervision of the co-producers.

On the list of plays tentatively scheduled for production is the tryout of a new comedy by Sylvia Harris and Hildegarde Dobson of New York. Manuscripts of other new plays are being sought.

An opposition legit season was scheduled to open this week in the Bellas Artes (National Palace of Fine Arts) under direction of actor Fernando Wagner, who last season managed a troupe that broke up after a split over policy and other operating items. Another stage company is set to open the end of this month in the Bellas Artes, subsidized by the government, under the leadership of Fernando Soler.

MEMORIES OF "TOM"

(Continued from opposite page)

stock to join Kibble & Martin, where she did Eliza and doubled Eva without the press getting wise to the double for sev-

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Vol. 52 FEBRUARY 10, 1940 No. 6

eral seasons. Here are some Toms you missed, Charlie Duble; Harley Sadler played it last year in Texas; Billy Blythe is still using it in stock; John W. Vogel, the minstrel king, had it out; as did Marie Hayes, Bill Ketrow, H. F. Willard, John Huftle, George Ripley, Della Williams, George (Doc) White, Bernie MacGraw, George Cash, Langstaff & Reap, Grant Luce (on which show Una Pelham did Eva one night and went to heaven standing on a beer keg); Austin, of Walton, N. Y.; Shipman, of Syracuse, N. Y.; Andrew Downie McFee, who played a round house in Manatoba; Brownlee and Claude Reed; Burks; Walker and Olsen; Furlong & Howard; J. Huntington; George and Thomas L. Finn, the latter the only tent show in New England for years. Finn used to change the title every season. Some years it was Robinson's, then Sterling's, then Sawtelle's, etc.

Eddie and Al Martin live around the corner from here. Eddie still has some bull Legree whips that were original slave whips and are blood-stained in the seams. Martin's was the biggest troupe en tour for years, playing week and two-week stands—all big time. I believe Tom would get some dough under canvas.

I can't send this in without mentioning my old pal, Bill Fahl, and my eyes blur with tears, as Bill has gone on ahead, but never to be forgotten by thousands of friends.
BURT STODDARD.

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188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

New and Recent Releases

(Running times are approximate)

LAW SERIES, released by Garrison Films, Inc. Series of four films, with introduction by Supreme Court Justice Felix Frankfurter. Includes Prof. Joseph Henry Beale on *Jurisdiction for Divorce*; Prof. Samuel Williston, *Consideration*; Prof. J. H.

Wigmore, professor emeritus of Northwestern University Law School, *Rationale of the Law of Evidence*, and Prof. Roscoe Pound, *Administrative Absolutism*. Films recommended for law schools and bar association meetings. Running time, each 30 minutes.

RELIGIOUS FEATURES

16MM. SOUND 35MM.
Time is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ).
OTTO MARBACH, 630 Ninth Ave., N. Y. City.

The Final Curtain

BARKER—Walter B., commercial show decorator and a roller-skating performer and rink manager, recently in Milwaukee, his base for 30 years. He was a native of St. John, N. B., and started his roller skating affiliation there. Survived by his widow and son. Funeral and interment at Milwaukee.

BLACK—Fred S., 77, veteran livestock exhibitor at maritime fairs and an executive of the Amherst, N. S. Winter Fair, recently at Truemanville, N. S. He had been ill for a month. Survived by three sons and one daughter.

BLAIR—Fred, 62, member of the Al G. Field Minstrels for more than 30 years, and during that time Field's personal valet, in White Cross Hospital, Columbus, O., January 30 of a heart ailment. Blair carried the flag at the head of the show's parade until Field's death and the close of the show 12 years ago. Deceased leaves no relatives. Burial in Evergreen Cemetery, Columbus.

CHRIST—John Adolph, 71, pianist, for many years with a dance troupe touring the West, in Billings, Mont., January 28, where he had resided since 1888. For 30 years he was a bartender. Survived by his widow, the former Viola McKinzie. Burial in Billings.

CULP—James, 75, father of Edythe Fern Melrose, manager of Station WJW, Akron, recently at his home in Bellefontaine, O., after a lingering illness. Burial in Bellefontaine.

DAILY—John W. (Dad), formerly with the J. O. McCart and John Francis shows. In St. Joseph Hospital, Kokomo, Ind., February 2.

DEVENDORF—La Motte K., 65, author and theatrical producer, suddenly in Albany, N. Y., January 24 while watching the rehearsal of a play. One of his plays had a successful run on Broadway, with H. B. Warner in the starring role. Recently he had been an advertising executive of the F. C. Huyck Knitting Mills, Albany. Survived by his widow and two sons. Burial in Herkimer, N. Y., January 26.

DUNKLE—W. W., 66, for over 25 years writer of *One on the Aisle* column, which appeared each Sunday in *The South Bend Tribune*, January 27 at his home in South Bend, Ind. He had been ill since stricken with a heart attack last March. Dunkle was born in Delphi, Ind., May 5, 1873. In 1898, he took charge of South Bend Auditorium and Oliver Theater programs. In 1903, he became advertising manager of *The South Bend Tribune* and spent a portion of his time writing dramatic reviews. He held that position until 1910, when he went to Chicago to engage in special advertising agency work. Three years later he returned to South Bend and established a copy writing agency, a business in which he was engaged until the last few months of his life. His *One on the Aisle* column was devoted to his personal experiences as a theater and circus enthusiast. He also frequently contributed to magazines and on several occasions covered the Ringling Bros. and Barnum & Bailey circus for *The Billboard*. For several seasons Dunkle toured in the summer with the circus as guests of the late Fred Worrell, its general manager. He was press agent for the Orpheum vaudeville circuit for several years after 1913 and was correspondent for *The Billboard* and other theatrical journals. He was a member of South Bend Lodge of Elks, a charter member of the Circus Fans of America and State secretary of the Indiana Ben Wallace tent of that organization.

ELBURG—John S., 60, known in Norfolk, Va., theatrical circles for 35 years, killed instantly January 19 in a fall from his apartment in Norfolk. For many years he had been associated with the Wells theaters. He leaves his wife.

FEAD—Charles C., 75, president of the Port Huron (Mich.) Theater Co., suddenly in that city January 20. His company operated the Ritz Theater there. Two brothers and a sister survive. Interment in Lexington, Mich.

FEENY—James H., 65, former Detroit cafe manager, January 23 at his home in that city after six weeks' illness. Among the better known spots he managed before Prohibition were the Frontenac and Streeter's, Detroit, and later the Sunnyside Inn at Sandwich, Ont. His widow survives. Interment in Mount Elliott Cemetery, Detroit.

GEBHARDT—Hugo, 71, Canton, O., musician, in that city January 27. He was clarinet soloist with the Canton Grand Army Band when that organization won nation-wide prominence during McKinley's presidential campaign. He was also a member for several years of the pit band at the Grand Opera House, Canton, and other musical groups in that city. He was a member of the musicians' union. His widow, four

brothers and a sister survive. Services in Canton, with burial in Westlawn Cemetery there.

HARE—Mrs. Robert E., 87, founder of the Charlotte Bushman Club for legitimate actors, Philadelphia, and vice-president of the Philadelphia Civic Opera Co., January 22 at her home in Ardmore, Pa. Three sons and two daughters survive.

HARWOOD—Dick (Harry), former actor, in Trenton, Tenn., January 23 of a stomach ailment. Since retiring from the stage he had been practicing law in Trenton. Survived by his widow, professionally known as Edith Kurtz Sutherland.

HUTCHINGS—John Gifford, 47, president of the H. R. Carson wholesale firm, owner and operator of Station CJOC, Lethbridge, Alta., Can., and past president of the Lethbridge exhibition board, at his home in that city, January 21 of a heart ailment. Survived by his widow, a daughter, a son, four brothers and two sisters. Burial in Lethbridge.

IN MEMORIAM
Of a Loving Husband and Father
CARY JONES
Who Passed Away Feb. 13, 1939
MRS. CARY JONES
Iris, Dick and Sylvia

KARKEET—Mrs. Bertha, 40, wife of George Karkeet, photo gallery operator, of a broken neck and skull fracture sustained in an auto crash near St. Petersburg, Fla., January 22. Two daughters and a brother also survive. Services in St. Petersburg, with burial in Royal Palms Cemetery there.

KIPPEN—David C. (Buckets Kelley), outdoor showman and member of Pacific Coast Showmen's Association, in Las Vegas, Nev., recently. Burial in Woodlawn Cemetery, Los Angeles.

LANKOW—Edward, 57, singer with the Metropolitan, Boston and Chicago opera companies, January 29 at the Knickerbocker Hospital, New York, after a brief illness.

LOEHR—Robert B., 65, one of the founders of Cleveland's old Luna Park and of the National Association of Amusement Parks, in Cleveland January 28. Born in that city, he became identified with Luna Park in 1901 and continued with it until it was closed five years ago. He was president of old Gordon Gardens and in recent years had been connected with Brady Lake Park near Akron. Survived by three sisters, two brothers and a son. Burial in Lake View Cemetery, Cleveland.

LOWANDE—Cecil, 63, former principal rider, in New York January 29. Body was discovered in an elevator shaft. A member of the old and distinguished Lowande family of principal and somersaulting riders, Lowande had his own act with John Robinson, Sells-Floto, Hagenbeck-Wallace and other shows, and at one time worked with the George Hanneford family. His father, Alexander, operated circuses in South America, and his sister, Julie, is the wife of Edward Shipp, prominent circus owner in South America. Oscar, Marletta A. and Alec Lowande, former riders, were related to him by marriage. His brother, Alec G., and his widow, Nellie, are also former equestrians. Others who survive are three sons. Body was shipped to Petersburg, Ill., February 1 for interment in the family plot.

LOWE—Jules, 32, theatrical costumer, January 29 in Roosevelt Hospital, New York, of a streptococci infection, after an eight-day illness. He had been a costumer for about 11 years. He leaves his father and several sisters and brothers. Burial in Beth David Cemetery, Elmont, L. I.

McLAUGHLIN—Claire L., 67, at one time associated with the Gus Sun Booking Exchange, Springfield, O., January 28 at his home in Etna, Pa., suburb of Pittsburgh. He was one of Pittsburgh's oldest theatrical booking agents. A native of Parkers Landing, Pa., he went to Pittsburgh 50 years ago. He formed the Liberty Vaudeville Contracting Co. 35 years ago. His booking activities extended into Eastern Ohio and the Upper Ohio Valley. Deceased was active in the Masonic and Elk lodges. His widow and a daughter survive. Services held at the home of a nephew, George Stiltz, Etna, with burial in Mt. Royal Cemetery there.

NORMAN—R. J. (Whitey), 60, exhibition glass blower, connected with the Mighty Sheesley Shows at various periods

for more than 20 years, in Galveston, Tex., where the show is wintering, February 2. He had also been a show builder, having constructed fronts and other property. In the last few years he had several times been connected with concessions of Herb Backus and had tramped on various carnivals. He was a native of Marshalltown, Ia.

PLAMONDON—Rodolphe, 63, prominent Canadian singer of a decade ago, in Montreal January 28. He had been a member of the opera in France and toured with a company thru Egypt and North Africa. Deceased sang the leading role in Berlioz's *Childhood of Christ* more than 1,000 times.

IN LOVING MEMORY OF
W. H. "BILL" RICE

Who Passed Away Feb. 7th, 1939, at
St. Louis, Mo.
IVY, BILL AND LOVEY RICE

ROBARGE—A. L., 61, retired Wisconsin exhibitor, January 29 in a Tomahawk, Wis., hospital. Robarge was associated with the film business in the State for 24 years and at one time operated theaters in 10 Wisconsin cities. He retired from the business in 1939 with the sale of his Cosmo Theater at Merrill, Wis. Survived by his widow, a son, a daughter, three brothers and two sisters.

ROURKE—Mrs. James T., 58, recently in Bridgeport, Conn., of pneumonia. She was the widow of James T. Rourke, one-time operator of the Empire Theater, Bridgeport, and mother of Marshall Vincent Rourke, formerly with the Federal Theater Project there.

SANOFSKY—Mrs. A. (Jessie Switzer), 19, in Calgary, Alta., January 20 after a brief illness. Formerly with the Conklin and World of Mirth shows, she is survived by her husband, A. Sanofsky, now a member of the Royal Canadian Army; her parents, Mr. and Mrs. M. Switzer; three sisters, Mrs. Morris Mendelman, Mrs. Jack Fishman and Dinah Switzer, and a brother, Sammy, all of Calgary. Burial in that city.

SELLS—Harry (Dick), 74, circus troupier for many years, in a Stockton, Calif., hospital January 22. His cousins, Peter, Lou and Ephraim Sells, who operated Sells Bros. Circus, taught him the business. When a young boy, he joined the Sells show at San Francisco just in time to participate in a tour of Australia. Later he was with Ringling Bros., Wallace, Barnum & Bailey and Howe's Great London shows. He was the father of Mary M. Sells, Chicago, and brother of Charles Sells and Mrs. Grace Sherrill, Logansport, Ind.; Mrs. Flora Clay, Bollington, Ill., and Eva Hawkins, Stockton. Services in Stockton January 25. Remains were cremated and sent to Logansport, Ind., for interment. Stockton Lodge of Elks assisted in funeral arrangements.

SHURTLEFF—Dwight W., 87, professional weight lifter up until his retirement several years ago, in Willimantic, Conn., recently.

SPEICH—Al, 55, pitchman at fairs for many years, in Buffalo January 12.

TIPTON—George, 83, dean of cook-house men and circus stewards, in Culver City (Calif.) Hospital January 28 after a short illness. Born in Hancock County, O., in 1857, he spent the greater part of 66 years with circuses, minstrels and Tom shows, besides operating restaurants in Buffalo, N. Y., and Lima, O. His first circus connection was as steward with the first Gentry Bros.' show. He later went to the Sun Bros.' Circus and then to the Mugivan, Bowers and Ballard-owned circuses. He also was steward with the Al G. Barnes Circus. He is credited with most of the time and labor-saving devices used today in cookhouses with major circuses. He was a member of the board of governors of the Pacific Coast Showmen's Association. Survived by his widow, Blossom Robinson Tipton, and son, Willard, of Cleveland, O. Services in Los Angeles January 31, with interment in Showmen's Rest in Evergreen Cemetery there.

TOMALIN—Gertrude, former English actress, in St. John recently after an illness of two weeks. Survived by a brother and sister, both in England.

TUCKER—True H., 50, for the past 12 years proprietor of the roller skating rink at Pine Island Park, Manchester, N. H., and operator of the rink at Kimball Gardens, Pembroke, N. H., January 23 in Manchester after a long illness.

Survived by his widow and daughter.

WALLACE—Michael (Mike), 64, weight-guesser at Playland, Rye, N. Y., since its inception in 1928, in Jackson Memorial Hospital, Miami, Fla., January 30. Before becoming affiliated with the Westchester spot he was at Rye Beach for about a quarter of a century. His cheerful disposition had earned for him the sobriquet, the Bluebird. Associated with him were two nephews, John and Mike. Other relatives who survive him are a nephew, David Wallace Jr.; a niece, Mrs. Helen Beck, and a brother, John. He held membership in the Knights of Columbus, Elks and Eagles. He was a bachelor. Interment in Holy Cross Cemetery, Brooklyn.

WARDLAW—James, 58, well known in carnival and Wild West Show circles, in Chicago January 20. His widow, Florence, survives. Burial in Elmwood, Ill.

WHALAN—Joseph P. (Joey), suddenly in Sanford, Fla., January 24 of a heart ailment. He was a former member of the vaudeville act, the Four Whalans, and also for many years emceed the amateur night shows at the old Poll Globe Theater, Bridgeport, Conn.

WHITE—Mrs. Jennie Scott, 73, mother of J. Andrew White, former president of the Columbia Broadcasting System, at Crestwood, N. Y., recently.

WILE—Peter, 82, executive of the annual Bridgewater, N. S. Fair since it was established over 40 years ago, in Bridgewater recently. He had been in ill health for about a year. Survived by two sons and two daughters. Interment in Waterloo, N. S., his birthplace.

WILSON—Frank H., 64, of the vaudeville comedy team, the Wilson Brothers, Joe and Frank, who tramped in vaude for 37 consecutive years, in his Hollywood apartment, January 25, of a heart ailment. A native of Cincinnati, he had been vacationing in Hollywood the past month. Survived by his widow, Sophia; a daughter, Mrs. Audrey R. Foster; a sister, Mrs. Lena Somhorst, and his brother. He was member of the Elks, Lodge No. 4, Chicago, and the Merry Makers Club in Hollywood. Services in Los Angeles under auspices of the Elks, with burial in Maywood, Ill., his home.

WITT—Charles E., 65, booker and amusement promoter, in a Milwaukee hospital January 31. He had been a Milwaukee resident many years, having been at various times head of the Wisconsin Amusement Co. and Sans Souci Dance Hall and associated with the former Chutes and White City Amusement Parks. For years he had been active in booking carnivals in Milwaukee and suburbs. In his youth he traveled with minstrel shows as a vocalist. Later, as a railroader, he lost his left arm. Recently he had been temporarily employed in the city comptroller's office. Survived by a sister, Mrs. Dorothy Downs, Chicago. Funeral February 3 with interment in Evergreen Cemetery, Milwaukee.

YENCKEL—John H. (Jack), 54, med show and vaudeville performer, in Hastings, Neb., January 30 of a heart ailment. He had been connected with many oldtime med shows, his last engagement being with the Ramsay Comedy Co. in Nebraska. Blind for 18 years, Yenckel, who was a member of the I. O. O. F., Lodge No. 50, Hastings, provided for himself by appearing before I. O. O. F. lodges as an entertainer, playing a route that took him from Coast to Coast. Burial in Parkview Cemetery, Hastings.

Marriages

CELLA-BOLL—Theodore Cella, harpist and assistant conductor of the New York Philharmonic Orchestra, and Mrs. Mabel Boll, aviatrix, January 30 at Fort Lauderdale, Fla.

COOK-DUSS—Joseph Cook, comedy unicyclist, and Norma Duss, dancer, late of the Roxettes at the Roxy Theater, New York, in Covington, Ky., January 30.

DONOVAN-HONEY—James P. Donovan and Doris Ena Honey, of the vaudeville act, the *Honey Family*, January 6 at St. Elizabeth's Church, Wyckoff, N. J.

HIGBEE-REDFERN—Melvin J. Higbee, nonpro, and Arlee Redfern, dancer-acordionist, January 20. Bride was for several years senior partner in the Redfern Sisters team, later doing single as Arlee.

MANSFIELD-SCHENDELMAN—Abraham Mansfield, nonpro, and Rose Schendelman, secretary to booker Phil Rosenberg, January 28 in Bronx, N. Y.

MEAD-YOUNGBLOOD—Eddie Mead, boxing promoter, and Gloria Youngblood, night club performer, two months ago, it has just been revealed.

MERRIAM-THOMPSON—Circuit Judge Dewitt H. Merriam, of Detroit, and Portia (See MARRIAGES on page 58)

Detroit Shrine Advance Sale Up; Many New Performers Are Booked

DETROIT, Feb. 3.—Advance sale for the annual Shrine Circus at Michigan State Fair Coliseum here was about 20 per cent ahead of 1939, a checkup disclosed on Wednesday. Stocks of tickets remaining showed the highest advance sale on record, according to Tunis (Eddie) Stinson, general manager. Orrin Davenport is producing the show.

Radio publicity is slated to be extra heavy this year, with every performance of the two-week stand, February 5-18, going out over WMBC for a half hour.

Late bookings have brought William Heyer and wife, equestrians; Victor Robbins, bandmaster; Jess Adkins, president of Cole Bros.' Circus, who will manage the live stock, and Ray Dean, announcer.

Lee Powell, the Lone Ranger of the movies, has been booked as star of the after-show with a cast of 18 in trick riding and roping numbers.

The Antaleks, high perch act, arrived in town a week early and were used in publicity, which was generously given in all local newspapers as well as in radio interviews.

Familiar Acts Missing

An unusual number of acts and personalities who have been familiar at the Shrine circus here for many years are missing for the first time at the show because of objections of John Ringling North to acts working for the Shrine show. It is understood that acts booked for the Shrine will not get 1940 R-B contracts.

Among those directly attributed to this order by Shrine officials are Loyal Repensys, Flying Concellos; Paul Jerome, clown; Merle Evans, bandmaster, and Fred Bradna, ringmaster.

Stinson said that the move had not hurt the local show. "The caliber of the

show," he declared, "is as good as ever. This ruling merely hurts the performer who doesn't get the work, but it doesn't hurt the show itself. John R. North had made it known he was out to get the Shrine circus. He thought issuing this order would cramp us. But we are using more big acts than ever before."

Williams Manager Cole Advance Car

CINCINNATI, Feb. 3.—J. D. Newman, who has charge of the advance of Cole Bros.' Circus, was in the city on Monday and in a call at *The Billboard* stated that Verne Williams has been engaged as car manager, and that the whole advance crew would be new this year.

Williams has managed advertising cars for many years. Among shows with which he has been connected were Ringling-Barnum and Hagenbeck-Wallace. He did not troupe last year when he was clerk at pari-mutuel tracks.

Harry Anderson Jr., of Enquirer Job Print, accompanied Newman on his visit. Show will use Enquirer paper.

Hilderbrand Circus Unit Will Open April 15

LOS ANGELES, Feb. 3.—O. H. (Red) Hilderbrand, owner of Hilderbrand's United Shows (carnival), told *The Billboard* representative here that the Hilderbrand circus unit was assured. The top is 60x140, and there will be a small menagerie. Two elephants and several cat animals have been bought.

Show will open April 15 on trucks.

Performer Speaks His Voice on Ringling-Barnum Talent Policy

Mr. A. C. Hartmann, Editor, The Billboard Pub. Co., Cincinnati, O.

Dear Mr. Hartmann:

In the past several issues of *The Billboard*, in Leonard Traube's column, have appeared articles and a letter of more than passing interest to circus performers as a whole. I wonder if I might, as a member of the performing personnel affected by the said rule, add my voice to this controversy.

I take it from Henry Ringling North's letter that he is trying to imply no such ruling was made. It matters little whether the rule, "Don't work for Davenport or you will not work for us," was made in the form of a placard posted at

quarters, a letter (as was the case) sent various ones of their personnel, or just the old "grapevine" word-of-mouth route. It is quite obvious the ruling WAS made, and in most cases abided by, otherwise how come all those regulars who play the dates year after year canceled so suddenly? Surely with the salaries paid these past two years no one is so overstocked with money that he can afford to refuse lucrative employment!

Secondly, after half-heartedly denying the ruling, he states: "It is clearly stated in our performers' agreement . . . to influence the type of work and place of exhibit." A contract of 1939 clearly states: "From the date of this contract thru the beginning of the season, personnel will not appear in New York City"—only, I don't think Orrin Davenport has a contract to produce in New York City. So I am afraid Mr. North is out on both points.

I wonder if Mr. North does not remember that after the Ralph Whitehead fiasco of 1938, salaries were cut not only the 25 per cent, as the notice stated, but in many cases as much as 40 per cent, leaving performers with such small savings at the end of the season that it was, and still is, impossible to live during the winter without working. Doesn't he remember the unlimited loyalty of the performers when he asked for our help to move the show (Barnes-Ringling), and how we worked putting it up and taking it down that HIS business might survive? Is this his gratitude?

Employer and employee relations are mixed up bad enough now without any such dictatorial tactics being used as Mr. North's latest tirade, and, as Mr. Traube so ably points out, they might boomerang in a most realistic way.

These are some of the problems we would as performers like to have John or Henry North answer, but unfortunately, like those of us who had to cancel Mr. Davenport's dates, "to save our necks we must keep our mouths shut." But you, Mr. Traube and Mr. Hartmann, have it in your power to bring this whole unsavory mess to light, and while the only way we can thank you is to buy your paper I am sure I speak for the majority of the persons affected, "We do thank you."

(Name withheld by request.—THE EDITORS.)



FELIX ADLER, veteran Ringling-Barnum clown, shown with Johnny Normon, infantile paralysis victim, in a reproduction of a widely circulated colored poster exploiting the President's Birthday Ball and Society Circus, held at New York's Waldorf-Astoria January 30 under the auspices of the Dexter Fellows Tent of the Circus Saints and Sinners Club of America.

The Billboard

Certificate of Merit

Favorite Outdoor Performer Contest

In recognition of professional achievement as reflected by a poll of readers of *The Billboard* this Certificate is presented to

Bee Kyle

First Place - Universal Title
Automatic Winner - High Diving

In Memory of the Founder of *The Billboard*

W. H. Donaldson

1864 - 1925



December
1939

A. C. Hartmann
Co-Editors *The Billboard*
Leonard Traube
Chairman Contest Board

REPRODUCED above is the Certificate of Merit awarded to Bee Kyle, winner of the universal title in *The Billboard's* Favorite Outdoor Performer Contest and automatic titleholder in high diving. The striking parchment, along with a goldtone trophy topped by a dramatic figure of a feminine diver, will be presented to her on Saturday evening, February 10, in connection with the St. Valentine's Mardi Gras and Masquerade Ball being staged by the International Association of Showmen in the Grand Ballroom of the De Soto Hotel in St. Louis. Official presentation will be made by Frank (Brisbane) Joerling, manager of the St. Louis office of this publication. Function is under the chairmanship of Tom W. Allen and hundreds of members, guests and visiting showmen groups are expected to attend it.

Two-Color Illumination

Forty-five similar scrolls were awarded to divisional winners. These are illuminated "diplomas" of achievement, hand drawn in red and black by the famous designers and engrossers, Ames & Rollinson, of New York. In the lower left-hand corner is the gold seal of *The Billboard*, and the strips beneath it represent this publication's house colors, orange and black. Parchments measure 11 by 14 inches.

20 Plaques Awarded

In addition to the certificates, 20

plaques, their inscriptions and engravings finished, went out to winners of major titles. Mabel Stark, who annexed first place in wild animal training and was second to Miss Kyle in total points, receives an 11½ by 9½ heart-shaped silver plaque mounted on mahogany. Twelve others come in for a silver piece, 7½ by 5½, mounted on black bakelite. Seven get an almost identical piece done in Athenian bronze. Miss Stark's award is the official trophy of the Dexter Fellows Tent, Circus Saints and Sinners' Club, inscribed "in loving memory of Dexter Fellows," late press agent of the Ringling-Barnum circus. Other awards by this donor are to the Flying Behees and Hubert Castle, winners of flying and tight-wire titles in circus classification.

NSA and CFA Donors

Another donor of plaques is the National Showmen's Association, whose trophies go to Harold Barnes, tight-wire titleholder (all branches), and Oscar Varley Babcock, leap-the-gap specialist, who also was cited first in the Veterans' Division.

A sterling silver medal is the award of the Circus Fans of America, memorializing the late Lillian Leitzel, who made the one-arm plange reach unrivaled artistic heights. On the front of the medal is an engraved reproduction of this type of artistry, and on the back the inscription to the winner, Mickey King (trapeze, web, etc.), aerial titleholder in the women's division.

The Kyle award is from the Hollywood Trophy Co., of Hollywood.

Addresses Needed

Certificates or plaques or both are awaiting disposition in the case of several winners whose whereabouts are unknown. These are urged to supply the Contest Editor, 1564 Broadway, New York, with addresses where their awards may be sent safely. Readers who can assist are invited to write in. The list follows:

Hazel Cotter
Skating Earls
Ollie Hager
Terrell Jacobs
Emmett Kelly
Mickey King
Nelson Family
Speedy Phoenix
Peerless Potters
Jack Starry
Roy G. Valentine

Benefit Circus For Ruby Wood

VENICE, Calif., Feb. 3.—A community benefit circus will be given for Ruby Wood, of the Yankee-Patterson Circus, here February 10. The show will be sponsored by the Woman's Club of Venice and it is indorsed by the Chamber of Commerce and every civic organization here. Ova Thornton is chairman of the benefit circus committee.

Miss Wood was injured in a fall from a trapeze at Taft, Calif., last November 1 while performing at a benefit show. On December 5 she was removed to the Good Samaritan Hospital, Los Angeles. She will remain in a cast until June. It is said that she never will be able to work again.



With the Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
Thames Bank,
Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 3.—CFA Joe Beach and his grandson, Wally Beach, both of Springfield, Mass., recently renewed acquaintance with members of the Elgin Juggling Troupe while they were appearing in a Springfield theater. The Beaches also attended the Worcester (Mass.) Grotto Circus, where they met CFA Jim Hoye and Elmer Lindquist, both of Hartford, Conn. After the show they renewed acquaintance with many of the performers, including Emerald Sisters, Fred Delmar, the Four Queens and Tony Strueby, Jim Davison, Rube Simonds, Frank Prevo, Billy Rice, George Frickett and Poodles Hanneford.

W. W. Dunkle, a charter member of the CFA, died in his home at South Bend, Ind. Further details in Final Curtain column.

Dr. and Mrs. Tom Tormey, of Madison, Wis., on January 27 attended the Shrine show put on by Polack Bros. at Rockford, Ill. Justus Edwards, of Oquawka, Ill., and W. H. Hohenadel caught the show on the 30th, and witnessed a pleasing performance, running two hours and 45 minutes. Visitors were courteously received by the management, which stated that the show did satisfactory business thru-out the engagement. Edwards, who has been connected with Russell Bros.' Circus for past several seasons, will work press for the Polack Shrine Circus in Cincinnati.

Harry Hertzberg, San Antonio, past president of the CFA, has accepted an appointment on the advisory committee of 100 for the Garner-for-President Club.

George Duffy, CFA of Fort Plain, N. Y., entertained 50 friends at a dinner at the Parrott House, Schoharie, N. Y., recently.

"America" Olvera Wins Suit Against Ringlings

LOS ANGELES, Feb. 3.—The case of Miss (America) Olvera against the Al G. Barnes and Ringling-Barnum circuses for \$51,000 for injuries suffered in 1937 while with the Barnes show, terminated January 26 with the jury awarding her \$10,000, but the case likely will be appealed. Pat Valdo, who represented the Ringling-Barnum circus at the trial, has returned to Sarasota, Fla.

Repensky Obtains Unit

MANITOWOC, Wis., Feb. 3.—Loyal Repensky has contracted a teeterboard routine unit from Billy Schultz here for next summer. Bobby Maurer, John Krumdick and George Haese have been selected as the male members of the troupe, but the three female members have not yet been named by Schultz. Leslie Brodtkorb, another Schultz protege, is working with a Repensky troupe that is playing indoor circuses.



FRED B. SNYDER, Grotto Monarch, who is general chairman of the annual Grotto Circus, Cleveland, which this year will be held at the new Arena for the first time. Heretofore the Public Auditorium has been used. Orrin Davenport will be in charge of the circus, dates of which are February 19-March 2. William C. Schmidt will again be managing director.

Anderson's Pandas Dead; Orders More

EMPORIA, Kan., Feb. 3.—Bud E. Anderson's highly prized pandas are dead. Death claimed one at sea and the other three days following its arrival in quarters here after a 76-day sea voyage from India and a four-day truck trip from New York. He cabled his agent for two more to be sent on the next boat.

The shipment of animals also included three baby elephants and two giant rock-pythons and all were transported from New York to Emporia in a special-heated truck by Mac MacDonald and Mat Laurish, arriving here January 20.

The elephants are a few months over two years of age and are approximately four feet tall. MacDonald reports that they are well and happy in their new home and stood the long sea voyage and sub-zero trip overland in good shape. The pythons survived the trip without any evidence of sickness and are in fine condition.

Mrs. Anderson returned this week from Old Mexico, where she contracted a feature act. The Henry Duo, Arthur and Marie, was signed this week. Bert E. Rickman, equestrian director, returned last week from New York, reporting that he will have many surprises in the way of wardrobe for the opening and closing specs. Norman Anderson and wife, Frances, are in Emporia again after an extended trip thru the South.

Akron Shrine Show Ticket Sale Good

AKRON, O., Feb. 3.—The advance ticket sale for the Tadmor Shrine Circus, to be held in the Goodyear Auditorium here, is the best yet, according to Duke Drukenbrod, managing director. Special advertising of the circus will be made with the Flying Blimp a week before the opening, and 1,000 Goodyear balloons, three feet long, will be released the opening day, Drukenbrod says. A tie-up with several movie stars who will appear at theaters here during the circus has also been made.

Program will consist of 25 acts, 12 clowns and a ballet of 35 girls, who will present opening and closing specs and work in conjunction with several of the star acts. Lola Gonzalas and eight Mexican dancers will entertain in the main lobby salon before the show. Later they will appear with Rosarofous, a new act from Mexico. Cereta Brothers and Helen have signed with Drukenbrod to appear in the Shrine show.

Lee Powell, the Lone Ranger of the movies, and his bride, the former Norma Rodgers, visited Duke Drukenbrod at the Shrine headquarters here, accompanied by Ray Rodgers, owner of Barnett Bros.' Circus, and Baron Novak, midget. Paul M. Lewis, of Lewis Bros.' Circus, visited Rex de Rosselli, Jack Mills and Drukenbrod.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, Feb. 3.—Somma-ry Breezes from the frigid South: "Governor Hoffman was the guest speaker at the 23d annual banquet of the Virginia Association of Fairs. Hon. Dave E. Satterfield Jr., congressman, was toastmaster. Governor Hoffman was accompanied by Col. Fred Margerum, who I understand is his aide-de-camp. He was met by a delegation of the W. W. Workman Tent at the station. He visited the General Assembly and was presented to the House of Delegates and Senate, which were in session. This is the oldest law-making body in the United States. We have been snowed under since last Tuesday, when we had the worst snowstorm in 40 years with zero weather. E. W. Lemay, of General Outdoor Advertising, entertained the members of the General Assembly and the Saints and Sinners at a party at its plant on the Petersburg Turnpike January 23. I was elected president of the Virginia Association of Fairs. This comprises 32 fairs operating in our State.

It is difficult to put into words all that transpired on the night of the President's Birthday Ball at the Waldorf-Astoria, which was run under auspices of the Circus Saints and Sinners' Club. It was interesting to see with what care Felix Adler made up. Then there was Otto Soglow, the Little King, whose costume was built after the character he so ably portrays. There was Bluch Landolf, who made up the CSSCA clowns. One never tires of Bluch's own portrayal. Of our own clowns, perhaps Eddie Fenn took first prize; for activity the honors would go to Ollie Oliphant. The most quiet clown was Johnny Ganzli. Al Trahan's falls out of the witness or jury box were well timed. It was amusing to hear Al talking Italian whenever he ran into any Tuscan musicians.

Governor Hoffman donned his judge's suit at 9 o'clock and he rehearsed lines that were forgotten in the big push when it once started. McClelland Barclay pegged away at a photograph all night and when it was finished it portrayed the judge, Governor Hoffman. Harry Hirshfeld was one of the witnesses and did a magnificent job. Tex O'Rourke, on whose shoulders the burden fell, looked very tired. Uncle Don Carney stuck closely to his script and seemed disturbed when cues were missed—and they were missed more frequently than the 5.15 by a tardy commuter. Colonel Kilpatrick came all the way from Madison Square Garden to be in the jury box. Rad Haffenden had his troubles with setting the stage. Many of the props were heavy.

Jolly Bill Steinke didn't like it when Joe Pearman, one of the taller clowns, slapped him in the face with a Lux pie. Fred Waring flared up, too, when Les Kramer insisted on pushing him forward. Lowell Thomas got up to a good start, in fact so good that he was not to be seen when his turn came to appear. Arthur (Bugs) Baer must have been with him. A couple of the Lambs' boys who impersonated women in the jury box and on the witness stand had a heck of a time in getting wigs and finally persuaded the Winter Garden to send a few over from the Hellzapoppin show. Tex O'Rourke also couldn't find the eye glasses that went with his prosecuting attorney outfit. At last he did without

them, for we were all beginning to see double anyway.

Ray Schindler missed his clown suit. Sharon Stephens tried to tell the clown band when and where to go. Mayor La Guardia, putting out a fire with a bottle of seltzer, brought plenty of laughs. Olson and Johnson scored heavily, too, with their burlesque orations by European dictators. Orson Kilborn called off his race meet—wet grounds. The champagne wheels failed to turn—extra dry grounds. Cliff Fowler imitated perpetual motion all thru the night. Business wasn't the worst at the hot-dog stand. They were good. We tried one. We left the lot at 2 o'clock and the folks were just getting acquainted. It was a great night, one long to be remembered. The CSSCA did a great job. And we hope F. D. R. is told about it.

Novellos to Australia

SAN FRANCISCO, Feb. 3.—Two Novellos, former Canestrelli Duo, and Teddy sailed from here this week for Australia and will play the Tivoli Circuit in Melbourne and Sydney. They were seen by the late Frank Neil and booked for 18 weeks. They stated that they would go via the Island of Hawaii, Samoa, Fiji and New Zealand.

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G. O. DUPUIS, who is handling the promotion work of Polack Bros.' Circus for its appearance in Cincinnati at Music Hall week of February 12. Polack's showing will be the first indoor circus the Cincinnati Shrine has had in several years.

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DEPT. 5, PORT HURON, MICH.

Under the Marquee

By CIRCUS SOLLY

THE AERIAL ROMAS will play the Hamid-Morton Indoor Circus at Milwaukee week of February 19.

HERMAN JOSEPH was released last week from St. Luke's Hospital, New Bern, N. C., having had acute tonsillitis, and is now at home in Goldsboro, N. C.

JOHNNIE ROSELLI, former circus clown, is in Philadelphia, where he will be until June, when he will leave for the Coast.

ERIC EKLUND has signed to play trumpet in L. Claude Myers' Band with the Parker & Watts Circus, making his third season on the show.

T. DWIGHT PEPPLE, who is doing promotional work for Polack Bros.' Circus, arrived in Los Angeles recently from the East.

CHARLES E. LOTZ, former circus band trouper, has been re-elected director of the Nazir Grotto Band, Canton, O. In 1925 Lotz played first cornet with the Ringling-Barnum circus band.

BENNIE MALLOY and wife will be with Fisher Bros. out of Jackson, Mich., the coming season. Bennie will handle the electrical work and Mrs. Malloy the outside candy stand. They expect to be in quarters March 1 to overhaul equipment.

MERLE EVANS was featured in Ripley's *Believe It or Not* cartoon of February 1. Ripley wrote: "Merle Evans, Ringling Bros.' bandmaster, played 7,790 performances in succession without missing a show in 22 years."

BLONDY MORRIS, who was with Cole Bros.' Circus the last two seasons, is in Fort Worth, Tex., operating a night club to good business, reports Patrick Murphy, who was with circuses some 20 years ago and since in newspaper work.

MARION WALLICK and Aretto Perry are at the Merry-Go-Round night club in Arkon, O., with their knife-throwing and whip-cracking act. Wallick also runs the dances at the Eagles Club and Spanish Ballroom in Dover, O.

IRA MILLETTE recently played a week at Golden Gate Theater, San Francisco, and has several other dates to follow. In San Jose he visited with the Three McDonalds, bicycle act. They were together in Cuba in 1917.

REPRODUCTION of an oil painting by Frank D. Wilt, of Allentown, Pa., appeared in *Allentown's Call-Chronicle* of January 31. The painting showed the Barnum & Bailey big top as it appeared at Eighth and Linden streets in Allentown in 1870.

ED E. WOOD, former ticket seller and past few seasons operator of his own concessions, was in Boston recently, reports Jack Davis. Wood went to work for the U. S. Civil Service Commission last October and now holds a responsible position.

JACK M. McNULTY, former trouper, for the past three years assistant manager of Hotel Belden, Canton, O., has been transferred to the Ohio Hotel, Youngstown, in the same capacity. McNulty is vice-president of the Charles Siegrist Showmen's Club.

HUGHIE FITZ and Company, two clowns and two trick dogs, presented a 30-minute program at the Essex House, New York City, January 27 for the Camp Robinhood boys. Act consisted of singing, tap dancing, magic, juggling, acrobatics and contortion.

A PETE SMITH movie short, featuring Clyde and Harriet Beatty, is being made at their jungle zoo, near Fort Lauderdale, Fla., where the film will be given its premiere, according to H. B. (Doc) Kerr, author of *Around the Town* column for *The Akron (O.) Beacon Journal*. Kerr is currently in Florida writing his column from the Southland. He recently spent a day at the Beatty jungle zoo and was entertained by the Beattys.

dale, Fla., where the film will be given its premiere, according to H. B. (Doc) Kerr, author of *Around the Town* column for *The Akron (O.) Beacon Journal*. Kerr is currently in Florida writing his column from the Southland. He recently spent a day at the Beatty jungle zoo and was entertained by the Beattys.

TED DEPPISH, official photographer for the Charles Siegrist Showmen's Club, Canton, O., made some nice movie shots of Sonja Henie's *Hollywood Ice Revue* at the Arena in Cleveland recently. He plans to show them at a near-future meeting of club.

DOC WADDELL, who is in the Masonic Home, Springfield, O., is scheduled for a series of Red Men talks in and around Asheville, N. C., in the spring, under direction of Hon. George Pennell, Asheville attorney, who is Deputy Grand Sachem of the Improved Order of Red Men in that State. Waddell has been a member for years and recently, thru W. S. (Dick) Rowan, of Chillicothe, O., was made a life member of the Red Men.

JOSEPH W. McCORMICK suggests that Gov. Henry Horner of Illinois be made a member of the Circus Fans' Association and the Circus Saints and Sinners' Club. McCormick writes: "It was no bunk when Governor Horner, in his address at the annual banquet of the Illinois Association of Agricultural Fairs in Springfield January 24, said he was a great circus and fair man. When he goes to a circus he takes all the kids on the midway; two or 200, they all go."

HOBART WILLIAM HOPPER comments from West Middletown, O., on the matter of horses and tractors with a circus: "Last year when I attended the Ringling-Barnum circus I saw trucks and tractors instead of draft horses. This was not a circus sight. I am sure that many people go to a circus mainly to see the work horses and I am sure that horses can pull wagons out of places that trucks cannot. The Ringling show is getting too modern to suit me. However, it is still a good show. I would like to see it return to the use of draft horses."

UNDER THE CAPTION, "Circus Lives for Children, Says Veteran of Big Top," Helen Waterhouse, special feature writer of *The Akron (O.) Beacon Journal*, told an interesting story about Rex de Rosselli, who is in Akron assisting with the framing of the Tadmor Shrine Circus. The yarn related Rosselli's long association with the circus and his many years of producing specs with the Al G. Barnes, Hagenbeck-Wallace and Cole Bros.' circuses and quoted the veteran press agent as saying: "The circus will never die because it is the only American amusement today which has never been censored." A two-column shot of Rosselli playing billiards accompanied the story, which appeared in the Sunday, January 28, issue.

Ed Hiler Again Goes With Barnett Bros.

YORK, S. C. Feb. 3.—Ed Hiler, last season agent with Barnett Bros.' Circus, has been re-engaged.

All trucks of the show are undergoing overhauling at quarters here. Julian West is in charge and has about 40 men. Opening date has not been set, but it will be early in April. Daily visitors are Oscar Wiley, general agent, and Ira Haynes, bandmaster. James Heron called several weeks ago, en route to Macon, Ga.

Lee Loses Two Weeks Due to Cold, Snow

WINNFIELD, La., Feb. 3.—Lee's Society Circus was forced to cancel two weeks' bookings in this State on account of severe cold and snow. Show has been playing school dates, matinee and night performances, offering at night a "ghost show" in conjunction with the circus.

Unit consists of dog, monkey, goat and pony acts and clowns and magic. Special drapes and lighting effects and amplifiers for music are carried. Unit will return to Wallace Bros.' Shows, where Manager Lee Houston has had the side show for a number of years.



ABRAHAM LINCOLN (ABIE) MORRIS, a subscription solicitor for *The Billboard* since the St. Louis World's Fair in 1904, is spending this winter in Miami, Fla., meeting old friends and making new ones. Photo was taken in a studio owned by William (Bill) Harper, who was a trouper for about 20 years and at one time a member of the Barnum & Bailey show.

Biz Off for Elks' Show at Salem, Mass.

SALEM, Mass., Feb. 3.—Artistically a huge success, tho financially not so much, the Elks' Charity Circus, presented by Charles W. Phelan and his Hickory Tree Wild Animal Farm, offered 20 acts, headlined by the young animal trainer, Gus Tramer, who did a splendid job with lions, elephants and tigers.

Presented in the North Shore Arena when it became impossible to obtain the Armory, it was necessary to eliminate high aerial acts. This cut down the show somewhat, but the two-hour bill was excellent.

Phelan has whipped together a circus of good proportions and with a good circuit booked seems likely to establish himself as a permanent New England institution. Five clowns are used. Balancing, perch, aerial, leaping and riding acts are built around the general idea of a wild animal circus. Tramer really discloses unusual ability in the steel arena. Two rings are used and a band of seven pieces furnishes the music.

Malloy Circus Set For Akron Shrine

CANTON, O., Feb. 3.—J. R. Malloy, owner-manager of the J. R. Malloy Circuit unit, announces that his show has been contracted for the Tadmor Shrine Indoor Circus at Akron late this month.

Acts for this engagement include Tinker Toy and his Pals, dog and pony turn; Nancy Darnell, aerialist; Timbo the Human Ape, on the slack wire; Jack and Ruth, Roman Rings, and several clown numbers, for which new props have been built.

ALLEN SACKETT, of the Six Sensational Jordans, who broke his arm at the Golden Gate Theater, San Francisco, week of November 18, 1939, has recovered and is back in the act. Turn opens February 12 for a week at Shrine Circus, Sacramento, Calif.

Do We or Don't We?

DETROIT, Feb. 3.—A mix-up over tax exemption for the rodeo produced at the Coliseum here by State Fair officials resulted in some public confusion this week. Officials originally ruled the rodeo was not subject to the usual amusement taxes on ground that it was an educational program produced by the State. Tickets were printed accordingly with the legend "tax exempt" on them. At the last minute, however, the ruling was reversed and a tax imposed on the seats. Producers were forced to use the tickets and for a long time the box office was besieged with puzzled patrons wanting to know "how come" they were forced to pay taxes on tax-exempted ducats.

The Corral

By ROWDY WADDY

CAL AND JEAN GODSHELL, well known in Coast rodeo and Wild West circles, are in Victorville, Calif., where the former is postmaster and operator of a dude ranch.

TRIXIE McCORMICK, Woman trick roper, has been booked by the Louis W. Cohan Theatrical Agency for the McFarlane Royal Show in Australia. She sailed January 31 from Los Angeles and will return early in April.

MILFORD (SLICK) WARE, of Oklahoma City, is believed to have sustained a fractured pelvis and vertebra when he was thrown from a Brahma steer at the State Fair Rodeo, Detroit. Zeb Colbert, Fitztown, Okla., also was thrown and sustained minor injuries.

JOE GREER and Candy Hammer's Rodeo left Cassville, Wis., winter quarters for Detroit recently. From the Motor City organization goes to Miami, Fla., and possibly Tampa. Greer is deputy sheriff of Grant County, Wis., and his son, a well-known rider, is high sheriff.

FREDDY LORENZ, Center Hill, Fla., won the All-Florida Championship Rodeo at Arcadia, Fla., with a total of 960 points. Jack Duncan, who triumphed last year, was second with 750, and Phil Markey, Arcadia, third with 702. Ruth Campbell won the cash purse for best cowgirl.

PLANS for the annual championship rodeo, to be held in connection with the Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., went into high gear last week when Verne Elliott, Johnstown, Colo., rodeo manager, arrived in Fort Worth and held auditions for specialty acts.

E. (PEE WEE) LUNS福德 recently joined the Panhandle Donkey Ball Co., of Crescent, Okla. He is clowning come-in and assisting during the basketball game and doing an act between halves. The Panhandle donkey basketball team has been playing Oklahoma, but last week jumped into Kansas. J. L. Seger, of Hobbs, N. M., is handling the advance, and Jack Hathaway, Picher, Okla., is in charge of the unit.

BOARD OF DIRECTORS of the Sheridan (Wyo.) Rodeo met recently to organize for 1940 activities. All officers were re-elected, including R. E. McNally, president; Frank Schaal, vice-president; T. T. Tynan, treasurer, and L. C. Morrison, secretary. Management problems were delegated to an executive committee of eight members, with each automatically heading a sub-committee or department. Department heads are T. T. Tynan, concessions and night show; J. S. Bentley, racing and track events; E. F. Ernst, arena and live stock; E. S. Lewis, tickets, grounds and policing; H. C. Fleischer, advertising and publicity; Frank Schaal, parades, bands and decorations, and Ralph Arrison, Indian, and W. K. Cole.

HAPPENINGS in the rodeo and Wild West field 10 years ago: Rodeo Association of America ended its annual two-day session at Hotel Whitcomb, San Francisco, at which all officers were re-elected, namely, Maxwell McNutt, president; William G. Haas, first vice-president; Arthur Hebron, second vice-president, and Fred S. McCargar, secretary-treasurer. . . . Happy Reynolds and wife were in Waco, Tex., rehearsing their new acts to be presented with the Wild West Show on Dodson's World's Fair Shows. . . . Red Randolph was in Fort Worth, Tex., with his clown mule, Miss Miami. . . . Harry Stewart, who formerly broke horses at old Fort Keogh, was wintering at Bozeman, Mont., with Buck Regan, trick rider and roper. . . . Bill Crosby was arena director at Arcadia (Fla.) Rodeo and Scandalous Bill clowned. . . . Jordan Bancroft Cottle, organizer of the "Original Wild Bunch," a group of cow-punchers with the Buffalo Bill Wild West, died in Chicago. . . . Bob Fletcher and his Pendleton Round-Up Orchestra were prepping for their tour of California. . . . Buff Jones, trick roper, rider and calf roper, was playing Los Angeles events. . . . Girl riders in the annual girls' handicap race at Tia Juana Track, Mexico, were Mabel Strickland, Vera McGinnis, Donna Cowen, Reba Perry, Paris Williams and Winnie Brown.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Profits in Pennsy In '39 With Drop In Gate Revenues

READING, Pa., Feb. 3.—Encouraging figures were contained in the 1939 report of Charles W. Swoyer, Reading, secretary of Pennsylvania State Association of County Fairs, during the organization's annual meeting in Berkshire Hotel here on January 24-26. Data was furnished thru co-operation of the Pennsylvania Department of Agriculture, Harrisburg.

Outstanding features of the report were the facts that aggregate profit of member fairs was \$29,668.86, compared to loss of \$82,002.73 in 1938, and total expenses, exclusive of premiums, were \$19,048.49 less than in the previous year. Premium total was \$1,955.98 more than in 1938. Concession receipts were \$11,747.62 more than in 1938 and total from all sources was \$34,241.36 more than in the previous year.

Estimated attendance was 3,608,355 and paid admissions were 1,123,124, 18,199 less than in 1938. Admission receipts were \$4,515.11 less than in 1938. Of 43 fairs operating without gate charge 29 showed a loss. In commenting on the report Secretary Swoyer said too many fairs operated at a loss in 1939 and recommended that when preparing 1940 budgets officers of those fairs which operated in the red see that budgets do not exceed 1939 incomes.

After presentation of the governor's fiscal State biennial county fair appropriation budget for June 1, 1939, to May 31, 1941, to the General Assembly last year, association officers contacted legislators and were successful in having it raised from \$75,000 to \$100,000.

Contracts Made At RM Meeting

MILES CITY, Mont., Feb. 3.—Largest attended annual meeting of Rocky Mountain Association of Fairs in the Olive Hotel here on January 25 awarded amusement contracts, set dates for fairs and picked Great Falls, Mont., as meeting place in 1941. President J. H. Bohling presided.

About 130 fair delegates attended and attractions representatives included Charles R. Mason, American United Shows; Jule Miller, Northwestern Amusement Co.; R. A. Bray, John H. Hager, Bray's Sound System; R. H. Hitchcock, pari-mutuels; Harry Roe, Harry Roe Sound System; P. W. Siebrand, C. A. McLeod, Siebrand Bros.' Circus; A. W. Ray Williams, sound system; Roy King, rodeo; C. E. Tooke, rodeo; Henry Meyerhoff, Crescent Shows; George Pitnam, Western Attractions; Art Briese, Thearle-Duffield Fireworks Co.; William J. Magee Jr., Cascade Fireworks Mfg. Co.; Ed Owens, Regalia Mfg. Co.; Sunny Bernet, Globe Poster Corp.; C. F. Zeiger, Zeiger United Shows; Everett W. Coe, Crafts' World's Fair Shows; D. E. Waldo, De Waldo's Attractions; Fred H. Kressmann, Barnes-Carruthers Fair Booking Association. (See RM CONTRACTS on page 35)

NYWF Opens Office in Chi

CHICAGO, Feb. 3.—Management of the New York World's Fair announced establishment of a Midwestern office here to stimulate interest in the 1940 fair, which will open on May 11. A staff has been organized under direction of Nathaniel C. Owings, Chicago architect, of Skidmore, Owings & Merrill, which designed 10 buildings and 18 exhibits at A Century of Progress. Other staff members will include A. C. Martin, associated with A Century of Progress and Great Lakes Exposition, Cleveland, and C. L. Lee, personal representative of Harvey D. Gibson, chairman of the World's Fair board. Owings will serve largely in an advisory capacity. Howard G. Mayer has been named Midwestern press representative. Office and an exhibit opened this week in the Stevens Hotel.

WEST POINT, Neb., Feb. 3.—Ed Baumann and C. Y. Thompson, officers of Cuming County Fair, are recovering from injuries sustained when their car turned over three times, as they were en route home from the Nebraska County Fair Managers' meeting in Lincoln.

NEW TOP IN TAMPA

Fla. Orange Fete Fights Jack Frost To Pull in 81,535

WINTER HAVEN, Fla., Feb. 3.—For the first time in its 16 years, Florida Orange Festival, January 22-28, showed thru seven days of the worst weather Florida ever has experienced but played to more than 80,000 who braved temperatures which at times neared the freezing point, officials reported. The festival was declared the best from every point of view ever staged and not only exhibitors but the public, represented in the 81,535 who clicked the turnstiles, gave General Manager Al Shaffer credit for great showmanship, said George H. Clements, director of promotion.

Primarily a citrus-fruit show, exhibits were pronounced not only the best as to (See ORANGE FETE DRAWS on page 35)

Officers Are Re-Elected At Instructive Wash. Meet

SEATTLE, Feb. 3.—Considerable time was occupied at the recent third annual meeting of Washington Fairs Association in the New Washington Hotel here by discussions of rodeos, racing, publicity, transportation and grand-stand attractions. A. E. Bartell, manager of Western Washington Fair, Puyallup, led discussion on entertainment.

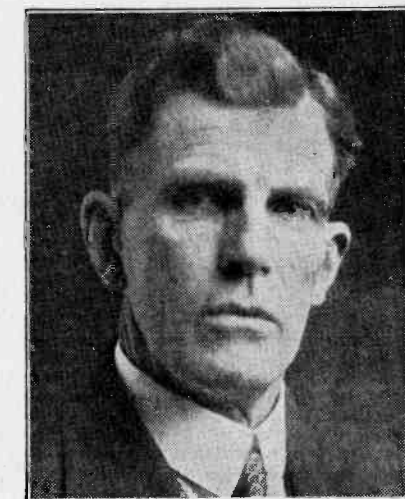
Re-elected officers are Chapin D. Foster, Chehalis, president; A. E. Bartell, vice-president, and Tom Wood, Chehalis, secretary-treasurer. Directors are Earl Tinius, Grandview; A. Melson, Langley; M. R. Loney, Walla Walla, and Bradford Knapp, Lynden.

DAILY programs set by Gus Sun Agency for Holmes County Fair, Millersburg, O., which formerly featured historical pageants, are Pine Ridge Follies, B. Ward Beam's Thrill Show, Boone County Jamboree, Kee and Tuck and Hollywood Horse.

More Than 50 Annuals Have Reps At Keystone Conclave in Reading

READING, Pa., Feb. 3.—Delegates from more than 50 fairs at the 28th annual meeting of Pennsylvania State Association of County Fairs, which was largely attended by attractionists, re-elected officers, selected Harrisburg as place of the 1941 meeting and discussed fair problems in the Berkshire Hotel here on January 24-26. President William Brice Jr., Bedford; Vice-Presidents Harry B. Correll, Bloomsburg; John H. Rutter, York; M. H. Beary, Allentown, and Secretary-Treasurer Charles W. Swoyer, Reading, were unanimously re-elected.

District No. 8, United States Trotting Association, met Wednesday night and



LEWIS SCOFIELD, new secretary of Minnesota Federation of County Fairs, named at the annual meeting in St. Paul on January 10 and 11, is secretary of Goodhue County Fair, Zumbrota. He succeeds L. O. Jacob, Anoka, who was not a candidate for re-election.

Houston Gets Rodgers Show

HOUSTON, Feb. 3.—Nat D. Rodgers reports his 1940 musical extravaganza, *Shooting High*, has been contracted for nine-day Houston Fat Stock Show and Live-Stock Exposition, marking the first time the expo has booked a revue. Show will be produced by Mrs. Nat D. Rodgers and staged in the Music Hall section of Sam Houston Coliseum. Specially designed wardrobes and scenery are being assembled. Show will feature nine acts, five musical productions and chorus of 16. Bert Sloan's Symphony Orchestra will play musical scores for the 20 performances.

Silver Jubilee Opener Is Best

Florida Fair draws better in first two days than in '39—weather man behaves

TAMPA, Fla., Feb. 3.—Florida Fair's Silver Jubilee swung smoothly into its 1940 run, January 30-February 10, to the rhythm of Hal Kemp's Band, with blue sky and sunshine providing the backdrop. Balmy weather delighted fair officials and showfolk, following the worst freeze that has visited Florida in many years, and promises were made that fair weather would continue. Attendance on opening day was 28,203, as compared with 27,479 last year, auto races in the afternoon drawing a large crowd. Previous opening all-time high was 26,874 in 1938.

At ceremonies Tuesday morning in front of the grand stand, Mayor R. E. L. Chancey was enthusiastic in his praise of the Silver Jubilee Fair. Instead of the usual acts name bands are being featured in front of the grand stand. Scores of fair executives and showmen from all over the country are gathered here, awaiting with interest the outcome of this change, and Florida Fair officials declare they are much pleased with results the musical theme has shown so far.

Hal Kemp, first of three name bands engaged, opened on Tuesday and will play thru Saturday of the first week. Band plays for dancing afternoon and (See TAMPA OPENER BEST on page 35)

Detroit To Put On a 4-Bit Gate

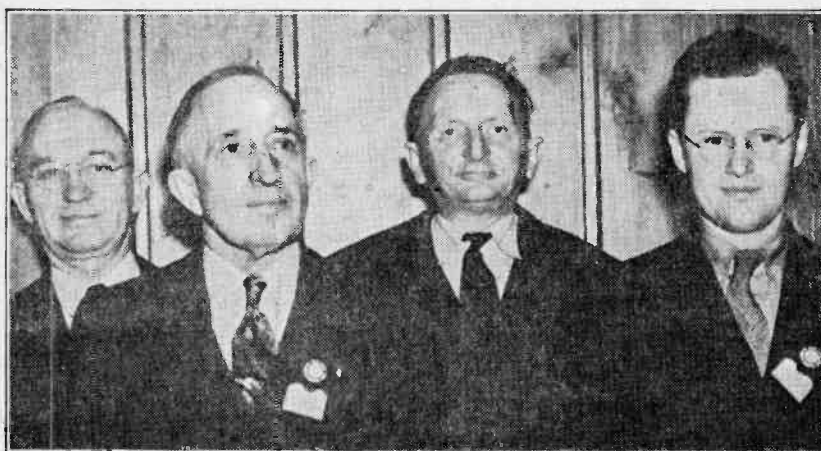
DETROIT, Feb. 3.—Admission price for the 1940 Michigan State Fair has been raised from 25 to 50 cents by the board of managers. Action was taken this week in view of loss of State aid this year and demand for economy and a balanced budget. Books of tickets at 25 cents will be issued, however, to be sold for cash in advance chiefly thru rural agencies.

Adverse criticism of the 1939 rodeo, first grand-stand attraction in about six years, was based on its losing money. Dr. Linwood W. Snow, fair manager, pointed out that the racing program cut down the number of rodeo performances. Major policy change will be shifting of the rodeo to the Coliseum, instead of playing outdoors, and guarantee of a show nightly. Live-stock judging will be reinstated in the Coliseum with abandonment of the big-name band policy of the past few years. Dr. Snow said (See DETROIT GATE TILT on page 35)

CSRA Purses Are Boosted

DAYTON, O., Feb. 3.—Central States Racing Association drivers will battle for its largest minimum purses in 1940, said Norman Witte, executive secretary, following the semi-annual meeting of contest board and directors here. Proposal calls for a minimum purse of \$1,500 for each sanctioned meeting, with a number of events calling for stakes as high as \$5,000 in major races. The new schedule will be ratified at February 8 sessions in Greenville, O., when speedway and fair-date races will be set. Forty tracks of fairgrounds, speedway and midget variety will operate under the CSRA during the season which opens in early April, sites being in all parts of the nation. Eighteen tracks drew 567,831 paid admissions in 1939. With more than double the number of sites in 1940, more than 1,000,000 fans are expected to view speed kings battling for nearly \$250,000 in purse money alone.

B. WARD BEAM'S International Congress of Daredevils have been booked thru the Gus Sun office as opening-day attraction of Lee County Fair, Donnellson, Ia., reports Secretary W. A. Krebill, and free acts and a two-night revue have also been obtained.



THESE MEN HAD A LOT TO DO with the annual meeting of North Dakota Association of Fairs in Grand Forks on January 19 and 20. Left to right: Edward W. Vancura, many years secretary of Wells County Fair and new president of the State association; H. L. Finke, secretary of Minot State Fair and retiring president of the association; Rube Liebman, veteran amusement man who has been public announcer at North Dakota fairs many years, and Dick Forkner, Langdon, secretary of Cavalier County Fair and retiring secretary of the association.

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Feb. 3. — Brooks Hunt is negotiating with Manager W. W. Monahan for production of a surprise show with Hollywood as theme. J. Ed Brown, who is still taking weekly treatments at a hospital, is improving continually. He is serving the fair only three days weekly because of the treatments. Sid Mackin, one of the money-raising gang for the 1940 fair, has moved his headquarters to the administration building, where he is still putting the bee on the boys who failed to come across. Rich man, poor man, beggar man, thief—all and sundry can see Bill Monahan without a letter of introduction. Only requirement is to have something that may help to make the fair a success. One of the first contracts signed by the concession department was with Herman Zapf for his Penny Arcade. He will install all the new devices and will change his front to conform to the new Gateway layout.

Governor Olson has started a move for reduction in Bay Bridge toll to 25 cents, to take effect in time for the fair opening. Toll is now 35 cents. Joe Baker, formerly in charge of the pass division, is assisting Fred Sandusky, chief of exhibits and concessions. Andy Hynes, of Monkey Speedway note, may have simian competition, as a couple of the showmen who must change their attractions are contemplating switching to some type of monkey show. Spring flowers that will bloom soon will transform Treasure Island. Hundreds of different species have been planted. Most sought-after concession is frankfurters and hamburgers. There are now seven applications for this sure-fire money-maker. Including peanuts, this concession grossed \$724,202.63 last year. Sally Rand may not appear on Treasure Island in person. The Nude Ranch may house similar attraction, produced by the company that financed Sally in this venture. Don Nicholson may transform the Old Scottish Village into a Bowery show. Ray Maxwell says the division of concessions is being deluged with applications but that 1939 concessioners will have first chance.

Major Keatinge, in charge of foreign participation and special events, returned from a flying trip to Washington, D. C., where he conferred with representatives of many foreign governments relative to participation. Results are reported very encouraging. The major has already signed a number of big industrial concerns, which will vie with one another to make their day the "big" day. Ted Rosequist has all bargain tickets ready for distribution. Manager Monahan announced appointment of Charles Levitt as representative for Southern California

with offices in Los Angeles. He held the post last year and did a fine job.

Max Schwartz wired that he and Mrs. Schwartz were leaving Mexico, driving back to Los Angeles, where they will visit with relatives, and then here to get busy on their concessions, of which they have many. Al Mulligan closed his home at Manhattan Beach and will reside in San Francisco during the fair, as he is interested in a number of concessions. If all applications for eating places were accepted there would be enough food-eries to feed the world.

Streamlined in fact, not just a figure of speech, that's the way the fair in '40 is being organized and will be run. There will be no \$4,000,000 deficit this year. A number of \$15,000 - to - \$25,000 - a - year chair warmers have been let out. There will be no world tours of junketeers at expense of the fair. Many departments have been combined with a single head. Anybody who gets \$1 out of the fair treasury this year will have to prove that he is entitled to it. H. P. Opferman, assistant to Major Keatinge, is on a three-month trip thru Latin America to confer with the governments relative to participation this year. Bob Curtice, manager for the Dufour-Rogers Life show, is awaiting word from the big bosses as to what to do. Eugene Orelo, who operated the swanky restaurant in Argentine pavilion, will run Cafe La-Fayette in the French building and Casa Mexicana eating place. Woodford Stockley and three others of the Scotch Village company have had their stays in this country extended six months.

Fair Elections

BEATRICE, Neb.—Henry F. Brandt was elected president of Gage County Fair Association. Other officers named were Dr. C. A. Anderson, treasurer; Glen Bozarth, secretary.

HAMBURG, N. Y.—Erie County Agricultural Society elected Clark W. Hurd, president; George Abbot, honorary life president; Nelson W. Cheney, John W. Kleis, Gustave C. Miller, John K. Lapp, vice-presidents, and re-elected J. C. Newton, secretary, and Fred Hauck, treasurer.

DOVER-FOXCROFT, Me.—Piscataquis Valley Fair Association elected Earl A. Levenseller, president; Clifford G. Crocker, Henry Smith, Eugene F. Arnold, Melvin S. Blethen, vice-presidents; Frank A. Pierce, secretary; Elmer L. Cushman, treasurer.

EUGENE, Ore.—Allen Wheeler was re-elected manager Lane County Fair.

UNION GROVE, Wis.—J. Frank Bradley was elected president of Racine County Agricultural Society, and John Borgenson, E. A. Polley, W. C. Roberts and Leo Nisen were re-elected vice-president, secretary, superintendent of privileges and marshal, respectively. O. R. Graf was named treasurer. Society has cash balance of \$1,457.

ST. PAUL.—During annual meeting of Minnesota Fairs Association here on January 9 and 10, Red River Valley Circuit of Minnesota Fairs re-elected President Albin Olson, Hallock, and Secretary Joseph Reseland, Fertile.

MARSHALL, Tex.—Central East Texas Fair Association elected Tom J. Agnor, president; Mrs. N. P. Cochrill, Erick Littlejohn, W. T. Kieley, Knox Lee, vice-presidents; John Brogiotti, secretary; Grace Keck, assistant secretary.

PHILADELPHIA, Miss.—J. B. Hullman was elected president of Neshoba County Fair Association.

CEDARBURG, Wis.—John H. Kaiser was elected president of Ozaukee County Fair Association. Other officers named were John Sieben, vice-president; Edgar Roth, treasurer; Henry Kaul, secretary.

LA CROSSE, Wis.—George H. Gordon was re-elected president of La Crosse Interstate Fair Association. Other officers named are A. P. Funk, vice-president; Joseph J. Frisch, secretary-treasurer.

BARRON, Wis.—F. W. Hembrook was elected president of Barron County Fair Association; Zip Biron, vice-president; A. M. Chrislaw, secretary; James Han-son, treasurer.

DARLINGTON, Wis.—Dr. A. F. Schrear was elected president of Big White Fair Association; J. L. McGrath, vice-president; F. F. McConnell, secretary; Dr.



HARRY B. KELLEY, elected secretary-treasurer of Michigan Association of Fairs at the annual meeting in Detroit on January 23 and 24, succeeds Chester M. Howell, Chesaning, who held the post 16 years. New secretary is a member of Michigan State Fair board and secretary of Hillsdale Fair, which has been largely developed during his regime. A close student of fair problems, for a number of years he has taken time out to attend fair conventions in other States.

L. E. Fitzgerald, treasurer; Frank Parsons, superintendent of speed.

LIBERTY, Tex.—Liberty County Fair Association re-elected R. H. Watson, president; Milton Rich, Terry Ball, vice-presidents; Milton Sipes, secretary-treasurer.

MINEOLA, N. Y.—Directors of Queens-Nassau Agricultural Society re-elected J. Alfred Valentine president and Edwin P. Roe vice-president. John O. Bergen was named treasurer and Fred B. Baldwin secretary. Frank Wirth, of Frank Wirth Booking Association, was named director, succeeding Robert C. Baird, retired. Committee consisting of Directors Wirth, Benjamin W. Downing, Raymond G. Fish and President Valentine was appointed to make recommendations regarding Mineola Fair's 1940 policy, personnel and budget.

ROSENBERG, Tex.—Mason Briscoe was elected president of Fort Bend County Fair Association. Others named were C. L. Dutton, vice-president; A. E. Foerster, treasurer; C. I. Snedecor, secretary.

MARIANNA, Ark.—R. S. McClintock was named president of Lee County Live Stock and Fair Association. W. T. Gerrard, Dan Felton, W. B. Yancey and C. B. Jones were elected vice-presidents; Col. Elgan C. Robertson, secretary; John Mann, treasurer.

HYANNIS, Neb.—Grant County Fair Association elected W. A. Kommers, president; K. W. Brennemann, vice-president; R. W. Bonfield, secretary; Charles Finnegan, treasurer.

DONNELSON, Ia.—Lee County Fair Association re-elected J. H. Vermazen, president; William Paisley, vice-president; W. A. Krebill, secretary; G. W. Mattern, treasurer.

Fair Grounds

HAMBURG, N. Y.—Erie County Agricultural Society reported bank balance of \$6,735 at its recent annual meeting and that attendance and receipt records were set at the 1939 annual. Total receipts, including county and State appropriations, were \$97,101. Gate receipts totaled \$32,992. Expenses were \$96,798.

HALIFAX, N. S.—Despite a 1939 deficit of \$36,271, resulting from outbreak of war which caused reduction in attendance, Nova Scotia Exhibition will be continued here in 1940. Attendance is expected to increase as a result of the city being an army and navy base.

HARTFORD, Conn.—Charter Oak Trotting Park and fair grounds here is no more, a company having built a group of factories on the site. Opened with its first fair in 1874, it was home of Connecticut State Fair and Grand

Circuit races for 50 years. Buffalo Bill's Wild West exhibited there in 1885. Early auto races were held on the dirt track.

EDMONTON, Alta.—Forced by illness to take an extended trip last fall, Percy W. Abbott, managing director of Edmonton Exhibition, returned here recently after several weeks in Miami, Fla., and Nassau in the Bahamas. During his trip he attended the Western Canada fairs meetings in Winnipeg. He proceeded to Vancouver for a visit after stopping off in Edmonton.

YOUNGSTOWN, O.—County commissioners have authorized the leveling of ground inside the race track on Canfield Fairgrounds. Cost is \$1,600 and will be borne by the fair board. It may be a step toward securing a polo field, said Edwin L. Zieger, board chairman.

PORT WASHINGTON, Wis.—Ozaukee County Fair Association plans a four-day 1940 annual, biggest in history of the 80-year-old organization. Other activities will include re-roofing of cattle barn, construction of grand-stand box seats, remodeling of race track and fences and moving the kitchen near the grand stand.

MANCHESTER, Ga.—Tri-County Fair will again be sponsored by the Kiwanis Club, reported Secretary Welby Griffith. Four concrete buildings have been completed on grounds, which have been inclosed with an eight-foot steel wire fence, and grass has been planted and concrete walks laid between buildings. C. E. Barfield's Shows have been booked for the midway. Other officers are Ben (See FAIR GROUNDS on page 37)

Wisconsin Survey Brings Out Tastes

"The Results of an Attendance Survey," presented by A. W. Kalbus, assistant manager of Wisconsin State Fair and new president of Wisconsin Association of Fairs and Expositions at the 49th annual meeting on December 5 in the Hotel Sherman, Chicago.

In 1938 the Wisconsin State Fair management made a survey to get certain information about its attendance. First, the fair wanted to learn where most of its people came from. We wanted this information because there has been considerable public discussion as to whether the city of Milwaukee supports the fair in attendance. Population of Wisconsin is approximately 3,000,000, of which about 800,000 live in Milwaukee and suburbs. Milwaukee is the only large city in the State and for some reason or other there has always been considerable rivalry between the city of Milwaukee and remainder of the State. Milwaukee business men will tell you that they pay a large part of the State taxes and get little in return. This rivalry crops up even in a discussion about the State Fair. People up in the State will tell us that the State Fair would be a much greater success if Milwaukee really supported it. On the other hand, Milwaukee people will tell you that if the people up in the State would support the fair as well as Milwaukee does it would be a still greater success.

So, in making our survey, we wanted to find out first where our attendance comes from in order to satisfy the general public. Secondly, we wanted this information for use of the fair management. We wanted to know whether we were spreading our advertising too far, and other information to plan future fairs. Then also we wanted to get this information for the commercial exhibitor. If a commercial institution places advertising in a newspaper, it can readily get information as to what part of the circulation is in the city of Milwaukee and what part is in the balance of the State. Similarly, if a commercial institution advertises on billboards, it can get information as to location of the boards and the number of people who daily pass these boards. In the case of most fairs, however, this information is not available, and the commercial exhibitor must use his own judgment.

How Info Was Gotten

About three years ago I attended a meeting of manufacturers and distributors of farm equipment. For a number of years we have had fine displays of farm equipment, yet one of the large manufacturers of farm equipment has failed to exhibit. The manager of this company gives as his reason his belief that 90 per cent of the attendance at (See WISCONSIN SURVEY on page 38)

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Some Contracting Is Done At Springfield, Ill., Meet

SPRINGFIELD, Ill., Feb. 3.—Charles T. Goss, Standard Chevrolet Co., and Frank Fellows, Springfield Wagon and Trailer Co., who came from the Michigan meeting to the annual meeting of Illinois Association of Agricultural Fairs in the Leland Hotel here on January 24 and 25, reported that while in Detroit they had closed contracts for motorizing two shows. Goss went to the Dallas fair meeting and Tampa fair and Fellows left for a West Coast vacation.

Harry Small, general agent, John R. Ward Shows, signed contracts here for fairs in Murphysboro, Pinckneyville, Golconda, Ashley and Fairbury.

George B. Flint, Gus Sun Booking Agency, contracted for grand-stand attractions at Mt. Vernon Fair.

J. W. Clements, Diesel division, Lewis Supply Co., Memphis, proudly exhibited a letter from headquarters of Diesel Power Co., showing that he was leading by far the "Diesel Millionaires," leading salesmen of Diesel power plants throughout the country. He attributed his high standing to the fact that he has sold plants to so many carnivals.

Mr. and Mrs. John Gallagan and son, John Jr., went from the meeting to Hot Springs, Ark., for two weeks.

Ernest and R. C. Campbell, Campbell Tent and Awning Co., reported tent orders with showmen for spring delivery far exceed those of any previous year since they have been catering to show business.

Mr. and Mrs. Jack Downs, Snapp's Greater Shows, were hosts to many, dishing out cheese they had brought from Wisconsin. Snapp was elated over contracts for eight Wisconsin fairs.

Sam and Bill Solomon, Sol's Liberty Shows, ended a six-week jaunt to fair meetings, returning to Caruthersville, Mo., winter quarters for a rest.

Edward A. Hock, general manager, Imperial Shows, with Louis Berger, new assistant manager, and Victor Canares, general agent, landed several contracts.

Selden, "The Stratosphere Man," reported he was almost completely booked for the 1940 fair season.

Mrs. Sidney Belmont, altho she had been injured in an auto accident just prior to the meeting, attended with her two daughters and her husband, who is usually prominent at this meeting.

Mrs. Grover LaRose, Grover LaRose Attractions, represented her husband's firm, as LaRose is in a St. Louis hospital recovering from injuries sustained in an auto accident.

J. E. (Buck) Kidd again booked his motorcycle races at Illinois State Fair here. He also reported contracts for Minnesota State Fair, Canadian National Exhibition, Michigan State Fair and several others.

DETROIT GATE TILT

(Continued from page 33)

name bands may be used in the smaller Chrysler Building with dancing.

This change of entertainment policy will carry out Dr. Snow's idea of cutting down number of competing attractions so as to concentrate on those offered. It was voted to allow fair departments to buy material available in storerooms instead of requiring separate outside purchases, resulting in increased efficiency.

Placing fair management under civil service, with a permanent executive secretary, was suggested but not acted upon. The secretary has been changed almost without exception every two years since retirement of G. W. Dickinson and John McNamara a decade ago. Fair is subject to a special city assessment of \$55,049 for sidewalks and sewers and payment was informally recommended by the auditor-general's office.

Racing agreement proved a subject of disagreement with the Detroit Racing Association which runs the track. Manager Clarence E. Lehr, of the race group, proposed a 21 to 25-day fall season for the next two years in addition to regular spring meets, if the fair would turn back to his group \$32,500 of the \$105,000 additional revenue, for grandstand and track repairs. Fair officials, however, appeared to prefer to continue with harness racing and a grand-stand show during the fair, altho Lehr asked for the grand stand and track for fair week. Proposal to change basis of regulating racing receipts that would also affect many smaller Michigan fairs was made by William J. Dowling, board member, who suggested changing the requirement from \$2,500 a day to a flat percentage of receipts and money bets, pointing out that this would permit opening of many smaller tracks for

Fair Meetings

Mississippi Association of Fairs, February 15, Edwards Hotel, Jackson, J. M. Dean, secretary, Jackson.

Louisiana State Association of Fairs, February 16, Virginia Hotel, Monroe. P. O. Benjamin, secretary, Tallulah.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

running races.

Audit submitted for the 1939 fair showed expenditures of \$354,910.52 and receipts of \$354,907.42. Exhibitors received \$61,000 in premiums. Of receipts \$52,000 was granted to the fair from race revenue, and this fund will not be available for 1940, it was pointed out.

KEYSTONE MEETING

(Continued from page 33)

tures that go to make up a successful annual. There was discussion of legislation needed for benefit of fairs thru State appropriations.

Afternoon session opened with annual report of Secretary Swoyer. Address of Samuel L. Horst, county supervisor of agriculture of Montgomery County, on Vocational Schools in Conjunction With County Fairs, was interspersed with still and moving pictures of activities of vocational schools. John H. Light, State secretary of agriculture, on Observances of County Fairs in 1939, Showing Important Part They Play in Helping To Make the Farm Show a Success, showed how fairs are a great help in providing exhibits for the annual State Farm Show in Harrisburg. Safe Driving While Going To and From County Fairs was subject of Capt. T. N. Boate, Pennsylvania Motor Police, who stressed the great aid fair associations could be in directing traffic within their areas in conjunction with the State police. David G. MacDonald spoke on Progressive Ideas in Horse Racing and Accomplishments of the United States Trotting Association was subject of Frank L. Wiswall. During the session B. H. Patrick, Philadelphia, representative of The Billboard, was introduced. It was the 10th consecutive year he had covered the annual meeting.

At the annual banquet in the ballroom at 7 p.m. music was by Reg Kehoe and his Girl Marimba Band and Frank L. Dufferer's Orchestra. John H. Giles Reading, was toastmaster, only one speaker being presented in a humorous monolog. The program of 19 acts was largest ever seen at a meeting of the association. George A. Hamid, Inc., presented Breiniger Novelty Marimba Band; Signor Antonio Papania, soloist; Pearl Haines Revue, in three parts; Novelli Brothers, comedy novelty; Sally Ivy and Bolo, with clever dog, and Jansley Troupe, sensational acrobats. From the Frank Wirth office: Clayton Lampham and Mildred O'Done, bandmaster and singer; Nick Nicola, drum tap dancing; Marshall Montgomery, ventriloquist. From Collins & Phillips: Matter and Davis, handbalancing; Valentine, magician; Warren Boden, banjoist; Pride and Dell, novelty juggling. From Nunemacher Artists' Bureau: La Belle Ray, equilibrist; Rodney and Keeper, soft-shoe dancers; Dale Sisters, novelty dancers, Reading Fair presented Eddie Roecker, baritone, a feature at meetings for a number of years.

Line-Up of Attractionists

Show representatives and those from allied industries were numerous, among them being George A. Hamid, Frank Cervone, John Daly, George Ventre, George A. Hamid, Inc.; W. C. (Billy) Senior, Gus Sun Agency; Frank Wirth, Phil Wirth, Frank Wirth office; Ernie Young, Barnes-Carruthers; Pat Purcell, Jimmie Lynch and his Death Dodgers, Lucky Teter office; Max Linderman, Gerald Snellens, World of Mirth Shows; Jake Shapiro, Triangle Poster Co.; Mrs. Herman Bantly, Harry E. Wilson, L. C. (Ted) Miller, Bantly Shows; I. Cetlin, Harry E. Mears, Cetlin & Wilson Shows; Isabelle Walsh, James F. Victor, Victor Attractions; Henry Rapp, Alfonso L. Striano, American Fireworks Co.; E. W. Weaver, F. E. Gooding Amusement Co.; Art Lewis, F. Percy Morency, Art Lewis Shows; Sam Lawrence, George S. Marr, Lawrence Greater Shows; Ralph A. Hankinson, auto races; James E. Strates, W. C. (Bill) Fleming, Strates Shows; Dean T. Iorio, Louis Iorio, Iorio Fireworks Co.; Ira Vail, auto races; Sydney Guesteen, A. Zalis, Globe Poster Corp.; Morris Miller, Felix Bley, Miller Bros.' Shows; Norman Shapiro, Triangle Poster Co.; Fred P. Murray, John Serpico, International Fireworks Co.; W. C. Kaus, A. Kaus, G. Whitehead, E. E. Cooper, Kaus Shows; C. J. Schulmerich, sound; William

Schaeffer, C. E. Erickson Co.; F. A. Conway, United Fireworks Co.; J. C. Fegeley, sound; William E. Fleming, Mrs. Fleming, Fleming Attractions; Walter Moore, Harness Horse; G. A. O'Hara, Fair Publishing Co.; William Glick, Ideal Exposition Shows; Merry F. Ray, Nunemacher Artists' Bureau; Oscar C. Buck, O. C. Buck Shows; Manie Sacks, Jack Lear, Music Corp. of America; Dick Coleman, Coleman Bros.' Shows; John A. Sloan, auto races; Ben Weiss, bingo games; Harry E. Ritter, entertainment; Max Gruberg, Gruberg's World's Famous Shows; F. A. Andeno, A. T. Vitale, Ohio Display Fireworks Co.; H. R. Roeller, sound; Billy Ritchey, water circus; Edward J. Callahan, Artists' Service; E. E. Foehl, Al Fisher, Willow Grove Amusement Park; Johnny J. Kline, Greater Show World; Joe Basile, band leader; E. H. Jones, bingo games; Walter Holliday, Mrs. Essie Holliday, Harold Holliday, C. E. Petheroff, Mike Zeigler, Ralph Decker, Ben Weil, Tom Hasson, Matthew J. Riley, W. H. Ritz, De Polo and Frank Melville Attractions. Central Fair Circuit set dates for fairs and race meetings Friday morning.

TAMPA OPENER BEST

(Continued from page 33)

evening on a large polished platform, 32 by 160 feet, in front of the grand stand. A palm garden furnishes tropical background and floodlights are used at night. Kemp's Smoothies, Bob Allen, Jack LeMaire, Eddie Kurby and Janet Blair, furnish entertainment, and jitterbug contests are held nightly with cash prizes. Grand-stand attendance has been much better than in previous years, even with rather chilly nights.

All space in the 24 exhibit buildings is taken and, despite the recent freeze, citrus and vegetable displays from 13 counties are even more lavish than usual, as great care was taken to protect fruit and produce destined for the fair. Live-Stock Show displays for the first time only Florida cattle, the industry having developed to such an extent that no outside stock was needed to build up the exhibit. Cigar industry is again well represented and exhibits that Florida will show at the 1940 New York World's Fair are previewed in a Spanish patio by Florida National Exhibits, presented in moving dioramas.

Royal American Shows are again drawing good crowds with their highly attractive midway, the new ice-skating show being of particular interest to Floridians. On Wednesday, Thrill Day, attendance of 24,563 brought total for the first two days to 52,766, as compared with 50,127 for the same period last year. Lucky Teter and his Hell Drivers thrilled a crowd of more than 5,000 with 28 events. Orchestra leader Hal Kemp rode with Teter in one of his wild rides and after he was safely on the ground again Kemp said he thought he would stick to music.

Thursday found good weather still holding and introduced a new feature, Rodeo Day. Joe Greer and his company brought a taste of the Wild West to the grounds.

RM CONTRACTS

(Continued from page 33)

tion; Emil J. Zirbes, Greater Fairway Shows; H. H. Avery, American United Shows; Gladys M. Williams, Williams & Lee Attractions.

Contracts were awarded as follows: A circuit, Barnes-Carruthers and Henries Bros.' Shows.

B circuit, Northwestern Amusement Co. and Crafts' World's Fair Shows.

C circuit, Northwestern Amusement Co. and American United Shows.

Thearle-Duffield Fireworks Co. contracted all fairs, including A, B and C circuits.

At the banquet in the banquet room of the Metropolitan Cafe at 6:30 p.m. speakers were Sunny Bernet, Chicago, and Frank E. McDonnell, assistant area manager in Eastern Montana for the U. S. census.

These officers were elected: Henry J. Bohling, secretary of Eastern Montana Fair, Miles City, president; Irl Watson, president, Hill County Fair, Havre, vice-president; Jack M. Suckstorff, theater operator, Sidney, secretary-treasurer.

President Bohling and Secretary Suckstorff have efficiently conducted affairs of the association during the past two years and Watson has competently served on Hill County Fair board several years.

ORANGE FETE DRAWS

(Continued from page 33)

quality but the most artistically displayed in the history of the festival.

In addition to the Royal American Shows, with its remarkable lighting system by means of brilliantly lighted towers, Manager Shaffer provided 20 free acts, including Bob Eugene Troupe, aerialists; the Great Fussner; Frank Houghton, motorcyclist; Harry Froboess, high swaying pole; Watkins Dog and Pony Show, with educated chimpanzee; Juggling Wilfords; Houghton Company, comedy bicycle and unicycle acts, and Jean's Jewels, 12 girls in singing and dancing specialties. Cue music was furnished by the band of the Southern Carnival Co. Joe Lewis, clown, was emcee. Fireworks nightly from barges on Lake Silver on the grounds were by International Fireworks Co.

Festival had as a setting an orange grove in full fruit and with the white buildings in which exhibits were made a beautiful picture, marred only by the frigid weather. It was not intended in the original schedule to hold over on Sunday but, as an aid to concessioners Sunday was added and, as the day was clear the cold, attracted about 15,000, which helped to reduce deficits.

By This
STAR OF OUTDOOR ATTRACTIONS

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EDDIE VIERA Care of The Billboard, Cincinnati, O.

Eddie Vieras Sensational 4 Stars
Write or Wire

What's This? Autos on Boardwalk At Atlantic City? "Great," Is the Reaction of Amusement Purveyors

ATLANTIC CITY, Feb. 3.—It took something out of Hollywood to break a long-standing Boardwalk tradition and at the same time make local showmen wake up to the fact that they are missing up on a terrific publicity bet. What started off as a "wild idea" resulted in the city fathers letting down the bars for a single evening and opening the Boardwalk to automobile traffic.

Occasion was the premiere of *Gone With the Wind* last Thursday at the Apollo Theater on the Boardwalk. Edward O'Keefe, vet showman here, gave the Apollo management the "wild idea" and, curiously enough, opening night for the feature found autos driving up on the Walk to the theater. Motorists were per-

mitted to drive onto the Boardwalk at Pennsylvania avenue, stop in front of the theater and then move down to Arkansas avenue, where they drove off. Only cars with chains on wheels were prohibited from the wooden way.

Success of the stunt now has showman swapping ideas to open the Boardwalk to motorists on special days between seasons, pointing out that it would result in nation-wide publicity, even more than when cyclists were first permitted on the Walk. Since the Boardwalk was conceived before the automobile was born and with resorts today having ocean highways, feeling here is that maybe wooden-way motoring might eventually lead to construction of an ocean-front speedway here.



FRED H. PONTY, widely known Eastern operator, who has leased Atlantic Beach Park, Atlantic Highlands, N. J., for five years and who will personally supervise it. He has ambitious plans for the spot, including boat and rail excursions and development of large restaurant facilities.

Owners Soured By Awards Dealt Out at Rockaway

By ALFRED FRIEDMAN

FAR ROCKAWAY, L. I., N. Y., Feb. 3.—When two years ago owners of amusement property along the Rockaway shore front heard that more than a mile-and-a-half span, 200 feet in width, was to be demolished to make room for creation of an ocean-front road, there was a large measure of despair. This feeling, however, diminished when owners were told that they would be handsomely compensated for property taken. But the spell of gloom has returned, as owners of amusement parcels appear likely to receive less than the values on which they were paying taxes, altho it is customary to receive from 15 to 20 per cent above in condemnation proceedings such as this, it is declared.

Representatives of the City of New York explained to Justice Lockwood, who presided at condemnation hearings, that the property taken was "run down and of low value." On this point the jolted amusement people did not retaliate directly, but they wanted to know just why, when property was assessed at, for example, \$50,000, and taxes had been paid on that amount for years, the city should turn around and value the holdings at \$40,000.

Amusement people are up in arms. In the case of one kiddie park owner, he showed in court that the amount offered him represented his income for less than three years of business. In the (See *Rockaway Awards* on opposite page)

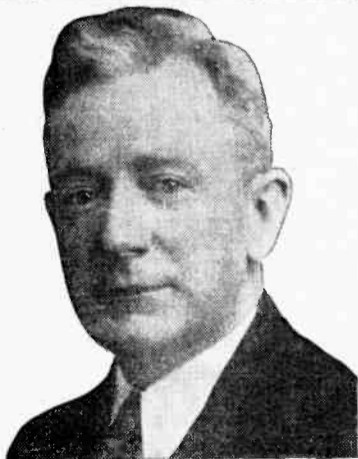
Repeat of "Beauty Squad," Fem Cops Are Sought in AC

ATLANTIC CITY, Feb. 3.—A petition bearing nearly 1,000 names has been presented to city commissioners by Atlantic City Planning and Improvement Association, Inc., requesting provision be made for the specially uniformed Boardwalk police for the coming season.

Filed with the city clerk and copies sent to each commissioner, the petition requests, in addition to the famed "Beauty Squad" that made such a hit last season, that the regulatory signs on the Boardwalk be continued and that at least two police women be employed during the summer season. Also that information booths be erected at suitable locations with uniformed attendants qualified as general information clerks and to distribute copies of a code of Boardwalk and beach-front regulations, to receive complaints and serve as general headquarters for lost children.

Congratulatory comments from visitors last season on effectiveness and pleasing appearance of the Boardwalk "Beauty Squad" of policemen prompted the Planning Association to petition for its continuance, officials said.

COLUMBUS, O. — Representatives of Lake Erie resort cities have made first claim to activities of the new State publicity and development commission upon its appointment by Governor Bricker. A delegation has asked the governor here to recommend legislation to permit local subdivisions to levy taxes for advertising resort features. Heading the delegation were W. K. Krumling, Cedar Point, and former State Representative Al Kalb, Port Clinton.



FRED L. MARKEY, Exeter, N. H., secretary of New England Section, National Association of Amusement Parks, Pools and Beaches, is working on prelims for the annual meeting in the Manger Hotel, Boston, on March 12. Cy D. Bond, of the program committee, tells of a new way of handling topics. President Wallace St. C. Jones, Boston, and Treasurer A. J. Casassa, Revere, will be active in stirring interest in this later-than-usual date.

Spot in Lewistown Acquired by Morens

LEWISTOWN, Pa., Feb. 3.—Kishacoquillas Park here has been purchased by James E. and John H. Moren, father and son, they announced, from the Blair Engineering and Supply Corp.

Spot formerly was operated by Arthur Jarvis. The Morens have formed a partnership for operation of the park beginning with the 1940 season. Plans call for dancing in the ballroom to name and semi-name bands, operation of what is called the finest pool in Mifflin County and addition of some concessions.

Ballroom renovation and repairs are under way and outdoor alterations and improvements will begin as soon as weather permits, it is said.

Chill Still On

ATLANTIC CITY, Feb. 3.—With street crews still hauling away small mountains of snow left from last week's storm, the bathing-suit problem came shivering to the fore again. Isaac C. Ginsburg, local attorney who fought in vain last summer to have Atlantic City permit men to swim in trunks only, wrote to Mayor White: "This would be a good time to announce that Atlantic City next summer will permit shirtless bathing." His suggestion, however, failed to stir up any warmth.

Zoo Merger for Detroit?

DETROIT, Feb. 3.—Merger of Detroit Zoo administration with that of two other city departments, parks and boulevards and recreation, into a single major department which will combine most activities affecting the amusement field, is under consideration by Mayor E. J. Jeffries. The move, it is estimated, would save about \$50,000 a year in supervisory salaries. Old City Zoo on Belle Isle Park is under the parks and boulevards department, while the zoological commission has the noted new zoo, opened about 10 years ago. The zoo, it is pointed out, appears to be most economically supervised, with a single salaried director, John T. Millen, and commissioners serve without pay, while several commissioners of the other departments receive salaries.

Ice Helping Chippewa Lake

CHIPPEWA LAKE, O., Feb. 3. — Ice skaters from all over the State will converge in Chippewa Lake Park on February 11 to compete in the Ohio State ice-skating championship, said Parker Beach, park manager, who is having success with winter operation. He intends to make the championship skating meet an annual event. Several concessions, especially eating privileges, are proving money-makers.

Concessioners May Be Affected By Wildwood's New Zoning Plan

WILDWOOD, N. J., Feb. 3.—Zoning of this south Jersey resort, including beach and boardwalk, first discussed 20 years ago, is now practically a reality with passage on first reading of an ordinance by the city commission this week. Measure will come up for final passage on February 13, when a public hearing will be held. Proposed ordinance is the result of the commissioners a year ago creating a zoning and planning board.

City will be divided into five classes of districts. Section of the measure concerning zoning of beach and boardwalk stipulates:

1. Boardwalk buildings may abut the westerly line of the ocean front public boardwalk and may be built the full lot width, any zoning provision herein contained notwithstanding, providing however that no use of the boardwalk in front of said buildings shall be available for display or solicitation purposes.
2. All overhanging cornices on Boardwalk buildings shall be of the uniform height of 10 feet above the Boardwalk level and the fronts of the buildings shall be designed and constructed so as to conform to the adjoining buildings in design and appearance, thereby effecting uniformity of frontal construction in each individual block.
3. No structure in the above area below the established Boardwalk grade shall be used to conduct any retail or wholesale business of any character. Just how zoning of the Boardwalk will affect concession stands is not known at this date. Most of the concessioners and

ride operators are at present in Florida and will not return here until Easter to rebuild and refurbish their stands and rides. Local Walk is a veritable midway, pitch games, auction shops, penny arcades and rides dominating the entire wooden way.

However, a board of adjustment has been established which shall, in appropriate cases, make special exceptions to terms of the ordinance. Zoning ordinance also precludes any additional pier construction here, only beach structures being Hunt's Ocean and Plaza piers, Convention Hall and city beach club.

Also being revived are plans for consolidation of the four municipalities on Five Mile Beach, each adjoining the other, with Wildwood largest of the resorts. Mayor George A. Krogman, president of the Independent Taxpayers' League of Wildwood, said a request had been received this week from North Wildwood Taxpayers' Association to meet and discuss the proposed merger.

Voters acted on such a measure seven years ago, but only West Wildwood was in favor of the plan. Consolidation would mean linking of Wildwood, North Wildwood, West Wildwood and Wildwood Crest, making the four resorts along the Five-Mile Beach stretch as one.

REVERE, Mass.—Plans are going ahead for erection of a new hotel at Revere Beach to replace the Pleasanton, destroyed by fire recently. Plans call for erection of a 200-room resort-type hotel in the heart of the amusement center.

Fred Ponty Leases Atlantic Highlands

NEW YORK, Feb. 3.—Fred H. Ponty, widely known Eastern park operator, has taken a five-year lease of Atlantic Beach Park, Atlantic Highlands, N. J., and will personally supervise the spot. Ponty has opened a New York office on Fifth avenue to book concessions and excursions, latter to run direct to park's pier. He is also negotiating tieups with Central Railroad, which maintains a siding about 100 feet from main entrance.

About 20 miles from the Battery at the lowest tip of Manhattan, Atlantic Beach has had a mixed existence of recent years. Last year the boats, which formerly carried great crowds to the spot, were discontinued. Members of an older generation made the park a haven for years, going "down the bay" to review such famous landmarks as the Statue of Liberty, Governors Island, Fort Wadsworth, Fort Hamilton, Ellis Island and Sandy Hook to the foot of Mount Mitchell, highest point on the Atlantic coast in continental United States.

Aside from being engaged in the letting of attractions, Ponty is concentrating on large restaurant facilities under management of a leading New York caterer with whom he is negotiating, he announced.

Trainer Dressman Denies Statements Concerning Susie

Cincinnati, O., January 31, 1940.

Mr. Al Hartmann, Editor, *The Billboard*, Cincinnati, O.

Dear Mr. Hartmann:

This letter is in regard to an article that appeared in the February 3 issue of *The Billboard*, page 36, concerning Susie, the gorilla, at the Cincinnati Zoo. In the article Joe Stephan stated that the physical examination of her was made by Sol G. Stephan and me. I would like to say in reply that Sol gets as near to Susie as the outside bars of her cage.

It was also stated by Joe Stephan that Susie was two and a half years old when she arrived at the Cincinnati Zoo and that she was thin and puny. These are false statements. Joe Stephan furthermore stated that Susie has been in the zoo 102 months, which is eight and a half years. This is true, but if she was 2½ years old when she arrived at the (See *TRAINER DENIES* on opp. page)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Splashes

New York indoor plunges show signs of life after many seasons of inactivity. St. George tank, Brooklyn, is not included in that statement since its management has always been on its toes, as evidenced by a swell three-page layout the pool just received in *Life Magazine*.

Harry Lanzner's Park Central aquadrome is plotting a nation-wide promotion campaign which starts breaking this week and near-by Shelton swimatorium inaugurated a direct-mail campaign, its first in many a moon. London Terrace is specializing in competitive events which will reap loads of publicity and additional biz. It looks like an exciting and noisy season for the indoor fellows.

Writing about New York indoor pools, Will Yolen, publicist for the McAlpin Hotel, among other accounts, who is better known for his work at the New York World's Fair, calls attention to the fact that the McAlpin houses a swim pool. Reason this column seldom mentions this plunge is that it is very small and confined exclusively to the athletic club on the roof of the hostelry. Nevertheless, Will brings up a pertinent point anent indoor pool operation. According to his calculations, which are true, the majority of indoor tanks throuout the country are run by hotels. Hotel men, however, fail to emphasize fact that such swim facilities are a plus value in their lists of attractions. For example, Will points out that all literature exchanged by hotel men neglects to publicize pools. In his opinion, hotels in the West attempting to entice patronage from hotels in the East, should play up their pools if they have them instead of listing so many of their lesser inducements. Dining rooms, orchestras and other usual facilities are always ballyhooded but seldom is mention made of pool facilities.

Billy Rose plans to combine ice skating with his water show at Gibson's Gully, better known to youse all as the World's Fair. As was exclusively reported here a few issues ago, star of Rose's Aquacade next summer will be Buster Crabbe in place of Johnny Weissmuller. Review will be similar to last year's except that prelim plans call for a miniature ice rink covering the pool during the show on which some of the country's leading figure skaters will perform.

Now that the writer has had a look-see at most of Miami's pools and beaches, if present plans go thru, the next column will be written from the sunny shores of California. I've always been a sucker for Chambers of Commerce, so I'll see if those West Coast beach men have anything on Jos Copp's crowd. I'm anxious to see Bimini pool in Los Angeles, having heard so much about it, and if I get the time I am going to visit Paul Huedepohl at Jantzen Beach, Portland, Ore.

I. Q. Gross writes from Miami Beach that Katy Rawls Thompson, world's greatest woman swimmer, has joined the national and Olympic champions appearing at water shows at the Floridian Hotel pool there. Group has included Marshal Wayne, 1936 Olympic diving champion; Sam Howard, star acrobatic diver of the World's Fair Aquacade, and a group of water ballet performers from the fair. Gross continues:

Paul Chotteau, veteran long-distance sea swimmer, is training for a 25-mile swim, circling Miami Beach. He will start and end at the Floridian dock. Chotteau has swum 50 miles in the open sea near Venice, Calif. He is studying the tides and making practice swims. Swim will be very difficult because of tidal conditions as he enters the ocean.

American Recreational Equipment Association

By R. S. UZZELL

The New England park men have set March 13 as the time and the Manger Hotel, Boston, as the place of their annual meeting with Cy Bond presiding during the program session. They always have an interesting meeting but this one promises some new kicks. Bond is sure to be original. President Wallace Jones

can be depended upon to come thru with something for the interests of members. Secretary Fred Markey always gets out an original announcement which shows they are going to town.

This March date has been chosen because heretofore the February date has run into a storm which made dangerous and delayed driving. Hotel rates are reasonable and the service is good. Members exert themselves to attend the annual meeting, as some of them cannot get away for the summer meeting. Treasurer A. J. Casassa was the first president of this organization and is a property owner at Revere Beach. He is president of a bank and was once mayor of Revere, Mass. At any of the meetings he can always be depended upon for a good speech. Miss Muldoon has the clerical work and registration as well systematized as Belle Cohen had for the national association. She was missed at last summer's meeting because of her duties at the New York World's Fair.

Helpfulness Is Proved

At the annual meeting they have a good dinner and excellent entertainment or show and dancing. These men have cheated us out of a baseball game for two successive summers. Can we induce them to round up their heavy hitters for 1940? Perhaps we shall have to let the nine old men play against the field. That youngster, Tom McCasker, at 70, used to make them all sit up and take notice. He came with cap, uniform and spiked shoes. Alas! He is no more, and none can swing his bat or equal him on the slide at second or home plate. A valued member and large operator, John Martinelli, has departed since the last annual meeting. The meetings must have value to members when Mrs. Fanny Hobb comes to New England in March from Miami, Fla. She has been known to drive thru in February from Indianapolis.

Danny Bauer feels grateful for the guidance given him by this association in obtaining a distress loan with which to rebuild after that calamitous storm of September, 1938. This was his only hope and the association did not fail him. The New England association is small enough to be friendly and strong enough to be helpful. The writer will supply application blanks for membership. Everybody is invited to the meeting, whether a member or not.

Insurance Needs Work

The New York World's Fair committee appointed by George A. Hamid at our annual meeting was called to meet at 2 p.m. on January 31 in the writer's office in New York on request of Chairman Norman Bartlett, who did not get in from Buffalo as intended. George Hamid and Bill Rabkin were out of the city. The meeting was called to order by Vice-Chairman Cy Bond. The big discussion was on liability insurance. Harry Traver would like to see all willing workers put on this insurance committee. There is, he says, some real work to be done. Any suggestions of any kind will be given thoro study. Showmanship is in demand and a place will be made on the committee for any who can help.

Mr. Gibson is ill, which made it necessary to call off the meeting over on the grounds and for which reason Norman Alexander, of Philadelphia, did not come to the meeting here. Traver lives in Greater New York City and Cy Bond expects to remain in the city for a week.

With the Zoos

PORTLAND, Ore.—First steps in a move to improve Municipal Zoo here have been made by its new keeper, C. N. Baldwin. He recently obtained two pheasants from San Diego (Calif.) Zoo, two red foxes from a game warden and 36 pheasants, including gold and silver specimens, from the State game commission.

SEATTLE. — Curator Gus Knudson, Woodland Park Zoo here, reported that during 1939 there were births of red kangaroos, lambs, goats, Canadian geese, rhesus monkey, elk, parakeets and golden pheasants. Eagles, Nubian goat and a porcupine were donated, the porcupine carrying disease which killed all except one of the colony.

CAMDEN, N. J.—Warren E. Buck is trying to get permission from British authorities to visit their Sierra Leone possession in Africa to restock his commercial zoo on Mariton pike near here. War interference caused Buck to cancel his annual trip last fall. He expects a shipment of 300 specimens from Java

and India next month, but with an African expedition sending him at the same time only 50 animals when he expected 500, Buck (no relation to Bring-Em-Back-Alive-Frank) figures he had better go himself, war or no war, to bring back a supply. It will be his 20th trapping trip to the Dark Continent.

PHILADELPHIA.—Buck Reeves left for Honduras, C. A., to bring back monkeys for Philadelphia Zoo. Also taking the trip is Ken Arnott, commissioned to collect snakes for Princeton (N. J.) University Museum.

ROCKAWAY AWARDS

(Continued from opposite page)
case of the Wainwright estate, one of the largest owners of amusement property in the community, property valued for taxation purposes at \$500,000 was taken. If the court does not act upon it otherwise, the city will pay substantially less.

Owners argue that amusement property should be given the same consideration in condemnation appraisals as any other type of property. It seems, they say, that appraisers look at amusements as unlike other types of realty investments. Litigants involved are going to battle this out in the legal tribunals and not a few are placing principle above the monetary issue at stake.

TRAINER DENIES

(Continued from opposite page)
zoo she would be 11 years old today, which is false, as Susie will be 14 years old the coming August.

The picture of Susie that accompanied the article was not one of her latest. It was made better than two years ago. Susie was not quite five years old when I brought her to the Cincinnati Zoo and she weighed 90 pounds. She now weighs 315 pounds, not 305, the figure given by Joe Stephan.

The measurements of Susie as given in the published article were copied from one of our local newspapers after Ned Hastings, our publicity man, had given it to the press. Joe or Sol G. Stephan received none of the statements in regard to the examination, as Susie is the private property of Howard Sullivan and not the Cincinnati Zoo. The Stephans have absolutely nothing to do with Susie in any manner, shape or form. I am the only man who has handled her since she has been in the States. J. R. Heusser, executive director of the Cincinnati Zoo, will verify everything that I have said herein.

Here are the measurements of Susie as made by me on January 6, 1940: Height, 5 feet; reach, 85 inches; neck, 26 inches; chest, 51 inches; waist, 60 inches; biceps, 18½ inches; wrist, 13 inches; fist across, 6½ inches; sitting position, 37 inches; calf, 15½ inches; standing reach, 87 inches.

Hoping you will publish this letter in order to give credit where it is due.

WILLIAM (BILL) DRESSMAN,
Trainer of Susie, the Gorilla.

FAIR GROUNDS

(Continued from page 34)
Winslow, president, and Dewey Cope-land, vice-president and treasurer.

WHITEHALL, Wis. — Trempealeau County board of supervisors voted to appropriate \$1,500 as the county's share of a WPA project for improvement of buildings on Trempealeau County Fair grounds, Galesville.

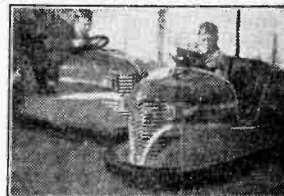
WAUSAKEE, Wis.—Timber for a new exhibit building on Marinette County Fair grounds here is being logged selectively on a section of county-owned land in the town of Amberg, the WPA project being sponsored by the county.

MARIANNA, Ark.—Lee County Live Stock and Fair Association plans construction of a \$12,000 plant.

RESIGNATION of Raymond J. Higgins as assistant secretary of Arkansas Live-Stock Show Association and his appoint-

ment as business manager for T. E. Robertson Rodeo, Inc., was announced in Little Rock last week. Higgins was organizer and first secretary of association and became assistant last summer when State Senator Clyde E. Byrd was named secretary. Show was organized early in 1939. Higgins said a three-year contract with Southwest-Louisiana Fat Stock Show and Rodeo, Inc., has been approved, and rodeo will be held in a new arena at Lake Charles.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ROLLERLAND, formerly East Akron (O.) Roller Rink, was reopened recently by C. T. Barker. Remodeling work costing about \$7,000 was done after a fire in November. New equipment has been added and skating area enlarged to accommodate about 25 per cent more skaters. Opening week feature was a public wedding. Rink operates nightly, with matinees on Saturdays and Sundays.

"I THINK the Roller Skating Rink Operators' Association of the United States should be applauded for the fine work it is doing in organizing figure-skating classes and creating interest in figure and skate-dancing," writes R. C. (Bobby) Pegnam, Brockton, Mass. "Certainly every professional act will be benefited by the organization's work." Pegnam and his partner, Frank Fisher, last month observed their 10th anniversary as a roller-skating team.

POPULARITY of roller skating in Chicago is extending into the upper crust. At several large rinks it is no novelty to see Gold Coasters rubbing elbows with youngsters of the middle class. At Riverview Park wealthy society folk took over the rink recently and staged a skating party attended by many young men and women whose names regularly appear in society columns.

"IN THE past 35 years Detroit has had more than 12 roller rinks, largest of which was old Wayne Gardens," writes Clarence J. Melody, of that city. "Next in size and more beautiful is Arena Gardens, ably managed by Fred Martin, with 25,000 feet of floor space. Palace Gardens ranked next with 20,000 feet. From 1915 until 1927, when it was demolished to make way for a city park, the Palace was recognized as finest in the country. Due to the automobile boom, which resulted in a big increase in population, the Palace did greater business than any rink in the country from 1917 to 1923. During that span yearly profits for the rink were from \$41,000 to \$69,000, the latter figure reached in 1920. Peter J. Shea managed Palace Gardens during those years and also headed Wayne Gardens at one time."

BETTY LYTLE, United States women's pro roller skating champion and only woman skate-dancer silver medalist in the country, who opened a two-week exhibition engagement in Fred H. Freeman's Winter Garden Roller Rink, Boston, on January 19, proved popular with patrons. She coached members of the figure-skating club at one-hour periods on January 21 and 27 in solo international free-style skating.

D. F. LUCKIE, operator of Luckie's Roller Palace, Houston, reports he visited White City Rink, Chicago, and factory of the Chicago Roller Skate Co. while attending the recent coin machine show in that city. He plans to continue operation of his rink on a year-round basis.

GOOD business continues at Deuback Arcade Roller Rink, near Dallas, with many beginners attending and a number of private parties scheduled, reports Mrs. Gertrude Deuback, press representative. Rink celebrated its second anniversary with a party on January 12, when prize

contests were staged. St. Valentine party will be held on February 14. On that night John Ed Deuback, 18-year-old floor manager, will celebrate the second anniversary of his appointment to that post.

COLISEUM Ballroom, between St. Paul and Minneapolis, will open as a roller rink on February 15, reports John J. Lane, proprietor. Floor is 90 by 243 feet. Order has been placed for 1,000 sets of Chicago skates. Management plans to use attractions. For the past 20 years Lane has been in dance-hall business. Previously he operated rinks in the St. Paul area.

TED KREZMAN opened a new 70 by 100-foot rink in Gladstone, Mich., on January 24, reports Wallace A. Cobb. Sessions are held two nights weekly, with dancing scheduled for remaining time.

PHOENIX (Ariz.) Rollerdrome, which opened on October 18, has been doing excellent business and enlargement of the 50 by 120-foot floor is contemplated, reports W. B. Evans and W. A. Brownlie, proprietors.

PLAINS (Pa.) Roller Rink has installed a maple floor.

EUGENE ROHLFING, proprietor of Carmen Roller Rink, Minisink Hills, Pa., sustained a bone fracture in his left foot while harvesting ice recently.

FEATURES of old-fashioned costume night in Danceland Roller Rink, Decatur, Ill., on January 23 were a waltz contest, four winning couples of which were awarded trips to Peoria, Ill., to compete in a waltz contest on January 27, and a cakewalk contest, winners of which were given cakes, reports Noble L. Galligar. Rink club plans to visit Silverleaf Roller Rink, Springfield, Ill.

WHITE HORSE Roller Rink, Watson-town, N. J., has lined up a long schedule of church and lodge benefits sponsoring roller parties.

ROLL-ARENA, Gloucester, N. J., is setting Mondays and Thursdays aside as Learners' Nights. Arrangements have been made with the Public Service to have busses stop at the rink's doors.

TO GIVE roller skating the chance to prove its rating as a major sport and come into the limelight where it belongs, *The Philadelphia Daily News'* second annual Interstate Roller Skating Contest gets under way this week. In the adult competition there will be waltz skating and most graceful dancing on skates division, waltz skating being first subject for the contest. For youngsters there will be speed races for various age classifications. Rinks appointed as official sites for the prelim competition are Dance Box, Circus Gardens, Adelphi and Carman, Philadelphia; Skateland, Willow Grove, Pa.; Campbell's, Phoenixville, Pa., and Roll-Arena, Gloucester, N. J.

CAPACITY turnout was reported by Cecil Carroll, floor manager of new Diamond Roller Rink, Oakland, Calif., for its opening on October 21 and since that time it has been drawing good crowds consistently, writes Armand J.

Schaub from Long Beach, Calif. Special attractions on opening night were a five-act floor show and exhibitions by Keller Sisters, Salem, Ore., who demonstrated international figures and dance routines. Program included trio skating and waltzing, accompanied by Patsy Brooks on the Hammond organ. Skating area is 65 by 115 feet. Free waltz instruction is furnished by Proprietor Fritz Bullman, and a number of skaters are showing proficiency in the dance. In an effort to promote skate dancing Diamond Rambles Club was formed recently. Since opening Royal Stars Skating Club, San Francisco, put on two demonstrations in the rink. Waltz nights are featured three times weekly. Personnel includes Jess Dias, who assists Carroll as floor man and instructor; Mary Peters, checkroom, and Joe Chancey, skateroom.

MOONLIGHT Waltz Club, of Moonlight Garden Roller Rink, Springfield, Ill., scheduled a bus trip to Arena Roller Rink, St. Louis, for February 3, reported Frank Richardson.

WINNERS of a one-hour team race in Armory Roller Rink, Chicago, on January 27 were M. McDole and Bill Fisher, first; James Crowe and Al Fisher, second, and Herb Hetzner and M. Koleno, third, reports Bill Henning, skate room manager. Teams went 23 miles and three laps over a 10-lap track. Crowds are attending to see fox-trot contests which started recently and will close on February 24 and a 202 tramp contest is scheduled to begin March 3. Beginning on March 4 rink will be open nightly except on Tuesdays and Fridays and matinees will be held on Saturdays and Sundays. Broom ball is played Wednesday and Sunday nights. Free instruction in skate dancing is popular.

SCOTT'S Roller Rink, Buffalo, reported best business in years, with party bookings far in advance. Fancy skating club organized by Edward J. Scott, proprietor, recently staged a show which drew 600. Proceeds will be used to visit other rinks. Owner Scott's Airdrome Rink, an open-air establishment near Buffalo, is to be redecorated to open on May 11, when the indoor rink closes. Airdrome accommodates 600 and will remain open until fall.

WISCONSIN SURVEY

(Continued from page 34)

Wisconsin State Fair comes from Milwaukee. Naturally, a farm equipment company is not interested in advertising farm equipment to city people. About the same time the advertising manager of one of Milwaukee's department stores told us that he was not particularly interested in exhibiting at the State Fair because they had discovered that their salesmen wasted too much time on people from out of town. He said that their salesmen would spend considerable time in selling people on a particular piece of equipment and then discover that the people were from out of the city and they would then purchase this equipment in their home town. The advertising manager said that we would have to do something about getting a larger attendance from Milwaukee before they would be interested in continuing to exhibit. In addition to this information about where our patrons come from, the fair management also wanted some information as to what the people at the fair liked and what they did not like, also what advertising was effective. We also wanted to know something about the type of people who attended the fair, as indicated by their occupations.

We considered various ways of getting this information. We decided that we would not attempt to survey everyone attending the State Fair. We operate our fair for nine days and during the past two years we have had an attendance of over 600,000 each year. Obviously, it would be a pretty big job to get information from all of them. I remembered, however, that way back when I was in school the instructor in mathematics, when discussing the subject of averages, stated that if you were interested in getting the average height of an army of 10,000 men you could, of course, measure each and every one of them, add up the figures and divide the total by 10,000. This would give it to you accurately. On the other hand, you could take every tenth man, measure him and divide the total by 1,000 and you would get practically the same result. So we deliberately tried not to cover everyone attending the State Fair. We considered various ways of getting this information, and finally decided on the following procedure.

We have four automobile gates and we placed men at each of these gates to

take down automobile license numbers and the number of people in each car. We had these men get this information at various times during the day, a couple of hours in the morning, a few hours in the afternoon and a short time in the evening, in order that we could get a fair sample of attendance at various times during the day. A small number of our pedestrians come thru the four automobile gates, but the number is so small that we disregarded them. We have a pedestrian gate which we call the main gate and inside of this gate we placed a booth with two people in charge. These two were supplied with sheets of paper which had been printed and ruled to make them appear as if they were sheets out of a book. The attendants asked people coming to the fair to register their name, address and county on these sheets. The people registering secured the impression that their names and addresses would go on file in the permanent records of the State Fair.

Questions for Patrons

After the fair was over we secured a list of owners of automobiles from the motor vehicle department. We had a clerical staff look up the owners of these cars and classify all of this information by counties. The customary statistical practices were used in making the estimates. For example, some of the gates had a considerable greater attendance than others and so the source of attendance at each of the gates was computed separately and then combined in the one total. In addition to this we selected at random 15,000 names of people to whom we sent duplicate postal cards. On one of the cards we thanked them for attending the 1938 fair, stated the purpose of the survey and asked them to answer a number of questions. We did not ask them to sign their names, inasmuch as we figured we would get a larger return without a signature. The questions were as follows:

1. How did you first learn the dates of the 1938 State Fair?
2. What exhibit department appealed to you the most? Spaces for first, second and third choices.
3. What amusements or attractions (See WISCONSIN SURVEY on page 57)



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Instruction Book
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No. 886

Miller To Launch New Shows; Reed Is General Agent

CLEVELAND, Tenn., Feb. 3.—Plans for launching a new carnival under the title, Miller's Modern Midway and Society Circus, here on March 9 are rapidly nearing completion. J. H. Miller is general manager and F. Stanley Reed will general agent new combo, which has a crew of 10 building fronts in local quarters.

New canvas has been ordered from Fulton Bag and Cotton Mills and management contemplates carrying about 8 rides, 8 shows and 20 concessions. Special paper will be used and organization will work north into Kentucky and Ohio after leaving this sector. Reed is on a booking tour.

11 Minn. Stands for West

HOT SPRINGS, Ark., Feb. 3.—Manager J. W. Laughlin, of West Bros.' Shows, upon returning here after an extended Northern business trip, said shows had signed contracts for these 1940 Minnesota fairs: Austin, Appleton, St. Charles, Redwood Falls, Hutchinson, Morris, Pipestone, Caledonia, Jackson and Glenwood. Organization also will play the Box Car Day Celebration at Tracy. He added that the spring route will be about the same as in the past. Stopping off at the shows' Morley, Mo., quarters he found work on new fronts rapidly progressing. Quarters is in charge of Bob Laughlin Jr.

Heth Repeats at Ill. Dates

NORTH BIRMINGHAM, Ala., Feb. 3.—Joe J. Fontana, general agent L. J. Heth Shows, said this week that the organization had been awarded midway contracts for four 1940 Illinois fairs at the recent meeting of the Illinois Association of Agricultural Fairs in Springfield. List includes Wayne County Fair, Fairfield; Saline County Fair, Harrisburg; Jasper County Fair, Newton, and Clay County Fair, Flora. Dates mark the fifth consecutive year shows have played Fairfield and Harrisburg and their third at Newton.

Legal Point in Liability Features Lawsuit in S. C.

St. Stephen, S. C.

Editors *The Billboard*:

This information, I believe, contains legal factors which should be brought to the attention of all fair associations and carnival companies operating in South Carolina. Will outline the case briefly. I had booked on my midway at Moncks Corner, S. C., a pop-corn concession by a man named Stone. He had a family of his wife and several grown daughters who occasionally helped around the stand. Stone's son-in-law, named Vasey, was visiting him. Vasey (See LEGAL POINT IN S. C. on page 49)



MR. AND MRS. FRED BECKMANN, of Beckmann & Gerety Shows, a unit of Amusement Corp. of America, and the party in the center, Mr. Snow, were photographed at the shows' Atlanta quarters after a 10-inch snowstorm had covered the South. "There was never anything like this," they said, "in San Antonio," where they wintered for a number of years. Photo furnished by Edgar Neville.

Texas Kidd Shows Damaged in Storm

WEST COLUMBIA, Tex., Feb. 3.—Texas Kidd Shows wound up a week's stand here recently to fair results despite some of the worst weather conditions experienced in many years, reports H. B. Rowe. A severe windstorm during the stand tore the Athletic Show and Merry-Go-Round to ribbons and left concessioners with huge losses. New canvas and equipment were ordered to replace that which was lost. Jack Hoxie and Company proved popular here, as did Billy and (See SHOWS IN STORM on page 49)

Strates Sets Fair Trek

SAVANNAH, Ga., Feb. 3.—James E. Strates completed his shows' 1940 fair bookings with signing of a contract for Erie County Fair, Hamburg, N. Y. Other contracts awarded, he said, are for fairs in Caledonia, Batavia, Syracuse and Bath, all New York, and in Sumter and Charleston, S. C.; Bloomsburg and York, Pa.; Gastonia, N. C., and the one to be held here. Leo Carrell's Animal Circus has been signed for 1940.

Chi North Side Showmen's Club Makes Change in Title

CHICAGO, Feb. 3.—North Side Showmen's Association has changed its name to Chicago Showmen's Association and has moved into new quarters, 443 North Clark street. Association has been (See CHI CLUB TO MOVE on page 49)

Pa. Fair Org Sends NSA Check for \$170

NEW YORK, Feb. 3.—Charles W. Swoyer, secretary of Reading Fair and of Pennsylvania State Association of County Fairs, has forwarded a check for \$170 to the National Showmen's Association's benefit fund.

Amount was realized thru a tax of 50 cents on each banquet ticket for the fair body's function at the annual convention in Reading last week, 340 tickets having been sold.

Plan was introduced during George A. Hamid's NSA presidency the last two years and met with instantaneous response from fair officials, whose con- (See PA. NSA CHECK on page 49)

Lambert to Palace United

STEELE, Mo., Feb. 3.—W. H. Lambert has signed as general agent and assistant manager of Palace United Shows for 1940, it was learned here this week. Shows are slated for an April opening in Kentucky and also will play Indiana and Illinois.

J. J. Page Signs Six Fairs

JOHNSON CITY, Tenn., Feb. 3.—Among 1940 fair contracts awarded J. J. Page Shows are Cherokee (N. C.) Indian Fair, and Gwinnett County Fair, Lawrenceville; Washington County Fair, Sandersville; Greater Gainesville Fair and Winder and Toccoa fairs, all in Georgia.

RA Scores at Winter Haven Despite Cold

WINTER HAVEN, Fla., Feb. 3.—Frigid weather prevailed thruout the week here for Royal American Shows' sixth consecutive engagement at Florida Orange Festival January 22-28. Because of low temperatures, which at times reached the freezing point, an additional day was added to the stand, marking the first time in the event's 16 years that it played thru seven days.

Monday, with the mercury in the 40s, was one of the best days, with the kids' (See RA SCORES IN COLD on page 49)

SLA Working on Spring Show Plans

CHICAGO, Feb. 3.—Active work has been started on plans for the annual Spring Festival of the Showmen's League of America, proceeds of which will be donated to the American Hospital. Personnel of sub-committees has been named and upon return of President (See SLA SPRING SHOW on page 49)

Numerous Fairs for Lewis

READING, Pa., Feb. 3.—During the Pennsylvania fairs meeting here last week Art Lewis, general manager of Art Lewis Shows, said he had contracted fairs this year in Butler, Pa.; Leighton, Pa.; Charlottesville, Va.; Staunton, Va.; Lynchburg, Va.; Petersburg, Va.; Emporia, Va.; Lexington, N. C.; Salisbury, N. C.; Tarboro, N. C.; Rocky Mount, N. C., and in three other spots. Show, which also has five weeks of celebrations, will open the season on April 11 in Norfolk, Va.

Marr Is Lawrence G. A.

CHESTER, S. C., Feb. 3.—George S. Marr, a veteran in outdoor show business, has been signed as general agent for Sam Lawrence Shows for 1940, Owner Sam Lawrence said here on Thursday. Marr has accompanied Lawrence to numerous fair meetings and at present is looking after still dates.

Marks' Fairs in Three States

RICHMOND, Va., Feb. 3.—A partial list of fairs to be played by Marks Shows in 1940 was released here this week by Owner-Manager John H. Marks. Dates include those in Greenwood and Florence, S. C.; Fayetteville, North Wilkesboro, Monroe and Mount Airy, all North Carolina, and Halifax County Fair, South Boston, Va., and Amherst Six-County Fair, Lynchburg, Va., and Rocky Mount (N. C.) Tobacco Festival.



A VIEW OF THE 18TH ANNUAL CHARITY BANQUET AND BALL of the Pacific Coast Showmen's Association on January 16 in the Salon D'Oro of the Hotel Biltmore, Los Angeles. Photo—Acme Lab.

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Club Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.



CHICAGO, Feb. 3.—Moderate weather returned and the usual good attendance at February 1 meeting. In the absence of regular officers, Past President C. R. Fisher presided. Committee reports showed the usual good co-operation. Relief reported Brother James Murphy is on the sick list and Brother Al Latto is still at home but showing improvement. Brother Nat Hirsch again is among regulars at the rooms. Sam Aldrich, Bob Le Burno and R. F. Trevellick are still in the hospital. Brothers John Francis and John M. Sheesley have recovered. Brothers Colonel Owens and Tom Rankine are doing as well as can be expected. Committee asked that members write these brothers.

Chairman Ed A. Hock's lease committee presented a general draft of the new lease. It was ratified and will be ready for signatures early next week. Effort will be made to occupy the new rooms in Hotel Sherman on March 1. Sunny Bernet carded he will return next week and get busy on the seventh annual Spring Festival. Nat and Bill Green have started publicity work. Remember the date and place, Panther Room, College Inn, Hotel Sherman, March 11. Letters were received from Vice-President Harry Hennies, Nat D. Rodgers and Elwood A. Hughes. New stationery will be on hand in a few days. Delay in notices to committee has been caused by the fact that club wishes to send these on the new stationery. Dave Tennyson is back from a Southern sojourn. Mike and Mrs. Rosen left for the South.

Lease committee received many compliments for its work. It in turn complimented League Counsel Morris A. Haft and Brother Frank Bering for their co-operation. President Frank P. Duffield is still in New York and he advised that plans for vacating quarters and disposing of clubroom equipment will be given attention upon his return. Notice of new address will be sent to all members as soon as club is ready to move. Another notice that dues are payable is being mailed to those in arrears.

Ladies' Auxiliary

Club held its regular meeting on February 1 at Sherman Hotel, with President Ida M. Chase presiding. On the rostrum with her were Mrs. Joseph L. Streibich, first vice-president; Mrs. Midge Cohen, second vice-president, pro tem.; Mrs. Bert Clinton, secretary, and Mrs. Leah M. Brumleve, treasurer pro tem. Invocation was rendered by Chaplain pro tem. Mrs. Nate Hirsch. Sick list includes Ann Sleyster, Frances Barth, Mrs. Tom Rankine, Rose Page, Mrs. Al Geller, Virginia Laughlin, Mrs. John Francis, Mrs. Charles Driver, Fannie Plaisir and Mrs. J. C. Ethel Weer.

Letters were received from Mrs. Jessie Franks, Grace Goss and Virginia Kline. President Chase's arm, injured in a fall, is getting back in shape again. Members were pleased when Mrs. Edward Hock introduced Mrs. Midge Cohen, president Ladies' Auxiliary, National Showmen's Association, and her sister, Mrs. J. O'Shea, of Chicago. Both were enthusiastically received and Mrs. Cohen extended a cordial invitation to all to visit New York. At adjournment cake and sandwiches, donated by Jeanette Wall and Edith Streibich, were served. Next social will be held on February 8, with Mrs. Edward Hock as hostess. Attend and bring your friends.



Palace Theater Building, New York.

NEW YORK, Feb. 3.—Brother Joe Basile is readying for 30 one-nighters with 30-piece band. Brother Andre Dumont is back but his side is all plastered. Steward Harry Schwartz was treated at Polyclinic for finger injury. Brother LaMotte Dodson's Hollywood Monkey Stars will play key houses in metropolitan area with Brother Jack Gordon lecturing. Brother William Schlessinger is back again. Brother Lucky Teter's horses have been winning on Florida tracks.

January 26 meeting was called to order by President Max Linderman. Seated with him were Vice-President Art Lewis, Counsel Max Hofman, Treasurer Jack Greenspoon and Executive Secretary John Liddy. James E. Strates and Adolph Kaus were welcomed officially. Brother Greenspoon reported he had signed lease for clubrooms. Brother Joe McKee made a detailed report on cemetery cost. Brother Edgar H. (Doc) Kelley's operation on right cheek was arranged thru Dr. Jacob Cohen. At board meeting provision was made for five trustees of Benefit Fund elected to serve as follows: George A. Hamid, five years; Dr. Cohen, four; Joe McKee, three; Sam Lawrence, two, and Max Schaffer, one. One member will be elected each year for vacancy.

Brother George Whitehead attended for first time. Club will realize about \$200 from banquet at Reading (Pa.) meeting and about \$55 from Raleigh, N. C. Big Bingo Party is scheduled for February 11. Many prizes were pledged. Tickets are 35 cents. Recent visitors were Edward Kober, Irving Malone, Murray Dolin, Max Seldman, Clarence Germaine, Gus Sturgleon, Henry Fine, L. Slactkon, Slim Barry, George Nelson. Next meetings are February 14 and February 28.

Brother Dave Endy, ill with a lame back, writes: "I have received the plaque and will cherish it thru the years as a memento of 1939. Rest assured we shall try to turn in Endy Bros.' Shows' membership 100 per cent." Morris Finkelstein is in St. Vincent's Hospital. New members are Frank Cladorf, proposed by Ross Manning; Al Jacobs and Joseph Dalbo, by James Davenport; Claude West., by Ike Weinberg; John A. Sloan, George H. Cramer, Ira Vail, James A. (Pat) Purcell, Elmer W. Weaver, C. A. Abbott, Harry E. Wilson, William H. Ritz, Norman I. Shapiro, William N. Berridge, by President Linderman; George F. Chaplin, by LaMotte Dodson.

Brother Frank Duffield, president Showmen's League of America, and Brothers Lew Dufour and Pat Purcell visited the rooms for a most pleasant chat. President Duffield verified the reciprocal agreement by which the SLA takes care of NSA members who are needy or stricken in Western territory, NSA performing the identical function for SLAers in the East. Each organization will of course handle the bills for its own members.

Birthday congratulations to: E. D. Kelmans, James R. Neal, February 10; Thomas Douglas, 11; J. C. David, Tom McNeill, Samuel E. Prell, Philip Sheridan McLaughlin, George F. Whitehead, Thomas Scotti DePitta, Howard T. Levan, Justin Wagner, 12; Noval D. Jennings, Harry W. Dunkel, 13; Bull Smith, 14; Lazarus E. Fink, George A. Perley, Fred A. Zehille, Richard E. Fernell, 15; John Sterling and Sid Smith, 16.

Ladies' Auxiliary

Sympathy is extended to Sisters Rose Lange and Marge Gutman on the passing of their nephew; also to President Midge Cohen, whose uncle died. Sister Fanny Linderman has recovered from la grippe. Sister Marie Abbott is nursing a sprained ankle. Belated but grateful thanks to Brother Moe Elk for Christmas tree.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Calif., Feb. 3.—Monday night's meeting was called to order by President Ralph E. Smith, with these officers and 217 members present: Joseph Glacy, first vice-president; Al E. Weber, secretary, and Lou W. Johnson, executive secretary. Guests included Alex G. Lowande, Howdy Walker and T. Dwight Pepple. Regular business was rushed to completion because of a special entertainment planned for the night. Minutes of last meeting were read and approved and bills ordered paid. President Smith, upon calling for a report from Finance Committee Chairman John M. Miller, was informed that a special surprise was in store. Then Brother J. W. (Patty) Conklin took the rostrum and explained that he was acting representative of a highly respected brother and read the following letter: "Dear Dr. Smith and Brothers of Pacific Coast Showmen's Association—Please find inclosed a California Bank money order for \$1,000, which is to be placed to the credit of the Cemetery Fund. Trusting this will be received in the spirit in which it is given and wishing the club and its new president much success during the new year, I remain, fraternally yours, Patrick A. Armstrong."

Presentation was followed by tremendous applause and President Smith called Brother Armstrong to the rostrum and, after he shook hands with the officers and members, it was voted to make Armstrong honorary life chairman of the Cemetery Fund. Lights were then dimmed in memory to Brothers George Tipton and David C. (Buckets Kelly) Kippen, who died recently. Various visitors were introduced and responded with brief talks. President Smith asked reports from the different committee chairmen, and Brother Mel Smith, chairman entertainment committee, promised some real entertainment at the next meeting.

Brother Dan Stover, good-will banner committee chairman, presented a beautiful facsimile of the 1940 banner and it received a big hand. Stover said that 40 of them would be ready for distribution to amusement organizations at their spring openings. Before the intermission Mrs. Babe Miller and Rosemary Loomis, of the Ladies' Auxiliary, presented a brief pep talk on club's card party in the clubrooms on February 1. After recess and Lion's Head drawing followed by scheduled entertainment.

Brother Mel Smith was emcee and opened festivities with a story dealing with a recent trip made by Brother Roy Ludington. Ludington at the finale took the floor to return the little ribbing. First act was Stinette's Performing Dogs, provided by Brother Joseph Horowitz, with musical accompaniment by Brother Lawrence Buck. Others on the program were members of the Los Angeles Magicians' Society, obtained thru the efforts of Brother Armstrong and President Smith, including W. J. Van Birkel, Ernest Mickey, Jack Wilson; Bill Bailey, society's president; Frank Fuma; Arthur Valle, secretary, and Dr. R. Leo Gaynor. After well-received show members and guests were served luncheon by Brother Moe Levine. Myer Schlom, Dan Meggs and Jack Bigelow.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Feb. 3.—Regular weekly meeting brought out a good attendance and Second Vice-President Paul Parker presided in the absence of President Harry W. Hennies. G. C. McGinnis, secretary, and Harry Altschuler, treasurer, also were at the table. After approval of the minutes, McGinnis read communications from the Missouri Show Women's Club, St. Louis, and President Hennies, who is in the South. Since Past President Norris B. Creswell, location committee chairman for the annual Banquet and Ball, was absent, no report of the work accomplished by his committee was available. Brother Ellis White, entertainment committee chairman, said that his committee was working with the special events committee to make the annual New Year's Eve

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W. F. MANGELS CO., Coney Island, New York

event the most outstanding in club's history.

Reported on the sick list were Brother Jim Pennington, who is confined in his room at the Reid Hotel with the flu; Brother Lester Howell is in his home suffering from pneumonia, and Brother Chapman, who has been on the sick list, is reported recovering. Several members who were holding appointments on three or four committees withdrew their names, making it necessary for the president to make these appointments: Finance, Past President P. W. Deems and Brother Clay Weber, replacing Brothers Tony Martona and Harry Alshuler, house, Brother E. Slim Johnson; floral, Brother Eddie Leggette. Reading of the constitution and by-laws was resumed and, after minor revisions are made, will receive their final reading at the next meeting. Penny Parade netted a good sum for the weekly luncheons and meeting was then adjourned. Entertainment committee served lunch with members of the auxiliary as guests.

Brother Jimmy Morrissey, Baker-Lockwood Co., is on an eastern business trip and Brother Noble and Mrs. Fairly left for Dallas, where they will be joined by Brother Phil Little, who visited briefly this week en route to his home in Dallas. Brother Chester I. Levin of Midwest Merchandise Co., returned from an extensive eastern business trip. A large delegation is planning to attend International Showmen's Club annual Banquet and Ball in De Soto Hotel, St. Louis, on February 10. Dave Picard, of Conklin Shows, is producing the Roller Derby here, under Ararat Shrine Temple auspices. Brother and Mrs. Mel Vaught went to Tucson, Ariz., on a business and pleasure trip. Club secretary requests all members who are now in arrears to send in their dues.

Ladies' Auxiliary

Despite sub-zero weather, President Mrs. C. W. Parker drove in from Leavenworth, Kan., to preside. A good crowd attended. Loretta Ryan, secretary, read letters from Virginia Kline, Freda Hyder, Irene Lachmann; Grace Goss, secretary Missouri Show Women's Club, St. Louis; Ether Goodman, Marlo LeFors, Lucille Hansen and Nina Rodgers, president, Ladies' Auxiliary, Pacific Coast Showmen's Association, Los Angeles.

Four were voted to membership. They were Nina Rodgers, Babe Miller, Mary Taylor and Florence Webber. As Mrs. Webber was in the lobby, she was brought in and introduced to members. She brought along a picture of PCSA Auxiliary's officers, which she presented to the club. Since Lola Hart is ill, Hattie Hawk was named to assist on the relief committee. Night's award donated by club went to Ruth Martone. Entertainment committee chairman Hattie Hawk said plans were being made for the 20th anniversary dinner on February 23. Members were sorry to learn of the illness of Mary Francis. Elizabeth Yearout returned after visiting Mrs. Francis in Decatur, Ill.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Feb. 3.—Club's social in the clubrooms had Daisy Davis as hostess, she serving homemade meat loaf, relishes, cheeses and Millicent Navarro's apple-sauce cake and coffee.

Card games prevailed during the night and table prizes were won by Norma Lang and Kathleen Riebe. Blind award, donated by Nell Allen, went to French Deane. It was a cosmetic case. Meeting was the last one for Norma Lang for a while, as she left for quarters in Waco, Tex. Aunt Mary Francis was brought here from Decatur, Ill., but is still seriously ill in Jewish Hospital.

Also at this meeting was Billie McClean, who doesn't get in very often. As usual, members of International Association of Showmen were invited to partake of the lunch. Hostess for the next party will be Irene Burke. Members present despite the below-zero weather were Grace Goss, Nell Allen, Daisy Davis, Ethel Hesse, French Deane, Norma Lang, Millicent Navarro, Billie McClean, Patricia Williams, Ruth Vaughn, Irene Burke, Elma Obermark, Clela Jacobson and Kathleen Riebe.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 3.—We are preparing to issue 1940 certificates of membership and have found from experience that on occasions shows change their titles, necessitating reissue of certificates to bring them up to date. So we should appreciate it if members who have made such changes would notify us promptly. Failing to hear from them within a reasonable time, we shall issue membership certificates to the same titles as last year.

Preparations for our attendance at the New York State fairs meeting in Albany on February 19 and 20 are proceeding and we again request members who plan to attend to notify us so that adequate preparations may be made for disposition of such matters as may be of interest to them.

We continue to receive vast amounts of material relative to electric current rates which should be of benefit to our membership. Latest statistics received cover almost the entire United States and, as previously indicated, this information is available to membership on request.

Another item of interest received from Washington is a copy of an address on highway improvement delivered by Congressman Eugene B. Crowe, of Indiana, in which he points out the utility of good highways and his predictions as to future of highways in this country. This information is available to members on request.

With the Ladies

By VIRGINIA KLINE

LAREDO, Tex., Feb. 3.—We left San Antonio on January 19, driving toward this city, and at Natalia, Tex., we found Mr. and Mrs. Ed Lundgren, of Midwest Shows. They had their rides beside the highway, where they had been showing until the cold wave struck this section. We visited Mr. and Mrs. George Loos and Mr. and Mrs. Elmer Cohan at their homes here. The Cohans at one time were on the Abner K. Kline Shows. Young George Loos was recovering from an attack of measles but was able to be up and around. Mr. and Mrs. Loos had guests across the Mexican border at the Cadillac Cafe, where the quail and venison dinner, with avocoda salad and New Orleans fizzes, was thoroughly enjoyed, as was the visit with these friends. Mr. Loos left the next day for Browns-

CHARLIE GOSS SEZ:
 "TAKE A GANDER AT PAGE 2 (THE INSIDE FRONT COVER) AND SEE WHAT ONE OF AMERICA'S SUCCESSFUL SHOWMEN HAS TO SAY ABOUT
Chevrolet Trucks
 THEN GET THE LOW-DOWN FROM ME ON OUR SPECIAL SHOWMEN'S FINANCE PLAN."
CHARLES T. GOSS
 With STANDARD CHEVROLET CO.
 13th and State Streets East St. Louis, Ill.

vile (Tex.) Festival to furnish the attractions.

Saturday found the city covered with its first snow in eight years, but we left for Mexico City, stopping at Monterey the first night. Aurelio Cortelo had two sets of rides in operation in Mexico City and, while weather was unusually cold for this time of year, there were crowds on both locations. Senior Sortelo took us to his home and, as his wife was ill with a sinus infection, his 9-year-old daughter did the honors of the house and served us delicious cheese and refreshments. Their home is the ideal Mexican type. Huge iron gates open to admit cars and a stairway of white tile winds to the living quarters above the ground. A conservatory of glass covers the patio, flowers and vines. Birds, a parrot and dog make the setting luxurious and beautiful. On Tuesday Sortelo and his brother called at our hotel and took us in their car to Cuernavaca, about 60 miles from Mexico City. It's a very old city, where the 400-year-old Palace of Cortez stands and where the famous murals of Diego Rivera are a mecca for artists and tourists. We spent the day sight-seeing and enjoyed a typically Mexican dinner in the courtyard of the former palace of Maximilian. Sortelo is a wonderful host and, while he speaks little English, he makes his hospitality felt and appreciated.

Abner spent three years in Mexico 30 years ago and his sharpest reaction was the hurry and bustle of the city as compared to conditions then. Buses, taxis, street cars, automobiles and people all hurry to an intersection and the first one there wins and gets thru. Streets are narrow and there are many one-way streets. Waiters are so speedy they would shame the New York or Chicago variety. Naturally this is all the effect of the many American tourists. The thrill of paying 20 pesos for a room (less than \$4), tipping the boys a peso (about 20 cents) and having everyone jump to attention keeps the tourists coming and they return home satisfied. My clearest reaction was the back-breaking work done by women of the

TILLEY SHOWS WANT

Season 1940. Side Show, will furnish complete outfit; Illusion, Mechanical (Joe Teska, write), Girl Show (Dan Tuttle, write). Will furnish outfit for any meritorious attraction. Concessions—Country Store X, Fish Pond, Bowling Alley or any Grand Store working for stock only. Ball Games, Photos X, Penny Pitch X, Hoop-La, Scales X. Address: BOX 297, LADD, ILL.

poorer class. They walk beside the highway carrying water, wood, jugs and sugar cane and many, if the load is carried by the head band, will carry a young child in a blanket slung across the shoulders. However, all seem happy and are never too hurried to smile and wave a greeting. Upon leaving here we plan to go to Harlingen, Tex., for the winter fair there, where Bill Hames has the attractions. Then we'll head to Brownsville to again visit with George Loos and Ralph Forsythe.

Los Angeles

LOS ANGELES, Feb. 3.—Much activity prevails at quarters of several shows wintering here. Hildebrand's United Shows are being readied for opening at Indio, Calif., on February 14. Orville N. Crafts reports that George Coe, who will handle the World's Fair Shows and Coe Bros.' Combined Circus, has obtained the contracts for the B circuit of Montana Fair. John A. Pollitt, general agent Crafts Enterprises, left for the North on a booking tour. *Los Angeles Examiner* carried a big spread story on Ben Beno in a recent issue. Earl O. Douglass reports he plans to enlarge his shows for 1940. Leo Haggerty has concessions, seats and canvas for the Palm Springs, Calif., Spring Circus.

Capt. W. D. Ament, former show owner, was sighted around showfolks' hangouts here. Mr. and Mrs. Hugh Bowen, of Joyland Shows, returned to Dinuba, Calif., after a combined business and pleasure trip to Southern California. Al Miller for years a beach concessioner, says he'll take to the road this season. Red Norton is handling a promotion in Calexico, Calif. Capt. Serafin Guteriez, manager, Mexican Cossacks, is back after a successful tour of Mexico and Arizona.

Ed F. Walsh left for a vacation in San Francisco. Many local concessioners made the Fourth Annual Palm Springs Rodeo. Ben Duggan had the cookhouse, with J. H. Duggan, Mrs. Ben Duggan, Joe Oliver, Matt Horsley, Pat Daly, Mort Stender, Jack Bowman, Gene Weaver, Harry Sterner as agents. Al E. Weber had novelties, with Maxine Ellison and Mr. and Mrs. John Hurley. Others making the event were Spot Ragland, Bill and Ruth McMahon, Bertie Kanthe, Harry Ewing, Ernest Parker, Joe Winston, Dan Stover, Harry Wooding, George Wiler, Tommy Searles, Jack Davis, John Connors, Dave Orley, Norman Schuh, George Gerald Keenan, Frank Mason, Pat Boyd and Leo Haggerty. Orville N. Crafts and Roy E. Ludnigton planned in from VanNuys, Calif. Joe Edwards and Mrs. Alva Gordon were rodeo committee secretaries. Johnny Vance came up from the Lone Pine Ranch, Riverside, Calif., for a short visit.

Art Manning, from San Bernardino, was a brief visitor. Lucille King is on tour as general agent of Hildebrand's United Shows. Mrs. Emily Porter came in from the Midwest.

Clyde Gooding has the twin midgets (See LOS ANGELES on page 52)

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DeBELLE

Moocho, Goldenrod, Mexico.
 Week ended February 3, 1940.

Dear Mixer:

Lost since the year of 1710! Not the show, but The Lost Mine That Was Never Found. Getting this info from a native General Agent Lem Trucklow decided to play the show here in the Panal District and celebrate its 230th year of being lost. Regardless of whether the mine had been really lost, a celebration of some kind had to be promoted to give the show a date, the office feeling that even the being lost all of those years there was still a chance of finding it and making the spot a gold mine for the show.

Before verifying the contract Pete Ballyhoo called a meeting of the show's seers and soothsayers to learn what was in store for the show as well as to hear what leads they could give towards locating the lost mine. Our astrologist, after studying the moon's cycle, reported seeing the golden number. The sand diviner from booth 46 claimed that, without the aid of a sluice box, the sands she had been reading with for years suddenly assayed 50 per cent gold. These reports sounded very encouraging and the bosses wired Lem to book. But it must be remembered that these findings were just the ordinary 10-cent test analyses and not the regular \$1 accurate readings, the office not wanting to overspend in booking the date.

We arrived here with high hopes of putting the show back on the gold standard, the management calling together its staff of mineralogists (10 gold diggers and a gold-brick artist) to make sure-fire plans for finding the mine. To our dismay we found this to be almost a ghost town, with a population of two in the daytime and none at night, the citizens being the postmaster, who also runs a trading post, and the depot agent, who return to their ranch homes some 10 miles away at night. These two were also our committee, as well as the treasurers, who had accepted the deposit.

While the train was being unloaded the five bosses walked over to pick out and lay out the lot. One wanted to set it up on the north side of the town, one on the south, one on the east and one on the west. The other didn't care where they set it up as long as they gave his wife's pop-corn wagon a first-in location. After much dickering straws were drawn and the midway was located on the north side. The next question to be settled was: Shall we start hunting for the mine or set up the show first? Again the straws advised them to set up the show first.

Monday night the midway opened with our two committeemen arriving with their families, who were to act as ticket takers. No show given. Tuesday our (See BALLYHOO on page 49)

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 LATEST NOVELTIES, PRIZES
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PENNY PITCH GAMES

Size 46x48", 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
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SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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Instant delivery. Send for Wholesale Prices.

POPCORN

GOLDEN—Jumbo (Dynamite). O-MI-JAP (hull-less). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903.)

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Answers Mental or Verbal Questions Yes or No. Reads the Mind. Sex Indicator. 25c Seller—Should Go Over Hot. Circular Matter Free. Sample 25c.

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1940 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, Horoscopes in 14 styles. Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES

198 S. Third St., COLUMBUS, O.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

ICE revues for winter quarters!

L. BUTTON, Troy, Pa., has signed his concessions with O. J. Bach Shows, reports Owner Bach.

FORMERLY with Wallace Bros.' Shows, Mr. and Mrs. Charles Gordon are operating a tavern in Nashville, Tenn.

WINTERING in Hot Springs, Ark., is George Cane, who reports he will return to Groves Greater Shows next season.

MOST midway show operators evidently believe in "sound" principles.

CO-OWNER of a sign shop in Hillsboro, O., Bob Rhoades reports he contemplates returning to the road in 1940.

ROY VAN SICKLE, who is wintering in Sulphur Springs, Fla., will have his concessions with Kaus Exposition Shows.

PASSING of one of the last of vet exhibition glass blowers—R. J. (Whitey) Norman, in Galveston, Tex.

MIDWAY patrons demand low prices but beef about low quality.

AFTER A successful stand at Club Ambassador, Chicago, Claudine Claude, formerly of Keystone Modern Shows, returned to 500 Club in the Windy City.

LAST SEASON with Endy Bros.' Shows, Zola and Earl Lewis are spending the winter at their home in Miami, Fla.

MR. AND MRS. D. L. HALL have booked their concessions with West Bros.' Shows. Hall is in automobile business in Memphis this winter.

A GOOD general agent does okeh with a quality product, and without it he soon becomes a poor general agent.

FAY LEWIS, Convention Shows, letters that midway contract for State Moose Convention in Wellsville, N. Y., was awarded to her organization.

HAVING BOOKED his three concessions with De Luxe Amusement Co., Louis Gold is spending the off season in St. Petersburg, Fla.

SISTER-IN-LAW of C. D. Scott, of Scott Bros.' Shows, Mrs. B. Turner Scott, was rushed to Orange General Hospital, Orlando, Fla., on January 24 for an emergency appendectomy.

THE show world will soon be moving again but up to date we can't find out which way some of them will move.—Smackover Slim.

BUILDING a side show in West Palm Beach, Fla., are Mr. and Mrs. Don Newby,



ABNER K. AND VIRGINIA KLINE, prominents in outdoor show circles, as they appeared in Mexican garb during a recent visit to Mexico City. Photo was snapped on the Plaza across the street from Guadalupe Cathedral, said to be the third largest and richest church in the world. Abner, sales manager of Eyerly Aircraft Co., also is a member of the various outdoor showmen's clubs, while Mrs. Kline is one of the leaders in the various activities of the clubs' auxiliaries.

WINTERING in West Palm Beach, Fla., fishing and helping his father build a new Ten-in-One Show is Ray Newby.

WILLIAM E. SMITH, Rochester, N. Y., has signed his concession with O. J. Bach Shows for 1940.

GIRL-SHOW TALKER with carnivals, Frenchy Bouillion, is in State Sanatorium, San Antonio, Tex. He cards he'd like to read letters from friends.

THE "Proven Territory" ads do not state whether proven good or bad.—Oscar, the Ham.

WITH carnivals for the past 15 years, Earl S. Mitchell is in Memphis preparing his vaudeville and talking picture tent show for opening on April 1.

WINTERING IN Tennessee is Hugh (Barney) Harwood, who will have the girl show on Miller Bros.' Shows this season.

OWNER-MANAGER Great Lakes Exposition Shows, Al Wagner booked his organization for the 1940 Logan County Fair, Lincoln, Ill.

SOME of these winter-trouping midways are operating from daze to daze.—Colonel Patch.



MRS. JACK WILSON (left), wife of Manager Wilson, Cetlin & Wilson Shows, and Mrs. Speedy Merrill, of the same organization, standing alongside a snowbank in shows' quarters on Petersburg (Va.) Fairgrounds shortly after snowstorm hit that sector, tying up roads for 48 hours and forcing suspension of quarters activities. Showfolk wintering there, however, took advantage of the sub-zero weather to do a bit of ice skating on the lake in front of the grand stand. Several scrub hockey games were played between showfolk and local residents, honors being about even.

who recently returned to the Florida city after a two-week stay in Havana, Cuba.

ROY A. BROWN has signed as second agent and billposter with Funland Shows for 1940, reports Ted C. Taylor. He'll also have his new p. a. system and sound truck with the organization.

AMONG FAIRS to be played by Cetlin & Wilson Shows in 1940 is Cleveland County Fair, Shelby, N. C., which was inadvertently referred to in last week's issue as Shelby, S. C.

BEING a stargazer isn't a bit bad—if you're an astrologist in a midway palmistry top.—Rajah Gazunie.

A LEADING concessioner with carnivals for the past 30 years, last of which was spent on Bantly's All-American Shows, Ike Faust is operating a hotel in Carmi, Ill.

Missed His Shot

FOR THE FIRST TIME during the winter the cook in quarters served eggs for breakfast, much to the surprise of the working crew. Noticing one of the boys stalling at his work, the boss asked, "What's the matter, Jim? Are you sick?" "No," answered Jim, "I'm not sick, just a bit nervous. I didn't get my daily injection of fried flour, baking powder and water this morning."

LOLA E. PAINTER, former rep and stock actress, has been named special agent of Kline's Greater Shows, according to word from the shows' quarters in Flomaton, Ala.

BOYS who squawk loudest about hot-cake breakfasts in winter-quarters mess halls will be the first to order a stack when the midway cook house opens.—Whitey Cooks.

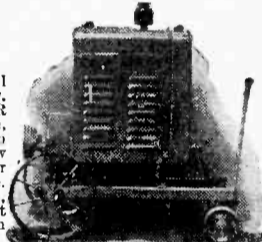
JACK (TEX) HAMILTON, side-show operator, is wintering in Aransas Pass, Tex., readying his unit for the season. He reports Helen Wright will join the unit in Aransas Pass soon.

EDDIE ALLEN cards from Kansas City, Mo., that Bing Benny Sumner, Mexico, Mo., was a recent week-end visitor in the former city and reported he would return to Reading's Shows in 1940.

"COMING Thru the Rye," theme song of the Terrific Turkey Shows last season, may

SURPLUS POWER

with real Economy. ELI POWER V-belt drive. Unit, with a d d s new earning power to any ride. Only 824 lbs. 16 h.p. Put it to work on YOUR ride.



ELI BRIDGE COMPANY
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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.

SMITH & SMITH, Springville, Erie Co., N. Y.

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WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES

State salary and all details in first letter. Open All Year Round. SCHORK & SCHAFFER

Wilson Amusement Shows WANT

Side Show, Snake, Monkey or any Show of merit. Want Manager for newly equipped Athletic and Illusion Shows.

Concessions all open except Cook House and Bingo. Ride Help for Tilt, Wheel, Mix-Up, Merry-Go-Round and Kiddie Auto.

Electrician with Concession. Prefer help that can drive Semi-Trailers.

Address: RAY WILSON, Astoria, Ill.

MAC'S CARAVAN SHOWS

OPENING DATE MAR. 16TH IN ARKANSAS. Want for 1940 Season, legitimate Concessions except Photos, Pop Corn, Penny Pitch, Merry-Go-Round, Shows of all kind. "Peg" Stolz, have job for you, please write. Address: L. R. McNEECE, SUGAR CREEK, MO.

MOTOR CITY SHOWS

NOW BOOKING ATTRACTIONS FOR 1940. SHOWS, RIDES AND CONCESSIONS.

VIC. HORWITZ
Hotel Detroit, DETROIT, MICHIGAN

give way to "How Dry I Am" in 1940.—
Hefty Helen.

AFTER a two-year absence from show business because of illness, G. Reichert, schoolboy giant, will return to the road this season as a member of Pete Kortess' Museum. He's currently with Kortess' No. 2 Unit in New Orleans.

FORMER ELECTRICIAN with original Fearless Exposition Shows, Charles B. Dunkle writes from his Buffalo home that he will return to the road next season with an elaborate girl revue. Fred O'Erien will be associated with him.

WHAT carnival manager sent his general agent a sarcastic wire after said agent had booked a town that had been closed for 13 years?

C. A. (CURLY) VERNON, manager, United American Shows, has been confined in his apartment in North Little Rock, Ark., for the past two weeks with the flue and has been under a doctor's care most of that time.

"I'M LEAVING from my home in St. Joseph, Mo., where I'll remain until April 1," pens Rae-Terrell from Wichita, Kan. "Ray Lynn, of Canada, will be with me and we plan to operate a new-type annex next season."

DOWN yonder. THEN: "This fair is n. g. and I'll never play it again." NOW: "We have your dates open and can send you a deposit at once."

JIMMIE REID, former talker with Mighty Sheesley Midway, is in Providence Hospital, Detroit, suffering from injuries sustained from a falling sand-bag at the Colonial Theater there. He'd like to read letters from friends.

AFTER a successful two-week stand in El Toro Club, New Orleans, Major O'Satyrdae, fire manipulator, joined Pete Kortess' World's Fair Museum No. 2 Unit on Canal street in the Mardi Gras City.

MANY of these practical front-door talkers make many impractical long-winded openings under the impression that it's super-salesmanship—Dime Jam Johnson.

MR. AND MRS. DOC EDWARDS, of W. S. Curl Shows, are operating a photo gallery in Hillsboro, O., this winter. During Doc's absence on booking tours in the shows' interest, stand is handled by Ora White.

ALBERT TOWLE, better known as Nosey the Cop, recently was released from a Detroit hospital for the second time this winter and is reported recovered from stomach ulcers which laid him low. He's now working father-and-son banquets in the Motor City.

"CAN'T understand why some carnival managers are so allergic to press agents," remarked Cousin Peleg. "When I start my show I'll have three p. a.'s—two to get stuff in and one to keep it out."

MR. AND MRS. L. R. McNEECE letter from Sugar Creek, Mo., they will open their shows in Northern Arkansas on April 1. They plan to add two adult rides to the line-up, and work on painting, overhauling motors and rides is in full swing in Sugar Creek quarters.

AFTER SEVERAL MONTHS in Pahoee, Fla., and visits with friends in West Palm Beach and Miami, Fla., Eula Puckett and Bernice McDorman are visiting friends in Northern Florida and Alabama before heading for New Orleans and the Mardi Gras.

COOKHOUSE Gossip: "Yes, our former g. a. was well liked on the show but his wife always insisted on front locations for her concessions, so we had to request his resignation."

Topped Him

A BUNCH OF RIDE BOYS who were trying to play rummy on an off afternoon were continually interrupted by a sweater who kept busy telling them how young he had been when he started in the biz. "When I was only 6 years old I was a water boy, when 8 I was a cook-house flunky; at 10 I carried blocks for the east jacks and made myself generally useful," he boasted. "Tell you say," cut in one of the players. "You call that starting young? Why, I was born on a show and doubled in a bottle when I was only 6 weeks old."

"RECENTLY VISITED O. C. (Jack) Lydick in Veterans' Hospital here," cards Courtney, the Magician, from Dayton, O. "Jack is confined with a broken leg, which for some reason as yet undetermined by physicians, will not heal. He'd like to read letters from friends."

AFTER A SUCCESSFUL tour of Kansas, Canada, New York and New Jersey last season, W. A. Stanley went into Detroit, where he booked his Ten-in-One attraction with Vic Horwitz's Motor City Shows. He plans to spring a new show at opening and recently presented his wife with a new house trailer.

SEVERAL innovations on the Raw Deal Shows in quarters this winter. Merry-Go-Round and Ferris Wheel will be painted and cookhouse back curtain sent to the laundry.—Milo McGoof.

"DOWN HERE in the Sunshine State, wishing I had an overcoat and eating oranges and coconuts," scribbles William (Bill) Harden from Miami, Fla. "Have been lecturing in Dr. R. Garfield's Hall of Science whenever possible. He are Jim Boyd, Wilma and Curly Williams, John Dolan and China Red."

MRS. JOHN LINTZ in a letter from her home in Hermosa, S. C., seeks information concerning whereabouts of her brother, Tom Arnold, who, when last



A SHOWMAN OF NOTE, past president of Heart of America Showmen's Club, Kansas City, Mo., and well known in Louisiana political circles, Cliff Liles, Lake Charles, recently was defeated in a close race for State senator from the 14th Judicial District, composed of Calcasieu, Cameron, Jefferson Davis and Allen and Beauregard parishes. One of the most highly respected showmen in the South, he owns and operates Park Amusement Co., which plays Louisiana exclusively and whose personnel is made up for the most part from residents of that State.

heard from, was with Melvin United Shows. She asks that he contact her immediately, as his mother is seriously ill.

SOME midway workers are still burning witches. If it rains, if it blows, if a spot is bad or bad luck seems to follow the show, they are ever fingering some unfortunate as being the jinx. Some even go so far as to insist that the so-called jinx be left on the lot.

"MOTOR CITY SHOWS are being enlarged for next season and contemplate playing a number of the larger cities in 1940," pens Bob Bremson, general agent, from Detroit. "Have just closed contracts to play Lansing, Battle Creek and Grand Rapids, Mich. Crew is rebuilding and repainting rides and shows in quarters."

WHILE SHOWING at the Academy Theater, Lynchburg, Va., recently Big Bill Blomberg, owner-manager of Barker Bros' Circus, and Walter D. Nealand, wrestling promoter and carnival and circus press agent, met for the first time since 1923. Needless to remark numerous jackpots were cut up.

ANNIE FAY, noted ball-game queen of the Great Pinhead Shows, says that because their new g. a. is a "ladies' man," it will be one of his duties to promote talent for the Night in Paris show.

ALYNE POTTER MORENCY, of Art Lewis Shows, writes from Norfolk, Va.:

"Was grieved to learn of the death of my good friend, Leona Carter. Leona was a fine person and a dyed-in-the-wool trouper and her death marks the passing of another oldtimer from the field. She was well-liked by all who knew her."

TED JOHNSON, past two seasons publicity director for Buckeye State Shows, will not return to the road this year. He says public relation activities, which he launched in Memphis after close of the Buckeye State 1939 tour, have gone so well that it seems more profitable for him to remain off the road. Ted adds that he enjoyed his two years with the Buckeye contingent.

A CARNIVAL manager who had been wading thru mud and mire in moving his show on and off lots for several weeks became a raving maniac when his wife asked him for \$10 to spend at a beauty parlor for a mud pack and clay massage.

WELL KNOWN in carnival and park circles, Bob White has signed as assistant to Emmanuel Zacchini in operation of Zacchini Bros.' Shows. White, in his 25 years in the business, has seen service with such organizations as Mighty Sheesley Midway, Ideal Exposition, Royal American and Greater Exposition shows. In addition to his regular duties, Bob will operate the feature midway attraction.

JOHN T. REA, of Rea Attractions, writes from Indiana, Pa., that because he and Mrs. Rea have been ill with the flu, not much activity is apparent around quarters. They expect to be fully recovered in a few days, when they will begin painting and rebuilding activities, however. He added that illness and icy roads prevented his attendance at the fairs meeting in Reading, Pa., as anticipated.

BEST way to find out how the other half lives is to walk thru some show tops and their back ends at 9 o'clock in the morning. Or go thru some trains when the lights won't work and the coaches are out of water.—Muggin' Machine Mazie.

LINDY, an elephant at Captain Schultz's East Amherst, N. S., menagerie, is being used to clear private and public roads of snow, said to be the first time in history of this territory that an elephant has been used in such a capacity. Captain Schultz, who was with Jackson Shows last season, is wintering in the East for the first time, and is recovering from burns sustained in a recent fire which destroyed eight performing monkeys and a chimp.

FORMER COAST SHOWMAN and now a San Francisco furrier, Sammy Corenson, has tentatively announced his candidacy for nomination on both Republican and Democratic tickets as representative of the 22d Assembly District in the next California Legislature. Corenson formerly owned and operated a carnival on the Coast. He seeks office in the district which comprises the large section of this city west of Powell street and in the heart of amusement district in San Francisco.

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Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

John H. Marks

RICHMOND, Va., Feb. 3.—Heavy snowfalls and extremely cold weather have prevented much preliminary work at quarters, but crew is expected to start activities soon. After Virginia Fair Association meeting on January 22-23 Owner John H. Marks said he plans to greatly enlarge his organization, and several of last year's rides will be replaced by modern devices. Shows are to travel on eight railroad cars, augmented by a fleet of 42 trucks and semi's. Marks and General Representative C. W. Cracraft played hosts to a large number of guests, including William Sydnor, manager, Greater Mt. Airy (N. C.) Fair; Mr. and Mrs. Al Hubbard, Thomas J. Nelson, Judge M. J. Fulton and Mr. and Mrs. Walter Holliday at Hotel John Marshall recently. Cracraft reports some satisfactory spring still dates have been signed and that new territory will be played this season. Roy B. Jones returns as special agent and will handle advance. Ralph G. Lockett will be secretary-treasurer in charge of the office wagon, and Thomas W. Rice will be with it in an executive capacity.

Mike Roman's cookhouse has been signed and H. W. Jones again booked his bingo game, with Ralph (Pat) Flanagan as manager. Jimmy Zabriskie, master mechanic, writes from Miami, Fla., he'll arrive soon. Mr. and Mrs. Harry Rubin, who are wintering in Ruskin, Fla., will be on hand for opening with their concessions. Paul and Billie Lane purchased a tourist camp at Ruskin, and Paul again will tour with the shows, while Billie operates the camp during the summer. Mr. and Mrs. R. C. McQueen report from Zephyr Hills, Fla., where they are wintering, that they bought a new miniature ride. Duke Jeannette, who will manage the Circus Side Show, reports good fishing at Miami, Fla. Happy and Mickey Hawkins are still in Miami but will return with

their concessions, as will John Robinson with his elephants. Thomas J. Heath is in charge of quarters, and Rose and Fred (Tex) Leatherman, Leonard (Skeeter) Garrett and Al Palmer are here awaiting opening. Fred Delmar's lion act is playing an indoor circus engagement in Worcester, Mass. Bert and Stella Britt and Mr. and Mrs. James (Shorty) Anderson, ride managers, are in Melbourne, Fla. Art Lewis was a recent visitor. Cash and Gertrude Miller are still in Manchester, N. H., while Jack Shafer is at his winter home in Augusta, Me. Six new trucks have been ordered to replace old equipment. As usual, shows will open here early in April.

WALTER D. NEALAND.

Art Lewis

NORFOLK, Va., Feb. 3.—Since outdoor work was postponed because of the recent cold wave, Superintendent Ingram is rushing work on fronts inside. Owner Lewis, who is attending the various fair meetings, reports he recently purchased another railroad coach in Richmond, Va. Paul and Sarah Kaduke arrived from their Jacksonville, Fla., home to start work on their Twister ride. Work on Del Grouch's new front is rapidly progressing. Minstrel Show front is almost finished and Girl Show front is next on the program. When he returns from the fair meetings, F. Percy Morency will move into the new office wagon. Bill Keer has his arcade crew building a new front. A number of showfolk attended the Virginia Association of Fairs Meeting, Richmond. Mr. Quackenbush has the neon plant working day and night and currently is neonizing the Minstrel Show front. Dinty Moore is expected in quarters soon. Daily visitors have been numerous. Among recent ones were Carl J. Lauther and Woodrow Olson.

RAY PERRY.

J. J. Page

JOHNSON CITY, Tenn., Feb. 3.—Remarkable progress was made in quarters here before frigid weather set in. New fronts are being constructed at present and the paint crew is hard at it, painting everything from stakes to mainmost part of each ride. J. A. (Bert) Montgomery advises from Pottsville, Pa., that when roads clear in the East he'll start his Southern trek. Trevor Montgomery, who went to Florida with Billie and Flo Clark, arrived home recently, claiming one of the titles for the number of the finny tribe lured from the waters of the gulf. Incidentally, Billie and Flo will leave soon and make several stops before coming to quarters. Roy Carey, concessioner, and a couple of his agents arrived after wintering in Augusta, Ga. Roy again will have his concessions on the show. Jack King and wife penned from South Carolina that they were getting along okeh and Mrs. King is working a coast night club there. Jack again will operate the monkey circus. J. J. Page and Chris Jernigan met the writer at Macon, Ga., and all attended several fair meetings. Owner Page will go on a buying trip for paraphernalia soon. Mrs. R. E. Savage left for New Orleans and a visit with Mrs. Otis Mitchell, whom she has not seen for 10 years and who formerly was on this show. Fred Robinson, show operator, came in from Cincinnati to confer with Owner Page anent producing of a new show this season.

R. E. SAVAGE.

Meeting, while Manager Petersen made the meetings in St. Paul and visited friends there. He'll leave for Chicago soon. The writer, who again will take over the secretarial duties, is building a new housecar. Shows recently purchased two new rides. V. W. BURLINGAME.

Golden State

NORTH HOLLYWOOD, Calif., Feb. 3.—Showfolks are arriving daily, answering the last call issued a short time ago. In the new trailer camp are 32 housecars and all waiting for opening. With a full crew and staff working for the last seven weeks, things are almost ready. Two Skooter rides are rebuilt and streamlined. All show fronts are being rebuilt, with indirect lighting and panel front design. Al Maler, chief carpenter, is building a new motordrome to replace the one used the past two seasons. In the mechanical department, under supervision of Sam Hanscom, all engines on the older trucks are being replaced with Mercury motors. The 10 units to be changed were purchased by Owner O. N. Crafts in the East last fall. Manager William (Bill) Hobday has returned from a business trip in the North. Recent visitors included Sally Rand and manager, Mel Smith; J. W. (Patty) Conklin, Ben Dobbert, Ted LeFors, Harry Hargrave, Mr. Dodsworth, Ross Davis, Dick Kanthe, Spot Ragland, Mr. and Mrs. Pierre Ouellette, Joe Glacy and Hugh Bowen. Reported by a member of the shows.

Stella Barker

CHARLESTON, Mo., Feb. 3.—Quarters progress was retarded somewhat this week. Mrs. Barker entertained relatives, Mrs. Thomas Mullin and son, Bobby, of Cuba; Bob Summers and daughter, Lois; Mrs. Nellie Blunt and Esco Collins. All seemed to enjoy the visit. Mrs. Barker plans to enlarge the shows this year. Mrs. Barker and Arthur O'Neal will go to St. Louis to select the paints and varnishes for the painting, which starts next week. Advance advertising truck is in good shape and paper for the first four towns is here waiting for the billers to arrive. Mrs. Barker has decided to use plenty of local newspaper display advertising this year. This city is friendly to showfolks. Much work has been going on indoors since a new heating system was installed. Recent visitors were Mr. and Mrs. Buster Flecher, Lynden West and Jack Burton.

T. GREGORY MURPHY.

Kline Greater

FLOMATON, Ala., Feb. 3.—Writer arrived in quarters this week and was surprised to note the number of folks here awaiting shows' opening at Escambia County Stock Show on February 5. J. W. Western is here with his Chairplane, while Stanley Western has his concessions ready. Mr. Little and family are here, and Red Woodruff is rebuilding his photo gallery and concessions. S. W. Rockwell is building a new corn game for the office and will have charge of same. Harry Thompson arrived in time for opening with his rides. Spark Plug Goodman is rehearsing his Minstrel Show troupe daily. Aerial Crawfords will furnish the free attraction. Nina Scott is in charge of Baldwin County Stock Show, Foley, Ala. Bill McAndrews is in charge of building the new fronts, and Karl Huntsman is doing scenery and pictorial work. George Spalding is assisting in various quarters departments and helping Manager Kline with the advance. Mrs. Fulford's Seafood Cafe is the nightly rendezvous for showfolk. When Haag Bros' Circus played the lot next to quarters, Manager Kline was host to Mr. and Mrs. Haag and Mr. and Mrs. McHendricks. LOLA E. PAINTER.

Billy Giroud

NEW YORK, Feb. 3.—W. J. (Billy) Giroud, manager, reports that quarters work has begun and new canvas was ordered for shows and marquee. A new modernistic front also was ordered for the marquee. Tommy Carson, business manager of the New England Shows last year, arrived from Florida to assume the same duties with these shows. Ken Walters' de luxe bingo, four other concessions and sound truck have been

Mighty Sheesley

GALVESTON, Tex., Feb. 3.—Owner Capt. John M. Sheesley was released from Methodist Hospital, Houston, on January 24 and is staying at Jean Lafitte Hotel here. It will be some time before he has fully recovered, however. Earl Strout and wife arrived to get their two shows in condition. Several rides and shows will be taken out of quarters to play the Mardi Gras here. Finishing touches are being put on Dinty Moore's Skooter. Moore is in the North at present on business but is expected back at quarters soon. Mr. and Mrs. Charles H. Pounds are expected in from California soon. Cold weather here resulted in bursted motor blocks on the cars of Dr. Fisher, Art Eldridge and Charles Pounds. Bill Rice Jr., who had been working with an indoor circus in Houston for several weeks, has returned to quarters. James Fulmer arrived from Chicago to take charge of repairing and painting John D. Sheesley's concessions. A new corn game will be built to replace the one that burned at Houston last fall. Chickie Renton, son of Al Renton, side show manager, has accepted a position at the Jean Lafitte Hotel here for the remainder of the winter.

E. C. MAY.

Crowley's United

PORT ARTHUR, Tex., Feb. 3.—Quarters crew comprises 14 men. A new entrance with plenty of neon has been completed and rides have been rebuilt, revamped and redecorated. Modernistic fronts for unborn, girl and minstrel shows, including new and improved lighting effects, are being built. New light tower is about completed. L. W. Hutchinson joined as special agent and Harry L. Gordon reports shows' spring route is complete. This is Gordon's first year with shows. Clint V. Meyers booked his Rolloplane. Billing crew is in quarters in charge of Louis Inglehearn and will start out on February 15. Slim Cunningham, concession superintendent, is making improvements on concessions. Work the past few days has slowed up because of cold weather. The writer joined as press agent. Robert Rolt is expected to arrive with his cookhouse soon.

LONNIE C. SKINNER.

All American Expo

JOPLIN, Mo., Feb. 3.—With break in cold weather, activities at shows' Tivoli Park quarters here will soon get under way. Representatives Joe Howard and Joe Greene have returned from a satisfactory booking tour in the North. Former Owner Axel Bendixen is wintering in Los Angeles. He will return soon to assist General Manager H. V. Petersen. Joe Howard attended the Dallas Fair

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Bantly's

REYNOLDSVILLE, Pa., Feb. 3.—The writer and Mrs. Bantly recently returned here from several fair meetings. Ted Miller, general agent, arrived and laid out what should prove the best route shows have ever had. He left soon after to complete his booking trip. General Manager Bantly is playing Florida fairs with a couple of rides, but is expected to return soon to start work in quarters. Dick Keller and wife will be in soon to begin work on the new revue front. Sol Speight, who will have the Harlem to Dixie colored revue, writes he has his show lined up and that it is playing night spots in Virginia. Bud Brewer, who had the girl show last year, is planning something new for 1940 and writes from Detroit he's ready to go. Buddy Rilee also will return. Management purchased two rides. Shows also will have five 45-foot light towers. H. Copping (Bud) Bantly, son of the owner, attended the meeting in Reading and had a big time. Ed K. Johnson was signed as special agent and is in quarters. The writer will be press agent and assistant manager this year. Mrs. Brewer, mother of Bud, is wintering here, and Frank Sheppard will be back as electrician and lot man. Buck Denby will be adjuster.

HARRY E. WILSON.

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booked. The Dowdys, who have been with Giroud for the past three seasons, will have their concessions here. Harry Metz booked his side show for 1940, and Whity Pelly advises he also will be back on the shows. Sonia and Clarence Giroud, who are wintering in Miami, Fla., booked their concessions. Co-owner Al Bydairk reports from Mt. Carmel, Pa., quarters that he is installing new lighting effects on rides. Al Ventries is modernizing his three show fronts. Harold Nevins has booked a ball game for his wife. Manager Giroud plans to attend the fair meeting in Albany, N. Y.

ELSIE GIROUD.

Bowen's Joyland

STOCKTON, Calif., Feb. 3.—Management plans to go out this year with 10 rides. General Manager H. C. Bowen returned from fair meetings and a booking tour and reports satisfactory results. Three new 30-foot semis were purchased and two new transformers added. Superintendent Homer Reese is overseeing construction of new semis and hot wagon. All work is being done on the ranch here, but quarters in Dinuba, Calif., will open soon with a full force doing overhauling and painting work. Mr. and Mrs. W. Whaley are building a new girl show front. Johnnie Miller is enlarging his cookhouse, and Harry Warren plans a bigger side show, with all new equipment, and two small grind shows and motordrome. He'll again be *The Billboard* agent. Sally Reese has her new bingo stand completed. Cal Enfield and wife are operating a restaurant in Los Angeles and repairing their string of concessions. Mr. and Mrs. Leon Whitney again will have their string of concessions with it. Mac McClellan, popcorn man, who has been on the sick list most of the winter, is well again. The writer is wintering at Joyland Ranch and again will have his blower on the shows.

THOMAS McQUILLEN.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Feb. 3.—Work is in full sway here, and all equipment is being renewed and repainted. Mechanical work is in charge of Joe Kahn. Mrs. Margie Kahn has charge of the commissary. W. J. Dunne and Leonard Hand arrived this week to rebuild and enlarge their Circus Side Show. General Manager T. A. Fuzzell returned from the Illinois Fair Meeting, where he obtained several contracts. He then left for a short visit in the South. Roy Goldstone said the concession department would begin its work on February 20. Mr. and Mrs. Roy Hibler arrived and again will be on concession row. Visitors included Curley Reynolds and Izzie Wells. The writer, after an extensive trip north, returned this week. Shows are being enlarged.

F. W. PRATT.

Great Sutton

OSCEOLA, Ark., Feb. 3.—Ralph Miller visited en route to Springfield to purchase some semi-trailers and had supper at the home of Mr. and Mrs. Sutton, where he also spent the night. F. J. Doyt and wife spent the week-end with Manager Frank Sutton and wife. He also booked his bingo and concessions for 1940. Mr. and Mrs. Roy Gensler will return with the cookhouse and concessions. Showfolk members are expected here about March 1. Shows are to be larger this year. T. J. Smith left for the Tennessee Fair Meeting in Nashville.

LUCILLE NORWOOD.

Elk Valley

FAYETTEVILLE, Tenn., Feb. 3.—Recent snowstorms in this section have slowed up quarters activities, but plenty of jackpots are being cut up around the fires. Manager Bill Askins recently returned from a business trip to Nashville, Tenn. Mr. and Mrs. Tommie Cook arrived from Mobile, Ala., with their photo gallery and concessions. Robert Sorensen and family, with Chairplane and Kiddie Auto ride, have spent most of the winter here. Mrs. Askins has framed a beautiful new corn game and penny pitch, and Kirk Kirkland, mechanic, electrician and *The Billboard* sales agent, has his department working full time. Art Holtzinger arrived with his pop corn and candy floss stands, as did Kitty Nelson and her Mechanical City from Mobile, Ala. Jimmy Wilson has his Dixie Dandy Minstrels playing local theaters. Bull Brown is in charge of the paint department, and Pearl and Jim Willis, with their concessions, are

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Until you get our latest catalog describing everything from the smallest to the largest. We have just the Machine you need and also a complete line of Cartons, Cones, Bags, Seasoning, Salt and Popcorn. Don't start out this year without getting our Price List. You will find that you get better products at less money from us.

Gold Medal Products Company

131 E. PEARL STREET, CINCINNATI, OHIO

BAZINET SHOWS, INC., WANT

RIDES—Buy Octopus and Chairplane. Must be cheap for cash.
SHOWS—Buy Motordrome and Fun House.
MANAGER—New Cookhouse. Must have crew and be able to take full charge. References. DO NOT MISREPRESENT.
MANAGERS—Following Shows: Life, Athletic, Revue, Geek, 10-in-1, Monkey, Headless, Minstrel. Have complete outfits for above with new canvas.
CONCESSIONS—Capable Bingo Caller. Want Penny Arcade and all kinds Slum Joints. No racket. Have Bingo, Cook House, Pop Corn, Penny Pitch, Ball Games and P. C. booked.
HELP—Ride Men who can drive Semis. Scenic Artist, Front Builder.
FOR SALE—Acroplane, complete with 20 K. W. Plant, mounted on Red Panel Truck. Bus, 22 passengers, 1935 G. M. C. In perfect condition, cheap.
 Following people answer: Blackie Miller, Gene Davis, Frank Kolborn, Eddie Ferrera, Capt. Frank Allen, Sam Golden, Capt. Dan Riley.
 This show OWNS 8 Rides and 8 Shows and opens in the heart of Minneapolis April 20th.
 Fair Secretaries and Celebration Committees—Have open dates in August and September.
 All Communications to DWIGHT J. BAZINET, Gen. Mgr., 628 5th St., N. E., Minneapolis, Minn.

Gooding Greater Shows CONCESSIONS WANTED

Ball Games open; will sell exclusive to reliable party. All other legitimate Concessions open except Bingo, Penny Arcade, Scales, Hi-Striker, Photos, Popcorn and Cook House. CAN USE a few more Good Shows, including Trained Monkey and Hill-Billy Shows. Opening date April 25th.

Address Inquiries:
THE F. E. GOODING AMUSEMENT CO.
 1300 NORTON ROAD, COLUMBUS, O.

FOR SALE

No. 16 Big Eli Wheel—White Enamel Seats, Late Model Eli Power Unit, New V-Type Drive. Entire Wheel in splendid condition. ALSO HAVE 8-Car Kiddie Ride for sale; cheap.
 Address Inquiries: F. E. GOODING
 1300 NORTON ROAD, COLUMBUS, OHIO

STATE FAIR SHOWS

Presenting for 1940 a Resplendent Midway
With 12 Rides—12 Shows

OPENING KANSAS CITY, MO., FIRST WEEK IN APRIL

HAVE 14 BONAFIDE FAIRS AND CELEBRATIONS IN IOWA, KANSAS AND NEBRASKA ALREADY BOOKED. MORE FAIRS TO FOLLOW IN TEXAS, ASSURING EVERYONE OF A LONG AND PROSPEROUS SEASON.

WANT CIRCUS SIDE SHOW OR PIT SHOW WITH GOOD FREAKS. Will furnish complete new frame-ups, except Banners.

WILL BOOK MOTORDROME AND ORGANIZED MINSTREL SHOW WITH BAND. Will make attractive proposition to such organized Shows.

CAN PLACE LEGITIMATE CONCESSIONS (NO EXCLUSIVES). Charley White can use Good Concession Agents.

All Address

MEL H. VAUGHT, Mgr., Heidal Hotel, Tucson, Ariz.

LAWRENCE GREATER SHOWS, INC.

SHOW OPENS LAST WEEK IN MARCH
HAVE 16 BONAFIDE FAIRS AND CELEBRATIONS—16

WANT Showman with any new and novel ideas. Will furnish outfits for same. Side Show, Monkey Show, Penny Arcade, Motor Drome, Fun House, any Major or Kiddie Rides not conflicting with what we own. Especially want Octopus and Rollo-Plane. Magician and all people for Illusion Show. Have complete outfit. Girls for Posing and Dope Shows. Salaries out of office. Musicians, Performers and Dancing Girls for Plant Show. Concessions all open except Bingo, Custard and Pop Corn. Want Cook House, privilege in tickets. Will book 2 Stock Wheels. Mrs. Lawrence wants Concession Agents and Couple for Pop Corn, Peanuts and Candy Apples. Talkers and Help in all departments. All address:

SAM LAWRENCE, Manager

WINTER QUARTERS

CHESTER, S. C.

THE ONLY "FREE GATE" CARNIVAL MIDWAY CARRYING 7 AERIAL ACTS, FREE GATE

FREE GATE

HOLIDAY SHOWS

FREE GATE

OPENS AUGUSTA, GA., MARCH 11TH—AUSPICES LABOR TEMPLES

WANT RIDES OF ALL KINDS. Will book or lease. Want Merry-Go-Round, Ferris Wheel, Chalroplane, Octopus, Whip, Tilt, Rollo-Plane, Kiddie Rides or any good Ride, Britt, Morgan, Tinsley, Brady and other Ride Owners, get in touch QUICK.

WANT SHOWS: Sideshow, Monkey Circus, Funhouse, Mechanical, Minstrel, Big Snake, Motor-drome, Athletic, Glasshouse, Crime, any good Bally or Grind Show.

A FREE GATE WITH 7 AERIAL ACTS WILL "UP" YOUR GROSS 100%

WANT CONCESSIONS of all kinds. Cookhouse, Bingo, Palmistry, Diggers, Custard, Popcorn, Floss, Grab, Lead, Photo, Penny Pitches, Rat, Pan, Grind and Wheels, Penny Arcade, Balgames, percentage, Novelties, Scales and others, write.

Can place a smaller unit on the lots here starting Feb. 19th until show opens.

Address: TOM TERRILL, GENERAL MANAGER, JACKSON HOTEL, AUGUSTA, GA.

WANT

THE JAMES E. STRATES SHOWS, INC.

WANT

Can place for Season of 1940 real MERITORIOUS SHOWS. Will furnish Wagons if you have your own outfits or will furnish outfits complete. Have BEAUTIFUL outfits for outstanding Girl Revue, Colored Minstrel Show, Side Show, Hawaiian Show. Will place Mechanical Show, Unborn Show, Big Snake Show. What have you? WILL PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. Will consider selling entire Midway to capable party that has Stock Concessions and can control his agents. NO GRIFT. Playing nothing but the big Eastern Industrial Cities for still dates, then the following Fairs: Caledonia, N. Y.; Batavia, N. Y.; Erie County Fair, Hamburg, N. Y.; New York State Fair, Syracuse, N. Y.; Bath, N. Y.; Bloomsburg, Pa.; York, Pa.; Gastonia, N. C.; Sumter, S. C.; Charleston, S. C.; Savannah, Ga., and others pending. Gifford Ralyea can place Midgets for Midget Town Show. Can place one more new Flat Ride. Will furnish wagons for same. Can place Ride Men, Train Help, Tractor Drivers and useful people. Address:

JAMES E. STRATES, Box 574, Savannah, Ga.

C. W. NAILL SHOWS

WANT FOR SEASON OF 1940

Shows of merit. Will build fronts for any worth-while Show and will furnish top and front for real Snake Show. Performers for Minstrel, two fast-stepping Chorus Girls, one A-1 Comedian and Musicians for Band. Maurice Taylor, drummer, get in touch with Kid Murphy, who has charge of show. Ride Help. Man to take charge of Kiddie Ride who can handle children. Want first-class Wheel Operator and Second Man for all rides who can drive Semi-Trailers. Concessions—Want neat Cookhouse, privilege in meal tickets; Corn Game, Fish Pond, Bowling Alley, Photo and Cigarette Gallery, Pop Corn, Ball Games, Cane Rack, Snow, Custard or any legitimate Concession. Mr. and Mrs. Naill invite all visiting show folks who come to the fair meeting here Feb. 16 to visit them at their new home, 703 South Third St. Address all to C. W. NAILL, 703 S. Third St., Monroe, La. Phone 4018.

Be Ahead of the Crowd

SUBSCRIBE TO THE BILLBOARD

expected soon. General Agent Lew Askins is in Kentucky on a booking tour. Robert Land and family are visiting quarters. **TEX COOPER.**

Convention

FREDONIA, N. Y., Feb. 3.—Quarters are manifesting some activity again after a two-week shutdown because of extremely cold weather and the indisposition of Eugene (Dummy) Clayton and Ray Betcher, mechanic, both of whom have recovered, however. They have erected a top in the Industrial Building here and, with installation of an electric oil blower, have all the comforts of a steam-heated workshop. Fairgrounds look like a section of Finland trenches. Manager Mantley has been conducting bingo parties in the new Floral Building, in which a modern gas blower heating system was installed. To accommodate patrons' cars it was necessary for the past three weeks to plow huge trenches and keep them clear for parking. As there was no way to dispose of the snow, and with the necessary repeated plowings the huge rotary blower created huge mountains of snow and then drove the plow into these huge banks, creating individual slots for each car. Four men

are in quarters, and Keith Johnson, secretary, reports soon to take charge of the office, as does Fred Lacy to assist at the bingo parties. Shows are slated to open on May 11. **FAY LEWIS.**

Lawrence Gets Hatfield, Flemington and Kutztown

NEW YORK, Feb. 3.—Back from fair meetings in North and South Carolina, Virginia and Pennsylvania, Sam Lawrence, owner Lawrence Greater Shows, announced signing with Hatfield and Kutztown, Pa., and Flemington, N. J., fairs. He said he would announce two South Carolina fairs shortly.

Lawrence and his wife left for Chester (S. C.) winter quarters this week and will remain there until opening. He stated that a crew of 10 has been working there since the first of the year and that three new fronts are in the works.

Bedford Date to Bantly's

REYNOLDSVILLE, Pa., Feb. 8.—Bantly's All-American Shows added another fair to their 1940 list when they were awarded a contract to play Bedford (Pa.) County Fair.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Jones Expo Booked For Savannah Fete

SAVANNAH, Ga., Feb. 3.—Contract for the amusement area at Coastal Empire Paper Festival to be held here was awarded on Thursday to Johnny J. Jones Exposition, said Chairman J. A. Bennett, of the carnival committee.

With the fun zone the festival will feature a trade exposition, street parades, coronation, yacht regatta, big-league baseball and street and auditorium dances, and program is being built to create a mardi gras spirit.

This, the second annual event, will be presented under executive management of G. Hodges Bryant.

will be in a tent connected with the main building.

Shorts

FIREWORKS were used in coronation ceremonies during sixth annual Alpena (Mich.) Winter Sports Carnival on January 20-28 under auspices of the chamber of commerce, reports Ben G. Wright, secretary-manager. Event was broadcast over WWJ.

TEN-DAY Butte (Mont.) Flying Hi Carnival under auspices of the local National Townsend Recovery Club has been postponed, reports Anthony Canonica, concession manager.

Mardi Gras Visitors Up

NEW ORLEANS, Feb. 3.—City's earliest Mardi Gras on record neared its climax this week with a record influx despite end a few days ago of the coldest spell in 56 years. New pageants, added radio ballyhoo and low temperatures in Florida tended to divert thousands of winter visitors here. Officials also credit the war in Europe for thousands of visitors from the North and East who will take trips to Caribbean Isles after the festival.

Stage Show for Tenn. Expo

JOHNSON CITY, Tenn., Feb. 3.—Stage acts and dancing will be among features at six-day Upper East Tennessee Mid-winter Exposition here under auspices of Junior Order of United American Mechanics' Lodge, officials report. There will be agricultural, poultry, industrial, mercantile, hobby, needle work, crocheting and bakery exhibits, and a premium list is being compiled. G. C. Sharp is general chairman.

Midway Set for Ill. Event

TUSCOLA, Ill., Feb. 3.—Owner-Manager Al Wagner, Great Lakes Exposition Shows, has booked his organization for six-day biennial Tuscola Home-Coming Celebration under auspices of the Chamber of Commerce and American Legion Post. Appropriation for the event is \$15,000, \$9,000 of which is spent for attractions, including free acts. Balance is spent on advertising.

Acts Planned for La. Show

BATON ROUGE, La., Feb. 3.—Five vaude acts will be featured at first annual six-day National Home Show here under auspices of the Board of Realtors, reported Secretary V. R. Perkins. Edwin N. Williams, of Federal Production Company, will direct the show and provide booths. All exhibit space has been sold. Stage shows and a \$2,500 model home

WANT NIGHT INDOOR ACTS

WEEK OF MARCH 25-30

To Be Held at

Ridgway Armory Building, Ridgway, Pa.

Sponsored by

AMERICAN LEGION & SERVICE COMPANY

Write HAL C. LAW, General Chairman.

WANT TO HEAR FROM PREMIUM AND SPECIALTY WORKERS FOR

Better Homes & Foods Exposition
March 25 to 30

All Exclusive Privileges.
40,000 Yearly Attendance.
Standard Acts. Quote Lowest.
RAY LEWIS, Managing Director,
317 Woodruff Bldg., Springfield, Mo.

WANT CIRCUS ACTS

St. Louis Auditorium, Feb. 17, 18, 19

NOVELTY AND THRILL ACTS

Write LARRY SUNBROCK, Coronado Hotel, St. Louis, Mo., immediately. State lowest terms in first letter. Send press material and photographs in first letter. Will be returned if not used.

CARNIVAL WANTED FOR THE 4TH OF JULY WEEK.

Can set up on part of main street and side street or at the park. We have the best equipped park for picnics, shade, free drinking water and lights. A day of celebration consisting of speeches, ball games and amusements of various kinds. Good fireworks at 9 o'clock. Our attendance of the past has been good, last year over 30,000 attended.
GEO. P. GEPHART,
Chamber of Commerce, Peabody, Kan.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

A YEAR-ROUND PROPOSITION AWAITS YOU
—Good living guaranteed. Quick sellers. Free samples. **BOX 122, Billboard, 1564 Broadway, New York.**

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD, 4922-A Lincoln, Chicago.** mh30x

BRAND NEW SERVICE—SELL BANKS, LAUNDRIES, stores, manufacturers. Sales portfolio free. **VISUAL TRAINING, 520 W. 39 Ter., Kansas City, Mo.**

CLOSEOUTS—CARTOON BOOKLETS, READERS, Photos, Jokes, Unusual Books, Novelties, etc. Fast sellers. Big profits. List, 10c. **AFFILIATED ROADSHOWS, Cuntersville, Ala.** x

DROP EVERYTHING—SELL FROLICK'S Money-Making Specialties. Ready buyers everywhere. Send 25c for samples. Refunded on first order. **FROLICK, 3848 Sedgwick Ave., Bronx, New York, N. Y.** x

MAGAZINE, BOOK MEN—HERE'S THE NEW deal you have been waiting for. We will guarantee our \$3.90, \$5.20, \$7.80 deals to be greatest money makers in the field. Write for proof. **PUBLISHERS' CIRCULATION SERVICE, Dept. BB-1, 407 S. Dearborn, Chicago.** x

MEDICINE DISTRIBUTORS — 500% PROFIT selling VI-CO Tonic Laxative. Sample 40c. Write immediately for exclusive territory proposition. **VI-CO SALES, V-5, Birmingham, Ala.** fe24x

SELL NEW, USED CLOTHING FROM HOME, Auto, Store—Men's Suits, 96c; Shoes, 10c; Dresses, 21c; Ladies' Coats, 33c. Hundreds big bargains. Catalog free. **S&N, 440-C East 31st, Chicago.** x

WAGON JOBBERS — BRILLIANTINE, \$4.50 gross; Vanilla Extract, \$4.50 gross; Almond Lotion, pints, \$18.00 gross. Quality guaranteed. **CERTIFIED LABORATORIES, C-5, Birmingham, Ala.** fe24x

WE TRUST YOU — PAY WHEN SOLD. QUICK Selling Perfume Novelties. Flashy packages. **MISSION NO. 1, 2328 W. Pico, Los Angeles, Calif.**

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.** mh2x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** mh2x

ANIMALS, BIRDS AND PETS

ARMADILLO BASKETS, LAMPS, NOVELTIES— Odorless, treated to last. Different. Also Live Armadillos, good feeders, perfect specimens. Write for prices. **APALT ARMADILLO FARM, Comfort, Tex.** x

COCKATOOS—LARGEST AMOUNT IN UNITED States. Reptiles, Monkeys, Sun Bear Cubs, Lion Cubs, Parakeets, Lovebirds. Write for complete list. **BIRD EXCHANGE, Box 7, Bell, Calif.** fe24

SPECIAL—ARMADILLOS, \$2.00; KANGAROO Rats, \$2.50 pair; Beautiful Snookum Bears, \$15.00; Beautiful Ocelots, \$25.00; Wild Cats, \$7.00; Badgers, \$8.00; Rhesus Monkeys, \$12.00. **NATIONAL PRODUCTS COMPANY, Laredo, Tex.**

WRITE FOR OUR ANIMAL PRICE LIST— MEEMS BROS. & WARD, INC., Oceanside, N. Y. Direct importers from all over the world.

BUSINESS OPPORTUNITIES

BUSINESS PLANS—TESTED MONEY MAKERS, Formulas, Trade Secrets, Spare Time Starters and Mail Order Plans. Postal brings big issue of Money-By-Mail Magazine. **W. F. SANDERSON, Box 135, West Trenton, N. J.** fe24x

FOUR SAMPLES AND WHOLESALE PRICE List, 10c. **OPPORTUNITIES K, Allendale, S. C.** x

"NEW MONEY MAKERS"—70-PAGE MAIL Order Magazine, prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN, Publisher, 330 S. Wells, Chicago.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN — 2 NATIONAL COMBINATION Candy and Cigarette Machines, in perfect condition, \$55.00 each. **BOX C-392, The Billboard, Cincinnati, O.**

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO, 383 Hawthorne Ave., Newark, N. J.** mh2x

AA-1 GENCO MAGIC ROLLS, \$29.50 EACH— Nine foot size, like new. 1/3 deposit, balance C. O. D. **BUSINESS STIMULATORS, 4912 E. Washington St., Indianapolis, Ind.**

BARGAINS IN RECONDITIONED VENDING and Counter Machines. Send for literature. Plenty good buys. **RAKE, 5 S. 22d St., Philadelphia, Pa.**

BARGAIN — EIGHT BLACK PACES RACES, \$25.00 each. 1/3 deposit, balance C. O. D. **AL BERMAN, 723 S. 3d St., Las Vegas, Nev.** fe17

CANADIAN OPERATORS — WANT MILLS Bonus. Rush full particulars, prices. **IDEAL NOVELTY CO., 628 Christie Ave., Oshawa, Ont., Can.**

CHICKEN SAMS, \$139.50 (SEEBURG CONSOLE Models); Brown Paces Races, \$79.50. A-1 condition. 1/3 deposit. **SILENT SALES, 635 D, N. W., Washington, D. C.**

CLOSING OUT SLOT MACHINES OF ALL KINDS From 1c to 50c Play—Galloping Dominos, Bangtails, Pace Races, black and brown; Rolletto Junior and Senior, 1-2-3, Flashers and Vest Pockets. Cheap prices. State your needs. **AUTOMATIC COIN SLOTS CO., 287 Bank St., Norfolk, Va.** fe17x

COLUMBUS PEANUT MACHINES—ADVANCE Penny Hershey, Master Targets. Excellent condition, low prices, practically new. Shipping point, Ohio. **BOX C-380, Billboard, Cincinnati.**

MILLS DIALS, \$12.00; REEL "21," BELL Slides, Dice-o-Matics, \$4.00; Tallys, \$7.00; Tri-o-Packs, \$4.50; Races, Reel Dice, \$3.00; ABT Game Hunter, \$10.00; Western Futurity, \$8.00; Advance Selecterias (64 bar capacity), \$15.00; 1c Bar U-Select-It, \$10.00; Mills Melon Bells, \$45.00; Fleets, Zetas, \$6.00; Super Zetas, \$8.00. The following one balls: Challengers, New Deals, \$7.00; Latonias, \$9.00. Send 1/3 certified deposit. **MILLER VENDING COMPANY, 615 Lyon, Grand Rapids, Mich.** x

MR. CHIPS, LUCKY, NIPPY, SCOP, THRILLER, Roller Derby and C. O. D., \$59.50 each; Champion, \$42.50; Follow-Up, \$39.50; Triple Threat, Lot-A-Fun, Zip, \$35.00 each; Rebound, \$47.50; Pickem, Vogue, \$54.50 each; Bowling Alley, Punch, Folly, Oh Boy, \$69.50 each; Buckaroo, \$40.00; Big Six, \$65.00; Ocean Park, \$45.00; Sport, \$49.50; Airport, \$29.50; Cowboy, \$32.50; Contact, \$25.00; 1-2-3, \$84.50. All Free Play. Send one-third deposit with order. **LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.** x

POSTAGE STAMP VENDORS — SCHERMACK make, \$8.00 each; 1c Hershey Vendors, Waltzer make, \$1.00 each. **KROTOR, 712 Catherine, Ann Arbor, Mich.**

ROCK-OLA IMPERIAL SLUG EJECTORS, COM- plete, \$12.75 new; Wurlitzer Counter Model Pedestals, \$3.00. Close-out prices. **OPERATOR'S SERVICE SUPPLY CO., 908 Chapin St., South Bend, Ind.**

ROCK-OLA MONARCHS, \$109.50; WUR- litzer 24s, \$129.50; 616s, \$75.00; 412s and 400s, \$35.00. Bargains, Blue Fronts and Q. T.'s. **COLEMAN NOVELTY, Rockford, Ill.** mh23x

SHIPMAN'S STAMP MACHINE, \$11.00; Zephyr Cigarette Reels, \$7.50; Stewart-McGuire Cigarette Machines, all models; Wurlitzer, all models; Seeburg, all models; Watling Scales, all models. Will trade for Vest Pocket, Columbia, Bonus, 5c Slots. Send serial number and picture of what you have to trade. Bally Derby, cash payout, perfect condition, \$15.00. **O'BRIEN, 89 Thames, Newport, R. I.** x

TOM MIX RADIO RIFLES, \$49.50 — ALSO other types of machines ready for immediate delivery. Liberal trade-in allowance. **CENTRAL DISTRIBUTING COMPANY, 916 Scioto St., Indianapolis, Ind.** fe17

WANT CRANES, EXHIBIT MERCHANTABILITY, Rotaries, Vitalizer, Skee Balls, Skee Rolls, Baseballs, Pokerinos, Novelty Arcade Machines. **UNITED, 647 S. 57th, Philadelphia, Pa.** fe10

WANT USED VEST POCKET BELLS AND FREE Play Novelty Games. Air mail best prices. **UNITED AMUSEMENT CO., 310 S. Alamo, San Antonio, Tex.**

WANT LATE FREE PLAY GAMES—TEN STRIKE, Western Baseball, F. P., and 1939 Model Phonos. **PASTIME AMUSEMENT CO., 100 Boltin, Dayton, O.**

WILL PAY CASH FOR EVANS' TEN STRIKE or Evans' Stop and Sock or Western Base Ball Games. **SENECA WHOLESALE CO., Seneca, Kan.**

3/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** mh2x

9 IDEAL PENNY WEIGHING SCALES—FIRST \$75.00 takes all 9 of these steady money makers. Only minor adjustments and replacements needed. **M. BRODIE CO., 3311 Ross Ave., Dallas, Tex.**

12-RECORD LUXURY COUNTER MODELS, with Rockola Mechanisms; Nickel, Dime and Quarter Slots; only \$84.50 each. One-third deposit. Bargains in all makes of used phonographs. **EAST COAST, 455 West 45th, New York City.** fe10

62-PIECE PENNY ARCADE—READY TO OP- erate, very reasonable. **A. M. JOHNSON, 57 St. Marys Rd., Buffalo, N. Y.**

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY, 310 W. 47th, New York.**

ORCHESTRA COATS, JACKETS, \$2.00; TUXEDO Suits, complete, \$10.00; Minstrel Suits, \$3.00; Tambourines, 27, \$3.00; Beautiful Cyke, \$35.00. **WALLACE, 2416 N. Halsted, Chicago.**

FORMULAS

PITCHMEN'S 900 - PAGE MONEY - MAKING Bible — Contains 10,000 Formulas, Secrets, Recipes for easy making fast sellers and bigger profits. \$1.50 postpaid or C. O. D. (foreign, \$1.85). **ADAMS-BROWNS COMPANY, Chestnut Hill, Mass.** x

THAXLY FORMULAS FOR PERFECT PROD- ucts. Accurate Analyses Assured. Resultful Research. Catalog Free. **Y. THAXLY CO., Washington, D. C.** ap6x

\$25.00 MEAT TENDERIZER FORMULA NOW only \$1.00 — Makes tough meats tender. Big seller to restaurants. **STERLING PRODUCTS CO., Springfield, Ill.**

FOR SALE—SECOND-HAND GOODS

EIGHT NU-WAY SALT AND ICE CUSTARD Machines, \$300.00 to \$475.00; one Kohr All Electric Custard Machine, \$550.00; one Demonstrator Eze-Way All Electric, very reasonable. **GENERAL EQUIPMENT, 423 W. South, Indianapolis, Ind.**

FOR SALE FOR WAREHOUSEMEN'S STORAGE Charges—Complete equipment as stored by Walkathon Company. Write **PETERS TRANSFER & STORAGE CO., Green Bay, Wis.**

MANGELS SHOOTING GALLERY AND EIGHT Microscope Poker Rolls. Good condition and reasonable. **MORRIS GOLD, 2835 W. 28th St., Brooklyn, N. Y.**

POPCORN MACHINES—BURCH, STAR, LONG- Eakins, Caramelcorn Equipment, Copper Kettles, Burners, Tanks, Popping Kettles. Winter prices. **NORTHSIDE CO., Indianapolis, Ia.** mh23x

POPCORN, POTATO CHIP, CRISPETTE, CAR- mel Popcorn, and Cheese Coated Popcorn Machines. **LONG EAKINS CO., 1976 High St., Springfield, O.** ap13x

18-FOOT HOUSE TRAILER—BUILT-IN 4 FOR 10c Photo Machine on rear, with supplies, for sale or trade for Factory Trailer. Also 4 for 10c Booth Machine with instruction, reasonable. **ERICK ELAM, Staunton, Va.**

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. **LA MANCE, 782 Marion, S. E., Atlanta, Ga.**

FOR SALE — NEW MECHANICAL STAKE Driver. **EWALT AMUSEMENT COMPANY, P. O. Box 232, Geneva, Neb.** x

HELP WANTED

COMPOSER WANTED TO COLLABORATE WITH lyric writer on royalty basis. Song sharks, stay away. **HAROLD SATTERFIELD, Odon, Ind.**

TEAM — GENERAL BUSINESS, COMEDY, Produce, Some Music. Return one nighters, small show, dance after. Radio trouper. No booze. Joint salary. **JOHN NORD, Great Falls, Mont.**

WANT FOR NEW ENGLAND AND NEW YORK State—Two experienced Carnival Bingo Men. **Address BOX C-393, Billboard, Cincinnati, O.**

WANT SIDE SHOW ACTS—HALF AND HALF for Annex; also Dancing Girls. Open in April in Ohio. Write **MANAGER, 112 Main St., Charlestown, Mass.**

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale. Largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES, Nelson Bldg., Columbus, O.** fe17

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** mh2x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue — Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S, 1309 Walnut St., Philadelphia, Pa.** fe17

PINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY, 1261 North Wells St., Chicago.** Illustrated folder free.

MISCELLANEOUS

ATTENTION, SHOOTING GALLERY MEN — New Tubes, \$6.50 per thousand. Send for C. O. D. order. **MORRIS GOLD, 2835 W. 28th, Brooklyn, N. Y.**

1940 TANDEM ALMA, KOZY OR COVERED Wagon — Immediate delivery. The ideal trailer for the trouper. Spun glass insulation, electric brakes. No payments during lay off can be arranged. **SELLHORN'S, Sarasota, Fla.** x

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap. Terms. Factory reconditioned. Film rented. Sold, \$5.00 reel. **NO. 521-E STATE THEATRE, Pittsburgh, Pa.**

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis.** x

ATTRACTIVE BARGAINS — 16MM VICTOR Factory Rebuilt Sound Projectors, \$125.00 up. Westerns, Comedies, Cartoons. Features, Complete Programs, \$4.00 reel up. **SOUTHERN VISUAL, Box 2404, Memphis, Tenn.** x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.** mh2x

COMPLETE ROAD SHOW—ONE ACME MOTOR Driven Silent Portable Projector and The Road to Ruin, 7-Reel Silent Picture. \$22.00 takes it all. Both perfect shape. One Reel Sound Newsreel, \$4.00; one Radolek Used 30-Watt Amplifier for P. A. work, valued \$45.00. Bargain, \$12.00. **OAK STORAGE, Armitage and Western, Chicago, Ill.** x

FOR SALE — GOOD CONDITION. POWERS Machines, Lamphouses, Transformers, Screens, Draperies, 35MM Sound on Film Feature Pictures. Want Portable. **WILSON, 1609 1/2 Boonville, Springfield, Mo.**

LOOKING FOR BARGAINS TODAY? 16MM. Silent Sound Film Projectors and a full line of Accessories. 35MM. Powers, Simplex Low Intensity Lamphouses. Write for your list and compare our prices. **ZENITH, 308 W. 44th, New York.**

NEW AND USED PRINTS — BEST VERSION
 Passion Play, Talking, 35 and 16MM. WEST-ERN FILMS, 1018 S. Wabash Ave., Chicago.

SACRIFICING 200 REELS 35MM. SOUND
 Film—Complete Subjects, excellent condition, \$2.00 per reel. PALADIA, 50-27 39th St., Long Island City.

WANT MEXICAN PICTURES — ANY TYPE;
 also American Western and Action 35MM. Sound Pictures. Rush. JACK A. FARR, Victoria, Tex.

WORLD'S BEST PASSION PLAY—COMPLETE
 Story Life of Christ. New 16MM. Sound-Silent. SCREENART, 729 7 Ave., New York.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON
 all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. fe17

DIREX DIRECT POSITIVE PAPER — NO FAD-
 ing, best gradation, highest speed. THE POSITYPE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. fe15x

FREE — 1940 DIRECT-POSITIVE CATALOG.
 Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! MARKS & FULLER, INC., Dept. BC-33, Rochester, N. Y. mh2x

PHOTO MEN—WHY WASTE TIME AND PAY
 privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos. Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write HASSAN, Box 971, Parkersburg, W. Va. fe17x

ROLLS DEVELOPED—TWO PRINTS EACH
 and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. fe10x

SALESMEN WANTED

AMAZING SALES BOOSTER PLAN FOR FILL-
 ing Stations, all Retail Dealers. Fast seller. Big profits. Sample free. PROFIT-MAKERS, 160 N. LaSalle, Dept. B-8, Chicago. mh2x

NEW PROPOSITION FOR MAGAZINE AGENTS
 —Make more money selling this flashy specialized Farm Magazine. Best deal to men working east of Mississippi River. Write for details. S. E. PETERSON, Room 1201, 140 S. Dearborn St., Chicago, Ill. mh2x

SELL BUSINESS CARDS—\$1.50 THOUSAND.
 Business Stationery, Book Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Social Security and Bookkeeping Systems. 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. TL, Chicago. x

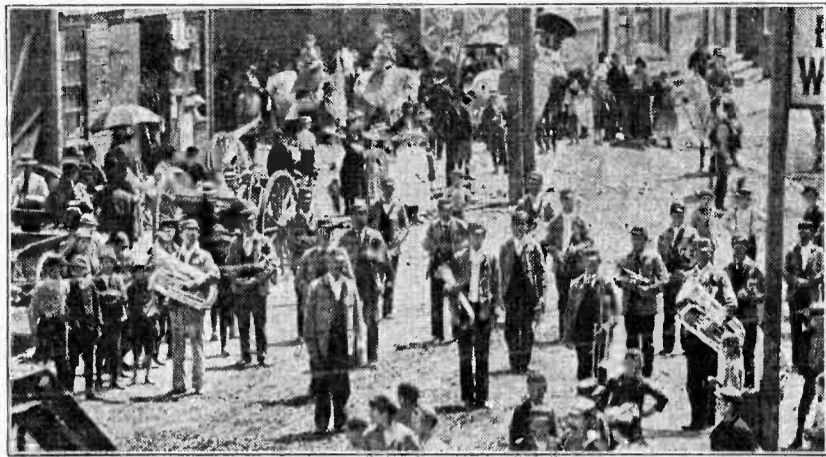
SELL BEAUTIFUL MARBLITE STATUETTES —
 Quick sales. Four samples, \$1.00, with lower wholesale prices. MICHIGAN MARBLITE, 1720 Milbourne Ave., Flint, Mich.

WANTED — PERMANENT REPRESENTATIVE
 for Hoover Uniforms, Waitresses, Doctors, Nurses. Slack Ensembles, Aprons, Frocks. Smartest styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. BK-4C, New York City. fe24x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND
 Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. fe10

Show Family Album



LINE-UP of the first parade of the Walter L. Main Circus after its railroad wreck of May 30, 1893. Picture was snapped in Tyrone, Pa., on June 8, when the show, as a result of the disaster, was without a band wagon. Mont Long, deceased band leader, is seen in front of the musicians. The musician at the left in the first row is R. D. (Red) Miller, who spent 52 years in show business and now resides in St. Louis. He married a member of the show the day before the photo was taken. His wife, who died in 1935, is one of the horsewomen in the background.

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.

SCENERY, CYCLORAMAS, DRAW CURTAINS.
 Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

TENTS—SECOND-HAND

SLIGHTLY USED, GOOD AS NEW. LESS THAN
 half price. No rags, no mildew. State size, send stamp. Postals ignored. SMITH TENTS, Auburp, N. Y. mh16x

THEATRICAL PRINTING

HALFTONES, LINE CUTS, AS LOW AS 65c—
 Write for new prices on Art Work and Engraving. MARK TWAIN ENGRAVERS, Hannibal, Mo. fe10

PRINTING SPECIAL — 100 8 1/2 x 11 BOND
 Letterheads, 100 6 3/4 Envelopes printed to your 3 or 4-line copy. Both only \$1.00 postpaid. F. C. CRAMER, Box 993, Chicago, Ill. x

WINDOW CARDS—14x22, ONE COLOR, 100,
 \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna. x

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AVAILABLE—Union, 11 Men. Sweet or swing. All essentials, library, P. A. system, uniforms, transportation, fronts, advertising. Cut or augment. Location or road. Go anywhere. Reliable. BLUE GLASS, 173 N. Kingston St., Caledonia, Minn. fe17

FIVE-PIECE NEW YORK Society Dance Orchestra —Plus Girl Vocalist. Feature original style; ensemble singing, novelty arrangements. Interested only in Southland engagements after February 15. Now playing swanky Rose Room. Mobile. Write JERRY GILBERT, Cawthorn Hotel, Mobile, Ala.

NOW AVAILABLE—First-Class Eastern 10-Piece
 Hotel or Club Orchestra. Three tenor saxes, three brass, three rhythm and front. Vocals and novelties. Young, reliable and union. Have uniforms and own transportation. JOHNNY CATRON, 111 W. 7 St., San Pedro, Calif.

ROY SANDERS SYLVANIANS—Union, 11 men.
 Sweet or swing. Up and coming band. DEL EDWARDS, 1017 N. 9th St., Reading, Pa.

SIX PIECE Entertaining Orchestra—Available for
 location. Three singers, novelties, modern library. Sweet or swing. Augment if necessary. ORCHESTRA LEADER, care Radio Station, Gladewater, Tex.

AT LIBERTY BILLPOSTERS

2 MEN WITH CAR — BILLER AND BILL
 Poster with a good carnival. Write or wire W. D. JONES, 20 Ellis St., Saugus, Mass. fe17

AT LIBERTY CIRCUS AND CARNIVAL

A-1 SOUND TRUCK OP-
 erator—experienced. Open for season with carnival, circus or show of merit. Will send photograph. ROY FOSS, Fulton, N. Y. Sound Car Operator. fe17

LADY TATTOO ARTIST — ALSO BODY
 covered. Would like to join a good circus or carnival. Small salary and all I make. Good flash. Twenty-five years in business. Do not ask for photos. Have good wardrobe. RUTH LIBRARY, 150 N. Hotel St., Honolulu, T. H.

AT LIBERTY — Champion Rope Spinner. Feature Trick and Loop Spin, also use Whip. State all first letter. JESS NICKELL, Avondale, Ariz.

PRODUCING CLOWN — Age 42. State salary. Twenty years' experience. A. J. DUFFY, 816 E. 6 St., Muscatine, Ia.

RIDICULOUS TRIO—Three Regular Clowns. best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ma16

AT LIBERTY MAGICIANS

FIRST - CLASS MAGICIAN — FOR CLUBS,
 schools, theatres. From 15-minute acts up to two hours. Photos. Go anywhere. Address MAGICIAN, 185 1/2 Oak St., Binghamton, N. Y. fe17

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

MAN VENTRILOQUIST — Med, vaudeville ex-
 change, carnivals. Modern act on dummy. Would like steady work. No car, need transportation. Salary, you name it. Address BOX C-389, care The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

SINGER - SECRETARY — YOUNG, EXPERI-
 enced, efficient. Desires position in one or both fields. BOX 125, care Billboard, 1564 Broadway, New York.

AGENT—Twenty years' experience. Can route and book any live unit in money spots, coast to coast. Salary only. Address BOX 418, Billboard, Chicago, Ill.

BOOKKEEPER, CLERK or what can you offer
 man of intelligence? BOX 414, The Billboard, Chicago, Ill.

CAPABLE SECRETARY — Stenographer, Corre-
 spondent. Musical background. Full or part time. MARY J. ZELLER, 140 W. 79th St., New York. Trafalgar 7-6805.

GAGWRITER — Idea Man, Publicity Writer.
 Wishes connection with reliable act or other theatrical enterprise. Free to travel. Stamp brings particulars. DON FRANKEL, 3623 Dickens, Chicago.

AT LIBERTY MUSICIANS

CAPABLE VIOLINIST —
 Cocktail, strolling. Composer, Arranger. WALTER FRANKLIN, Pensacola, Fla. fe24

CLARINET—VOICE, BARI-
 tone, Sax. Experience in trios and small bands. Go anywhere. PRENT JAMESON, 210 S. Branson, Marion, Ind.

HAMMOND ORGANIST —
 With own Hammond. Young woman. Radio, theatre, club and orchestra experience. Plays classical and swing. Can cut requests. Union, references, photos, newspaper notices. BOX C-394, Billboard, Cincinnati, O. fe17

HAMMOND ORGANIST —
 Specializing in roller rink work. Pittsburgh district preferred. BOX C-390, The Billboard, Cincinnati, O. mh2

HIGH RANGE TROMBON-
 ist—Is ready to join a dance orchestra immediately. Will play sweet, swing, fast, slow, loud, soft, high or low. Go anywhere. Single, sober, union, reliable. Six years' experience. Neat appearance. BOX C-391, Billboard, Cincinnati.

STRING BASS MAN—EX-
 perienched, young. Read or fake. No responsibilities. Prefer good string band or small swing or strolling unit. Will go anywhere. HOWARD LEITNER, Yemassee, S. C.

ALTO TENOR, CLARINET — AGE 22. READ,
 transpose, arrange. Conservatory education. No take-off. Am dependable musician, not a ham. Write, wire MONTE LA FRANCE, 404 Wyandotte, Shreveport, La. fe17

AL TO SAX — DOUBLING CLARINET AND
 Tenor. Tone, read, jam. Young, sober, reliable. Have car. Available February twelfth. MICHAEL LIPSONN, Royal Oak Hotel, New Castle, Del.

BANDMASTER, INSTRUCTOR — Profes-
 sional, experienced. Wants location in town, city. Wishes to hear from live C. of C. or other organizations. LEONARD DOTO, care The Billboard, Cincinnati, O. fe10

DRUMMER — UNION, EXPERIENCED, NEAT,
 solid. New outfit. Go anywhere. Leave on two weeks' notice. No panics. Cut or notice. MEL WEAVER, 904 W. Indiana Ave., Elkhart, Ind.

DRUMMER — EXPERIENCED, SOBER, RE-
 liable, single. Can entertain. LAWRENCE FAUBEL, Wisner, Neb.

EXPERIENCED DRUMMER — CAN JOIN AT
 once. Any proposition considered, dance or shows. Plenty rhythm, neat and reliable. Write or wire TOM WRENN, Milner Hotel, Asheville, N. C.

FAST TENOR MAN — CLARINET, FLUTE,
 swing, vocals and some arranging. Age 25. Fine front. Hams, nix. Distance no object. MUSICIAN, 221 N. Cortez, New Orleans, La.

HAMMOND ORGANIST — OWN ORGAN,
 union, 21. Experienced in hotel, nite clubs, cocktail lounges and radio. Location only. Prefer the South. Write ORGANIST, 328 N. 3d St., Oskaloosa, Ia.

THEATRE TRUMPET — PREFER SECOND AND
 take-off. All essentials. Young, congenial, good habits. Prefer location. HAROLD BANKS, General Delivery, Paducah, Ky.

ACE ALTO SAXOPHONIST—Clarinet. Read and all essentials. Wide experience, competent, good character. Excellent reference, dependable. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky. mh2

At Liberty Advertisements

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 1c a Word—FIRST LINE in this style type.

Minimum 25c

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AT LIBERTY ACROBATS

EXPERIENCED AERIALISTS—Lady, 21, 5 ft.,
 105 lbs. Man, 29, 5 1/2 ft., 165 lbs. Some ground work. Details. WILLIAM LEKICIN, General Delivery, Rochester, N. Y.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — ADVANCE AGENT WITH CAR.
 Can join at once on wire. Shoestring outfits, lay off. TOMMY TOMPKINS, General Delivery, Indianapolis, Ind.

AT LIBERTY — GENERAL AGENT AND CLOSE
 Contractor. Sober, reliable, age 28. Really know Ohio, Indiana. HAROLD H. THORPE, Box 232, Hillsboro, O. fe17

ABLE TEMPERATE NEWSPAPERMAN—31,
 experienced in publicity and promotion as a side line. Wants full time press agent job. Offers convincing references from small amusement parks well handled last season. Feature and theatrical writer past two years on small city daily. Prefers park spot but will consider anything. A hard-working press contact man who will miss no publicity breaks when they show, and make them when they don't. Make an offer. T. R. DYER, General Delivery, Portland, Me.

ENERGETIC, RELIABLE Theatre Manager de-
 sires connection with progressive company. Ten years' experience all types operation; also thorough knowledge advertising service, booking and exploitation. Reference as to integrity and ability. THEATRE MANAGER, General Delivery, Knoxville, Tenn.

AT LIBERTY BANDS AND ORCHESTRAS

STRING TRIO — PIANO, BASS, GUITAR.
 Three years' radio experience. Vocalists, modern swing specialty. Prefer radio or night club. Exchange references. Go anywhere. At liberty February 3. Write or wire DAIRYLAND TRIO, WJMC, Rice Lake, Wis.

A-1 TROMBONIST wants job now or later—All essentials, read, fake, tone, range, mod-ern. Will cut any job. Also a fine singer. Any-body needing good man, get in touch immediately. Panics, etc., lay off. Distance no object if job good. Absolutely no ham. **SLIM BURNS, 404 Wyanotte St., Shreveport, La.**

AT LIBERTY—Hammond Organist. Now working. Want to change. Go anywhere. Non-union, large library. Efficient, reliable. **RAYMOND DARR, General Delivery, Miami, Fla. mh30**

ACCORDION — Doubling alto saxophone, clarinet, solo cello, arranging; young, good appearance; union; have small concert library and gypsy special arrangements; plenty experience. Photos, go any-where. Address **MUSICIAN, 8634 62d Ave., Forest Hills, L. I., N. Y. fe17**

AT LIBERTY FEB. 12—Two Musicians who want to get back into country where there are some musicians. Both young, neat, sober, unmarried, reliable. One is Fritz Moore, tenor man. Has full, broad tone. Read, fake, riff and extra fine take-off; also doubles clarinet. The other is Hoke Roberts, bass man. Plays strictly in tune with clean tone. Read, fake, bow and jam with good solid drive. Have car. Cut or no go. Panic, weed and dixieland bands, lay off. Please write, don't wire. **BOX 246, Marquette, Mich. fe10**

DRUMMER — Recording experience. Vaudeville, hotel, dance. Sight reader, young. Can join immediately. Wire or write **GEORGE SMITH, 1526 Maryland Ave., Steubenville, O. fe17**

DRUMMER — Aged 27, union, experienced. Can cut shows. Troupe with unit or locate with small combo. Go anywhere. Sober, dependable. Join on wire. **DICK DIXON, 316 E. Magnolia, Knoxville, Tenn.**

RECORDING BASS — Trombone Double. Eight years' concert and dance experience. Want loca-tion with institution or plant band. Consider other duties. College trained, chemistry. **MUSICIAN, Box 114, Murfreesboro, Tenn. mh2**

STRING BASS — Experienced all lines. Good memory on pop and standard tunes for strollers combinations. Also write any style arrangements. Send full details to **BASSIST, Porter's Music Store, Lima, O.**

TROMBONE — Range, tone, technique. Years of experience. Age 26. I positively guarantee satisfaction. Can play straight and break it down. **EARL DARROW, 27 E St., S. W., Miami, Okla.**

AT LIBERTY PARKS AND FAIRS

BOOKING NOW — O'NEILL TWINS AND Skim Milk and Mrs. Ferdinand, Rodeo Clowns, with their Trained Mule and Jersey Cow. Three separate Novelty Acts. For complete details write to **O'NEILL TWINS BROS., Box 154, Fair Oaks, Calif.**

CHARLES LA CROIX—Outstanding Trapeze Per-former, at liberty for indoor engagements. Have attractive paraphernalia. Can put up and work under any height. Literature, price on request. Ad-dress **1304 S. Anthony Blvd., Fort Wayne, Ind.**

DIXIE DANDY CIRCUS—Five Dogs, one Baboon, one Rhesus Monkey. Fast, clever, amazing, new. Animal entertainment deluxe. **BUD HAWKINS, 3830 Drakewood Drive, Cincinnati, O. fe17**

FLYING COWDENS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address **The Billboard, Cincinnati, O. fe24**

AT LIBERTY PIANO PLAYERS

GIRL PIANISTE — READ, hot take-off. Work acts, bits. Med, rep, vaude, dance bands. What have you? **BOX 92, Climax, Kan.**

PIANIST — DOUBLE TRUMPET ARRANGE. Union, young and reliable. Will go any-where. No clanks. State all in first letter. **DON BODELSON, Inkster, N. D.**

RHYTHM PIANIST — ALSO BLUES SINGER. Join single or double. **DUKE WALKER, Gar-den City, Tex.**

BRILLIANT PIANIST—Doubling Accordion. Con-cert to swing. 100% musician. Go anywhere. **BLAND, General Delivery, West Palm Beach, Fla. fe17**

PIANIST — Single, Young Man, Accomplished, wide experience, concert, dance, desires hotel or-chestra, radio work. Accompanist, soloist. Any-thing reliable. State particulars. **RAYMOND DEMPSEY, Franklinville, N. Y. fe24**

PIANIST AND ARRANGER—Solid rhythm and fill man. Also Hammond Organist. Age 27, sober and reliable. Experienced, union. No panics, please. **BOX 12, Austin, Minn. fe24**

PIANIST—Young, experienced in all lines. Double sax or trumpet, arrange. Go anywhere. Neat appearance, college graduate. Don't like to teach. **MAX BATSON, Grenada, Miss.**

PIANIST — Double Calliope. Want engagement with carnival opening season early in South. Read, fake, transpose. Experienced Girl Shows, etc. Real trouper, congenial, capable. No drunk or agitator, but always "with it and for it." State best salary for sober, dependable musician. Need half transporta-tion, deductible from salary, of course. Can join immediately or later. Positively will not disappoint. Wire Western Union or write **JOE MAGGARD, Box 813, Wadsworth, Kan.**

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — Team. Med or clubs. Bud, Straights, Comedy, feature Guitar. Jack, Female Impersonator, Straights, Characters, double Piano. Singles and doubles. **DAWSON AND JEWELL, Vine St., Columbia, O.**

AT LIBERTY NOW—Man, Wife and Son. Put on entire program and change week or longer. Blackface, singles, doubles, bits, acts and novelties, cartoons, burlesque, magic, etc. Play our own songs. Reliable, sober and agreeable. Low salary; state it. **THE SALISBURYS, Rentz, Ga.**

AT LIBERTY—Team. Singing, talking, light com-edy doubles, singing singles. Work acts, bits. Play piano. State salary. Allow forwarding time. **AL-WANDA VALE, Billboard, Cincinnati.**

DIXIE DANDY CIRCUS—Five Dogs, one Baboon, one Rhesus Monkey. Fast, clever, amazing, new. Animal entertainment deluxe. **BUD HAWKINS, 3830 Drakewood Dr., Cincinnati, O. fe17**

PAMAHASIK'S SOCIETY CIRCUS—Dog, Pony, Monkey, Birds, Clowns and Novelty Acts. **GEO. E. ROBERTS, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagmore 5336.**

TEAM — Piano, Female Impersonator. Also do booking. Will connect with magician. Book small magic show in halls. No objection to small magic. One with car. No salary wanted, just percentage. **JOHN STARRETT, care Billboard, 1364 Broadway, New York.**

RA SCORES IN COLD

(Continued from page 39)

event attracting the largest children's day attendance during shows' six years here. With a drizzling rain and low tempera-tures on Monday night it was so cold that the midway was virtually at a stand-still. Midway business on Tuesday after-noon was good, but another cold blast that night brought an early closing to most attractions. Friday was featured by the annual visit of hundreds of news-paper editors from all parts of the State.

William Aldrich's Beautiful Hawaii at-traction received an exceptionally high rating here and at Largo, Fla. Leon Claxton's new all-colored Plantation Show opened here and won plaudits of showmen and visitors alike. Cliff Wil-son's new Monster Show, featuring at-tractions from New York World's Fair and Golden Gate International Exposition, San Francisco, chalked good attendance at both Florida stands. Wilson expressed optimism over Florida Fair, Tampa.

A new ride scheduled to get its premiere

at the Tampa stand, was tried out here by Cortes Lotow. It's a swing with ro-tating arms bearing seats which turn as the device moves Merry-Go-Round style around a central drive section. With heavy duty gears installed after its trial at the Pinellas County Fair, Largo, it op-erated to capacity on Kids' Day.

LEGAL POINT IN S. C.

(Continued from page 39)

had a one-half-ton light panel truck with his own name plainly printed on the side of the truck. He carried Illinois license plates issued to himself (Vasey).

While operating his own personal truck on the Charleston highway he collided with a car. This happened 12 miles from the showgrounds. Now the point at issue seems to be—am I liable for any person or independent contrac-tor? The attorney for the plaintiff in this case claims that, due to the fact that I had the city license issued to me in order to operate, we became one unit and that therefore the people with the show became my agents or servants.

If this contention were to hold then it would be of interest to any fair as-

sociation or to any show operating in this State. My rides have been attached on this basis and a lawsuit is pending.

AL BLUMENTHAL, Manager, Blumenthal Amusement Co.

SLA SPRING SHOW

(Continued from page 39)

Frank P. Duffield and Chairman Sunny Bernet early next week details of the show campaign will be worked out.

Sub-committee named are: Tickets and reservations, George W. Johnson, chairman, and M. J. Doolan; entertain-ment, Ernie A. Young, chairman, and Edgar I. Schooley and George Terry; publicity Nat S. Green, chairman, and William H. Green; door and reception, Jack Duffield, chairman, and Fred H. Kressman and James Campbell.

Show will be held in the Panther Room of the College Inn, Hotel Sherman, Monday night, March 11.

PA. NSA CHECK

(Continued from page 39)

tribution to and interest in the cause are helping to cement the good relations between showmen and fair men. Scheme was talked up at all Eastern meetings by Hamid, President Max Linderman, Vice-President Art Lewis and others.

CHI CLUB TO MOVE

(Continued from page 39)

granted a charter as a social and benevo-lent organization. Dues are \$3 a year.

New quarters have two floors, each about 50 by 125 feet. On one floor are several rehearsal halls. The other, formerly occupied by Mador-Johnson Dancing School, provides a large meeting hall. Meetings are held Wednesday nights. The association, of which Ernest W. Turner is president, has a large membership. Recent new members in-clude Richard Miller, Miller Enterprises; Frank Elenz, Elenz Attractions, and Max-well Harris, Harris Wonder Shows.

SHOWS IN STORM

(Continued from page 39)

Richard Alvarado. Mr. Baulderman is away attending the fair meetings and Elmer Weber is readying his pony-ride equipment for the trek north.

Mr. Houck has his crew building con-cessions for the coming tour and Eddie Hall and wife spent a day in Houston attending Ice Revue. Texas Kidd Jr. is preparing for his Florida fair dates and Mentor Cullen Mentor left for his home to visit with his parents. Joe Koker left for West Texas for the remainder of the winter and Claude Hackler and fam-ily have returned from East Texas after a visit with Claude's parents. Hoke Bas-inger has charge of sound equipment, with Jim Main handling the electrical department. Jack Hoxie and Ted Custer were entertained recently by the Angle-ton Junior Chamber of Commerce.

BALLYHOO

(Continued from page 41)

10,000 employees started on the mine-hunting expedition, but with no results. Wednesday and Thursday passed with every wall of the abandoned buildings being torn down and cellars excavated to locate the mine entrance. Then the management started to worry about their good people holding out and laid down the golden rule to them as well as cut-ting the percentage of the ore for find-ing the mine from 50-50 to 60-40. By tearing down time on Saturday every mountain, cave, nook and cranny for miles around had been gone over, but still no mine. We then loaded out.

While on the run our astrologer said in the dining car, "The bosses should have taken the \$1 reading and been guided by the North Star. It showed wealth to the North. Our midway was located on the north side and probably had been erected on top of the mine," proving that playing under an already lost committee, whether human or min-eral, is a lost cause. The office gained a wealth of wisdom and learned that "There isn't always gold in those glitter-ing-sounding events."

MAJOR PRIVILEGE.

MUSEUMS

Address Communications to Cincinnati Office

Mardi Gras Visitors Help Kortes Unit's N. O. Draw

NEW ORLEANS, Feb. 3.—After a let-up in the 10-day sub-freezing weather here, big crowds, augmented by early Mardi Gras visitors, returned to Pete Kortes' World's Fair Museum's No. 2 Unit at 620 Canal street this week. Cold period did not hurt business as much as was ex-pected. A recent addition was Snooky, educated chimp, who shares window bally with Andy Gump. Still proving popular are Doc Hartwick's snakes. Feed-ing of a regal python and a warm milk bath for the Calcutta Child Crusher after the recent cold wave earned much local newspaper publicity. Among guests of Manager Ray Cramer was Chief of Detectives John J. Grosch, who asked that Prof. Charles LeRoy give his staff a demonstration.

Location looked like home-coming week, when numerous carnival folk stopped off to visit. George Gore, erst-while carnivalite and now with Metro-politan Mat Service, California, visited for more than a week.

CLEVELAND, O., Feb. 3. — Business over the first week-end at Kortes' World's Fair Museum No. 1 Unit, 1511 Euclid avenue here, was highly satisfac-tory, with crowds jamming the museum on Sunday. Admission is being held to 35 cents on Saturday and Sunday and 25 cents on week days. Local papers were liberal with space at opening, with *Cleveland Press'* Sunday edition giving the unit a front-page break. Owner Kortes and Harry Golub, who is asso-ciated with Kortes in the presentation, have done a thoro job of refurbishing the former theater location, and plenty of neon is in evidence. About 20 stages with back drops and curtains line the 168-foot lobby on both sides, while added attractions are carried back into the theater proper.

A new lighting system is being used and numerous concessions prevail in the front part of the lobby. Many visitors, including former theatrical friends of Golub, were on hand over the week-end. Paul Salle and Swede Peterson left for other positions and girl cashiers have replaced them in the front box office. Doris and Thelma Patent, albino twins, are proving popular, as are Allen, rice writer, and Pop Eye. Ruth Golub and Rita Kortes are official hostesses, while Dorothy Kortes assists in the box office.

Cavalcade of Wonders Open To Fair Crowds in El Paso

EL PASO, Tex., Feb. 3.—Milo Anthony's Cavalcade of Wonders, last season with

Western States Shows, opened at 103 South El Paso street this week and will play thru February 5 under VFW Post auspices. With good weather at open-ing fair crowds prevailed. Unit came from Leno, Tex., and is en route to Tucson, Ariz.

Show is using an amplifier system for outside bally and Tiny Cowan, fat boy, is handling Photo sales. Carl J. Martin's Mysteries of Life is in the an-nex. Line-up includes Ho Jo, ostrich man; Whitey Cane, glass blower; Capt. Joseph Sweet, sword swallower; Hab, steel-skin man; H. B. Ladd, bagpipes; Maj. John Hall, singing midget; Madame Elcia, mentalist; Capt. Leroy Getman, tattoo artist, and Joseph Frost, utility. Performers work on both sides of a large room at front of building.

Cold Hurts Lewiston's Stand In Cincy; Hamilton Is Fair

HAMILTON, O., Feb. 3.—Handcapped by severe cold weather, Harry Lewiston's World's Fair Freaks stand in Cincinnati was below expectations. Many members of *The Billboard* visited and various members of the unit returned the visit. Unit closed Saturday in Cincinnati and opened on January 29 here in the center of downtown section. Show drew well at opening and local townfolk seem hungry for this type of enter-tainment.

Earl Meyer is handling the emcee's duties, replacing O. F. Friend, who left recently. Art L. Converse, side-show op-erator, who is wintering here, assisted Paul D. Sprague in various advance de-tails. American Aces, whip crackers, were added recently. Manager Lewiston is formulating plans to enlarge his circus side show for the summer tour with Johnny J. Jones Exposition.

Hubbard-McCaslin Unit Reopens in Washington

WASHINGTON, D. C., Feb. 3.—After closing three days for alterations, Hubbard-McCaslin Museum, 305 Ninth street, N. W., reopened to good business on Wednesday. George LaFollette is manager, while line-up includes Johnny Eck, half boy; Merida, tank act; Caswell, sword swallower; Sunshine Dog Circus; Leon, lion boy; Peggy, dog face girl; Headless Girl Illusion; Australian Midget Revue; Joe Tracy Emmerling, lecturer, and Peggy Milton, acrobatic wonder.

Annex dancing girls are Peggy James, Mae Davids, Ruth Franks and Mary Milton. Robert Connors is secretary-treasurer, and Lester Abbott handles tickets.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Hoosier Pastor Hits Bingo Ban

INDIANAPOLIS, Feb. 3.—Opposition from police was sharply criticized by a parish priest who defied them to "arrest me every Wednesday from now on until primary election" and declared he would continue to sponsor public bingo games to pay off his church's debt.

Rev. Ambrose J. Sullivan, pastor of Holy Rosary Church, defended from his pulpit his conduct of the game and disclosed that visits of police squads to his church led him to cancel games during Lent.

"We will resume games the first Wednesday after Easter," Father Sullivan said, "and if they wish to arrest me every Wednesday from now on until primary elections that will be all right."

Deputy Prosecutor James A. Watson, of Marion County, expressed the opinion that the game was lawful if a free-will offering was substituted for an admission charge.

"The game gives a lot of people innocent pleasure and enjoyment," the priest said, and strongly implied that the game was being used as a political football. "The clamping down on bingo was a radical move," he said. "It is not a wholesome state of mind in a community where tyrannical restriction of civil rights is permitted."

Door-to-Door Sales Reported Increasing

CHICAGO, Feb. 3.—Hot-water heaters, combination electric presses and irons, scatter rugs, electric light bulbs and shell religious items are reported sure-fire sellers by house-to-house workers.

The boys are finding the water heater a money-maker and supplies of the item are being obtained as rapidly as possible. The presser iron, a fast seller, weighs 10 ounces and may be used as an electric iron with its bakelite handle folded back or for pressing trousers, on or off. Scatter rugs and light bulbs have always been consistent items with house canvassers and this year more sales than ever are reported.

Religious shell lamps are again coming to the fore. Made of upright abalone shell containing wood crucifix with the figure of Christ in gilt, a hand-painted garden scene surrounds the base of the lamp. Scene is trimmed with delicately colored shells. Workers are pushing the item in neighborhoods that are predominantly Catholic. Other items earning cash for house-to-house men are radiator humidifiers, hosiery, oil burners, Bibles and patented cleaners.

Big Field for Novs. On Valentine's Day

NEW YORK, Feb. 3.—St. Valentine's Day, February 14, has been marked on calendars as a day when prize users can earn additional profits. While the St. Valentine's Day field was until recently conceded to confectioners, stationers and florists, it now deserves a place in sales promotion plans of practically every premium and prize outlet.

One thing certain is that the public is gift-minded just prior to February 14 and this offers prize men an opportunity to get a share of the growing business. Premium and novelty people are discovering more and more the profits that can be garnered. While the business entails a more careful selection of merchandise, the profits are there. Anticipating big business on the day, workers are stocking novelties and items of a sentimental nature. Jewelry of the novelty type may be featured to advantage.

Bingo Operators Seek Rehearing On State Supreme Court Ruling

MILWAUKEE, Feb. 3.—Bingo operators will request a rehearing on the State Supreme Court decision against the game, according to Max Raskin, counsel for Mr. and Mrs. Edward F. Zrimsek, operators of the Bahn Frei Hall here.

The court upheld Circuit Judge Charles L. Aarons' issuance of an in-

junction prohibiting rental of the hall for bingo games. The ruling held that bingo was subject to suppression under the public nuisance act and that devotion of proceeds of individual games to patriotic or charitable purposes did not save them from illegality.

D. A.s Favor Game

Despite the court's ruling, district attorneys in the State, except at Madison, have indicated they have no intention of starting actions against games, which continue to be played.

As a result of a warning issued by District Attorney Norris E. Maloney at Madison and pressure brought by a local newspaper, games are being discontinued in that city. Locally, however, and in other cities, the games continue to flourish.

Fond du Lac Approves

At Fond du Lac, city officials said they planned no proceedings against bingo games conducted by fraternal and church organizations for benevolent purposes on the basis of the Supreme Court's decision, which they held applies to a State statute and not to any city ordinance. A similar stand was taken by City Attorney Walter Mattison in Milwaukee.

District Attorney Richard G. Harvey Jr., of Racine County, said that in his opinion the decision has added nothing to the existing law. District Attorney Harvey said that until such time as bingo becomes disorderly, a racket or so large as to be a nuisance, no action by his office is contemplated.

Trick, Joke Item Demand on Upswing

NEW YORK, Feb. 3.—Streetmen and novelty and magic dealers are reported stocking trick and joke items to cash in on growing demand for these lines. New low prices, allowing an extra margin of profit, are believed responsible for the spurt in sales.

Among items featured is skunk perfume. The number is reported to be claiming much popularity and selling like hot cakes. Other items include salt chiclets, foaming sugar, dishwater beer, anarchist soap and hot pepper gum.

The trick field is said to be going strong for the shooting cigar and large ink and burned spots. A new item is the giant bill, about 6 by 12 inches in size, which is said to be getting the boys folding money. Cutlery jokes, which include tantalizing, economical and bending teaspoons are earning profits. The bending fork and shooting knife are also listed in the cash-earning group.

Concessioners Shop Around for Items

CHICAGO, Feb. 3.—Plans for merchandise purchases for the coming outdoor season are being made by concessioners. Reports from jobbers and wholesalers show that some of last season's favorites will again show definite pulling power.

Radios, pillows, blankets, electrical appliances, cocktail sets, hampers, dolls, cameras, watches, clocks and lamps are expected to be seen on midways in large quantities. New numbers that loom as top items are those which have been popular during the fall and winter.

With factories increasing employment and a general return of prosperity over the nation, operators running concessions at parks, with carnivals, circuses and at fairs are shopping around. While actual buying has not yet got under way, promised orders indicate the season will be among the best in history.

Confucius Say Novelty Trend To Confucius

NEW YORK, Feb. 3.—Indications are that the novelty field will turn to Confucius for items this spring. The ancient philosopher of China made a comeback with the song *Confucius Say*, which in turn developed a continuously growing number of witty sayings. A leaflet with 150 remarks is on the market.

With Confucius' popularity growing every day via radio and word-of-mouth, those in the know predict that soon Confucius dolls will make their debuts. This, modern prophets add, will also give way to Confucius clocks and lamps.

The coin machine industry has already recognized Confucius. Ads showing him have already made their appearances in *The Billboard* in connection with games. More advertising along this same idea is expected, which in turn will be a definite boost and tie-up for any Confucius item.



By BEN SMITH

That sensational flicker, *Gone With the Wind*, may yet develop into something more than just a few hours of splendid entertainment for salesboard operators. The photoplay has received so much publicity and created such a furor that it would be surprising if premium men do not use it as a stepping stone to walk into some heavy sugar. A number of manufacturers have already hopped the band wagon, and *Gone With the Wind* items now on the market could easily develop into the first hit numbers of 1940 and become the answer to the operator's constant prayer for something new and appealing to work.

Operators who are quick to notice new trends and who play along with deals that take advantage of trends seldom go into the red doing so. Getting in on the ground floor when the excitement starts is the surest way of making real money in any business. Remember what happened when Charlie McCarthy clicked on the radio and his prototype hit the street a couple of years ago? He started a merchandise trend which soon turned into a bonanza for salesboard operators. In practically nothing flat Charlie and his sister and brother dummy dolls were going like hot cakes on deals everywhere and the boys had their hands full raking in the coin. The same thing happened when electric shavers and pick-up-and-go radio sets started to burn up the country and the same thing will always happen when John Public gets hot on a particular item or group of items. When he does it's smart to hit that item immediately and keep on hitting while popularity lasts. The operator who complains that he never gets a break is the one who is so slow in warming up to a new trend that when he finally shows a bit of enthusiasm it's too late to do anything about it.

Artistic Lamp Mfg. Co., Inc., was one of the first to tie up its products with *Gone With the Wind*. Said an official of the firm: "The merchandising possibilities resulting from the picture are so great that we did not hesitate a moment when we found we could obtain rights to design and manufacture *Gone With the Wind* period lamps. There is so much public enthusiasm for the film epic that it is only natural to expect that this enthusiasm can be utilized to produce large volume sales. To insure getting our share of business we have had prominent decorators and style-setting leaders in the home furnishing field design 24 lamps in the artistic *Gone With the Wind* line and all have incorporated in them the charm of the old South and beauty of the Victorian era as depicted in the film." Lamps are popularly priced and are available in styles to harmonize with the 18th cen-

(See DEALS on page 52)



BINGO PLAYERS are strong for prizes, counselors report. Chrome and silver lines are very popular. Recently a check was made on prizes being awarded at a game. When the merchandise was laid out for winners, the most popular prizes at this particular game were blankets, which were followed by waffle irons, zipper bags, enameled kitchen sets, Gladstone bags, scatter rugs and chenille spreads.

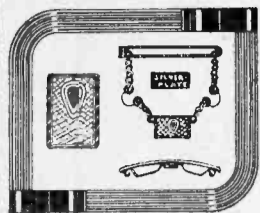
THE QUESTION and answer game, Quizo, copyrighted as I Know, is showing indications of becoming one of the most popular games of the day, a spokesman for Collective Enterprises, Inc., said. "Because Quizo is a contest of knowledge and wits, it is being well received," the executive said. "The player is given a card with numbers on it. Questions are asked by a professor dressed in academic garb. When it is answered, the judge passes on the correctness. In doubtful cases a jury selected from the audience rules. Numbers mentioned in the answer are the ones to be covered on the card. When a line is completed the player comes forward to answer an individual question and receive a prize."

The game, it is said, offers a new field to counselors.

AN OPERATOR was recently confronted with the problem of having two cash games operating simultaneously with his in the vicinity. On night of the games one was two blocks from his and the other was held four blocks away. The counselor made a check of players. He was elated to learn that his attendance held up exceptionally well and that 10 per cent of them were attending for the first time.

FAVORABLE PUBLICITY was given bingo recently by *The New York Daily News*. In its color section a page of pictures was devoted to "Progresstown in New Jersey." Dealing with the town of Garfield, of which John M. Gabriel is mayor, one photo showed a youth handing a woman a bingo card. The caption was: "Funds by fun. Money to send poor children to summer camps and to purchase recreational facilities for them is raised by weekly bingo games. Townspeople like the sport."

CLOSING OUT!



\$4.50
Per Doz.

VALUE
\$1.50
EACH

This attractive 3-Piece Buckle Set, now selling at popular retail stores for \$1.50, offered for a limited time at close-out prices! Choice: all gold, all silver, two tone. Famous Giant Grip Buckle with matching Collar Clasp and Tie Chain, packaged in a practical bakelite ash tray. No. B25J75—\$4.50 Per Dozen; 40c Each. (2 Samples Postpaid for \$1.00)

Write for copies of latest Merchandise Catalogs. Mention your business, we do not sell retail.

JOSEPH HAGN CO., Dept. BB

Wholesale Distributors

217-228 W. Madison Street, CHICAGO

HOT WATER with SPEED KING



MAGIC DISC Works on Any Electric Light Socket
MILLIONS of homes, stores and offices everywhere need **SPEED KING**—the new, amazing Water Heater—that heats water boiling hot so fast it takes your breath away. No muss! No waste of time or fuel! Just a simple "plug-in" at any 110-volt light socket—and presto... just the amount of hot water you need for washing, for shaving, for dish-washing. **CHEAPER** because you don't have to heat gallons when you need only a few quarts. **FASTER** because the intense electric heat goes directly into the water. Sells fast on a 60-second demonstration. Small in size—fits the pocket, easy to carry. Anyone can afford it. Everyone wants it!

SAMPLES for AGENTS

JUST SEND NAME
I WANT you to know the almost uncanny heating action of this speedy water-heating invention. Write quick for my Sample offer—a postcard will do. Get an actual sample **SPEED KING** for making demonstrations. You can make plenty of cash as my agent. **HURRY!** Big season starting now. **SPEED KING** solves the hot water problem when furnaces shut down. Act quick and I'll show you how to make the fastest money of your life, now. **Send No Money!—Just your name.**
Address: L.B. Patterson, Pres.,

NU-WAY MFG. COMPANY
Dept. 432A Walnut Building, DES MOINES, IOWA

VALENTINES
SPECIAL PRICES FOR QUICK SELLING

- Assorted Comic Design. Sample Gr. (Postpaid) \$.45
 - Ten Gross Lots (not postpaid). Per Gross .32
 - Assorted Valentines with Envelopes, 1 Gr. in Box65
 - Mechanical Valentines. Per 100 1.50
 - Greeting Cards with Envelopes. Per Cabinet of 100 2.50
- Must Have Remittance With Order.
Easter Goods Now Ready for Shipping.
Write for General Catalog.

KIPP BROTHERS COMPANY
INDIANAPOLIS, INDIANA

NOVELTY HANDKERCHIEFS

Direct From Factory. Hand Loomed, variegated color embroidery (12 different designs) Regular Ladies' Size Handkerchiefs made of fine American material. Each doz. packed in Novelty Box. Over 100% profit.
\$3.50 GROSS — 3 GROSS FOR \$10.00
(We Prepay Shipping Charges)

25% Deposit With Order. Send \$1.00 for 1/4 Gross of Assorted Samples. No Catalog.
LE ROSE MANUFACTURING CO., (Dept. B.)
60 East 12th Street, New York City

"POCKET TRICK"

Mystifying! Baffling! Fascinating! Pass them out at 50c each. Everybody wants one—easy to demonstrate. A beautiful chromium finish product. Send only \$2 for dozen or 25c (cash) for Sample. We prepay all shipments. **AGENTS & DEALERS, ACT FAST.**
A. M. WALZER COMPANY
Midland Bank Bldg., Minneapolis, Minn.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

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.

Southern Belle Dolls

With *Gone With the Wind* appearing in more and more theaters, N. Shure Co. reports that its Scarlett O'Hara dolls are making plenty of cash for salesboard operators. Introduction of the item was timed perfectly with release of the film, and it offers excellent opportunity for a profitable tie-up. Doll is 18 inches high and made of the finest materials, it is said. Face is made to resemble the star of the picture. Complete outfit includes pantaloons, petticoats, shoes and stockings. It comes packed in an attractive box. Two types are available. The doll was on display at the recent coin machine show in Chicago.

Bottle Sealer

A simple and useful gadget that is making money for agents, demonstrators and pitchmen is the novelty bottle sealer recently placed on the market by Gordon Mfg. Co. Fitting snugly around the neck of a bottle, it does away with corks and caps and is snapped off and on in a jiffy. It seals bottles tight as a drum and allows no evaporation, making it ideal for use about the home and at bars and in restaurants. Workers are finding it an exceptionally fast seller and priced to allow a long margin, the company states.

New Wonder Mixer

An ingenious new all-purpose food mixer that does all that an expensive model will do at a fraction of the cost is being acclaimed everywhere as a smash money-maker, Sinsnet Mfg. Co. reports. Of sturdy, light-weight all-metal construction the mixer has three interchangeable working units for various mixing purposes and is said to maintain precision-smooth speed in operation. The ease with which it may be cleaned is another reason why housewives are taking to it, the firm states.

Five-Minute Timer

Sandy Meter is the name of a new-type timer for eggs, phone calls and laboratory work that is being grabbed up by prize and gift users, reports Ritter-Carlton Co., Inc. Of flashy tubular (See **POPULAR ITEMS** on page 54)

EASTER DEALS

Be sure and get our new listing covering a complete selection of all styles of Dressed Rabbits.

Don't forget this is the earliest Easter in years

Write or Wire Today

WIS. DeLUXE CORP.

1900-12 N. 3rd, MILWAUKEE, WIS.

A TREMENDOUS MONEY MAKING PROPOSITION

with nation-wide appeal needs additional capital for expansion. Will make an attractive deal to right party. Will bear fullest investigation. Write for particulars. BOX 126, Care The Billboard, 1564 Broadway, New York City.

Work These "Scarlett O'Hara" Dolls Now!
Tie Up With "Gone With the Wind" Releases!
The Hit of The Coin Machine Show



No. B36N284



No. B36N283

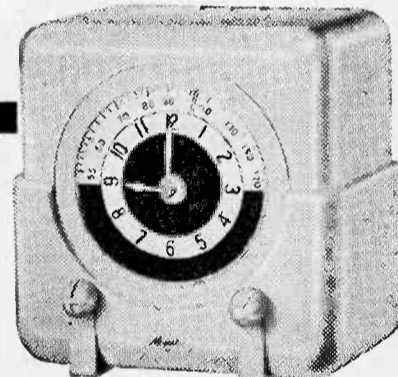
"SCARLETT O'HARA." Sensational new doll from the motion picture triumph "GONE WITH THE WIND." A natural salesboard item. Its appearance is perfectly timed with the release of the picture from coast to coast. Make no mistake! This is not a cheaply made, flashy item, but a beautiful creation made of the best materials, lustrous black human hair wlg, moving green glass eyes with lashes. The doll is 18 inches tall, made of the finest quality composition. The face is not that of a child, but made to resemble the star of the picture. Complete outfit, including pantaloons, petticoats, shoes and stockings. Packed each in attractive box.

Cotton Print "Southern Belle" Outfit, Including Straw Hat. No. B36N284 DOZEN \$54.00. \$4.80 EACH
Green Taffeta Outfit With Camelia in Hair. No. B36N283 DOZEN \$54.00. \$4.80 EACH

N. SHURE CO. 200 West Adams St. CHICAGO

A Real Action-Getter!

New Majestic COMBINATION RADIO and Electric CLOCK



5-Tube AC Majestic Radio and a high quality Electric Clock, both combined in a beautiful Ivory Plastic Cabinet. A sensational **DOUBLE VALUE!** Top quality and plenty of flash at an amazing low price.

\$11.95 Each

EVANS NOVELTY CO. 1/3 Deposit, Balance C. O. D.
800 Washington, CHICAGO

START NOW—BE FIRST WITH THE LATEST

"ACME" — WILL PUT YOU ONE STEP AHEAD. NOW READY — WITH NEW MERCHANDISE DEALS. NEW SALESBOARD DEALS — NEW SALES PLANS NEW CLEVER NOVELTIES — FLASH PREMIUM GOODS ORIGINAL SALES STIMULATORS — LIVE WIRE SPECIALTIES. WRITE TODAY — GET ON OUR MAILING LIST — STATE BUSINESS.



ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

GOOD NEWS FOR 1940

WAGONMEN — DISTRIBUTORS AGENTS — CANVASSERS

NEW LOW PRICES — GIVE BIGGER PROFITS. Big Complete Catalog Ready. Thousands of Fast-Selling **BIG PROFIT** Items.

CARDER GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE. Send for Catalog—It's **FREE**
CHAMPION SPECIALTY CO., 814-R Central Street, Kansas City, Mo.

UNDERWOOD ELECTRIC SHAVER

\$1.00 EACH.
Sample Prepaid \$1.25.
IN LOTS OF 6, 90c EACH.

BULOVA — GRUEN — ELGIN — WALTHAM



POSITIVELY LOWEST PRICES

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

Thank You for Mentioning The Billboard.



Sensational Opportunity
AMAZING NEW ELECTRIC
"WIENIE-CHEF"
At Lowest Price
In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits

PROFITS
 UP TO 85 PER CENT
 Just show Wienie-Chef, name the amazing low price—and pocket up to 85% PROFIT for yourself. Write for details!

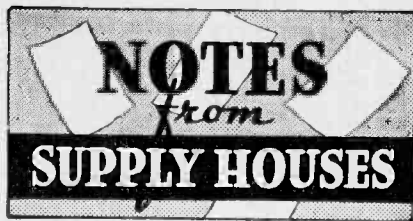
Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 250 in an hour! And what frankfurters! Because cooked from **INSIDE OUT** by electricity, they taste utterly different. You never ate such sizzling, luscious, flavorful Wieners in your life. Take WIENIE-CHEF around and prove how **SPEED** and **NEW TASTE-THRILL** combine to increase profits fast for restaurants, taverns, roadstands, drugstores, tourist camps, and hundreds of other places.

BIG BUSINESS--Big Earnings for You!
 You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 23 orders in three days—over \$60.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. As the lowest priced, efficient, **GUARANTEED** Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that will **BRING BUSINESS, MAKE MONEY FOR YOU.**
WIENIE-CHEF MANUFACTURING CO.

RUSH POSTCARD FOR DETAILS!

Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can **MAKE MONEY** for him, and you tell a dynamic sales story that tops everything else. Try it—see for yourself. Our **MONEY-BACK GUARANTEE OFFER** makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details **NOW.**

2301 W. Hubbard St., Dept. P-14, Chicago



Bernie Epstein, of Epstein Novelty Co., had the misfortune to injure his foot recently and will be hobbling around on crutches for three weeks. The real misfortune, says Epstein, is that his two brothers, Julius and Jack, associated with him in the business, are out of the city on vacation. However, business is moving along smoothly and customers are getting the same quick and efficient service, he reports.

R. P. Products Co. announces that it will start promotion soon on a new frankfurter-hamburger-soft-drink-barbecue-coffee stand known as Roly Poly. The unit, which combines a complete business within a radius of six feet, looks like a natural for concessioners, because it is collapsible. Flashy, the Roly Poly, it is said, will attract crowds. Operation continues, rain or shine. Roly Poly will sell at a reasonable price, the firm reports.

Michael Bright has retired as partner in Superior Products, as of January 11, and has no further interest in the business, reports George D. Sax. Purchases are now made under direction of Sylvan Miller.

DEALS

(Continued from page 50)

tury, 19th Century, Colonial and modern decorative schemes in vogue today.

Time to be giving some thought to your Easter promotions. Easter has always been a profitable holiday for sales-board operators and can be even more productive when deals are properly planned in advance.

HAPPY LANDING.

LOS ANGELES

(Continued from page 41)

on picture location. Mr. and Mrs. Albert Geyer in from New York en route to San Francisco to look over a location for the 1940 Golden Gate International Exposition. Jack McAfee is working night clubs and Doc Cunningham is readying a small animal act for 1940. Ted Metz says he's considering a proposition to troupe this season. Marshall Griffin has recovered from injuries sustained in a recent accident. Bill Llewellyn is back on Venice Pier with magic novelties. Hugh P. H. Weir came up from Long Beach for a brief stop.

JANESVILLE, Wis., Feb. 3.—Final action is expected to be taken next week on an ordinance introduced here January 29 to repeal Ordinance No. 31 governing

BIG VALUES—LOW PRICES

- IODINE—Small, Gr. \$ 2.25
- IODINE—Large, Gr. 3.25
- MERCUROCHROME—Small, Gr. 3.25
- MERCUROCHROME—Large, Gr. 4.25
- ADHESIVE PLASTER—1/2 x 5 or 1x2 1/2—Regular or Water Proof. 4.40
- Your Choice, Gr.
- HANDI-STRIPS—8 to Cardboard Folder, Gr. 1.35
- TOOTHBRUSHES—U. S. A. Gr. 5.75
- ASPIRIN TABLETS—Certified Brand, 12 to Tin, Gr. Tins 1.35
- UNDERWOOD DRY SHAVERS—.85
- Ivory Case With Pouch, Ea.
- MAGNETIC TRICK DOGS, Doz. Sets.75

BENGOR PRODUCTS CO.
 878 BROADWAY, NEW YORK, N. Y.

1 STARTS YOU IN BUSINESS

TIES 5c EACH UP—OVER 100% PROFIT
 Wash Ties (5c ea. in doz. lots), Sample, 7c. 60c doz.
 Silk Lined Ties, Sample Tie 15c. \$1.50 doz.
 Hand-Made Ties, Sample Tie 35c. 3.60 doz.
 Slide-On Ties, Sample Tie 25c. 2.40 doz.
 Complete line of Ties, Slide-Ons, Wash Ties, Bows, Bat Ties and Boxed Novelties. Send 25¢ deposit with order, balance C. O. D. Free swatch book with first order.
FREE Write TODAY for descriptive Wholesale Catalog, gross prices, **FREE** Sample Materials.
PHILIP'S NECKWEAR, 20 West 22nd St., Dept. B-14, New York

carnivals and substitute one said to have teeth in it. If there is to be any stand taken against the proposed ordinance by carnival operators they will have to act at once.

WATER FLOWER WORKERS
HERE'S A BIG VALUE
 10 Water Flowers, 2 1/2 Inches high, in envelope. Each has metal weight attached to hold flower down.
BN10748 Per Gross \$4.00
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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

FRANK AND MEBEL CLOUD will celebrate their 51st wedding anniversary at their Chicago home February 9. A native of Kansas City, Mo., Mrs. Cloud was attracted to show business when her husband, of Wilmington, Del., started with the Buffalo Bill Shows and teamed with Merrick Kershaw. This union of Cloud and Kershaw lasted many years. The Clouds, pioneers of med shows thru Wisconsin and Illinois, operated Franklin's Med Show, and after several successful years Cloud conducted a laboratory in Chicago and managed the show from this point until 1932, when he retired.

SEEMS AS THO few social gatherings and gabfests were held among pitchfolk this winter. If there have been any, Ole Gas Bill hasn't heard much about 'em.

"OUT OF THE HOSPITAL and back on the job," pens Ray (Rusty) Poster from Duluth, Minn. He opened at Kresge's there two weeks ago and says Duluth is a good store town, but that the streets are n. g. Poster would like to read a note from Doc Johnson.

B. W. KERR infos from Minneapolis that he is greatly improved and expects to be at it again soon. He was in a hospital there for a check-up and has been unable to work since early last fall. Kerr writes: "The St. Paul Winter Carnival is now on. The parade Saturday, January 27, had 30,000 participants, and the Ice Palace in Como Park is dandy. Quite a number of workers are in the Twin Cities, altho business is none too good."

WHO WAS IT who once remarked, "Don't brag about what you're going to do this year; someone might ask you what you did last season?"

CLEVELAND is not so hot, according to Ray Herbers, who says Les Mann, the old med performer, is still pounding the keys at the Prospect Grill there. Doc H. A. Williams is asked to pipe in. Herbers is jumping to Buffalo from Cleveland.

JAMES FERDON of med business, is now factory representative of a manufacturing company in Los Angeles. He is wintering in Florida with his family and says he works about eight hours a week and finds business good. "I had the pleasure of visiting several med shows in Florida," Jim writes, "and they all report good business, as the State is open for a small license and they say it is virgin for med shows."

THE SUCCESSFUL PITCHMAN thinks individually and acts collectively.

J. L. ROBINSON who has been on the road for 35 years, pipes for his first time from Seattle, where he is wintering. Says he finds it good there and that the weather is perfect. He has been out there for three years and doubts if he will ever return East.

J. F. SULLIVAN'S animal show opened successfully in Parkersburg, W. Va., recently, following a two-week stay in Canton, O. Personnel includes J. F. Sullivan, Ken Tinsley, Hazel Tinsley, F. L. England, Al Yerdan and E. Greer.

KNOW WHAT YOU WANT to do and keep moving forward. That's the ticket to success.

DON CRABE narrates from Owatonna, Minn.: "Am working in a store in this fair little city, home of the Steel County Fair, with eyeglass cleaner. I've just been lying around up in St. Paul and working the small towns for one day to keep in spending money and practice. It's about all one can get in them this time of year. The town is in tough territory, but I horsebacked it for an hour the other day and if I do as good a business in the store it will be okeh. I worked Whitey Everett

Alms' home town, Fairmont, Minn., the other week-end to bad business. Weather here is almost unbearable. I think this will be my last one up north. I enjoyed pipes in the January 27 issue, especially news of Barney Oldfield's wife taking a vacation. I am still wondering why Barney doesn't take one. Would like to see a line from Jack and Connie Murray, George Kess Jr., Giles Puryear and Bob Marstin, of watch fame."

OPPORTUNITY comes quickest to the fellow who goes out to meet it halfway.

BOB POSEY pens from Marion, Ind., that he hopes most of the lads missed the heavy snow that he encountered in Mississippi. "How about a pipe from Billie White Cloud Barlow?" he asks.

THOSE REPORTED working the recent Denver Stock Show included Frank Bush, pens; Jack Broodo, gold wire jewelry; Harry Schwartz, novelties; Paul Dayton, juicers, and Ted Kimpel, peelers. According to report, business was off because of zero weather.

PROMOTION in Pitchdom, like any other profession, consists of about two-thirds motion

FROM PHIL MILLER the scale man: "I opened Goldblatt Bros.' store, Hammond, Ind., on eyeglass cleaner and am doing nicely."

FRANK REBEDEAN was seen working herbs in Hammond, Ind., to good business.

HAVE YOU MADE your plans for 1940? It's up to you to decide what line of action will be most beneficial to you.

BEN FRIED pipes from Columbus, Ga.: "Just a few comments on Birmingham, Ala., so that the boys will not be misled by the article I noticed in Pipes in the January 27 issue, which stated that one can get a reader for \$7.50 for three months, a chicken dinner for 15 cents and a haircut for 20 cents. How many pitchmen want to work Birmingham three months and how many are looking for 15-cent hash houses? I can't understand what anyone gets out of such reports. No pitchman wants to anchor in a town for three months, especially one that sells China horn nuts in a doorway or ink sticks. In my experience the average pitchman stays only a short time in a town. I like to tell the boys of real towns where one can work. Birmingham is not so hot. One can work doorways and lots, but in the out-of-money locations it is not so good. I was in Milwaukee for Christmas. Had a store with Milwaukee Whitey, the ace whitestone and jewelry worker, and I don't care to return to Milwaukee again to waste my Christmas season. I am now working drug stores in Georgia with leather goods. My partner, J. Rottman, better known as Milwaukee Whitey, is trying out Florida again with several trunks full of fine jewelry."

PUTTING 'EM OVER is where the payoff comes. Not in cutting 'em up.

Pitchdom Five Years Ago

Needle Wells was working Western Tennessee and Eastern Arkansas with sharpeners to good results. . . . Paddy O'Day was clicking with mouse traps in Tennessee territory. . . . Dr. Leighton opened his rug cleaner demonstration in a Brooklyn store. . . . Al Siegle had his shampoo demonstration gathering the shekels in Gimbel's 86th street store, New York. . . . A wintry blast cut short Madaline Ragan's stay in Coney Island, N. Y. . . . Little York, Ind., proved a red one for the Phillipson Comedy Co. . . . After closing with LaVerne & Lewis in Georgia, Nick Kay joined Art Gilfer's *Fun Revue* in Savannah. . . . Extremely cold weather was forcing James

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L. Osborne to toast his shins and eat barbecue in Grenada, Miss., while waiting for the birds to sing. . . . Cold weather forced Allan Bryant to leave Buffalo and he headed for Griffin, Ga. . . . Doc George Blue was still managing to eke out an existence in La Fayette, Ind. . . . Ralph Ruhl was doing fairly well working a doorway in Indianapolis. . . . C. B. Mogridge had his demonstration clicking in Atlanta. . . . Kid Carrigan was finding little difficulty corralling the lucre in La Fayette, Ind. . . . Balloons and novelties were getting W. J. Croddy some nickels and dimes in Mobile, Ala. . . . Indianapolis was proving a winner for Chuck Connors. . . . Pitch fraternity was well represented at the Pennsylvania Farm Show, Harrisburg, by Herman (Slim) Wolfe, peelers; Doc Donnelly, Jack Sinko, Jack Matthews, Harry Bartnick, Joe Greenfield, Leo Colton, Charley Morrisey, Slim Zits and Count Golden. . . . Jack Scharding was getting the geedus working the courthouse yard, Tampa, Fla., with health books and astrology. . . . Chet Greeley was spending the winter at his home in Liberty, Me., after a successful season in New England with paper. . . . Cleveland Auto Show was a winner for W. G. Barnard with peelers. . . . That's all.

THE TEMPERATURE hovered around the zero mark in Cincinnati again last week.

Events for 2 Weeks

February 5-10

ILL.—Chicago. Merchandise Fair, 5-9.
Chicago. Natl. Boat & Sports Show, 3-11.
LA.—Lafayette. Mardi Gras, 6.
MASS.—Boston. N. E. Sportsmen's & Boat Show, 4-11.
Brookton. Circus, first week in Feb.
MICH.—Detroit. Shrine Circus, 5-13.
Marquette. Winter Sports Carnival, 6-11.
New Baltimore. Macomb Co. Industrial & Food Exhibit, 7-9.
Petoskey. Winter Carnival, 2-11.
MINN.—Crookston. Red River Valley Winter Show, 5-9.
N. Y.—Natl. Notion & Novelty Exhibit, 5-10.
N. C.—Gastonia. Merchants' Expo, 5-10.

February 12-17

LA.—Baton Rouge. Natl. Home Show, 12-17.
MICH.—Munising. Ski Tournament, 13.
Sault Ste. Marie. Winter Carnival, 14-17.
O.—Cincinnati. Shrine Circus, 12-17.
W. VA.—Morgantown. Farm & Home Week, 12-15.

POPULAR ITEMS

(Continued from page 51)

lar design it times accurately up to five minutes. The glass tube is also marked for interval timing. It takes only a flip and it's reset again. Timers

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are individually boxed in cartons of six and are available in quantity prices that allow workers a splendid margin of profit, the firm reports.

Auto Plate Key Chain

A key chain that carries the owner's license number and information for return of lost keys is making money for Social Security plate and key tag workers, Identification Plate and Machine Co., Inc., reports. It is said to be the biggest flash in years and the firm points out that 80,000,000 motorists are the potential market. It is completely designed for every State and year, with individual license numbers in State colors and a silverlike frame with chain for auto keys. Back reads, "Finder? Drop in mail box for return to Lost Auto Key Service," where keys are identified by license numbers and returned to owner. New introductory prices are offered on this money-maker, the firm states.

Buckle Set

While not a new item, pitchmen are finding the three-piece buckle set a fast-selling item, Joseph Hagn Co. reports. Set consists of belt buckle, tie chain and collar clasp. It is available in all gold, all silver or two-tone and comes packaged in a practical bakelite ash tray. Exceptionally low prices on this item are offered, the firm reports.

MAGIC

(Continued from page 25)

have returned to their home in Center-ville, Ia. They hope to be able to resume on their fair and celebration dates in the summer. . . . JULES J. FREELEY is presenting his comedy magic routine at the various clubs on Main street, Los Angeles. . . . A. NELMAR ALBINO, secretary of the Wizard Club of Chicago, infos that the group will hold its annual full-evening magic show at Kimball Hall in the Windy City February 23. The Wizard Club, which now boasts of 50 paying members and which has limited its membership to that figure, meets the first Wednesday of each month at the Morrison Hotel, Chicago. . . . KNIGHTS OF MAGIC, Brooklyn, will stage their annual Night of Magic at the Central Branch YMCA, that city, March 27. Already signed to appear on the program are Dagmar, Williston, Miac, Bernstein, Zovello, Hurwitz, Phil Wane, Stanley Burns and Lew Dick. Jack Malon will emcee.

BURLESQUE REVIEW

(Continued from page 25)

mime. Kent sings well, his rendition of *Rose Marie* being one of the show's bright spots. Harmon does tricky juggling, good entertainment in any show. While Charmaine is billed as the featured disrober, Patricia Morgan and Petite Carroll come in for their share of applause. Charmaine is a bit smoother worker and bows out gracefully after a well-executed routine. Patricia Morgan, seen here a few weeks ago, scores heavily as a disrober, her youth helping a lot. Mary Murray's Mae West bit was well received and expertly done.

The 10-girl chorus line has been pruned to eight, but routines were smoother than for some time. Director Joe McGee did wonders with them since taking charge a month ago. Production numbers are showing improvement. Current offering gave the girls their best opportunity yet on tap and military steps. Wardrobe and scenic settings are a bit cleaner and more lavish also.

Rising temperatures after two weeks of sub-zero weather helped this weekend. Bill Gieb, drummer with Jack Davis pit band, helped things along this week with a couple of vocals during chorus routines. Rez McConnell.

BURLESQUE NOTES

(Continued from page 25)

Miami Beach, Fla., to take up ensemble work where Pal Brandeaux left off at the Million-Dollar Pier.

JUNE TAYLOR left the featured spot at the Century, Brooklyn, January 27, to open Monday (29) as extra attraction for two weeks at the Gayety, Boston. . . . ALICE RICHEY BUTLER posts from Santa Monica, Calif., about pleasant visits from and with the Joe Yules, Russell Trents, Frank O'Neils, Lena Daly, Bob Sandberg, Hughie Mack and other former burly acquaintances before she and hubby, Roy E. Butler, with son, Robert R. resumed a tour of entertaining sales promotions for General Electric. . . . CHARLES (RED) MAR-

SHALL, burly comic, will soon leave the Midwest Circuit to come here to start rehearsing for Harry Delmar's *Pick Me Up*, legit show. . . . MADGE CARMYLE comes to the Republic February 2. . . . PATSY GINGER JOHNSTONE, Gladys Fox and Adra Cooper replaced Myrna Dean, Buster Phillips, Isabel Brown and Valda at the Star, Brooklyn, January 26. . . . LILLIAN DIXON replaced Georgia Sothern for the Baltimore week when the latter was ordered by the doctor to rest following a sick spell the week before in Newark. UNO.

CHICAGO:

ROSE LA ROSE opens at the Rialto Friday (9). . . . The Empress, Milwaukee, has added BOBBIE PEGRIM as producer. . . . AUDREY ALLEN, who closed there, has gone to her home in Cedar Rapids, Ia. . . . RAGLAN AND DE SHON are closing on the Midwest Circuit at Cincinnati.

From All Around:

ANGIE PLONEY, handling promotion work at the Loew-Poli-Lyric, Bridgeport, Conn., pulled best publicity coup of the season when he got Lenny's Wagon Wheel, Bridgeport, to stage Jamboree Night Thursday (25) with entire cast of *Black and White Revue* as guests of the management for a supper after the evening performance, and with Lester Al Smith, house manager, and Mrs. Smith as guests of honor.

NIGHT CLUB REVIEWS

(Continued from page 19)

lyn Tyner, pianist; Alice O'Connell, songstress, and Glenn Hardman, Hammond organ. The music is all that can be desired from such a combo.

Granoff is more or less a local favorite, beginning three or four years ago as a regular singer at the Earle Theater. After two seasons in Chicago he has returned with a polish hard to beat. His personality plus a good voice put both pop and classical numbers over to everybody's satisfaction.

Miss O'Connell is also a veteran, whose young voice once flavored the music of Dick Stabile's Band. A comely blonde, she takes pop tunes for a rollicking ride—and without once swishing her hips. It's her eyes and voice. She's almost another Bonnie Baker, and proof of her appeal is fact that, despite the short engagement here, she is doubling at the local NBC for a network show.

Miss Tyner, a local girl, can do more things to a piano than its makers intended. Expert technique kept her for two seasons at Radio City's Rainbow Room.

Glenn Hardman, who teams with Miss O'Connell, brought his own Hammond to the Neptune, but it must be different than most production jobs. It plays better—or perhaps it's Hardman. At any rate when Hardman and O'Connell get together for a number the Neptune patrons stop and listen. The same holds true when he and Miss Tyner play together. Hardman records for Columbia. Edgar Jones.

Cadillac Tavern, Philadelphia

Tom O'Boyle, adroit greeter and of winning ways in adding to the gayety of his guests, continues to make his Cadillac corner one of the brighter spots in the North Philadelphia sector. Situated on the Roosevelt boulevard, main artery into the city, it draws transients as well. And there's enough merriment on tap to make it worth the night here.

Floor fare is viewed alike by stampee quaffers at the bar and the boy-belle couplings sitting it out. It's all paced by emcee Eddie Thomas, a likable chap whose long run here has won him a large following. And on calling for himself, acquits himself admirably with stellar singing of the show and pop ballads in a rich bary range plus dramatic force.

A line of gals (5), all easy on the eyes and capable on the hoof, gives the offering a revue aura. Ponies—Kippie Valez, Audrey Joyce, Lillian Chaplin, Doris Shea, Carmen Du Vallon—appeal collectively and individually, with the best score registered by Miss Shea and Miss Du Vallon in their dance specialty.

Headlining are Buck and Bubbles, standard team, their familiar song and dance routine clicking handsomely. Rounding out the revue are Henrique and Adrienne, polished floor duo for the conventional ballroomatics; and Bonnie Stewart, KYW songbird, who sells the songs here as capably as she does via the local airwaves.

Music is handled in expert fashion by Billy Hays, singing drummer boy, who

has kept the local lads and lassies dancing for over a decade. Never allowing for a moment's let-down, Jack Newlon is master of the ivories for the solo ramblings.

Menu for drinks and dishes down to earth. Things start humming when the neon lights glow brighter, with the first show coming up at almost the midnight hour. M. H. Orodener.

REVIEWS OF UNITS

(Continued from page 23)

from as far away as West Virginia and Pennsylvania. Three-hour presentation, directed by George Biggars and produced by Hank Richards, comprises a potpourri of acts, headed by Lulu Belle and Skyland Scotty, recent importations from the National Barn Dance heard over WLS, Chicago.

Altho slowly paced in spots and frequently suffering from too much sameness, unit still manages to hold patrons' attention thruout. Show gets under way with a half-hour air shot over WLW, sponsored by Pinex Corp., with Gordon Shaw handling commercials and Happy Hal O'Halloran taking care of the emcee chores in capable manner. Latter also emsees the stage presentation. First on was Lafe Harkness, who with Lazy Jim Day provides the show's chief comedy. He offers a harmonica rendition of *Sweet Cider Time*, scoring handily. Next came the Drifting Pioneers, four-boy string and vocal ensemble, who clicked with *The McAjees Ain't Feudin' Anymore*. Commendable, too, was the quartet's *When We Leave This World Behind*.

Lulu Belle and Skyland Scotty responded to a pre-entry hand with some sock yodeling, and their *I Wish I Was Single Again* and *It's Nobody's Business But Our Own* registered solidly, too. The Girls of the Golden West (Millie and Dolly Good) garnered a good hand with their singing of *When It's Round-Up Time in Heaven*. Lazy Jim Day got good results with his comedy chatter, and encoored with what he termed *Singin' the News*, accompanying himself on a guitar. Novelty Aces, three boys and two girls, were outstanding in their vocal harmonizing on *Swing Low, Sweet Chariot*; *Ma, He's Making Eyes at Me*, and *Three Little Fishes*. Hugh Cross and Radio Falls (3), singing and guitar turn, with Shug Fisher doing some nifty work with the bass fiddle, garnered their share of palm whacking. Kenny Carlson, ventriloquist, lades out good comedy material with his dummy, Scrapy, as do Cal and Bonnie West, who use the soubriquet, Clem and Maggie Willoughby on this show.

Helen Diller, cute Canadian cow lassie, clicked in a number in which she displays swell yodeling ability. Others in the line-up, all of whom handle their spots in capable style, include Tex Owens, Tillie Q. Smith, Roy Fields, Eileen Graham, Charles Linville, Wesley Tuttle, Ma and Pa McCormick, Paul deFur, Fay and Jean Earlywine, Pearl White, Robert Bolton, Aileen Hinkle, John Grigsley, Virgie and Elmer Lee, Jo and Alma Taylor, Fred Kirby and Lon Clark.

Bob Doepker.

"Flying Down to Rio Revue"

(Reviewed at National Theater, Richmond, Va., Thursday afternoon, January 11)

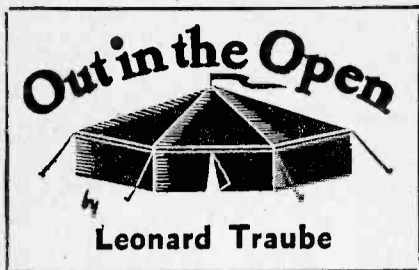
This show is built strictly according to formula, but several better-than-average specialties got it an enthusiastic reception from a nearly full house. Part of the personnel were shipped home from England, where they had been performing until war forced termination of their work.

Leading off after a conventional opening with an eight-girl line, most of them fair to good lookers, are the Dunham Brothers. This team offers an extraordinary hand-stand routine that registered heavily.

A personable young fellow billed as Jamie contributes a smoothly done legerdemain presentation. Andree Andrea, slinky platinum blonde, stirs the boys' pulses with an interesting if restrained strip.

Closing is a comedy specialty by Elmer Cleve, who looks and acts like a Chamber of Commerce secretary and plays a xylophone only passably, aided by silly-Sally Marilyn Keller and Professor Cheer, introduced as a Ripley feature upon whose skull Cleve plays melodies with a pair of hammers.

Don Galvan is emcee and ork leader (the stage band is a big one and entirely adequate), and the audience went for Galvan's Mexican song style. Picture was *Nick Carter, Detective*, strictly a weakie. Twyford.



Changing the Subject
(You're Welcome!)

CHARLIE (GERARD SHOWS) GERARD is considering coming back to NY from his Berkeley (Calif.) home. He must have heard about the Eastern Seaboard's warmth. The Gerard daughter will have to accept the West Coast's lower mercury, as she's in school there. . . . And NY lost some of its pep for a week or so when Bert (Palsades Park Nevins) flew to Hollywood to exploit a fashion show for his fur-dispensing client. . . . Another part-time Californian who formerly oomphed the drums at Coney Island is now with City News bureau—Charlie Samuels. . . . Some of our metropolitan midways are threatening to play as far north as Connecticut. . . . William Judkins Hewitt sagely observes that most of the strange bedfellows hooked up with carnival impresarios on the '39-'40 exchange will not last long enough for the ink to get dry on the new stationery. . . . Letters to Percy (Clown) Smith and Frank (Lawrence Greater Shows) Braunstein have been returned. . . . Bear-training Pallenbergs completed the Jack Benny cycle by annexing Trudy the ostrich to join the comedian's mythical Carmichael. . . . Can't resist the temptation to ask why the Aerial Rooneys aren't playing the winter circus loops. Is it because they recently signed a '40 contract with Ringling-Barnum? . . . Tho but a couple of weeks on a new and strange job, Luther Cedric (Ted) Miller, general agent of Bantley's All-American Shows, is furnishing fierce competition to the Worry Club. . . . Ben (Ben Williams Shows) Williams, Mildred Williams, Bill Carey and Bill (Lynch Shows) Lynch have arrived in Tampa, indicating that the season down yonder will be a success. . . . Fred (Rides) Fansher scribbles from Miami: "Wish you weren't here. Weather in Finland must be tropical compared to Florida." . . . That mob over there cutting up jackpots extraordinary: Frank (Fireworks) Duffield, James Aloysius, Patrick (Lynch Death Dodgers) Purcell, Ira (Auto Races) Vall, Matthew J. "Squire" (Williams Shows) Riley, Frank (Booker) Wirth and Dufour and Rogers' Lew and Joe. . . . At a cocktail party staged by the new songwriting combo of Howard Steiner and Bill Waters we ran into Maurice (Miguel) Mermey, ex-director of exhibits of the World's Fair, who may be back with a concession.

The statement of Capt. Rocky Wolfe crediting Fearless Ernie Fosnaugh with being "the first and, I believe, the only man" to lie on the hood of an auto and drive head-first thru a half-inch board wall has drawn sparks from L. Willard Lott, who writes from Pekin, Ill.: "In reference to the much-discussed thrill talk, I have been following the dissertations with much interest, but the one last week was one that I couldn't stand. Inclosed is a picture of myself driving an auto thru a wall of fire while perched on the hood—and the wall is not made of half-inch wood but of solid new one-inch yellow pine material six inches wide. The wall is eight feet wide and 12 feet high. I am not protected in any manner from the wood and flame. The picture was taken a fraction of a second too soon to show me plainly, but for proof that I was there, Garrett Cope, of *The Citizen Patriot* of Jackson, Mich., who took the picture, will bear me out. It was taken on June 4, 1939."

PERCH PUZZLE: A question asked here aent origin of the perch act, originally posed by Clayton Rawson, circus novelist, who put the query to Leonidas Westervelt and Justus Edwards and eventually found its way up to this desk thru a complicated circuit, has been answered by Col. C. G. Sturtevant, Circus Fans' historian, direct to Mr. Rawson, who forwards a copy as follows: "Careful investigation shows that Marin & Sylvestre did a perch act with the Franconi Circus that was brought over from Paris to New York in 1853.

King and La Rue were doing one on Runnell's show in 1854. George Holland and John Murray were also doing perch about the same time on the Welch Circus and also with Dan Rice. George F. Orrin and his two young sons did a double perch in 1860, and Ross and Carlo, two of the world's greatest gymnasts, did perch with the Chiarini and John Wilson Shows all over the Far East in 1867 and 1868. It is my honest opinion that these two performers introduced it to Japan and wherever it was done in the Orient. One of my reasons for believing this is that *The New York Clipper* of May 18, 1867, describes the first appearance at the Academy of Music in New York of the Royal Japanese Troupe and goes into much detail of every act and a balancing perch act is never mentioned. A performance on a vertical swinging bamboo pole is described and to some this is a swingin perch act."

Austin King will sail with Jack (Giant) Earle and Jennie (Midget) Reynolds for Australia end of the month to appear on Wirth's Circus. Which reminds us that the Wirth org must be the oldest continuous circus in the world, having been established in 1880. King will remain there a solid year. . . . There is need on the food end of the carnival biz for neat and attractive grab-joint units. We saw one the other day that's a honey. . . . Having arrived a trifle too late at the Pennsylvania association of fairs powwow in Reading, Fred C. (International Fireworks) Murray could find no room in the lobby for his display signs. He gave the signs to a bellboy with instructions to find the best spot available. The bellboy did—hanging them outside Mr. Murray's hotel windows. Even his room number had been placed on the signs by the thoughtful bellhop. Mr. Murray thinks "this is a very funny experience, tho I don't imagine it will cause that Ned Sparks face of yours even to crack." We think the story is practically side-splitting.

The World's Fair was good for someone, anyway. Bon Conway, who worked in the Chrysler Exhibit, has been signed to a seven-year contract by 20th Century-Fox, whose talent scouts discovered him. . . . The Ripley Odditorium advises it is bringing in "the world's only living two-headed baby" born near Sumatra on October 31, 1939.

Notes From the Crossroads

By NAT GREEN

ON OUR favorite radio program, *Information, Please*, a few nights ago, one of the questions asked by Clifton Fadiman had to do with a capitalist who was unwittingly made the subject of a circus publicity stunt. J. P. Morgan was the capitalist and the stunt took place in Washington, D. C., during some sort of a government hearing, if we remember correctly. While the hearing was in progress a midget strode into the conference room and climbed upon Morgan's knee before anyone could say scat. That may not have been the exact procedure—our memory is short—but it was something of the sort. At any rate, the man who answered the question credited the late Dexter Fellows with engineering the stunt. As a matter of fact Frank Braden was responsible for it. We like to see credit given where it is due, so respectfully submit the correction to Mr. Fadiman.

"Won't someone come forward with some revitalizing ideas for the circus!" pleads a correspondent who, in addition to having been with circuses for years, is a genuine lover of the circus. "It pains me to hear so many people saying the circus is dead, altho in view of the disastrous seasons of 1938-'39, I can hardly blame them. I am sure there still is an abiding love of the circus in the hearts of hundreds of thousands of people. But you can't blame them for rejecting most of what has been offered them during the last few years. Perhaps the little circus operators have given the public the best they were capable of giving, but it's not enough. The public of today has been educated to expect not only a good show but also comfortable seats, reasonable prices and courteous treatment. We who have known and loved the circus for years may contend that it offers better entertainment than the movies or vaudeville, but just try to convince the younger generation."

We believe much of what our corre-

spondent says is true. Many prominent circus men have privately admitted to us that lack of courtesy, uncomfortable seats and a general "pushing the public around" has been responsible for alienating the affections of the public from the circus, even on the larger shows. But few of those in power have tried to do anything about it. They still herd them into the blues, where comfort is impossible and the performance cannot be appreciated. We don't blame the staff for these conditions. They are working under orders of the operators of the show, and upon the operators the blame falls. Many specious arguments have been advanced to show that conditions cannot be changed if the show is to make any profit. But it most assuredly has been demonstrated that the public will no longer stand for the old order. It will find its entertainment elsewhere. Obviously the situation calls for a new order—modernized shows conducted with due consideration for the public. We are hoping that the experiences of the last two seasons will bring some men of vision who will rehabilitate this typically American form of entertainment!

Still another war-time letter has come to the Crossroads desk. John J. Kelly, for years a billposter with leading circuses, writes that he is in the Canadian army with the Royal Canadian Engineers as a cook. "There are four or five other American show boys in the same outfit," he says, "and any of the boys of the billposters' union who wish to write me can address their letters: John J. Kelly (Reg. No. 7289), 9th Army Troop, Royal Canadian Engineers, Edmonton, Alta., Can." Kelly says the boys would especially appreciate some American cigarets, which can be sent duty free.

J. C. McCaffery and Harry W. Hennies, of the Amusement Corp. of America, attended fair meetings in Dallas and Shreveport and then departed for the annual conclave of show people in Tampa. This left L. S. Hogan as temporary chief of staff at the ACA office here, and Larry is thinking of having a runway built above Clark street from his office to the Sherman Hotel in order to avoid the hazards of traffic. . . . Mr. and Mrs. Leonard Karsh came over from Ohio to attend the wedding of a niece of Mrs. Karsh and to visit friends for a week before going to Detroit to see the Shrine Circus. . . . J. D. Newman, in town for a few days, reports preparations going forward for the opening of Cole Bros.' Circus. . . . Phil Davis and Robert O'Farrell, local lawyers well known to show people, have delved into their profound knowledge of bookie joints and fashioned a play which they call *One for the Books*. . . . Great Northern Hotel, once rendezvous of show people, is no more. It is to be razed because Chicago's new subway would necessitate expenditure of large sums for new foundations. In the "old days" the Great Northern housed nine bars, one known as the Silver Dollar because only silver was accepted in payment for drinks. In the huge lobby a pipe organ furnished accompaniment for voices of many noted guests. A one-story "taxpayer" is to be built on the site of the hotel.

Hartmann's Broadcast

IT WILL be recalled by those attending the annual convention of the Indiana Association of County and District Fairs at the Claypool Hotel, Indianapolis, a short while ago that the management of the hotel had the cards, banners, etc., which were displayed in the lobby by those representing various amusement organizations removed, and this after considerable expense was created by the showmen in preparing them for the meeting.

From a very reliable source we now learn that the Standard Oil Co. had a meeting in the same hotel shortly thereafter and that there was a full-regulation billboard panel erected on the north side of carpeted lobby (not against the north wall) and on it a 24-sheet posted—the same poster as was used all over the country in January. This panel was erected right in the heart of the lobby and entirely shut off the view of those seated along the north side of the main lobby from the newly carpeted section, which is that portion of the lobby directly in front of the room clerk's desk. Not only did the hotel management

permit of this mammoth billboard having a prominent position in the lobby, but it allowed several mounted automobile engines to be scattered about the floor of the lobby for demonstration purpose, our informant says.

Which causes us to ask: Why did the Claypool discriminate against the showmen? Did this SOC gathering sell the high-priced rooms as did the Indiana fair men's convention? As the oil gathering was for the purpose of a sales talk to Indiana representatives, did not some, if not all, of these representatives drive home each night, whereas the showmen stayed at the hotel several days and in many cases paid for top-priced rooms?

CLIFTON KELLEY'S comment in the last issue on first use of "exposition" as applied to carnival titles has brought a response from William Judkins Hewitt (Red Onion).

To the best of his knowledge, Kelley said the credit for the first use of "exposition" by a carnival goes to the Jones-Adams Exposition Shows.

"But," Hewitt writes, "Kelley did not state what year it was first used—if prior to 1904 when used in the title of the Lockwood Exposition Co."

Continuing, Hewitt says: "Of this fact I am certain: Johnny J. Jones Exposition Shows used 'shows' in the title for a long time and finally dropped 'shows' and became Johnny J. Jones Exposition. So to Jones goes the credit for first using 'exposition' as a full and final title in place of 'shows' or 'carnival'."

"The late Edward R. Salter carried on a publicity and advertising campaign for some years when press agent for Jones, to the conclusion that the Johnny J. Jones Exposition was not a carnival but an exposition. Just how a carnival can be an exposition I have never been able to find out. When I adopted 'exposition' in the title of the Lockwood Exposition Co., I belonged to the 'Headless Showmen' class and did not know what the carnival business was all about, therefore beg to be forgiven for this error. For a long time I was in favor of 'Amusement Exposition' in titles for carnivals, but now think otherwise and must say that a carnival is neither a show nor an exposition, but a carnival.

"Another thing of which I am positive is that the Lockwood Exposition Co. was the first carnival to have a portable electric light plant. However, the Buffalo Bill Wild West had portable electric light plants years before 1904.

"Inasmuch as Kelley and I are not certain about the first use of 'exposition' in carnival titles, I am in favor of having the following serve as a jury and decide the question: Walter K. Sibley, George L. Dobyns, C. Guy Dodson, K. G. Barkoot, Joseph G. Ferari, John Alexander Pollitt, Elmer C. Velare, Starr DeBelle, James C. Simpson, Ralph W. Smith, John M. Sheesley and C. F. Zeiger, the last named of whom was with the Lockwood Exposition Co., joining at the opening stand in Attalla, Ala., in March, 1904. In those days Zeiger, now a carnival owner on his own, was a great show talker."

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Grand opening in the Greatest Oil Fields of the South, Yazoo City, Miss., on the streets. This will be the biggest celebration of the year. Two Saturdays, starting March 9. Carrying six Rides. Want Shows and Concessions that can stay. People holding contract report March 8. Frank Wilson and Reynolds Illusion Show, get in touch at once. Address: YAZOO CITY, MISS.

WISH TO CONTACT

Owners of Rides and Carnival Attractions for the week of July 4th. Good spot. Write or call

OLIVER RAYMOND
PORT SANILAC, MICH.

ROUTES

(Continued from page 20)

Johnson, Lucille (Diamond Horseshoe) NYC, nc.
Johnson, Patsy (Nomad) Atlantic City, nc.
Johnson, Johnny (Riverside) Milwaukee, t.
Jones, Marlon (State) Columbus, O., re.
Jones, Owen (Leone's) NYC, re.
Jones, Darlene (Stamp's) Phila, nc.
Joy, VI & Adelaide (St. George) Brooklyn, h.
Joy, Billy & Juanita (Oasis) Seattle, nc.
Joyce, Connie (Belmont Club) Miami Beach, nc.

K

Kali, Chandra, & Javanese Dancers (Villa Venice) Miami Beach, Fla., nc.
Kalmus, Bee (Belmont Club) Miami, nc.
Karavaeff, Simeon (Russian Kretchma) NYC, nc.
Karon's, Maria, Musicales (Mayfair) Washington, D. C., c.
Kayaloff, Volodin (Casino Russe) NYC, nc.
Kaye, Phil (Nomad) Atlantic City, nc.
Keller, Greta (Algonquin) NYC, h.
Keller Twins (Palumbo's) Phila, nc.
Kelleter & Deanne (Philadelphia) Phila, h.
Kellogg Lucille (Chevalier's) NYC, nc.
Kemper, Charles (Lido) NYC, nc.
Kennedy, Chic (Lookout House) Covington, Ky., nc.
Kerr, Jack (Fourteen) NYC, h.
King, Charlie (Gay '90s) NYC, nc.
Kirby, Dana (Queen Mary) NYC, nc.
Kirkland, Paul (Weber's Hofbrau) Camden, ro.
Kirkland, Paul, & Co. (Earle) Washington D. C., t.

Klein, Tiny (Wonder Bar) Atlantic City, nc.
Kowalska, Luba (New Russian Art) NYC, nc.
Kraus, Charlotte (Wiener Flaker) NYC, re.
Krechmer, Billy (Jam Session) Phila, nc.
Kretlow, Muriel, Girls (Hi-Hat) Chi, nc.
Kruger, Jerry (Mother Kelly's) Miami, Fla., nc.

L

Lang, Dea (Village Barn) NYC, nc.
Lambert, Preston (Royale) Detroit, nc.
Lamour, Dorothy (Chicago) Chi, t.
Lane Bros. (State) NYC, t.
Lane, Joyce (Drum) Miami, Fla., nc.
Lane, Loretta (Bertolotti's) NYC, nc.
Langford, Libby (Commodore) Detroit, nc.
LaPlaya Dancers (Rumba Casino) Miami Beach, nc.
Lassen, Sigrid (Penthouse) NYC, nc.
LaTowe, Nita (Ka-See) Toledo, nc.
Lauren, Vicki (606 Club) Chi, nc.
La Vail, Ines (Colosimo's) Chi, nc.
Laverne, Doris (Parkway) Brooklyn, nc.
LaVerne (Tower) Camden, N. J., t.
Lazier, Freda (Morocco) Detroit, t.
Leary, Johnny (Palumbo's) Phila, nc.
Lee, Bob (Wivel) NYC, nc.
Leonard, Eddie (Brown Derby) NYC, nc.
LeRoy, Del (Frontenac) Detroit, nc.
Leslie, Mona (Marty Burke's) New Orleans, nc.
Leslie Sisters (Dutkin's Rathskeller) Phila, nc.
Lester & Irma Jean (Capitol) Vancouver, B.C., t.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
Lewis & Van (Pal) Cleveland, t.
Lewis, Ralph (2 o'Clock) Baltimore, nc.
Lewis, Jayne (Bowery) Detroit, nc.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Lily & Margot (National Casino) Havana, nc.
Lippich, Angelo (Vine Gardens) Chi, nc.
Lisa, Mona (Club Gaucho) NYC, nc.
Lita, Jai (606 Club) Chi, nc.
Little, Little Joe (Bartlett) Rochester, N. Y., nc.
Long, Walter (Royal Palms) Miami, Fla., nc.
Lord, Carol (606 Club) Chi, nc.
Loring, Walter (Royal Palms) Miami, Fla., nc.
Lorraine Sisters (Hi-Hat) Chi, nc.
Lorraine, Billy (Gay '90's) NYC, nc.
Los Rancheros (Weylin) NYC, h.
Louis & Ramon (Gaucho) NYC, nc.
Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.
Lucas, Estrellita (Seminole) Jacksonville, Fla., h.
Lynn & Marianne (Bertolotti's) NYC, nc.
Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., ch.
Lynn, Ginger (Dutkin's Rathskeller) Phila, nc.

M

McCabe, Sara Ann (Roney-Plaza) Miami Beach, Fla., h.
McColl, James (La Martinique) NYC, nc.
McCoy, Frances (885 Club) Chi, nc.
McDevitt & Sallnas (Biltmore) NYC, h.
McDonald, Grace (Paramount) NYC, t.
McFarland George (Village Brewery) NYC, nc.
McFarlane, Frank (La Marquise) NYC, nc.
McKaye, Sylvia (Shubert) Cincinnati, t.
McKaye, Delloyd (Hickory House) NYC, nc.
McNally Sisters (Commodore) Detroit, nc.
McNellis, Maggi (Ambassador East) Chi, h.
Mack Bob (Benny the Bum's) Phila, nc.
MacPherson (Club 15) Phila, nc.
Madison, Rudy (Bill's Gay '90s) NYC, nc.
Makarenko, Daniel (Roumanian Village) NYC, nc.
Mangan Sisters, Four (Diamond Horseshoe) NYC, nc.
Mann, Peggy (Taft) NYC, h.
Manners, Gloria (Radio Franks) NYC, nc.
Manning, Otis (Mayflower) Jacksonville, Fla., h.
Manning & Class (U. S. Music Hall) NYC, t.
Mara & Marlynn (Cocoanut Grove) NYC, h.
Marciano, Grupo (El Chico) Phila, nc.
March, Linda (Greenwich Village Casino) NYC, nc.
Mardonio (Sherman) Chi, h.
Marguerita & Paquita (Marty Burke's) New Orleans, nc.
Margo Sisters (Weber's Hofbrau) Camden, ro.
Makula, Kalman (Gypsy Camp) NYC, nc.
Marlo, Liana (Wakefield's Cafe) NYC, nc.
Marlowe, Frank (Rayotto Club) Niagara Falls, N. Y., nc.
Marlynn & Michael (Rainbow Grill) NYC, nc.
Marsh, Gloria (Jimmy Kelly's) NYC, nc.
Marshall, Vivian (Radio Franks) NYC, nc.
Marshall, Jack (Chicago) Chi, t.
Martinelli, Marie (Gamecock Cafe) NYC, nc.
Mason, Dottie (Welcome Inn) NYC, nc.
Masters & Rollins (Capitol) Washington, D.C., t.
Maurice & Cordoba (Flaza) NYC, h.
Maxine, Dorothy (Belmont Club) Miami Beach, Fla., nc.
Maxwell, Marvel (Edgewater Beach) Chi, h.
Maylin, Jo Ann (London Chop House) Detroit, re.
Meadows, Frankie (Swing Club) NYC, nc.
Mele, Al (Wonder Bar) Atlantic City, nc.
Melody Men, Eight (Capitol) Washington, D. C., t.
Mercer, Maryann (St. George) NYC, h.

Michon, Michel (Russian Kretchma) NYC, nc.
Midnight in Paris (National) Richmond, Va., 8-11; (Trenton) Lynchburg 13; (Carolina) Burlington, N. C., 14; (Capitol) Salisbury 15.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Miranda, Carmen (Versailles) NYC, nc.
Miro & Mara (Benny the Bum's) Phila, nc.
Mirova, Nadia (Russian Kretchma) NYC, nc.
Money, Dotty (Kit Kat) NYC, nc.
Montez, Mona (Havana-Madrid) NYC, nc.
Moore, Leila (Earl Carroll's) Hollywood, nc.
Moreno, Consuelo (Cuban Casino) NYC, nc.
Mosquito Duo (Troadero) NYC, nc.
Mura, Corina (La Martinique) NYC, nc.
Murray, Jackson, Octet (Old Heidelberg) Chi, re.
Murray & Alan (Old Roumanian) NYC, nc.
Murray, Steve (Parkway) Brooklyn, c.
Music Hall Girls (Stamp's) Phila, nc.
Myers, Timmie (Covered Wagon) Detroit, nc.

N

NTG Revue (Shubert) Cincinnati, t.
Nalley, Valva (Pontchartrain Bar) Detroit, nc.
Nani, Nino (Spatola's) Phila, re.
Negin, Kolia (Casino Russe) NYC, nc.
Neller, Bob (Rainbow Room) NYC, nc.
Nelson, Swede (Win. Penn) Pittsburgh, h.
Nichols, Agnes (Pat O'Toole's) Wilkes-Barre, Pa., nc.
Nichols & Haley (Morocco) Detroit, nc.
Nightingale, Billy (Cozy Corner) Detroit, nc.
Nikogosoff, Yasia (Casino Russe) NYC, nc.
Nite Wits (Shallmar) Newark, N. J., nc.

NONCHALANTS
WITH EARL CARROLL'S "VANITIES"
THIS WEEK, CLEVELAND, O.
Direction—Music Corporation of America.

Norman, Karyl (Frontenac) Detroit, nc.
Norris, Mary, & Jack Reynolds (Mother Kelly's) Miami, nc.
Norris, Harriet (Marty Burke's) New Orleans, nc.

O

O'Brien, Grace (Jimmy Kelly's) NYC, nc.
O'Brien & Evans (Elyria) Elyria, O., h.
O'Connor, Eileen (New Yorker) NYC, h.
O'Dea, Sunnie (Chez Paree) Chi, nc.
O'Dell, Dell (Village Barn) NYC, nc.
O'Neil, Mitzl (Roadside Rest) Miami, Fla., nc.
Oakland, Will (Bill's Gay '90s) NYC, nc.
Ojedas, Los (Cuban Casino) NYC, nc.
Olympic Trio (Hi-Hat) Chi, nc.
Olympia Boys, Three (Riverside) Milwaukee, t.
Ondrea, Andree (Jefferson) St. Louis, h.
Orelia, Princess, & Co. (Cotton Club) NYC, nc.
Orta Sergia (Havana-Madrid) NYC, nc.
Oshins & Lessy (Royal Box) NYC, nc.
Owen & Parker (Mother Kelly's) Miami, Fla., nc.

P

Paige & Jewett (Geo. Washington) Jacksonville, Fla., h.
Paley, Nellie (Barney Gallant's) NYC, nc.
Paloma (Casino Russe) NYC, nc.
Paree, Pat (Royal Box) NYC, nc.
Parker, Patsy (Biltmore) NYC, h.
Parker, Eddie (Gay '90s) NYC, nc.
Parker & Daniels (Chez Paree) Chi, nc.
Parks', Francis, Debutants (Gayety) Cincinnati, t.
Parraga, Graziella (Le Ruben Bleu) NYC, nc.
Parsons, Kay (Anchor Inn) NYC, nc.
Patricola, Tom (Diamond Horseshoe) NYC, nc.
Paucel, Rolande (Club Gaucho) NYC, nc.
Pawlawa, Olga (Casino Russe) NYC, nc.
Paxton (Gibson) Cincinnati, h.
Pepto & Carmen (Dempsey-Vanderbilt) Miami Beach, h.
Perry, Martha (Philadelphia) Phila, nc.
Person, Cella (Roumanian Village) NYC, nc.
Pierou, Don (Marie's Crisis) NYC, nc.
Plinkus, Bobby (Grace Hayes Lodge) Hollywood, nc.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Ponti, Frank (Dutkin's Rathskeller) Phila, nc.
Primrose Four (Friars Inn) NYC, nc.
Prince, Jack (Colosimo's) Chi, nc.
Pritchard & Lord (State) NYC, t.

R

Radio Rubes (Village Barn) NYC, nc.
Rae, Nan, & Maude Davis (Capitol) Washington, D. C., t.
Randolph, Amanda (Black Cat) NYC, nc.
Rane, Victoria (New Russian Art) NYC, nc.
Ray, Sam (Algonquin) NYC, h.
Ray, Rene (Dutkin's Rathskeller) Phila, nc.
Raye & Naldi (Gran Casino Nacional) Havana, Cuba, nc.
Raye, Martha, & Co. (Albee) Providence, t.
Raymond & Shap (Royal Palms) Miami, Fla., nc.
Reardon, Casper (Le Ruban Bleu) NYC, nc.
Regan, Phil (State) NYC, t.
Reinhart, Robert (Ziegfeld's Midnight Frolic) NYC, nc.
Rene, Renee (Place) NYC, nc.
Reyes, Pura (London Chop House) Detroit, re.
Rhythm Rockets, Seventeen (Capitol) Washington, D. C., t.
Richards & Carson (Village Barn) NYC, nc.
Richards, Delmar (Club 15) Phila, nc.
Rider Sisters (Biltmore) NYC, h.
Ringo & Harris (Queen Mary) NYC, nc.
Rio Bros. (Colosimo's) Chi, nc.
Rios, Rosita (Havana-Madrid) NYC, nc.
Rivera, Andree (Queen Mary) NYC, nc.
Robbins, Betty (Colosimo's) Chi, nc.
Robbins & Reveille (Harry's New Yorker) Chi, nc.
Roberts, Beverly (Pal) Cleveland, t.
Roberts, Dave & June (Pete Herman's) New Orleans, nc.
Rocheys, Great (Arcadia) Phila, re.
Rodriguez, Ramon (Troadero) NYC, nc.
Rodriguez, Teddy (Benny the Bum's) Phila, nc.
Rogers, Marlon (606 Club) Chi, nc.
Rogers, Muriel (Troadero) NYC, nc.
Rommel, Juliet (Place Cafe) NYC, nc.
Rondell, Rene (Belmont Club) Miami Beach, Fla., nc.
Rosalean & Seville (Roosevelt) New Orleans, h.
Rose, Jean (Jimmie Dwyer's) NYC, nc.
Rosini, Paul (885 Club) Chi, nc.
Ross, Steward (Le Ruben Bleu) NYC, nc.
Ross, Sandy (Howdy Club) NYC, nc.
Rossi, Pat (Pastor's) NYC, nc.
Roth, Jack (Club 18) NYC, nc.
Roulettes (Club Morocco) Detroit, nc.
Royce, Lee (Hollywood) NYC, ch.
Rubio, Isabel (Troadero) NYC, nc.
Rugel, Yvette (Brown Derby) NYC, nc.

Ruiz, Maclovia (Havana-Madrid) NYC, nc.
Russell, Mabelle (Swing Club) NYC, nc.

S

St. Clair, Tyler (Music Hall) Seattle, nc.
St. Clair, June (Colosimo's) Chi, nc.
Samuels, Al, Trio (Bowery) Detroit, nc.
Sandra, Edith (Dutkin's Rathskeller) Phila, nc.
Santino & Lenora (Bal Tabarin) NYC, nc.
Santos & Elvira (Cuban Casino) NYC, nc.
Sarche, Bee (Commodore) Detroit, nc.
Satterfield, Dick (Philadelphia) Phila, h.
Sava, Marusia (Casino Russe) NYC, nc.
Saxon, Bea (Benny the Bum's) Phila, nc.
Saxons (Weber's Hofbrau) Camden, N. J., nc.
Scheff, Fritzi (Diamond Horseshoe) NYC, nc.
Scott, Hazel (Cafe Society) NYC, nc.
Scott, Mabel (Stamp's) Phila, nc.
Sebastian, John (Sply's) NYC, nc.
Sedley, Roy (Club Bali) Miami, nc.
Sennner, Clifford (Arcadia) Phila, re.
Setz, Val (Mayflower) Akron, h.
Shaner, Buddy (Lotus) Washington, D.C., nc.
Sharratt, Salley (Old Heidelberg) Chi, re.
Shayne & Armstrong (Philadelphia) Phila, nc.
Shaw, Esther (Lexington) NYC, h.
Shaw, Eddie (La Cava) NYC, nc.
Shaw, Burt (Mayfair) Boston, nc.
Shevlin & Bass (St. George) Brooklyn, h.
Shields, Peggy (Stamp's) Phila, nc.
Shor, Betty Ann (Walton) Phila, h.
Shore, Willie (Hi-Hat) Chi, nc.
Shura (Cocoanut Grove) NYC, h.
Shutta, Ethel (Chez Paree) Chi, nc.
Silvio & Melba (Shoreham) Washington, D.C., h.
Singing Moods, Three (Harry's New Yorker) Chi, nc.
Slepoushkin, Stephan (Casino Russe) NYC, nc.
Skleton, Red (Earle) Washington, D. C., t.
Sloan, Estelle (Palumbo's) Phila, nc.
Smith, Katherine (Philadelphia) Phila, h.
Smith, Chubby & Sammy Grand (Pioneer Nut Club) NYC, nc.
Smith, Mannie (Brown Derby) NYC, nc.
Sophisticates, Three (Pat O'Toole's) Wilkes-Barre, Pa., nc.
Spalding, Marie (Coq Rouge) NYC, nc.
Sparrow, Billie (Blue Ribbon) Paris, nc.
Speck & Spot (Benny the Bum's) Phila, nc.
Spencer, Elaine (Bertolotti's) NYC, nc.
Spirits of Rhythm (Rendezvous) Phila, nc.
Sprackles, Geraldine (Fete's Monte Carlo) NYC, nc.
Stanley, Irene (Le Poissonier) NYC, re.
Steele, John (Brown Derby) NYC, nc.
Stefanescu, Georges (Casino Russe) NYC, nc.
Sterling, Dolly (606 Club) Chi, nc.
Stephany, Karen (Harry's New Yorker) Chi, nc.
Stevens, Harry (Capitol) Washington, D. C., t.
Stewart, Dick (Village Barn) NYC, nc.
Straub & Lee (Arcadia) Phila, re.
Strickland, Charles (Gay '90s) NYC, nc.
Strickland, Bill (Lotus) Washington, D.C., nc.
Stroud Twins (Commodore) Detroit, nc.
Stuart, Dick (Village Barn) NYC, nc.
Stump & Stumpy (State-Lake) Chi, t.
Sullivan, Maxine (Cotton Club) NYC, nc.
Summer, Helen (Ivanhoe Gardens) Chi, nc.
Sunderland, Ann (Bill's Gay '90s) NYC, nc.
Sweet, Ancil (Anchor Inn) NYC, nc.
Sydell, Paul & Scotty (New Yorker) NYC, h.

T

Tanya (Jimmy Kelly's) NYC, nc.
Tapa & Maclovia (Havana-Madrid) NYC, nc.
Tapps, George (Rainbow Room) NYC, nc.
Taylor, Lou (Club Maxim) Bronx, N. Y., nc.
Teeman, Eleanor (Dempsey-Vanderbilt) Miami Beach, h.
Temple and Marie (Blue Lantern) Detroit, nc.
Temple & Jaren (Club Ball) Miami, nc.
Terrell, Billy, & Co. (Strand) New Orleans, t.
Terry, Ethelind (1523) Phila, nc.
Texas Rockets, Five (Chateau Club) Cleveland, nc.
Tharpe, Sister (Kit-Kat) NYC, nc.
Thompson, Aileen (Leon & Eddie's) NYC, nc.
Timbers, Jr., Herman (Floridan) Miami Beach, h.
Tisdale Trio (Coq Rouge) NYC, re.
Titan Trio (New Yorker) NYC, h.
Tosas, Lill (Havana-Madrid) NYC, nc.
Towne & Lee (Morocco) Detroit, nc.
Townsend, The (National Casino) Havana, nc.
Travis, Alice (Blue Lantern) Detroit, nc.
Troy, Elinor (Club Ball) Miami, nc.
Tucker, Al (Brown Derby) NYC, nc.
Tudell & Jean (Roadside Rest) Miami, Fla., nc.
Tung Pin Soo (Bismarck) Chi, h.
Turner, Elma (Kit Kat) NYC, nc.
Turner, Joe (Cafe Society) NYC, nc.
Two Jacks (Delmonico's) Phila, re.

Uncle Willie & Patsy (Pappy's 66 Club) Dallas, nc.
Usdonoff, Mischka (Russian Kretchma) NYC, nc.
Usher, Phyllis (Shoreham) Washington, D.C., h.

Valdez, Vida (Havana-Madrid) NYC, nc.
Valentine, Ann (606 Club) Chi, nc.
Valladares, Elba (Havana-Madrid) NYC, nc.
Valley, Virginia (Leon & Eddie's) NYC, nc.
Van & Arrvola (Dog House) Reno, Nev., nc.
Van, Gus (Colosimo's) Chi, nc.
Van Zandt Sisters (Roosevelt) New Orleans, h.
Vanderbilt, Gloria (Believe Stratford) Phila, h.
Vaughn, Virginia (Old Roumanian) NYC, nc.
Vaught, Phyllis (606 Club) Chi, nc.
Velvones, The (Old Roumanian) NYC, nc.
Verdun Jitterbugs (Colosimo's) Chi, nc.
Vernon, James & Evelyn (La Martinique) NYC, nc.
Vincent, Larry (Commodore) Detroit, nc.

Waldron, Jack (Walton) Phila, h.
Walker, Buddy (Belmont Club) Miami Beach, nc.
Walsh, Sammy (Club Continental) Miami, nc.
Walters, Jean (Jimmy Kelly's) NYC, nc.
Watson, Eunice (Steve's) NYC, nc.
Welch, Frances (Samye Van) Brooklyn, nc.
Wences (Paramount) Springfield, Mass., 7-8; (Buffalo) Buffalo 9-15, t.
Wenton, Ruth (Village Brewery) NYC, nc.
Wenzel, Dorothy (Dunes) Pinehurst, N. C., nc.
Westbrook, Helen (Old Heidelberg) Chi, re.
Wharton Sisters (Yacht Club) Phila, nc.
Wheeler, Bert (Paramount) NYC, t.
White, Jack (18) NYC, nc.
White, Ann (Bertolotti's) NYC, nc.
White, Marty (Roumanian Village) NYC, nc.
White & Manning (Leon & Eddie's) NYC, nc.
White, Eddie (Stanley) Pittsburgh, t.
White, Danny (Delmonico's) Phila, re.
White, Madalyn (Queen Mary) NYC, nc.
White, Billy (Boulevard Tavern) Elmhurst, L. I., ch.

White, Geri (Caravan) NYC, nc.
Whitney, Dorothy (Gay '90s) NYC, nc.
Whitney, Ariene (Morocco) Detroit, nc.
Wicke, Gus (Gay '90s) NYC, nc.
Wiles, Three (Tower) Camden, N. J., t.
Willard, Harold (Gay '90s) NYC, nc.
Williams, Midge (Cotton Club) NYC, nc.
Williams, Rosa (Bill's Gay '90's) NYC, nc.
Williams, Jean (606 Club) Chi, nc.
Wilson, Jack (Blue Ribbon) Paris, nc.
Wilson, Leo (Rendezvous) Phila, nc.
Winchell, Paul (Tower) Camden, N. J., t.
Winchill, Cliff (Lookout House) Covington, Ky., nc.
Winfield & Ford (Lyric) Indianapolis, t.
Wingert, Billie (Murphy's) Cleveland, nc.
Wise, Don (Frontenac) Detroit, nc.
Withee, Jerri (Troc) NYC, nc.
Woland: Hialeah, Fla., 5-10.
Wood, Johnny (Earl Carroll's) Hollywood, nc.
Woodall, Harold (Weylin) NYC, h.
Woods, Joan (606 Club) Chi, nc.
Worthy, Mildred (Diamond Horseshoe) NYC, nc.
Wynn, Nan (Monte Carlo) NYC, nc.
Wyte, Una, Singers (Rainbow Room) NYC, nc.

Ygor & Tanya (Earl Carroll's) Hollywood, nc.
Yost Men, Four (Diamond Horseshoe) NYC.
Yost, Ben, Varsity Eight (Ambassador) NYC, h.
Young, Helen (Win. Penn) Pittsburgh, h.
Young, Sonny (Welcome Inn) NYC, nc.
Young, Betty (Sidewalk Cafe) Cincinnati, nc.
Yun, Helen, (Coq Rouge) NYC, nc.
Yvonne, Bubbles (Nomad) Atlantic City, nc.
Yvonettes (20th Century) Phila, nc.

Zalus, Hazel (Silver Cloud) Chi, nc.
Zandra (Maynard) Seattle, nc.
Zaranoff, Sonia (Five o'Clock Club) Miami, nc.
Zeke & Stooges (Plymouth) Ft. Fairfield, Me., h.
Zista & Anis (Lotus) Washington, D. C., nc.
Zolar, Eddi (Garden of Italy) Indianapolis, nc.
Zolt, Frank (Gypsy Camp) NYC, nc.

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Grand O. H.) Chi.
Bankhead, Tallulah: (National) Washington, D. C.; (Locust Street) Phila 12-24.
Bennett, Constance: (Hartman) Columbus, O., 6-7; (Cox) Cincinnati 8-10.
Cornell, Katharine: (Texas) San Antonio, Tex., 6; (Music Hall) Houston 7-8; (Municipal Aud.) New Orleans, La., 10.
Draper, Ruth: (Curran) San Francisco.
Evans, Maurice: (Lyceum) Minneapolis 6-7; (Davidson) Milwaukee 8-10.
Fifth Column: (Forrest) Phila.
Hayes, Helen: (Erianger) Buffalo 5-7; (English) Indianapolis 8-10.
Hot Mikado: (Auditorium) Chi.
Horton, Edward Everett: (Lyric) Richmond, Va., 6-7; (Academy) Roanoke 8; (Auditorium) Durham, N. C., 9; (Auditorium) Raleigh 10.
Huston, Walter, in Passenger to Bali: (Shubert) New Haven, Conn., 8-10.
Kiss the Boys Goodbye: (Locust) Phila.
Leave It to Me: (Ford) Baltimore.
Le Gallienne, Eva: (Municipal Aud.) Kansas City, Mo., 8-10.
Man Who Came to Dinner: (Harris) Chi.
Man Who Came to Dinner: (Lobero) Santa Barbara, Calif., 9-10.
Night Music: (Shubert) Boston 8-10.
Scandals: (Cass) Detroit 4-11.
Streets of Paris: (Forrest) Phila 12-24.
Thanks for My Wife: (Selwyn) Chi.
Three After Three: (Erianger) Chi.
Tobacco Road: (Nixon) Pittsburgh.
Vanities: (Hanna) Cleveland.

BURLESQUE

(Hirst Circuit Shows)
Barrel of Fun: (Mayfair) Dayton, O., 3-9.
Burlesque Parade: (Old Howard) Boston 4-10.
Corio, Ann, Show: (Casino) Pittsburgh 4-10.
Fong's, Ann, Show: (Shubert) Phila 4-10.
Funz a Popplin: (Gayety) Baltimore 4-10.
High Steppers: (Lyric) Bridgeport, Conn., 4-10.
Jazz Babies: (Garrick) St. Louis 3-9.
Let's Go: (Troadero) Phila 4-10.
Lovely Lassies: (Empire) Newark, N. J., 4-10.
Peek a Boo: (Hudson) Union City, N. J., 4-10.
Red, Hot & Beautiful: (Gayety) Washington 4-10.
Top Hatters: (National) Detroit 2-8.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Blumenthal United: Lane, S. C.
Bright Lights Expo.: Ruffin, S. C.
Crescent Am. Co.: (Fair) Vero Beach, Fla.; (Fair) Fort Meyers 12-17.
Endy Bros.: West Palm Beach, Fla.
Great Southern: Albany, Ga.
H. B. Am.: Folkston, Ga.
Mighty Monarch: Arcadia, Fla.
Southern Attrs.: Stockton, Ga.
Southern States: Sanford, Fla., 12-17.
Tassel, Barney, Unit Shows: Hialeah, Fla.; Stuart 12-17.
Texas: McAllen, Tex.
Tybee United: McIntosh, Ga.

CIRCUS AND WILD WEST

Davenport, Orrin: Detroit, Mich., 5-18.
Polack Bros.: (Music Hall) Cincinnati, O., 12-17.

MISCELLANEOUS

Alexander, Magician: (Moonlight Gardens) Saginaw, Mich., 25-Feb. 8; (Hollywood Club) Kalamazoo, 9-16.
Arthur, Magician: Enon, Ala., 7-8; Josie 9-10.
Birch, Magician: Albuquerque, N. M., 6; Santa Rosa 7; Clovis 8; Roswell 9; Artesia 12.
Wink, Tex.: 13; Carlsbad, N. M., 14; Pecos, Tex., 15; McCamey 16.
By-Gosh Co.: (Butler) Butler, Ky., 5-10.
Campbell, Loring, Magician: Niagara, Wis., 6; Eagle River 7; Iron River, Mich., 8; Marinette, Wis., 9.

Daniel, B. A., Magician: Waynesville, Mo., 7-8; Newburg 9-10; Salem 12-13.
 Dorsey Jimmy: (Pla-Mor Ballroom) Kansas City, Mo., 10; (Meads Acres) Topeka, Kan., 11; (Madrid Ballroom) Louisville 14.
 Duchin Eddy: (Fla. State Fair) Tampa 8-10; (Roxey Theater) Atlanta 11-14.
 Harlans, The: Barberton, O., 5-10.
 Hayton, Lennie: (New Yorker Hotel) NYC 11-17.
 James, Harry: (Apollo Theater) NYC 9-15.
 Leckvold, Magician: Pomeroy, Wash., 6; Uniontown 7; Pullman 8; Colfax 9; (College) Lewiston, Ida., 10.
 Lewis, H. Kay, & Hollywood Varieties: Baton Rouge, La., 9-10; Denham Springs 12-13; Maringouin 14-15.
 Lippincott, Magician: Anderson, S. C., 5-6; York 9.
 Long, Leon, Magician: New Orleans, La., 5-11; Hattiesburg, Miss., 12-13; Laurel 14-19.
 McNally's Variety Show: Whaleyville, Md., 5-10.
 Marlowe, Donald, Players: Dayton, O., 30-Feb. 7; Cleveland 9-21.
 Mel-Roy, Magician: Waldo, Ark., 4-7; Rodessa, La., 8-10; Texarkana, Tex., 11-17.
 Millo the Mystic: Bradenton, Fla., 5-10.
 Princess Edna Show: Robstown, Tex.
 Rogers, Buddy: (Community Theater) Morris-town, N. J., 12.
 Schreiber, Carl: (Pershing Ballroom) Chi 8-11-15.
 Slout, L. Verne, Theater Workshop: Riverside, Ill., 6; Dundee 7; Palatine 8; Rochester, Wis., 9.
 Taber's, Bob, Monkey Circus: Cle Elum, Wash., 6; Grandview 9.
 Teagarden, Jack: (Raymor Ballroom) Boston 9-15.
 Venuti, Joe: (Colonial Theater) Detroit 11-17.
 Virgil, Magician: Port Pierce, Fla., 6; Kissimmee 7; Mt. Lora 8; Sanford 9; Jesup, Ga., 12; Vidalia 13; Sandersville 14; Sparta 15; Augusta 16.
 Wright's Dog Circus: Canaan, N. H., 6; Bradford 9.

Tampa Fair Has Best First-Week Gate of 242,839

TAMPA, Fla., Feb. 5.—First week of Florida Fair's Silver Jubilee smashed all previous records with attendance of 242,839, over 6,000 more than in last year's first week. Attendance for each day topped the same day last year: Tuesday, opening day, 28,203, as compared with 27,479 last year; Wednesday, Thrill Day, 24,563, to last year's 22,648; Thursday, Rodeo Day, 25,945, to 25,201 in 1939; Friday, Children's Day, 120,516, to 119,614 last year, and Saturday, Future Farmers' Day, 43,612, to 41,172 in 1939.

Children's Day set a new all-time record for one-day attendance, fine weather prevailing. As usual, kids and teachers were admitted to grounds free and a special grand-stand show was given them by rodeo performers and Hal Kemp's orchestra. Royal American Shows on the midway did best business of the week.

On Thursday the first rodeo ever staged in Tampa thrilled large crowds and, as this feature promises to be one of biggest attractions, officials are well pleased with the innovation. C. J. Sheldonberger, cowhand from Montana, was thrown and stomped by a big Brahma steer but was not seriously injured. On Future Farmers' Day, Saturday, more than 5,000 FFA boys were admitted to grounds free and special program was presented for them in front of the grand stand.

Swing music, theme of the fair this year, is proving popular. Large crowds gather nightly for the concert and dancing, with jitterbug contest very popular. Officials are convinced they made no mistake in substituting name bands for the former grand-stand shows.

Hal Kemp's orchestra completed its engagement Saturday night and Red Norvo now takes over thru Wednesday. Eddy Duchin follows Norvo for remainder of the fair, and will also play for the famous Gasparilla Coronation Ball Tuesday night. Tampa is overflowing today with spectators awaiting the annual Gasparilla invasion and the fair is prepared for its biggest day. Run of fair is January 30-February 10.

manager of advertising car No. 1 of Miller Bros.' 101 Ranch Show.

CARNIVAL

Rubin & Cherry Shows were awarded the Big Five Circuit and Western Canada class A fairs, marking first time one organization was contracted for the two big strings. Western Canada Fairs Association, class B circuit, awarded its contract to Conklin & Garrett Shows. . . . W. J. (Doc) Allman was inducted into presidency of Heart of America Showmen's Club at annual installation meeting in club rooms, Coates House, Kansas City, Mo. . . . John T. Wortham Shows were awarded Northern Wisconsin circuit of seven fairs. . . . R. F. (Dad) DeArmo, 65 years a showman, died in Miami, Fla., on January 31.

Strout's Hussar Band left Montgomery, Ala., for a few weeks' vaude tour before joining C. A. Wortham's World's Best Shows for 1925. . . . John (Jack) White was spending the winter in Atlanta doing club and hotel entertainments and radio broadcasting. . . . Eddie and Mrs. Owens were in Tampa, Fla., fraternizing with trouper friends. . . . B. B. Keene was working agricultural paper subscriptions before returning to Isler Greater Shows. . . . In motion picture business 10 years. Byron B. Jay was added to executive staff of W. G. Wade Shows. . . . Soon after his election as manager of South Mississippi Fair, Laurel, Berney Smuckler awarded the midway contract to Zeidman & Pollie Shows.

Albert I. Cina re-signed his band with L. J. Heth Shows for 1925. . . . Lagrange, Ga., gave Macy Exposition Shows' winter unit a good week's stand. . . . Doc and Babe Carpenter were wintering in Detroit and preparing for the 1925 tour. . . . Having closed with Lloyd Peterson's Revue, Francis L. (Micky) Farrell was in Zanesville, O., visiting his mother before returning to White Way Shows. . . . F. A. Minard, eating stand concessioner with Zeirman & Pollie Shows, was manager of the ice skating rink in Norwood, O. . . . Concession agent with K. G. Barkoot Shows five years. Sam Weiner signed for 1925 to work with Mike Camilla's concessions on Johnny J. Jones Exposition.

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AMERICA'S NEWEST 20 CAR RAILROAD SHOW, COMPLETELY NEONIZED

WISCONSIN SURVEY

(Continued from page 38)

appealed to you the most? First, second and third choices.

I have been told that P. T. Barnum many years ago used the same method in getting information as to what people liked in the way of circus amusement. They tell me that Barnum would hitch up his horse and buggy during the afternoon and drive several miles out into the country. He would then turn around and come back and about this time the afternoon performance would be over and people would be going home from the circus. When Barnum would meet a farmer he would draw up his lines and say, "Hello, neighbor. Have you been to the circus? What did you see?" The farmer would then probably tell him about the one act or feature which appealed to him the most. Barnum would say to the boy, "And what did you see?" The boy might say he saw a clown leap over eight elephants, or whatever pleased him the most. Very likely Barnum did not put any of this information down on paper, but he probably summarized it all in his mind and next season when he built up his circus he gave the people what they wanted in circus entertainment.

Question 4 was: In what way can the fair be improved? We wanted to get not only kind words, but all of the squawks that the people might have.

Question 5 was: What is your occupation?

The information we received from this extensive survey was of great value to the fair management. We learned that 50 per cent of our attendance comes from Milwaukee County, 39 per cent from other Wisconsin counties, 8 per cent from Illinois and 3 per cent from States other than Wisconsin or Illinois. We also found that we had visitors from every State in the Union and from 14 foreign countries. I am not going to try to make you believe that the Wisconsin State Fair is so attractive that people will come from all over the world to see it. It happens, however, that during July and August Wisconsin has ideal climatic conditions and we have thousands of visitors who come to enjoy our lakes and streams. These people are having their vacations and it is only natural that they would come to the State Fair. No doubt every large city has visitors from foreign countries at all times of the year, and so it is not unusual that we had some of these people visiting Wisconsin State Fair. Even tho we had visitors from great distances, the survey, however, showed that most of our attendance comes from a very small nearby area. It indicated that approximately 65 per cent of our attendance come from within 50 miles of State Fair Park, also 65 per cent of our attendance comes from from within a 100-mile radius.

In answer to the question as to how they learned the dates of the fair, the replies indicated that 47 per cent of those answering learned the dates from newspapers, 28 per cent from billboards, 11 per cent from tire covers, 3 per cent from the radio and 11 per cent from other sources. I am certain, however, that this is no indication of the advertising value of these various mediums. Each year during the State Fair or immediately thereafter we announce the dates of the fair for the following year. Thruout the winter at various times we get out news stories about exhibits to be shown and events to be held during the fair. About July 1 we get out tire covers and put up our billboard paper.

WANT FOR WEEK FEB. 26 UPPER EAST TENNESSEE MID WINTER EXPOSITION

IN MAMMOTH BLDG.

Endorsed by Chamber of Commerce. Photo, Scales, American Mitt Camp, Guess Age and Weight, Demonstrator, Waffles, Popcorn, Jewelry and others. No Games. All leading merchants and manufacturers backing exposition 100%. Over 100 booths and auto displays. Streets and store fronts decorated for this exposition. All wire or write ROOM 504, Hamilton Bank Bldg., Johnson City, Tenn.

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Write CHAS. T. GOSS

With STANDARD CHEVROLET CO.,
 East St. Louis, Ill.

Then about two weeks before the fair we go on the radio with stories of special attractions and events. The result is that by the time we go on the radio people have already learned from the newspapers and from billboards the dates of the fair.

Appeal of Departments

In answer to the question as to what exhibit department appealed the most we had a number of people who gave machinery as first choice, farm equipment, farm machinery and industrial exhibits. We decided to combine all of these under the heading of industrial exhibits, and industrial exhibits was the first choice of those sending in replies. Similarly, we had replies giving live stock as first choice, hogs, cattle, sheep, horses. We combined all of these under the heading of live stock and live stock received second place. The third place in the way of exhibits was our fruits and flowers show, which is one of unusual attractiveness. We feature our dairy exhibits and dairy exhibits received fourth place. Home economics exhibits was fifth and our fur animal show was sixth. Then when it came to the second choice of exhibit departments, live stock was definitely first, industrial exhibits second, fruits and flowers third and dairy exhibits fourth. Third choice of exhibits placed industrial exhibits first, live stock second, fruits and flowers third and home economics fourth.

Before telling about the results on amusements and attractions I want to explain that in 1938 we had 18 performances. One of our evening shows was the WLS broadcast show. The other eight evenings we had a Barnes-Carruthers spectacle, closing with fireworks. We had a thrill show on one afternoon, three afternoons of AAA-sanctioned automobile racing, one afternoon of motorcycle racing, three afternoons of horse racing and one afternoon we had a dairy pageant. In spite of the fact that we had only three performances of auto races, this attraction was definitely placed first. Twenty-six per cent of the people replying to our questionnaire gave automobile races as their first choice in entertainment. Horse racing was second, with 11 per cent; the night show was third with 10 per cent and the various rides were also 10 per cent.

(Continued next week)

15 Years Ago

(From The Billboard Dated February 7, 1925)

CIRCUS

Fred Buchanan, owner of Robbins Bros. Circus, purchased John Hickey's six high-school and jumping horses for the menage number and fox hunt. Horses on the Robbins show were directed by J. C. McCarthy. . . . Joe Coyle and wife, Victoria, were on a trip thru Florida, Joe being in advance of George Wintz's Models of 1925. Victoria left her husband at Jacksonville and went to Detroit to play the Shrine Indoor Circus with Orrin Davenport. . . . Fire destroyed nearly all of Texas Slim Collins' animals and damaged his wagon at Springfield, O., where he had been conducting his trained animal show and knife-throwing exhibition. The fire was caused by an explosion of an oil stove in Collins' menagerie truck. . . . E. K. Fernandez was routing thru the Hawaiian Islands a circus which included acts garnered by Ben Beno. . . . Mighty Hooze Show, in winter quarters at Ottunwa, Ia., added two lions, two Russian wolves and a Russian wolfhound to its menagerie. George W. Christy was general contracting agent of the show.

The circus lot at 20th and Paul streets, Omaha, Neb., was purchased by the city for playgrounds. . . . Dorothy Siegrist was proving successful with her mechanical doll role in shop windows. She was assisted in some of her engagements by Lorenz, of wooden soldier fame. . . . The Atkinson Animal Circus left Venice, Calif., for the southern part of the State for its first stand at Brawley, February 1-5. . . . Charles Siegrist Troupe was playing indoor circus dates. . . . George Audette, Leo Smith and Jimmy Nevins, formerly on the Sells-Floto Circus advertising car No. 1, were employed in Boston. Smith was with Collier's snipe plant, which was billing *The Lost World*; Harry Howard, of Ringling-Barnum, was there also, sheeting 'em up for the same attraction. . . . The DeHomers, acrobats, were with Charles Morton's tabloid show playing in the South. . . . Charles L. Smith, calliope and cornet player, was with Stetson's *Uncle Tom's Cabin* Co., playing the Pacific Coast. . . . A son was born to Mr. and Mrs. Clifton R. Sparks in Pittsburgh January 25. . . . Edward P. Lamb, who was working with the L. & N. Railroad in Louisville, signed a contract as secretary to Clyde Willard,

BARNEY TASSELL UNIT SHOWS

This week Hialeah, Fla.; next week Stuart, Fla.; week February 13th, Lake Worth, Fla. and six more weeks to follow of best East Coast Fairs. Ask those that are with it. What have you? Write or wire BARNEY TASSELL.

**SOUTHWEST FLORIDA
FREE FAIR**

FT. MYERS, WEEK FEB. 12
6 Days—6 Nights

Want Concessions that work for Stock and not over 10 cents. Custard, Scales, Photo, Grab open. Can place for Ft. Lauderdale Fair same week two more Shows and few Concessions.

Crescent Amusement Co.

VERO BEACH, FLA., THIS WEEK.

**SLIGHTLY USED GAMES
FOR SALE
AT A SACRIFICE**

2 Evans Straight-Away Horse Racers of 3 units each, electrically equipped. Horse reaching finish line lights the signal and player gets prize. Regular price \$100.00 each; sale price \$50.00 each. Park-a-Ball Game, composed of 738 stops on flashily painted backgrounds 8'x4'. Twenty red stops show capital prize, 23 blue stops show medium prize. A real ball game for repeat business. Original price \$150.00; sale price \$75.00. Address:

J. DOMENIC

32 Main St., SANTA CRUZ, CALIFORNIA

COOK HOUSE FOR SALE

Consists of two Counters, one Griddle, ten Gasoline Burners, one Pressure Tank, one Coffee Urn, one Water Cooler, two dozen Folding Chairs, one Ice Box; one Canvas Tent 26x40, including Side Wall; sixteen Tables, one Cooking Stove, miscellaneous lot of Knives, Forks, Spoons, Pans, Glasses, Pots, Dishes and Restaurant Equipment complete. Anyone interested in this property contact WILLCOX, HARDEE & WALLACE, Florence, S. C.

WORLD OF PLEASURE SHOWS

Now Booking for 1940
RIDES — SHOWS — CONCESSIONS
FRANK MILLER — JOHN QUINN
100 Davenport St., Detroit, Mich.

KEYSTONE MODERN SHOWS

CAN PLACE for a long season of thirty weeks: One more high-class outstanding Free Act.

SHOWS—High-class Side Show, Monkey Circus, Minstrel, Hill Billy, Animal, Large Snake, New and Novel Platform and Grind Shows. Will furnish outfits to any worthwhile Shows. Lee Erdman, write.

RIDES—Roll-o-Plane or any new Ride. Have Dual Loop-o-Plane and Penny Arcade for sale.

ALL LEGITIMATE CONCESSIONS open except Bingo, Rat Game, Pop Corn and Palmistry. Will sell exclusive on Custard, Cook House, Diggers, Photos, Long Range Shooting Gallery and any Merchandise Wheels.

WANT FOREMAN for Tilt-a-Whirl, Second Men and Ride Help that can drive Semi-Trucks for all Rides.

OUR ROUTE will include twenty weeks of Bona Fide Fairs and Celebrations. Address C. A. HARTZBERG, Mgr., Punta Gorda, Fla.

**WANT FOR
SEMINOLE COUNTY FAIR**

SANFORD, FLA., FEBRUARY 12 TO 17

Bingo, Novelties, American Palmist, also a few more Stock Concessions. Want Chairplane and one Flat Ride, also Ten-in-One. Good dates to follow.

JOHN B. DAVIS, Mgr., Southern States Shows, Sanford, Fla.

HELLER'S ACME SHOWS, INC.

Want Fun House, Working World, Motor Drome, Monkey Speedway, Plantation People. Mrs. Lee, Sol Spad, Mr. Willis, Mr. Bradley and other useful Minstrel Folks, write. Have all Rides except Rollo-Plane or Loop-o-Plane and Octopus; Rollo-Plane preferred in place of Loop-o-Plane; reasonable percentage. Mary Webb wants for her 160-ft. Side Show, Freaks, Novelty Acts, useful Side Show People. Henry Bolton, write. Want Manager for Athletic and Jungle Shows. Can use Foreman and Ride Help on Dual Wheels, M. G. R., Chairplane, Whip, Lindy Loop. All Concessions open except Cook House and Pop Corn. Jack Firpo, John G. Wright, A. J. Gray, N. G. Bartlett, Roy E. Warner, Carl Nyden, write. Want to buy or book Penny Arcade or any part thereof. What have you? ALL ADDRESS: HARRY HELLER, MGR., CHERAW, S. C.

BLUE RIDGE SHOW

OPENS MARCH 9TH, MAGEE, MISS.

Wants legitimate Concessions only, no Flat Joists. No Pitch wanted. Will sell exclusive on Cook House, Corn Game, Photos, Popcorn, Milt Camp, Diggers, Rat Joint, Pan Joint, Penny Arcade, Hoopla, Fish Pond, Bowling Alley. Also sell exclusive two Wheels, two Coupon Stores, one Sium Skillo, Swinger.

Shows—Have twenty by sixty Top Front Banners, also three twenty by forty Top Front Banners. What have you for inside? Sailor White wants Dancers for Hawaiian Show. Rides—Merry-Go-Round, Loop-o-Plane, Tilt, Whip, Rollo-Plane, Loop-the-Loop, Octopus, Also Kiddie Rides. Nothing too large that can gilly. Want Help on Ferris Wheel, Chairplane. Want Riders for Joe Parks Balloon Ascension.

P.S.: Horse Show Committees and others, look us over. We are not the biggest nor the best, but as good as the rest. ADDRESS: JOE KARR, BOX 8, MAGEE, MISS.

Mighty Monarch Shows

Want for Clewiston, Fla., February 12 to 17, and all Florida dates to April 1st. Place Concessions—Ball Games, Pitch to Win, String Game, Bowling Alley or any legitimate Concession. Want to buy Ferris Wheel and Chairplane. Must be in first-class condition. We play Palatka, Gainesville, Cocoa, Pahokee and Titusville, then north to Coal Fields.

All Address: N. P. ROLAND and GEORGE COFFAS, Arcadia, Fla., Fair, this week.

**Calif. Appropriation for GGIE
In Doubt as 20 Senators Snub
"40 Fair" Dinner Invitation**

SAN FRANCISCO, Feb. 3.—Hopes appear dim for a \$515,000 State appropriation to reopen the Golden Gate International Exposition on May 25. This is explained in a report from Sacramento that more than 20 State senators snubbed a dinner invitation proffered by San Francisco supervisors and Mayor Angelo J. Rossi.

The San Francisco delegation was reported present to the man, but only six senators were said to have been around the banquet table of 200 when the "40 Fair" dinner began.

"The fair was a financial flop last year—it even broke Sally Rand," one senator is reported to have declared. "With poverty, distress and poor farm prices, it's time we stopped appropriating money for fairs."

Meanwhile, the expo's executive committee convened Wednesday for its regular meeting and adopted a schedule of four ticket classifications for pre-opening sales. With one exception, the schedule is the same as the one proposed to the board of management last week. Instead of \$5 adult season book of 130 admissions, the price will be \$7.50.

The other classifications are a juvenile season book, ages 13 to 18, \$3.75; a children's season book, from ages 6 to 12 in-

clusive, \$1; and a combination souvenir book containing five admissions to the fair and tickets to five major attractions for \$2.50.

Sale of bargain price tickets is to begin next Monday, delivery to begin March 25. Orders will be taken up to midnight, May 24, the day before the fair opens.

Contract forms for exhibitors came fresh from the printers yesterday. First three to sign were Bank of America, Leslie Salt Co., and Gray Line, Inc. Each exhibited last year.

Reading of Treasure Island and the expo in general continued on many fronts thruout the week.

**Beatty Acts Leave Florida
Quarters for Detroit Show**

FORT LAUDERDALE, Fla., Feb. 3.—Clyde Beatty's Zoo and winter quarters here was scene of much activity as he, Mrs. Harriet Beatty, Arky Scott, Jean Evans, a road crew of animal men, 26 lions and tigers and three elephants left for Detroit Shrine Circus, opening on February 5.

To replace acts leaving for indoor dates (Milwaukee follows Detroit) Beatty has booked Watkins' Wild Animals, the show set-up being Buddy and his Trick Mule, Watkins' Liberty Ponies; Kinko, comedy contortionist; Joe Arcaris, two-lion act; Florenz and his trailed dog, Chickie; Sylvia and her Pals, dog act and leaping greyhounds; Buddy Watkins, muscle grind and web; clown gags and Tarzan, trained chimp. Joe Arcaris doubles, working four tigers in the wind-up.

Two shows daily are now given, both matinees, and the reception has been encouraging. The MGM unit on location here concluded filming the Pete Smith specialty which started production on January 15. Crew consisted of Herb Morgan, producer; Joe Newman, director; Charley Harten, head cameraman; Jack Etra, Johnny Bockhurst, Charley Peden, assistant cameramen. Recent visitors have been Doc Kerr, Akron Beacon-Journal columnist; Bob Eugene and several from Ringling quarters in Sarasota, reported Art Deutsch.

MARRIAGES

(Continued from page 29)

R. Thompson, dance line producer, January 28 in Grace Episcopal Church, Detroit.

RAYNOR-PARDUE—Sam Raynor, burlesque comic, and Jeanne Pardue (Judy Hurler in private life), also a burly performer, January 17 in Rochester, N. Y.

REAGAN - WYMAN—Ronald Reagan, film actor, and Jane Wyman, film actress, in Glendale, Calif., recently.

REUDELHUBER-JOHNSON—Francis Ludwig Reudelhuber, of Wilkes-Barre, Pa., member of Jan Savitt's Orchestra, and Evelyn Oberia Johnson, of Winston-Salem, N. C., January 6 in Calvary Baptist Church, New York.

RIDLEY-COOPER—Bob Ridley, night club singer known professionally on the radio as Mischa Rose, and Mollie Cooper, of the radio laboratories at Philco Radio and Television Corp., Philadelphia, recently.

STANLEY-BUEHLER—Donald Stanley, announcer with Station WIBA, and Elinore Buehler, January 31 in Madison, Wis.

WEIL-SHONYO—Ralph Weil, of Chicago, Midwestern head of International Radio Sales, and Georgia Shonyo, nonpro, in St. Louis January 20.

Coming Marriages

Murray Wood, of the Whalen and Wood vaudeville team, and Helen Colby, burlesque entertainer, in Philadelphia soon.

Robert A. Nelson, magician-mentalist and owner of the Nelson Enterprises, mystery workers' supply house, Columbus, O., and Margaret Gammon, nonpro, in Columbus February 17.

Al Wiseman, trumpeter with Bob Chester's Band, and Jerry Goldberg, secretary to Eddie Suez, Philadelphia vaudeville booker, in Philadelphia in March.

Juelanne Sack, Westport, Conn., daughter of Marion Grant, actress and playwright, and herself an actress, and Lloyd Dalzell, New York, March 30 at Westport, Conn.

Births

An 8-pound son, Harold Jr., to Mr. and Mrs. Harold Hays recently at Speers Hospital, Dayton, Ky. The father, a stepson of Charles (Foltz) Blue, formerly on the editorial staff of *The Billboard* in Cincinnati, appeared for several seasons with the Hagenbeck-Wallace Circus and also is well known in the carnival field. Hays is now a constable in Kenton County, Ky.

A 7-pound daughter, Dorothy Alyce, to Mr. and Mrs. Charles Correll at Cedars of Lebanon Hospital, Los Angeles, January 31. Father is Andy of the radio team *Amos 'n' Andy*.

A daughter, Linda Ann, to Mr. and Mrs. Lowell T. Bodiford in Fort Worth, Tex., January 24. Father is manager of the Parkway Theater in that city.

Divorces

Allen T. Simmons, owner of Station WADC, from Lovene Simmons in Akron January 22.

Aloha Hines Ireland, member of the chorus of Dave Apollon's Revue, was granted an annulment from Bill Ireland, Ft. Worth, Tex., nonpro, in that city January 8.

Kea Rea, film actress and night club singer, from Les Clark, singer, in Centerville, Ia., January 20.

Jill Esmond, London film actress, from Laurence Olivier, British stage and screen star, in London January 29.

Virginia Welles, actress, known on the stage as Anna Stafford, from Orson Welles, stage and radio actor, in Reno February 1.

LEWIS' 23GS TOPS

(Continued from page 21)

powerful bill in January was Ted Lewis' Orchestra, worth \$23,000 the week ended the 11th, topping the past week's line-up of Johnny Davis and Three Stooges by \$500. With Davis and Stooges were Cliff Edwards, Gloria Dickson, Alexander D'Arcy, Brewster Twins, Evelyn Farney, Marjorie Bell and Julie Sherwin. Pic was *Brother Rat and a Baby* (WB).

Cash-winner in face of lukewarm revues was Clifford Fischer's *Folies Parisienne*, taking \$22,500 with *Remember* (MGM) as the screen aid for the seven days ended January 18. Disappointing despite abnormally cold weather was Eddy Duchin's \$14,500 the week ended January 25. Duchin's layout included Del Rios, Stanley Worth, Lou Sherwood, Johnny McAfee, June Robbins, Sunny Rice and Don Cummings. Screen fare was *Invisible Stripes* (WB).

Notable about Lewis' appeal was that his top take for the month had competition from the Senator Theater, presenting Will Osborne's Orchestra as the feature of its third and last bill in an abbreviated attempt to convert a straight picture policy into a combo house.

LETTER LIST

(Continued from page 28)

- | | | | | |
|------------------------|--------------------|--------------------|----------------------------------|--------------------|
| Harris, Melvin | Hawkins, E. H. | Herzog, Max | Hobbs, W. H. | Huerts, Carendineo |
| Harris, Mr. Pat | Happy | Hickman, T. R. | Hoffman, Harry | Huff, Rudy |
| Harris, Roxie | Haynes, Ed | Higgins, Arthur | Holman, (Seale Man) | Hulet, Joe |
| Harris, Russell W. | Hays, Lester | Hilderbrand, Frank | Holman, H. S. | Hull, Garland |
| Harris, Whitey & Hazel | Buster | Hill, Floyd C. | Holt, Doc Geo. | Hull, (Curley) |
| Harris, W. R. | Hearn, Miller | Hill, J. Edgar | Hope, Jack | Hull, Jimmie |
| Harris, W. C. | Hefferan, Jos. | Hill, Will H. | Hosmer, J. E. | Hume, Prof. L. F. |
| Harrison, Johnny J. | Henderson, Charlie | Hillard, Jack | (Blacky) | Hunter, Edward M. |
| Hart, Capt. John | Henderson, Warren | Hockett, Glenn | Hotecher, Ward | Hunter, Jimmie |
| Hart, Loy | Hendricks, Paul | Hodges, Chas. H. | Houghton, F. S. | Husted, W. S. |
| Hartberg, John E. | Hennessey, Red | Hoff, Henry | Houssels, Bob | Huston, Charlie E. |
| Hartley Jr., George | Emett | Hoffman, Peasy | Houston, W. K. | Hutton, M. C. |
| Hartwick, Doc & Betty | Emett | Hogg, Mack | Howard, Harry | Ingram, G. Howard |
| Hartwig, John E. | Henry, Lew | Hogg, Clarence | Howard, Johnnie | Irby, Ben |
| Hatzog, Amos | Henry, Pete T. | Holden, Jack | Howard, Johnny | Irby, J. L. |
| Hassen, Ollie | Herrington, Harold | Holland, Cleve | Howells Variety Show | Irving, Tom |
| Hatcher, (Pony Ride) | Herrington, Jimmie | Holt, Archie | Howerton, Red | Irwin, Bob |
| Hayden, Art | Herron, Johnny | Holt, Blackie | Howey, Fred O. | Ishikawa, Ichisuke |
| | Hewitt, Joe | Holt, Doc | Hoy, M. W. | Isles, Tom |
| | | Honey Family | Hubell, Art | Jackson, Shelby |
| | | Hook, Eddie | Huber, Fritz (Four Amer. Eagles) | Jacobs, Robt. E. |
| | | | Hudspeth, Fred W. | Jacobson, Geo. |
| | | | Hudy, Andy | |

James, A. F.
James, Carl H.
James, C. C.
James, Harry
James, Jimmy & Mom
Jamison, Ed
Jarris, Louie
Jason, Fred P.
Jasper, Chas. W.
Jenkins, Bob
Jenkins, Sidney
Jenkins, Wm. C.
Jenkins, Johnny
Jennings, Paul
Johns, A. W.
Johns, J. S.
Johns, Vincent C.
Johnson, Ben
Johnson, Chas. B.
Johnson, Coster
Johnson, H. S.
Johnson, Jack
Johnson, James E.
Johnson, Prof.
Johnson, Lo Dowd
Johnson, Pud
Johnson, Rellian
Johnson, Ted
Johnson, Wm.
Johnstone, Dr. B.
Jolley, A. C.
Jones, Al
Jones, Claude
Jones, Ernest
Jones, E. G.
Jones, Glen
Jones, Harry
Jones, Percy
Jones, Ray
Jones, R. D.
Jones, Robert B.
Jordan, Clyde L.
Jordan, John
Joseph, Tom
Jourdoun, Von R.
Joyce, James (Slim)
Judge, Johnny
Jule, Fred
Kadot, Chief
Kahler, Gerald C.
Kalin, Moe
Kamki, Ernest
Kamm, Al
Kammert, A.
Karl, Mill
Karr, Joe
Kasher, Charles
Kashier, C. V.
Katz, Chas.
Kaurirt, Tony
Kauffman, O. E.
Kay, Bro. Show
Kay, Prof. Rudy
Kazon, Jackie
Keenan, Hank
Keene, Hank
Kehew, W. E.
Keller, Henry T.
Keller, L. C.
Kelly, Earl Spot
Kelly, F. W. Slim
Kelly, Frank J. C.
Kelly, Lew. A.
Kelly, T. W. Slim
Kelly, W. T.
Kemp, Claude
Kendall, Charles
Kennedy, Clarence
Kenn, James Red
Kent, Gene R.
Kent, Willard
Kerkendall, Buddy
Ketring, Dan M.
Ketrrow, Robert
Kiehl, E. L.
Kiern, Kenn & Marie
Kilgore, J. D.
Kimball, Dude
Kimmer, Max
Kizer, Harry
King, Howard L.
King, J. F.
King, Leo E.
King, Tomoy or Ray
King, Whitey
Kinter, Vance
Kirby, Edward
Kirschner, Albert
Kish, Alexander
Kirkendall, R. F.
Kirkman, O.
Kirkpatrick, Robert
Kisser, Jeff
Kissell, Jerry
Kitchen, Tom
Kitchens, Josh
Kizer, Loyal
Kleider, Paul
Knapp, H. B.
Knapp, Jack
Knight, Kent H.
Knock, Conrad
Knox, Happy
Kohan, Richard
Kohler, Dick
Kohler, Richard
Kohn, Frank
Koly, Frank J.
Korte, Lew
Koschland, C. F.
Kramer & Louise
Kreis, F.
Krem, Lou
Lacey, Ralph & Lillian
Lacost, Sherman
Ladelle, Wm.
LaFleur, Art
LaGarde, Macky
Lamb, Capt. E. L.
Lamb, Ray
Lambert, W. H.
Lambres, Bill
Lamont, Geo. A.
Lamont, Zeck
Lane, C. E.
Lankford's Concert Band
LaParr, Henry
LaPearl, Jack & Rita
Larue, Fred
LaSalle, W. E.
Lasater, Carl
Later, Happy
Laurence, Larry
Larvin, Johnny
Lay, Walter
Lawson, Willie
Lawton, James Tex
Lay, Walter
Lee, Francis M.
Lee, Joe
Lee, Samuel
Lelie, Pete

Lenly, Ellis
Leonard, Harry
LeRoy, Frank (Clown)
Leroy, Monk
Leslie, Dan
Lester, Noel
Levine, Joe
Levine, Sam
Levitch, Prof. L.
Lewis, Bert
Lewis & Co., Dick
Lewis, Herman
Lewis, Jack H.
Lewis, James V.
Lewis Minstrels.
Lexie, Charles
Lichter, Russell
Lieberwitz, Sam
Liggett, Don
Lignor, Art
Limbaugh, Jimmie
Lime, Bud
Lindsay, Carl
Lindsay, Jack
Little, Dave
Little, Melvin
Littlejohns, The
Litts, G. E.
Llewellyn Jr., W. B.
Lock, Wallace
Locke, Don E.
Lockett, Charles
Lockard, O. A.
Logsdon, Marcus
Lopez, Pedro
Lord, Nick
Loring, H. R.
Lorraine, Robt. F.
Lovell, Blackie
Lowe, Clifford L.
Lowe, Edward
Lowe, Glen
Lowrey, Sammy
Luca, Bonnie K.
Luca, Jimmy
Lucas, L. B.
Luce, Harold
Lueder, Henry
Lunsford, Mack C.
Lynch, Eddie
MacKenzie, Duncan R.
MacLane, P. J.
MacAfee, Jack
McAlester, Tate
McAllan, Homer
McAnally, Henry
McArdle, Vernard
McArthur, Hugh
McBeck Jr., Turk
McBee, E. C.
McCarthy, R. C.
McCarthy, Ambrose
McCarthy, J.
McClanahan, Buck
McClanahan, C. S.
McClanahan, D. B.
McClard, Glen & Donna
McCoy, Clyde
McCoy, Red & Tex
McCoy, Wm. A.
McCullley, T. C.
McClough, C. C.
McDonald, James
McDonald, Jack
McFarland, Danzil
McGehe, James
McGinty, K.
McGowan, Claude
McJunkin, Curley
McLuttre, Fred & Inez
McLvers, Wm. H.
McKay, Harry S.
McKeck, John
McKinney, Frank
McLaughlin & Evans
McMahon, Thomas P.
McMania, James
McNeily, W. H.
McNichols, Billy
McPhillin, Wm.
Madden, M. M.
Mahan, Curley
Mahoney, Tom
Maitland, Col
Malmberg, Walter
Malroof, C. A.
Manson, Floyd
Manstield, Bobbie
Marshall, Frank
Manzer, Harold
Marchbank, A. J.
Marine & Firestone
Marino & DeVall
Marks, Geo. W.
Mars, Capt.
Marshall, Thomas
Martain, Ed Blackie
Martini, Ed
Martin, Fady
Martin, Fred
Martin, Harry P.
Martin, Henry
Martin, John
Martin, L. M.
Martin, Perry
Martini, Tony
Mason, Dr. H. Ralph
Mason, R. Red
Massie, Jack
Mathis, Gordon
Mayer, George F.
Mayes, Prof.
Mayman, Livingston
Mayweather, Miles
Meachy, Montana
Meadows, Theodore
Means, Fred
Meeks, Leonard
Mehl, Tom A.
Meiers, Bill
Meier, Emil W.
Meikle, Joseph
Meiser, Floyd
Mele, Josep
Melton, Raoul & Jean
Melville, Bert
Mendenhall, Jess
Mendes, Nickles
Mensing, Ralph
Merchant, Ted
Mettendorf, Louis
Michenaes, James
Michien, M. W.
Midgley, Dick
Mikuta, Alex

Miller, Abie
Miller Jr., Bobby
Miller, Dave
Miller, Nancy
Miller, Earl W.
Miller, Eli
Miller, Flying Fred
Miller, Fred
Miller, Harry A.
Miller, Herbert
Miller, Smokey
Miller, H. H.
Miller, James Earl
Miller, Joe
Miller, J. W. Dad
Miller, Kent
Miller, Nate
Miller, Richard
Miller, Ted
Miller, Tom G.
Miller, Willis N.
Mimer, Glenn
Mimnau, Whitey
Minor, Wm. Frank
Minyard, J. J.
Mitchel, Elie
Mitchell, Charlie
Mitchell, Frank C.
Mitchell, Frank
Mitchell, Geo.
Mitchell, Geo. J.
Mitchell, Geo. Rubie
Mitchell, Mark
Mitchell, Miller
Mitchell, Roy
Mitchell, Steve G.
Mitchell, Wissa
Mix, Texas Tim
Mizner, Joe
Moberly, Glenn
Model, Harry
Moeller, James
Mojo Minstrels
Mollison, Carl
Monroe, Jimmie
Montgomery, Lowrie
Moody, Capt. Al
Moon, George C.
Moore, A. L. Dinty
Moore, Dan A.
Moore, Eddie
Moore, Jimmie
Moore, Joe
Moore, John
Moore, John Francis Shandra
Moore, Kelly
Moore, N. B.
Moore, W. H.
Moorey, R. H.
Moran, Johnny & Frances
Moren, Mac
Moreno, Tom
Morgan, Blackie
Morgan, Bob
Morgan, C. H.
Morgan, Charlie
Morgan, Jimmie
Morgan, Tom Slim
Morris, Harry
Morris, John
Morris, Phillip Jack
Morrison, Bob
Mort, Joe
Mort, Pete
Mortin, Henry
Moser, Scoby
Moss, Tom
Mottie, E. B.
Mottie Midway Cafe
Mouton, V. L.
Moyer, Duch
Mullenax, Glen
Mullin, Joe
Mullins, Moon
Mullins, Perry
Munday & June
Munsey, Wm.
Murphy, Al
Murphy, Cowboy
Murphy, Doc Jack
Murphy, Geo.
Murray, Ernest
Murray, Fred
Murray, Len & Peggy
Myers, Randall
Myers, Steve
Myers & St. John
Myszodian, Nick
Navajo Indian
Remedy Co.
Neef, Tay
Neiter, Rex
Nelson, Harry S.
Nelson, Jack Rodeo
Nelson, Monty
Nelson, Vick C.
Newman, Murray
Nesbitt Jr., Wm. T.
Newton, Harold V.
Nichols & Haley
Nichols, J. C.
Nichols, Steve
Nickerson, S. W.
Norcross, Dard
Northern, Rex
Northern Expo. Show
Northrup, Donald
Nuelstef, Chas.
Nungesser, Lee V.
Nutter, C. N.
O'Brien, George F.
O'Brien, Capt.
O'Neil, Frank L.
O'Brien, Jess John
O'Brien, J. G.
O'Neil, Mickey
O'Neil, W. C.
O'Neil, Bob
O'Reilly, Jerry
Oakleaf, O. G.
Obielek, John
Oblikha, Johnny
Oklahoma Ed
Okla. Ranch Show
Oleario, A. G.
Oleuk, John
Olsen, Paul & Jean
Omar, L. Don
Osborne, James
Osborne, Jas. L.
Page, J. W.
Oshinase, James
O'Teri, Johnny
Ott, Vernon
Paddock, Buddy
Page, Gene

Parsons, Jack & Lolabel
Parsons, Nubby
Parth, Steve
Patten, B. E.
Patterson, J. E.
Pamlet, Albert
Payne, James
Pearce, John
Pearl & Griffin
Pearman, Mike
Pence, F. R.
Pendleton, C. T.
Penggels, Dr. H. B.
Pepper, Harry
Perez, Frank
Perry, C. H.
Perry, Hubert
Peters Family
Pheelan, Phil
Phibs, Elvet
Phibbs, L. L.
Phillips, Everett B.
Phillips, Robert
Phillips, Wm. C.
Phillion Bros.
Pheon, M. J.
Pickard, Dave
Pickett, Joseph W.
Pike, W. D.
Pine, E. A.
Pioneer Shows
Pinkin, Charley
Plas, Stanley J.
Plaskett, Pat
Policano, Frank
Pollack, Joe N.
Pollitt, John Alex.
Pontius, Ben G.
Porter, Charles S.
Porter, Charles S.
Posey, Bailey D.
Posey, Bob
Pottenger, Warren
Potter, Al
Potter & Johnson
Potts Jolly
Pothminders Co.
Pough, Danny
Preston, Harold J.
Price, Arthur
Price, Jack & Marge
Pringle, Louis
Pueblo Indian
Purke, Geo. W.
Purcell, Jack A.
Purcell, Mickey
Purdan, DeWise
Putnam, Cy
Pyror, Jacob
Quinlan, Joe
Quinn, Cecil
Quinn, L. James
Ragland, John
Ralston, Joseph
Ramano, Michael
Ramratz, Tony
Randolph, Charles R.
Rangoon, Wm.
Rangol, Louie
Rankin, Howard
Raoul & Aimette
Ray, Buster
Ray, Ernest
Ray, Fred
Ray, R. E.
Raymond, Geo. G.
Raymond, Chas. & Mary
Reagan, Geo.
Reaver, Vernon
Red, Nubbin
Red Feathers, Chief
Redding, Lyk O.
Reece, W.
Reed, Billy
Reed, Freddie
Reed, Tuba
Reese, Joe (Monk Show)
Regan, Pat
Reid Show, King
Remlett, Joe
Reinissen, Richard
Reno, Edw. A.
Reno, Tommy
Reynolds, Foley
Reynolds, M. E.
Rhoads, John
Rhoney, Jack & Cleo
Richardson, George
Riddick, Johnnie
Ride-O, Johnny
Rider, Ed
Riley, Carlee
Riley, Wm.
Rio, John
Risen, Teddie
Robbins, Dave
Robbins, W. F.
Roberson, Geo.
Roberts, Clint
Roberts, Hal
Roberts, J. C.
Roberts, Stanley
Robinson, Willie
Robinson, W. C.
Rocco, R. W.
Rockaway, Mexican Joe
Rodgers, Johnnie
Rogers, Lon
Rogers, Ray
Rogers, Gene
Rogers, Slim
Roland, Oliver A.
Rollins, Joe
Roper, Victor M.
Rose, Ben
Rose, Jack
Rose, Louis
Rose, Prnce
Rose, Marty
Rosen, Joe.

Roselle, Martin
Rosen, Leonard
Rosen, Mike
Rosenberg, Jimmy
Rosenberg, Louis
Ross, Joey (Shoes)
Ross, Paul
Ross, A. N.
Rossi, Joe
Rozier, Roy
Rothstein, Lewis
Royle, Wiggles, H.
Rucker, Albert
Rudinger, Albert
Runge, Whitey
Rumee, Johnnie
Rusher, Al
Russ Show Co.
Russell, Billie W.
Russell, Charles
Russell, Glenn
Russell, Glenn
Russell, Joe H.
Russell, Wm. M.
Ruster, Sam
Ryan, George
Saas, Louis
Sakobie, James
Salzer, Ray
Sam, Shuffin
Sambam, Fred
Saracin, Joe A.
Savage, Fred M.
Sawyer, Hugh Tom
Schnaffner, Neil
Schimmelpfening, Jack
Schneider, R. L.
Schorner, Carl
Schryman, Wm.
Schreiber, Harry
Schulman, Ted & Billie
Scott, Archie
Scott, Bill
Scott, Bob
Scott, John
Scott, Major
Scott, Russell
Scovren, Joseph
Scribner, Harry
Segar, Frank & Gladys
Sego, Frank
Seig, Capt.
Setzer, Ward M.
Sevant, Jack
Sewell, Garland
Sezmore, W. O.
Shabo, Edw.
Shaffer, Geo. (Col.)
Shankle, Floyd
Sharkey, Thomas E.
Sharp, J. H.
Sharp, Joe
Shaw, Geo. B.
Shean, Doc
Sheehan, Pat J.
Shelden,
Shellen, James
Shell, Ernest
Shepard, Eddie
Shepherd, Charles
Sheppard, Roy & Betty
Sheriff, Issie
Sherman Jr., Carl
Sherman, G. B.
Shiels, Carl
Shiels, Floyd
Shipley, Earl
Shipley, Sterling
Shipp, Russell A.
Shnopff, Bernard
Shriver, Eugene
Shulman, Bill
Shulman, Theodore
Shugel, Willard
Sikel, Irving
Sikes, Oliver
Silver State Attr.
Silverstein, Abe
Simmons, S. S.
Sins, J. B.
Sines, Roy A.
Skelton, J. J.
Sklenker, Eddie
Smeal, Richard
Small, Harry
Smallwood, Bruce
Smallwood, Curley
Smith, J. E.
Smith, A. E.
Smith, Andrew
Smith, Carroll H.
Smith, Charles C.
Smith, Clyde L.
Smith, Frank
Smith, Frank
Smith, Frank
Smith, J. A.
Smith Jr., J. B.
Smith, Jack & Marie
Smith, Jack (Strong Man)
Smith, J. Davis
Smith, J. L.
Smith, LeRoy
Smith, Ed
Smith, El Rand
Smith, Sid
Smithy, Big Show
Smythe, H. Norman
Snyder, Ray
Snyder, Carl D.
Snyder, Harry C.
Snyder, Donald
Suffell, John
Sola, Conrad
Soloman, Sol
Somers, Ellsworth
Sonderland, Capt. Karl
Sonitz, Carl H.
Sons of the Purple
Sonderland, W. E.
Spain, Fernie
Sparks, J. C.
Spears, Baldwin
Spears Jr., Geo.
Speights, Sol
Spencer, Neil
Spitzer, Don
Spitzer, Harry
Spiva, C. C.
Stack, Richard C.
Stalulak, Paul J.
Stanford, D. J.
Stanley, Arthur
Stanley Bros. Show
Stanley, Francis
Stanley, George
Stanley, Gus
Stanley, L. J.
Stanley, Marion
Stanley, Mike
Stanley, Pete L.
Stanley, Steve
Stapleton, Charles

Starnes, P. M.
Starr, Lucky L.
Statan, W. G.
St. Dennis, Prince
Steele, H. L.
Stennett, Bill
Steffens, Sammy
Stephans, Charles
Steppe & Carlos
Stev, Louis
Steven, Abe
Stevens, Tom
Stezzer, W. W.
Stillman, Francis
Stinson, Billy
St. Leon, Geo.
St. Maria, Tomas
Stockwell, Jay
Stone, Carl Glenn
Stone, Jimmy C.
Stoneman, Jim
Stopper, Kid
Storcy, Bill
Storey, W. J.
Stotts, K. N.
Strauss, Frank
Streets, Freddie O.
Strode, Bill
Stuber, Wm.
Stunbol, Fred
Sturchio Mus. Co.
Sturgill, H. E.
Stylian, Ray
Sullivan, Jack
Sullivan, Ted
Sunderland, Walter
Sutton, Charlie
Swoyer, Carl
Sweet, Thomas L.
Swicegood Jr., E. B.
Swift, Capt. Herbert L.
Swisher, Clifford
Swisher, Jerry E.
Tack, Tick
Talbott, George
Tara, Wm.
Tarrant, Bert D.
Tashy, Charles
Tate, Russell M.
Tatem, Cecil
Tatman, Jack
Tatum, Frank E.
Taylin, Jack
Taylor, Andy
Taylor Bros.
Taylor, Buck
Taylor, Geo.
Temple, Johnny
Tempone, Gennaro
Tennant, Chas. A.
Tensch, Oswald
Terhune, Cleve
Terry, Lenton
Teska, Joe
Texas Show
Thomas, Albert
Thomas, Earl
Thomas, Hog
Thomas, J. A.
Thomas, Tommy
Thompson, Buck
Thompson, Charles R.
Thompson, D. R.
Thompson, Mike
Thompson, Phil B.
Thompson,
Thornbrook, Ellis
Thornton, Robt.
Tighman, Earl
Timmons, A. E.
Timmons, Robert
Tindel, Hal
Tinsley, Jack
Tinsley, Wm.
Todd, Buster
Toler, Clyde
Tom, Miller
Tomb, Doc
Tomlerin, Jobie
Tomlinsing, W. E.
Torry, Lee & Ray
Towle, Paul
Townsend, Chas. Travis, Ted
Trent, Russell
Trigg, J. M.
Trivandy, Al
Trueblood, O. D.
Truesher, James Bus
Tucker, E. H.
Tucker, Wm.
Tuchman, Wm.
Tutton, King
Twohouse, Chief
Twyford, George F.
Ulrich, Geo. F.
United Show
Urich, Dewey
Urich, Frank
Valdez, Leon
Van Ault, Bun
Vandiver, Bob
Van Medicine Co.
Van, Jack G.
Van Vactor, Chas. B.
Varecka, John
Varnell, Chick
Varny, Sidney
Vaughan, Eddie
Venning, Donald
Vetura, Angelo A.
Vess, Wm.
Vestal, Jimmie C.
Villers, T. W.
Voise, Harold
Vollman, Adolph
Von Eberstein, Karl
Wade, Jack
Wadell, Peggy
Wadsworth, Bill
Waite, Wm.
Walker, Broadway
Walker, Edw. W.
Walker, James
Walker, Joseph
Walker, Robert
Walker, Walter G.
Wallace, Gus
Wallace, James
Wallie, Eddie
Walters, Walter
Wander, Darlin
Ward Jr., Jack O.
Ward, Sam
Wards, Bob (Hells Divers)
Warsbay, Akbar
Wase, Edw.
Washington, George
Washington, Robt.
Wason, M. J.
Wasso, Ralph
Waters, Dr. Guy

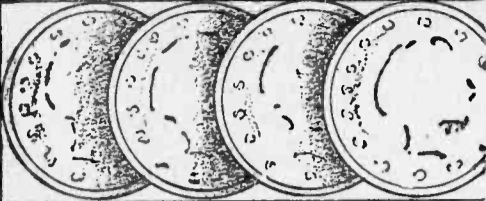
Watkins, Thomas
Watts, Charles
Watts, Herman
Webster, Harris
Watts, Roy Red
Waughan, P. E.
Weather, Stanley
Weaver, James
Webb, Boston
Webb, Clyde
Webb, Joe B.
Webster, Curley
Webster, Jim R.
Weer, Roy (Rides)
Weil, Harry
Weiner, Herman
Weller, S. E.
Wells, Happy
Wells, Victoria
Wells, John O.
Wenger, John
Wenzel, Geo.
Wenzel, P. F.
Weston, Al
Westover, Howard
Wetzel, Chas.
Weyles, E. M.
Weyles Production Shows
Whalen, Bobby
Whaley, Jack
White, Bob & Nellie
White, Doc Ed
White Feather
White, Harry B.
White Horse, Chief
White, Hugh
White, Odell
White, Walter & Sadie
White, Wm. A. 28
Whitticker, Eddie
Whittinghill, Jack
Wibberley, Ralph W.
Wigan Troupe
Wilbur, Bucket Agt.
Wilks, Ed
Williams, Bubba
Williams, Carl
Williams, Bill & Larry
Williams, Jack O.
Williams, James (Tilt Red)
Williams, Len
Williams, Randolph
Williams, Rusty
Williams, Si
Williams, Texas Slim
Willis, Chick
Willis, J. A.
Wilno, The Great
Wilson, Billy Mark
Wilson, Cliff
Wilson, Geo. H.
Wilson, Leslie
Wilson, Russell
Winniman, Sully
Winters, J. A.
Winters, J. W.
Wise, B. R.
Wise, Frank
Wise, Wm.
Wolfe, Bennie
Wolf, M. M.
Wood, F. M.
Woods, Carl Buddy
Woods, John B.
Woods, Red Walter
Woodward, Jimmie
Woody, Wm.
Worth, Tex
Wright, Prof.
Wuss, Bill
Yamamoto, Jimmy
Yeager, Chas.
Yeager, Eddie L.
Yor, Mike
York, Robert
Young, Lee J.
Young, Roy R.
Youngblood, Zeke
Zelmo, The Great
Zangar
Zazzara, Frank
Zuravel, Stanley

MAIL ON HAND AT
NEW YORK OFFICE
1684 Broadway.
Women
Anderson, Lucille
Barolo, Rose Marie
Belveder, Rose
Broadbent, Betty
Brooks, Kathryn
Cleary, Tonya
Cole, Olive Cooper
Cook, Fence & Rose
Cotter, Lillian
Dabney, Lillian
Davis, Hazel
Day, Evangeline de Lauzon
Jacqueline
Dennis, Grace
De Parish, Madame
Diaz, Virginia
Downey, Evelyn
Dutches, Evelyn
Earle, Beatrice
Fate, Sally
Frankford, Mabel
Friel, Ferne
Hanna, Mrs. (Hiko & Zoola)
Hays, Virginia
Hildebrandt, Mrs. B.
Huff, Mrs. Edward J.
Zara, Lilla
Huff, Necha
Jenkins, Leah
Johnson, Mrs. George
Johnson, Linda
Kane, Kathryn
Lewis, Lily
Little, Freda
Lupino, Miss
Marston, Babe
Newman, Laura
Reeves, Jean
Richards, Nellie
Rochelle, Jeanne
Rush, Edna
Shannon, Terry
Shrand, Elaine
Stiwell, Mrs. Frank
Stefanik, Mary
Symington, Eve
Velasco, Lola
Whitworth, Violet
Wilds, Daisy
Williams, Julie
Young, Lucille
Zara, Lilla

MAIL ON HAND AT
NEW YORK OFFICE
1684 Broadway.
Women
Anderson, Lucille
Barolo, Rose Marie
Belveder, Rose
Broadbent, Betty
Brooks, Kathryn
Cleary, Tonya
Cole, Olive Cooper
Cook, Fence & Rose
Cotter, Lillian
Dabney, Lillian
Davis, Hazel
Day, Evangeline de Lauzon
Jacqueline
Dennis, Grace
De Parish, Madame
Diaz, Virginia
Downey, Evelyn
Dutches, Evelyn
Earle, Beatrice
Fate, Sally
Frankford, Mabel
Friel, Ferne
Hanna, Mrs. (Hiko & Zoola)
Hays, Virginia
Hildebrandt, Mrs. B.
Huff, Mrs. Edward J.
Zara, Lilla
Huff, Necha
Jenkins, Leah
Johnson, Mrs. George
Johnson, Linda
Kane, Kathryn
Lewis, Lily
Little, Freda
Lupino, Miss
Marston, Babe
Newman, Laura
Reeves, Jean
Richards, Nellie
Rochelle, Jeanne
Rush, Edna
Shannon, Terry
Shrand, Elaine
Stiwell, Mrs. Frank
Stefanik, Mary
Symington, Eve
Velasco, Lola
Whitworth, Violet
Wilds, Daisy
Williams, Julie
Young, Lucille
Zara, Lilla

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Wilson, Buddy, 6c
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Agne, Harry
Anderson, Wm.
Aynes, Raton & Orchestra
Bailey, W. A.
Baker, J.
Banks, Sam J.
Barbarina & Poms
Berger, Harry
Black, Dan
Boyd, Tex Earl
Braden, Paul
Brown, Ralph
Bruno, Anthony
Burkett, Ed
Cahill, Mike
Cherio, Prince
Clayton, Joe
Coffey, James
Coleman, G. A.
Condon, D. G.
Cooper, Tex
Corey, Joe
Dale, Harry
Daly, Jack
Day, Ted
Denniker, Paul
Di Amore, Franklin
Ditmore, Nicholas B.
Dubots, George
Edwards, Charles
Elkins, Eddy
Evans, Daniel
Ford, Chester
Forscha, Roger H.
Forscha, W. H.
Fox, Major
Franklin, Anthony
Frost, C. E.
Fuld, Vincent
Gallagher, E. J.
Gayton, George
Gold, Phillip
Goldstein Bros.
Goudman, L.
Gregg, Anthony D.
Hammad, Jimmy
Hamilton, Ray
Hanlon, A. W.
Harrigan, Bob
Harris, Sarah or Lev
Heiden, Fred
Hicks, Alexander
Hilburn, Dickie
Honey Family
Knoll, William
Kenny, George
Koort, Jhn
Kricien, E. R.
Le Belle & Ray
Lee, Leo
Lebr, Raynor
Lee, James
Leslie, Bob
Linderman, Carl
Lockhart, Rollie
Lytle, Wm.
Mack, Edie (Happy)
Mack, Harold
Mahoney, Slim
Manchel, Lee
Marcus, O. W.
Marcus, H. W.
Marlyn & Martine
Marshall, Dan
McCormack, F. A.
McLaughlin, Frank
Meloin, Eddie
Menkin, Sam
Murphy, E. J.
Murphy, W.
Noonan, Scottie
O'Boyle, Thomas
Oppenlim, Dave
Owens, Jack
Pape, Billy
Perkins, Clem Z.
Peters, B. F.
Phillips, Choc
Phillips, J. D.
Powell, Al
Powell, Chas. T.
Rains, Arnold L.
Reese, L. W.
Reno, Tommy
Rhanab
Robertson, Allan
Rodmir, W. M.
Ross, Frank W.
Ruppt, Robert L.
Russell, Harold
Russell, Ross
Saunders, Snort or Slim
Savage, Ted
Scholing, Wm.
Sherman, Pa & Ma
Sherry, Robert L.
Simonds, Rube
Strom, R. L.
Sullivan, William
Sweet, Beverly (Bilimoutes)
Thomas, Harry C.
Tugheart, Lawrence
Tucker, Roy
Van Sickle, Roy
Williams, TeaVale
Cannon, Mrs. Mildred
Chevanne, Mrs. Louise
Davidson, Mrs. Geo. E.
Doby, Katherine
Hayes, Mrs. Dodie E.
Hayes, Virginia
Hiet, Mr. Walter
Johnson, Mrs. Mabel
Lee, Mrs. Carrie
Lorow, Mary Edith
Marshall, Mrs. Leo
McCoy, Madeline
MelRol, Violet
Miller, Betty R.
Moorehead, Mrs. C. S.
Norton, Mrs. Nellie
O'Brein, Mrs. L.
O'Neil Jr., Patrick J.
Preskitt, Mrs. Chalk
Stanley, Mrs. Dorothy
Thatcher, Mrs. Adean
Turner, Mary
Wilson, Mrs. Bill
Zyeda, Madam
Major, Sam C.
Martin, Terry
McKee, John
Morgan, Jack (Curley)
Nelson, John
Oswald & Elmer
Parks, Lester
Rhodes, T. A.
Roberts, Bill
Rocco, R. W.
Rosen, Billy
Ross, Harry W.
Rotti, Tony
Roth, Fred
Scott, Fred
Shannon, J. O. (Buster)
Shinnatt, Gene
Smith, T. J.
Sparks, Frank
Spencer, Clarence C.
Springatt, John
Stanley, Wm.
Stanley, Jack or Bud
Star, Gus
Stanley, Paul
Stewart, Stanley
Sullivan, Blakie J.
Sweeney, Forest
Suduth, John
Tabbs, Eddie
Vining, Bill
Wanke, Oscar C.
Webster, Fred
Wheelock, Ray
Wilson, Jack
Willis, Macon E.
Winters, J. W.
Young, Ray R.

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BOOSTERS

(Reprinted From the January 21, 1939, Issue by Request)

An intelligent booster is one who sees the progressive side of things. It is a common saying that these are swiftly changing times, and if times and conditions do change more swiftly than in years gone by, then it is not an easy matter to know when to boost new ideas—or whether to take the attitude of the critic and the reactionary.

But after all, if times are changing fast, perhaps it is best to take the progressive attitude and boost wherever and whenever there is anything to boost.

It is not easy to find a man who is a real example of the booster. If such a man could be found it would be much easier to explain the progressive spirit. There are cheer leaders and pep talkers who may be needed to push salesmen into line, but they are not the type of booster who is needed to help keep the world turning on a normal axis.

Henry Ford was regarded at one time as the outstanding example of the progressive mind and spirit. But Henry Ford is not the man he once was and has not been for many years. The Cincinnati Times-Star, I think it was, called attention to the fact several years ago that Ford was a changed man—had lost the human touch that once was the breath of life in him. It is easy to lose the progressive spirit.

Roger Babson has been a good example of the perpetual booster these many years, but somehow he does not illustrate the mechanical age. C. A. Kettering perhaps ranks first among those men who somehow combine the progressive attitude of the machine age and at the same time still keep alive the spark of humanity within them. The trouble with hand clappers is that they lose the human touch. But Kettering is at least still trying to keep a deep sympathy for all those who are unfortunate in an age that ought to bring plenty to all.

It is the booster then who still has the human touch that means most to saving the machine age from collapse thru its own inhumanity.

It is much easier to be a critic than to be a booster. Newspapers have assumed the divine right in recent years to be the chief critics of our national life, and it is probable that as much as 50 per cent of the depression gloom since 1929 lies at the door of the newspapers and the so-called "opposition" which they pretend to guide.

It is significant that following the man-made depression of 1937 several well-known business editors

of metropolitan newspapers launched a boosting campaign because, as they said, the facts did not justify the gloom of the front page and the editorial page. It is more men like these that the country needs, newspaper men who have the freedom and the courage to boost the business growth of the country. And there are more of them on newspaper staffs of the country than the average man dreams of—only many of them lack the freedom to boost those ideas and developments that need boosting.

A good booster is always willing to face the facts, of course. However gloomy the facts may be, a good booster can find something in the world that is still worth boosting. A good booster can criticize when constructive criticism promises to do good, but at the same time he always finds something to commend.

The business life of our country now is full of "trade evils" and many of those evils threaten to swamp us. But the danger is that organized moves to combat "evils" seem never to be able to do much more than fight and fume about "evils." Perhaps the entire organized structure of business needs revamping and then headed in a more constructive direction. If organized groups could be launched on more progressive programs it might help to clear the atmosphere of the country.

The good booster is a co-operative soul. He realizes that in times which change as fast as the present a man must be willing to take it on the chin and then start out on a new tangent. He knows that competition grows more bitter with the years, which means that the man who expects to stay in business must come together with his fellows and agree on an armistice on many fronts.

In the helter-skelter of modern business it appears that many minor industries, trades and inventions will have to be boosted, rather than kicked around by political or competitive groups. The people need these industries as a means to make a living.

There are perhaps more new ideas, more new inventions, more new machines yet to be attained than in all the years of history. But we may never see them unless more people learn how to boost progress. It is to the progressive spirits that we should pay due honor at the beginning of each new year. Each man who moves ahead in his own business will help that much during the year.

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Coinography

AL WALZER

Columbus discovered America, but who were the first men to make coin-operated amusement games?

History indicates that A. M. Walzer was one of the first to make a coin-operated amusement device. When 25 years of age Al sat one day in the lobby of the Radisson Hotel, Minneapolis, and listened! He listened to the jingle of silver coins in the pockets of the hotel guests as they paced back and forth across the lobby, their hands plunged into their pockets and their fingers dribbling coins.

One year later a six-figure fortune had dribbled into the pockets of Al Walzer, siphoned there from the pockets of thousands of guests of such famous hotels as the Sherman and Morrison in Chicago; the Waldorf-Astoria, New York, and from the crowds in the Grand Central Depot and on the transatlantic Cunard liners.

For Al Walzer had given hotel guests and waiting passengers a way to amuse themselves; he had furnished the amusement-hungry world with one of its first coin-operated games. This country was a regular Garden of Eden to Al, with all the spots virgin. So he created and introduced his Hoot Mon golf game and above the slot he emblazoned the legend: "Place coin here."

"People won't do it," affirmed hotel manager after hotel manager. "They

won't give up their hard-earned cash and push it into that machine simply because you suggest it, because you furnish the slot and say, 'Place coin here.'"

"Yes they will," countered Al. "They will do it because they are bored stiff. They want action, fun, amusement—and here is your chance to furnish them innocent amusement at small cost."

"You're crazy, Walzer," stated most of the managers, "but put one of your games in the lobby. It will do no harm and will give me the satisfaction of proving you are wrong."

Imagine the surprise of managers when guests complained that the golf game wouldn't take coins. The managers would phone Al: "Your machine is out of order; come and see what's wrong." Down would come Al with a pail. He knew what was wrong. The machine was crammed with nickels.

From one famous hostelry in New York he took such a pail of nickels from the golf game in the lobby one day. He started to carry the pail.

"Let me carry that," said the dignified but delighted manager, "it is magic! You give nothing; you get a pail full of nickels. I never expected to live to see someone get something for nothing—but you've pulled the trick."

Of course, it wasn't a trick. Neither was it something for nothing, for the Hoot Mon golf game gave a big nickel's worth of amusement and was a skill game of such intriguing worth that great golf stars like Walter Hagen and Jack Redmond enjoyed shooting the holes, while Baby Peggy, the popular movie juvenile of the era, was photographed having fun with the Hoot Mon game.

He feels that golf is and always will be a favorite skill game and he has used the intervening years to perfect a coin-operated golf game that requires all the skill and technique of actual putting on the green.

Now that games such as the golf game are coming back, Al Walzer is marketing a 1940 model golf game. Its similarity to the actual game of golf is said to be so realistic that it seems

destined to sweep the country with its popularity.

This is what could be expected from the "Daddy of the Industry."

Atlas To Hold Iowa Showing

CHICAGO, Feb. 3.—On Saturday and Sunday, February 10 and 11, the Atlas Novelty Co. will be host to Iowa operators at the Kirkwood Hotel, Des Moines. Eddie Ginsburg, Bob Van Weiss and other officials of the Atlas Novelty Co. will be in attendance.

Eddie Ginsburg and Bob Van Weiss already have left here for an extended road trip thru Iowa and Illinois. Weiss is the roadman for the territory. While Weiss will consult with music operators, Ginsburg will be rounding up friends to enthuse over Stoner's Fantasy, free play model, and Fantasy Jackpot. Ginsburg declares the two games were hits at the 1940 Coin Machine Show.

Ginsburg reports that he has been in touch with his friends in Iowa and Illinois, as well as other States, and that they have all agreed with his recommendations of new games. "We're batting 1,000 per cent on our recommendations," he said, "and that's one reason for Atlas' success. I've lots of recommendations which I hope to pass on to Iowa and Illinois coinmen."

Commend Miraben PhonoWorkmanship

CHICAGO, Feb. 3.—"Since the big 1940 Coin Machine Show we have received many letters from phonograph operators complimenting us on our exhibit and our phonograph modeling parts," reports Ben Lutske, of the Miraben Co.

"Many of the letters come from satis-

fied operators who have completed modernization of their phonographs with Miraben modernizing parts.

"Operators who have had us do their work invariably comment that they cannot believe that it is their old phonograph. At any rate, the locations are glad to have the brilliant, newly remodeled phonographs, according to these operators.

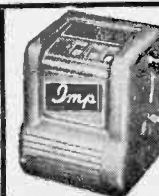
"We also specialize in selling the remodeling light-up plastics and other fabricated parts and supplies to operators who, by doing their own installing work, save transportation costs, time and money. It's easy for any operator to remodel his own machines with our parts and simple instructions. We make our parts to fit right into the machine with the ultimate in perfection."

LOVE

is one of the basic human emotions. So is vanity, which keeps people of all ages, sexes, creeds and colors constant PHOTOMATIC customers. Wise up! . . .

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., L. I. City, N. Y.



"IMP"
Cig. Fruit or Numbered Reels, Hammerloid Finish. Looks Like Miniature Radio. Weight 5 1/4 Lbs. Size 5"x5"x6". Jobbers, write us for quantity prices. Immediate delivery. 1/2 Dep. With Order.
MARION COMPANY,
WICHITA, KAN.

\$12.50 Prepaid

BARGAINS FROM DAVE MARION

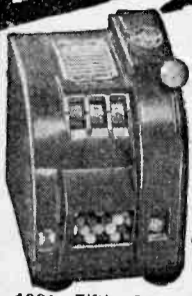
Challengers . . . \$17.50	3 Grippers . . . \$ 3.00
Bang a Deer . . . 74.50	5 Penny Packs . . . 7.50
10 Hold & Draw 4.50	3 Punch-a-Balls . . . 3.50
Keeney Bowlette 19.50	1c Q.T.'s . . . 22.50
10c Jennings Console Slot . . . 44.50	
8 Ad-Lee E-Z Gum Venders . . . 3.50	

No Shipment Without 1/3 Deposit.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

WOW! WHAT PROFITS

THESE DAVAL MACHINES QUIETLY BRING



Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-Way play. RUSH 1/3 DEPOSIT TODAY. We Ship Bal. C.O.D. **1975**

TOKEN PAYOUT interchangeable to visible captive payout — perfect for any territory. 1c or 5c—Cigarette or Beer strips. Extra large ball gum display. A WINNER! RUSH 1/3 DEPOSIT WITH ORDER! **34⁵⁰**



ATLAS NOVELTY CO.
 General Offices: 2200 N. Western Ave., Chicago, Ill.
 Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.
 1901 Fifth Ave., Pittsburgh, Pa.

Speaking About Your Locations--

By MAC CHURVIS
 Grand National Sales Co., Chicago

I believe that the coinman's attitude towards locations is changing. Years ago it was possible to be successful with almost any kind or type of machine on any location. Now, however, an operator must "merchandise" his location. Coinmen everywhere are also beginning to realize that a good location is more than just a "spot." They realize that a location properly serviced brings to the operator returns equivalent to that of any other successful business.

We in the coin machine business know that when the public mind changes, certain phases of our business change. This indicates we are more or less dependent on the public insofar as the activity of any particular game or machine is concerned. It also means that we should take inventory often of our equipment as to changes which may have taken place.

Which game or other piece of equipment will I have to replace? What must I junk or trade in? What are the trends today? There are many questions in regard to replacement of equipment needing answers now.

There are many angles to this replacement problem. It is important to examine them now because we can be certain—as certain as we can be of anything—that unless an operator is familiar with the current demands of his territory and does something about it, some wide-awake fellow is going to supply the location's need.

There is no question that the operator who is best prepared to properly serve his location with the best equipment is the man who is going to do the best business and make the best profits.

MILLIONS DEMAND IT!
 THOUSANDS OF LOCATIONS ARE WAITING FOR...
FOOT EASE VITALIZER
 GREATEST LEGAL PENNY MACHINE—MORE PROFITABLE THAN SCALES. Investigate NOW! Term Payments if Desired... Write.
EXHIBIT SUPPLY CO. 4122 W. LAKE ST. CHICAGO

Confucius Say:
Skee-Ball-Ette, she cinch for 1940 tops... So say all distributors and Ops!

FEBRUARY FREE PLAY BARGAINS

1-2-3s ANIMAL REELS, \$79.50
 PICKEMS, SCOOPS, MR. CHIPS, \$54.50
 EXHIBIT REBOUNDS, GOLDEN GATES AND COWBOYS, \$44.50
 WIRE 1/3 DEPOSIT. All games shipped subject to inspection. Write for complete list of Free Play Games, Slots and Counter Games.

AUTOMATIC SALES CO.
 416-A Broad St. Nashville, Tenn.

JIFFY IS NOT A TOY IT'S A REAL MACHINE

With a REAL, Full-Size CASH BOX. Really NEW, SILENT Mechanism, BIG BALL GUM Display, PERFECT SMALLER SIZE, Fascinating MODERN DESIGN—and 100 OTHER ORIGINAL FEATURES as only DAVAL can build this sensational Penny Cigarette "PROFITS IN A JIFFY" counter game! RUSH 1/3 DEPOSIT TODAY!!!

1975

ACME NOVELTY COMPANY
 1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

Support for Ottawa Ops

Location owners of Canadian city tell benefits of pinball

OTTAWA, Ont., Feb. 3.—Local small shop and restaurant owners, about 100 persons, proprietors of coin machine location, met recently at a local hotel in support of pinball games in this city. They declared that a majority of them have been depending on the profits from the game to help pay their rent and that the profits had helped to keep them in businesses which might otherwise have closed up.

Discussion centered on a recent decision of an Ontario judge who declared that such games were entirely legal. Location owners felt that they should add their support to operators in furnishing amusement to patrons of their locations. "A quiet game of skill, a great deal of amusement, for a small amount of money is worth while," declared many. "These games which the public likes and which an Ontario judge has ruled legal have been a source of income to us which has helped to maintain our businesses. We wish to add our support to the operators and report that we wish to continue having the machines in our places of business."

Operators in Ottawa have declared their appreciation of this vote of thanks from Ottawa merchants and declare that they hope to continue to aid the merchants and conduct their own businesses in supplying genuine amusement to the public.

E. C. Lear To Head Harris County, Tex., Phono Ops' Association

HOUSTON, Feb. 3.—E. C. Lear recently was named executive secretary of Associated Phonograph Operators of Harris County, succeeding W. A. Niemackl, who was fatally wounded in his place of business early in December. Lear, while not an operator, is personally acquainted with practically every operator in Houston and South Texas and has mapped an ambitious program for the association for 1940. He resigned his position with the local Electro Ball office, where he has been the past several years, to accept the appointment as association secretary.

State Tax Survey Shows Recent Halt

CHICAGO, Feb. 3.—Federation of Tax Administrators here reported a tapering off in 1938 and 1939 in the period of increasing State taxes that started in 1931.

This halt in State taxes is said to be due to inability to find new taxes and also to growing public dissatisfaction.

The agency reported that the tobacco tax was adopted in 1939 by Massachusetts, New Hampshire, New York, Rhode Island and Wisconsin, bringing the number to 26 that have such a tax.

New Mexico, North Carolina, North Dakota and South Dakota voted use taxes, which supplement sales taxes already in effect. All but six of the 23 States with sales taxes now have use taxes also. A rather complete survey report of State tax laws and sources was issued by the agency.

D. Simon Sells Out To Hub Enterprises

BALTIMORE, Feb. 3.—Dave Simon, head of Savoy Vending Co. here, this week announced the sale of the Baltimore office of Savoy Vending Co. to Hub Enterprises, headed by Art Nyberg, Aaron Goldsmith and Ernest Waldrop. The Savoy name did not go with the purchase, Simon revealed.

Simon stated that he has no plans for the immediate future save taking a vacation in Florida. "After that I may settle in New York or any other place that will offer me as good a three years as I spent in Baltimore," he said.

"My aim is to continue friendly relations with the coin machine industry during the years to come, for I have a hunch it won't be long before I'll be back in the business again."

M. F. Malarkey Is Honored

POTTSVILLE, Pa., Feb. 3.—Automatic music machine operators are pointing with pride to the fact that Martin F. Malarkey, veteran phonograph operator, was elected president of the Schuylkill County Credit Exchange, Inc., at the membership's ninth annual meeting recently. The Credit Exchange is a non-profit organization owned and operated by the members, merchants, banks and professional men of Pottsville, also Schuylkill and Carbon counties.

SPECIALS

FREE PLAY GAMES	PLAIN NOVELTY GAMES
Mr. Chips . . . \$59.50	\$10.00 Each or 3 for \$27.00
Scoop 69.50	Odd Ball
Chubble 22.50	Robin Hood
Snooks 22.50	Spinner
Bang 49.50	Cargo
Pick Em 48.50	Handicap
Chevron 24.50	Vogue
Lite O Card . . . 69.50	Track Meet
Twinkle 45.00	O. D., F. O. B. Buffalo,
1/3 Cash, Balance C. O. D.	JAMES D. BLAKESLEE
	43 15TH ST., BUFFALO, N. Y.

MERIT CUTS PRICES ON	
Majors, f.p.	\$15.00
Contacts, f.p. \$16.50	Illium. Wurlitzer
Spottens, f.p. 18.50	Fac. Men \$50.00
MERIT MUSIC SERVICE,	
622 N. Eutaw Street, Baltimore, Maryland	

USED, A-1 CONDITION

5 Chicken Sam Seeburg De Luxe Gun Mach., Latest Trouble Proof Amp.	Each \$145.00
4 Mills 1-2-3 Free Game with Animal Reels, cannot be told from new.	98.50
1 Western 1939 Baseball with Lite-Up Backboard	75.00
3 Mills Do Re Mi Phonographs, A-1 condition	49.50
10 Mills Zephyr Phonographs with Mills Lite-Up Grill	87.50
2 Wurlitzer Counter Models 51	85.00
2 Wurlitzer Counter Model Stands	10.00
Auxiliary Speakers for Wurlitzer 616, complete with Control Box	10.00
Mills Round Wall Phonograph Boxes	2.50
7 Kenney's Jitterbones, demonstrators, like new	7.50
10 BENNETT'S DEUCES WILD	6.50
10 MILLS FRUIT REELS, Like New	10.00
10 BENNETT'S TOKETTES CIGARETTE REELS With Token Payout	15.00
Send One-Third Deposit and Ship Balance C. O. D., F. O. B. Clinton, Iowa.	

CLINTON VENDING MACHINE COMPANY
 210 South Fourth Street, CLINTON, IOWA.

FREE PLAY	CONSOLES
Fifth Inning . . . \$25.00	Pace Reel, Latest 1940, F. S. \$110.00
Contact 25.00	Galloping Dominoes 37.50
Bubbles 20.00	Long Champs, 2 5c Slots 35.50
Fair 12.50	Liberty Bell 20.50
NOVELTY	COUNTER GAMES
Side Kick \$12.50	Spinner Winner \$12.50
Fifth Inning . . . 15.00	Mill Wheel 7.50
Majors 13.50	Shocker 7.50
Cargo 7.50	Or will trade for Penny Gingers with a wooden base, or Challengers or Q. T. 5c Slots.
Beam Light . . . 7.50	
Score Board . . . 5.00	
Bally Reserve . . 7.50	
Bally Bumper . . 5.00	

A. & P. NOVELTY EXCHANGE
 128 7TH ST., AUGUSTA, GA.
 Phone: 1626 M

25c Gold Award, Blue Frt., No. 372,391	\$35.00
Waiting 25c Single Jackpot	25.00
Waiting 1c Double Jackpot	25.00
Wurlitzer P12	35.00
Stewart-McGuire Cigarette Machine, 4 Col.	25.00
Stewart-McGuire Cigarette Machine, 6 Col.	35.00
Shipman Stamp Machines, 1c-3c Stamps	11.00
Columbia Peanut Machines	4.00
Zephyr Cigarette Reels	9.00
Mills Dance Master	25.00
Groetchen Metal Stamping Machine	150.00
Turf Time Horse Race Machine	7.50
Sweepstakes Race Track Machine	7.50

O'BRIEN,
 89 Thames St., Newport, R. I.

EASTERN FLASHES

NEW YORK, Feb. 3.—Lots of action along the Eastern Seaboard these days. Ops are busy buying the new equipment they saw at the show and spotting the machines they've already received. Offices of jobbers and distributors are crowded with ops who are anxious to get the new games into their choice spots.

AROUND THE TOWN . . .

Nat Cohn is back from Florida with the report that the cold in Miami, Fla., is just as severe as up here. . . . Mike Munves had a hectic week, with ops flocking in for the new games they saw in Chi. . . . Bert Lane, of Seaboard Sales, Inc., is erecting a beautiful display to show off the Gabel phono. "A symphony of beauty" is the way Bert describes it. . . . Earle C. Blacke, of National Novelty

Co., Merrick, L. I., is reported doing a bigger job than ever on reconditioned equipment. . . . John Helfer is constantly on the move these days administering to the needs of his locations. . . . Hymie Budin is doing a great job with Stoner's new game, Fantasy, according to reports. . . . Sam Kressburg, of East Coast Phono, reports that the small counter-model phono the firm remakes from a 12-record chassis has clicked so well they're going into big production on it.

PARTY OF THE WEEK . . .

The after-show social season got off to a bang with the party staged by Joe Fishman and Marvin Liebowitz at their Interstate Coin Machine Sales offices last Friday and Saturday. . . . For those who tried in vain to find out, the name of the Rock-Ola Leadership Girl is Louise Prohaska, of the Petty Model Agency, Chicago. . . . The good-looking receptionist was Francyne Semmons, of the Conover Model Agency, New York. . . . Mrs. Fishman and Mrs. Liebowitz were on hand to make the boys feel at home. . . . Joe's gorgeous daughter, Ethel, also was introduced to the trade. . . . "Irish" Eddie Brink, one of the better lightweights, was a visitor, as was Eddie Corristen, of Grantwood, N. J. . . . Sam Engelman proved he is a capable emcee and rumba dancer. . . . Al Lipshay, Louis Goldberg, Bart Hartnett and Saul Kalson were busy discussing association matters. . . . Al Bloom (King Al of Harlem) enjoyed himself discussing the ins and outs of the business with some of the boys. . . . Bill Suessens, Charley Sachs, Charley Lichtman, Steve Delwin and Herman Gelb were there, too. . . . Sol Silverstein, Chicoin's representative, was a visitor. Expects to travel the East for a while. . . . After it was all over, Joe and Marvin looked worn out, but Cliff Baile looked like he could go on forever. . . . Jack Nelson rode to Boston with George Young and J. V. Fitzpatrick, and Ben Boldt and the Leadership Girl left for the Albany showing.

COINSHOTS . . .

George Ponsler, Jack Mitnick, Lou Holzer, Seymour Pilch and everyone else at the Ponsler headquarters are busy answering queries about the new Mills Empress phono. . . . Bill Alberg and Charley Aronson promise a real surprise soon. "Brooklyn Amusement has only started with great machines," they state. . . . Jack Fitzgibbons continues to receive a large number of inquiries on the new Bally games that were displayed at the show. "It seems that everyone was watching Bally at the show," Jack says. . . . Al Simon, of Savoy Vending Co., says: "We're going to continue phoning Chicago Coin twice a day until we get enough machines to meet the demand."

FAST FLASHES . . .

Sam Sachs, of Acme Sales Co., phono remodelers, who made such a hit at the coin show, is off on a trip around the East in response to the many requests he's received. Sam Brooks takes charge of the offices while Sachs is on the road. . . . Earl Winters is working at top speed these days, answering inquiries about International Mutoscope's Voice-o-Graph and Sky Fighter machine gun, which clicked so well at the show. "Word about these two machines seems to have spread thruout the country," says Earl, "and with Bill Rabkin away you can imagine what a job it is to answer all comers." . . . Dave Robbins reports he has been flooded with orders for Totalizer. "The orders have been coming in faster than deliveries," claims Dave, "and I am continually in hot water, explaining to operators why I cannot supply the demand."

JERSEY JOTTINGS . . .

Irv Morris, of the Ponsler offices, says his showrooms are crowded all day. "The new games and the Mills Empress are the reason," he says. . . . Dave Stern, of Royal Distribs, Elizabeth, N. J., explains: "This is going to be one of the biggest years we have ever had. The new Wurlitzers are getting more attention, and the Evans, Western, Daval and our other lines are coming thru for us in great style." . . . Helen Fitzgibbons is going at top speed, delivering the new Bally games. . . . Jack Kay, of Ace Distribs, says: "We want everyone to know that when they buy a used game from us they're getting the best that money can buy." . . . Jack Berger, of Newark Coin Distribs, reports he has arranged for speedy delivery of new and used games. "We're praying for faster delivery of new games," says Irv Orenstein, of Hercules. . . . Dave Engel, of Dee & Bee Distribs, is also beseeching manufacturers to speed up deliveries. . . . "All signs point to profits," is the way Al

FROM EVERY ANGLE



Imp

GUM VENDER

is the greatest buy in '40. Radio Style Cabinet in delightful colors—Shutter-Type Reward Sign flips open to reveal three spinning Reels. Cigarette or Fruit Reels. Extra Gum Loading Door.

Coin Meter \$1.50 Extra.

GREATEST HIT AT THE SHOW
Every progressive Jobber in America has IMP in stock for immediate delivery.

\$12.50 **SIX FOR \$67.50**
Each

GROETCHEN TOOL CO.

130 N. Union Street, CHICAGO, ILL.

IMP

Groetchen's



3-Reel Cigaretta Machine with Gum Vender

MIDGET COUNTER GAME

\$12.50

CARTON OF 6, \$67.50
1/3 Deposit With Order, Balance C. O. D.

KENTUCKY SPRINGLESS SCALE CO., INC.
516 S. 2nd St., LOUISVILLE, KY.

SPECIALS

<p>ONE-BALL PAY-OUT TABLES</p> <p>2 Bally Fleetwood . . . \$16.90 1 Derby Champ . . . 34.90 1 Gottlieb Speed King . . . 8.90 1 Gottlieb Derby Day . . . 8.90 1 Gottlieb High Card . . . 8.90 1 Gottlieb Double Feature . . . 8.90 1 Mills Big Race . . . 19.90 1 Bally Carom . . . 5.90 1 Pamco Races . . . 10.90</p> <p>CONSOLES</p> <p>1 Exhibit Long Champ, 5 & 25c . . . \$24.90 1 Keeney's Kentucky Club . . . 39.90 1 Western Fast Track . . . 14.90 1 Rosemont . . . 14.90 1 Exhibit Dominette . . . 14.90 1 Exhibit Shoot-the-Moon 14.90</p>	<p>1 Exhibit Chuck-a-Lette \$14.90</p> <p>COUNTER GAMES</p> <p>5 Play Ball . . . \$ 2.90 5 Punch-a-Ball . . . 2.90 1 Spinner Winner . . . 12.90 1 Honey . . . 6.90 1 Zig Zag . . . 2.90 1 Track Reel . . . 5.90 2 Reel Dice . . . 2.90 1 Little Merchant . . . 4.90 1 Gee Whiz . . . 2.90</p> <p>NOVELTY GAMES</p> <p>1 Exhibit Request . . . \$5.90 1 Exhibit Flight . . . 5.90 2 Exhibit Review . . . 5.90 1 Exhibit Buttons . . . 7.90 1 Exhibit Coney Island . . . 7.90 1 Exhibit Play Ball . . . 9.90 1 Exhibit Track Meet . . . 5.90</p>	<p>2 Exhibit Hare N Hound \$5.90 1 Exhibit Tops . . . 5.90 1 Exhibit Lightning . . . 5.90 1 Peachy . . . 9.90 1 Beam Lite . . . 4.90 1 Mars . . . 4.90 1 Robin Hood . . . 9.90 1 Paramount . . . 7.90 1 Spokes . . . 5.90 1 Tournament . . . 4.90 1 Happy Days . . . 4.90</p> <p>SLOTS</p> <p>3 Mills Q. T. 1c . . . \$11.90 2 Mills Q. T. 5c . . . 14.90 1 Mills D. J. 1c . . . 9.90 2 Mills D. J. 5c . . . 14.90</p> <p>1/2 Deposit Required With All Orders, Balance C. O. D.</p>
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CAPITOL COIN MACHINE EXCHANGE

80 SOUTH MAIN ST., CONCORD, N. H.

ONLY THE BEST

FOR NEW JERSEY OPERATORS

Chicago Coin's **ROXY**
Keeney's **SUPER SIX**
Gottlieb's **BIG SHOW**

—AND—

MILLS EMPRESS

and **THRONE of MUSIC**

GEORGE PONSER CO.

11-15 EAST RUNYON ST.,
NEWARK, N. J.

WIRE, WRITE OR PHONE FOR FOLLOWING BARGAINS

<p>CONSOLES</p> <p>Bally Royal Flush (Floor Sample) . . . \$165.00 Kentucky Club . . . 55.00 Keeney Pastime . . . 135.00 Derby Time, Gottlieb Console . . . 35.00</p> <p>SLOTS</p> <p>5c Brown Fronts . . . \$55.00 5c Deluxe Race Comets . . . 45.00 5c Q. T. (Used 3 Wks.) . . . 35.00 5c Mills Dial . . . 32.50 1c Mills Smoker Bell (Floor Sample) . . . 40.00 1c Mills Smoker Bell (Brand New) . . . 49.50</p>	<p>Vest Pocket Bells, Late Model . . . \$30.00</p> <p>PAY TABLES</p> <p>1 Keeney Lite-a-Pair . . . \$19.50 1 Latonia . . . 12.00 1 Carom . . . 12.00 1 Air Races . . . 12.00 1 Bally All-Stars . . . 12.00 1 Gottlieb Baseball . . . 12.00 1 Bally Round-Up . . . 12.00 1 Western Monte-Carlo . . . 12.00 1 Keeney Ten Strike . . . 12.00 1 Bally Fleet . . . 27.50</p> <p>COUNTER GAMES</p> <p>1 5c Tally . . . \$ 9.00</p>	<p>1 Penny Smoke Reels . . . \$10.00 1 Ginger (Token) . . . 15.00 2 Penny Tallies . . . 9.00</p> <p>MISCELLANEOUS</p> <p>2 7-Column Goretta Cig. Venders . . . \$19.50 15 10-Column Rowe (1939 Models) . . . 69.50 2 Wurlitzer Skee Ball With Return . . . 50.00</p> <p>NOVELTY GAMES</p> <p>1 Ragtime Free Play . . . \$15.00 1 Keeney Hit Number, Free Play . . . 15.00 1 Great Guns . . . 12.50 1 Rose Bowl . . . 12.50</p>
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R & S SALES CO., 9 Butler Street, Marietta, Ohio

SEEBURG CHICKEN SAM

RAY-O-LITE GUNS

\$135.00 Each Console Base \$20.00 Extra

These Machines are Reconditioned. A-1 mechanically and of good appearance.

Terms: One-Third Deposit With Order.

W. B. NOVELTY CO., INC.

3800 N. Grand Blvd. 3105 Gillham Plaza,
St. Louis, Mo. Kansas City, Mo.

IMP

Groetchen's



3-Reel Cigaretta Machine with Gum Vender

MIDGET COUNTER GAME

\$12.50

CARTON OF 6, \$67.50
1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY CO.

12 W. Court St., 713 E. Broadway,
Cincinnati, O. Louisville, Ky.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

TRIUMPH

IS COMING!

bargains in used equipment ever offered," he says. "As usual, we'll continue to guarantee every machine we sell regardless of price."

Peanut Machines, \$2.40 ⁵/_{UP}

STOP & SHOP

Now the World's Lowest Priced quality Triple Vendor.

The Ideal Vendor for All Types of Locations.

Vends Peanuts, Candies, Pistachio Nuts, Small Charms, etc. Finished in Two-Tone Baked Enamel, with Highly Polished Aluminum Castings.

Write for New Low Prices

TORR 2047A-SO. 68 PHILA., PA.



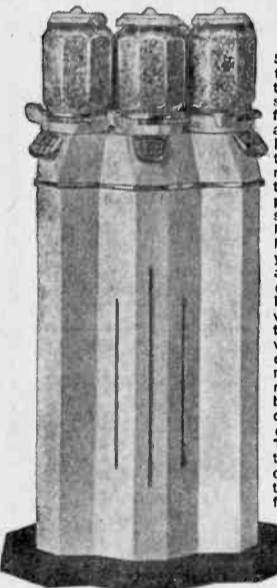
OPERATORS!

Order This Coin Counter

Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, over-size mouthpiece for tube wrapping. Only \$1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on the finest bulk vendors obtainable, **TOPPER, CHALLENGER and SPECIAL**. Also Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

FOR ATTRACTIVENESS, DEPENDABILITY, STEADY PROFITS—IT'S THE "COLUMBUS" MODEL "38" TRI-MOR AND "39" BI-MOR REAL MONEY MAKERS



PRICE \$26.70 UP

WRITE FOR COMPLETE INFORMATION

New and Used Machines of Every Description. Send for Complete List. 1/2 deposit with order, balance C. O. D.

RAKE

Such a combination of sales attractiveness, time-saving servicing features, dependability and value is sure to boost the profits on your route. Cash in on these outstanding profit makers. Install the TRI-MOR and BI-MOR throughout your route right away.

• Model "39" BI-MOR, a two-way vendor for those locations where only two different types of merchandise are required. It's a beauty in every detail.

• Model "38" Tri-Mor (left), a three-way machine, particularly designed for those locations where more than two different kinds of candy and peanuts are desired or a mixed nut candy and peanuts. A real beauty that gives service as well as increased profits.

5 S. 22nd St., PHILA., PA.

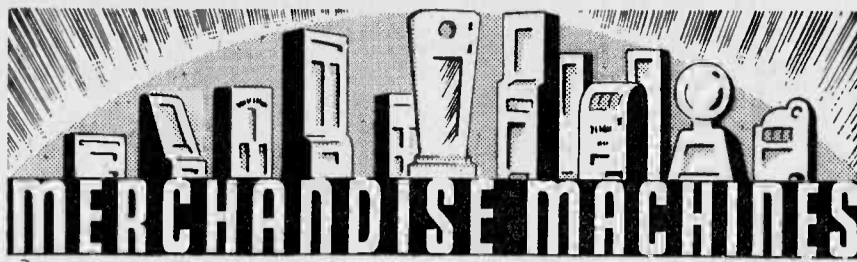


ALMONDS FOR VENDING MACHINES

Blue Diamond Almonds—the finest you can buy—are available on a count-per-ounce basis to meet your most exacting needs. Write for prices and full particulars.

CALIFORNIA ALMOND GROWERS EXCHANGE
Dept. V, Sacramento, California

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



Stoner Names Minn. Distributor

CHICAGO, Feb. 3.—W. H. (Bill) Pickron was all smiles during the recent 1940 Coin Machine Show in Chicago. Pickron revealed that in addition to covering the State of Iowa for the Stoner Corp. on its new merchandise machine, Univendor, he will also have the territory of Minnesota. "I have done some mighty nice business in Iowa and I'm enthused over our prospects in Minnesota," he declared.

"I'm confident that we will do a big business in Minnesota on Univendor because we have already had so many inquiries from operators from all parts of the State. It's going to be my job to get up and see these fellows and explain Univendor's many advantages such as the assorted merchandise feature, vending merchandise retailing for 5, 10 and 10 cents, the extra large capacity, the easy servicing, as well as the many other big features that have made Univendor so popular with operators everywhere."

Wisconsin Cig and Music Ops Meeting Highly Successful

MILWAUKEE, Feb. 3.—Cigaret and music machine operators of the State of Wisconsin gathered Sunday afternoon, January 21, at the Hotel Schroeder here to discuss problems of the cigaret and music machine business and also to hear speakers discuss the two businesses.

E. Z. Gregory, of Madison, Wis., presided with the help of Herb Geiger, president of the Milwaukee Vending Machine Association. Manufacturers' representatives present were, A. A. Weldman, of National Vendors; James Martin, of Du Grenier, and Jack Kelner, of Rowe. Mr. Roach, head of the tax collection department of the State of Wisconsin, was to have been present but was unable to attend due to illness.

However, the meeting was a grand success from the point of view of attendance and interest shown by those present. Frank Newman, of the National Merchandisers' Association office, made some interesting remarks with reference

to tax matters. Jack Kelner wound up the meeting with a talk on the necessity for co-operation among the operators and the possibilities for cigaret vander earnings this coming year.

New Jersey CMA Members Await Annual Banquet

NEWARK, N. J., Feb. 3.—As the date for the third annual banquet of the Cigaret Merchandisers' Association of New Jersey draws near, James V. Cherry, manager of the association, reveals that all preparations had been made and that the banquet was an assured success.

The affair is scheduled for Saturday, February 10, at the Hotel Douglas in Newark. Cherry expects approximately 300 guests. Entertainment has been arranged, with the finest performers of New York theaters and cafes scheduled to appear.

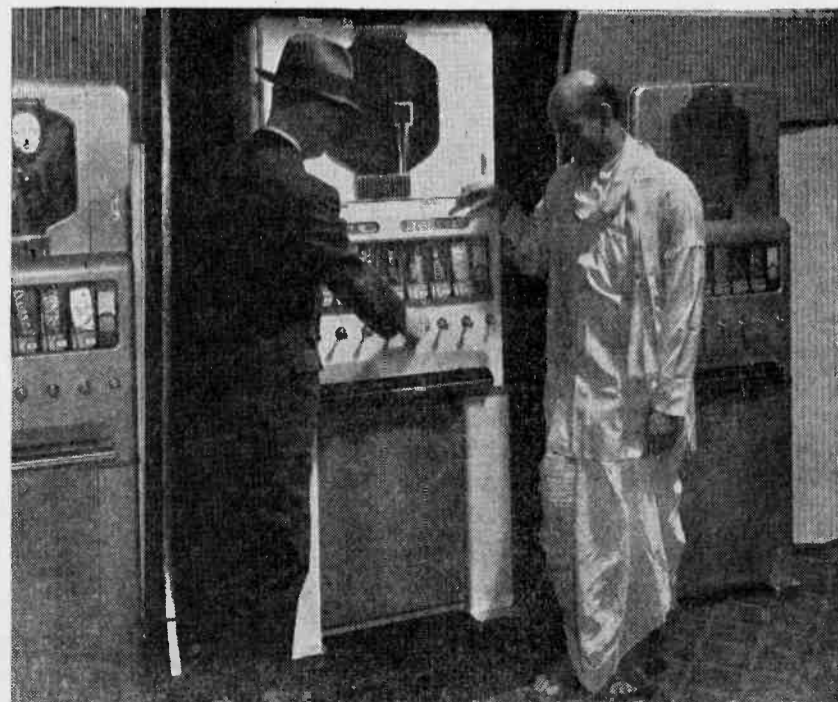
Almost every major cigaret and match manufacturer, as well as cigaret machine manufacturers, is participating in making the banquet a success.

The occasion will mark the ascendancy of President John Sharenow to his office as head of the association. Other officers and directors will also preside for the first time.

Sodamat Makes Good Impression

NEW YORK, Feb. 3.—Julius A. Levy, sales manager of Sodamat, returned from the coin machine show loaded with real honest-to-goodness orders, which leads Levy to look forward to a big year.

"I am well satisfied with the results from our first contacts with the operators," claims Julius, "and have been rushed to death since returning to the city. My correspondence is about a week behind due to the many sales conferences I have had to hold. In other words, the operators liked Sodamat and won't let me alone."



C. D. NAIDU, OF COIMBATORE, SOUTH INDIA, spent considerable time at the Stoner booth during his visit to the 1940 Coin Machine Show in Chicago. C. R. Adelberg, sales manager of the Stoner Corp., is explaining the advantage of the assorted merchandise feature of the firm's merchandise machine, Univendor.

OPERATORS, HERE'S SUPER VALUE



Northwestern

MODEL 40

- ★ Chute Cover Lock
- ★ Vends All Products
- ★ Accurate Portions
- ★ Positive Agitation
- ★ Simple Mechanism
- ★ Easy To Service
- ★ Built Like a Safe
- ★ Eye - Catching Appearance
- ★ Hammerloid Finish
- ★ Variety of Colors

\$4.95

In Lots of 100 F. O. B. FACTORY

Write Today for Complete Details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

Cigarette Merchandisers' Associations

The big news this week from the CMA's of New York and New Jersey concerns banquets. The latter is holding its annual event Saturday (10) and New York's affair is March 9. James Cherry, manager of the Jersey organization, reports that everything is in readiness and that the biggest affair in the association's history is anticipated.

The banquet in Newark will be held in the ballroom of Hotel Douglas and will start promptly at 8 o'clock, Cherry says. An all-star floor show, featuring Sylvia Froos, radio and stage star; Stuart and Martin, who headlined recently at Loew's State, New York; Troy and Lynn, dance team; LePaul, card manipulator, assisted by Rosalie and Billy Wells, and the Four Fays, novelty team. Del's Musical Vendors, who played at the past annual banquets, will play during the dinner and for dancing.

Cherry says many surprises are in store for those who attend. Reservations have been made by approximately 25 companies, and cigaret vending machine and match companies have co-operated to make this a gala occasion.

The CMA of New York has advanced its plans for the banquet at Hotel Pennsylvania Saturday evening, March 9. This is the fourth annual dinner.

R. K. Hawthorne, president, is chair-

Greetings--- Northwestern Ops

As this is read Northwestern operators will be preparing to trek homeward from a successful regional show held in St. Paul. The Second Annual Regional Show for Northwestern Operators, sponsored by the Minnesota Amusement Games Association, Inc., was in session on Monday and Tuesday, February 5 and 6, at the St. Paul Hotel, St. Paul.

Walter Hurd, editor of the coin machine department of The Billboard, was to have been present at the get-together, but illness prevented him from attending. Therefore The Billboard and its entire staff take this opportunity to express their best wishes that Northwestern Operators might enjoy a most successful 1940 and that they might gather again next year to celebrate that success.

A complete story of the regional show will appear in the February 17 issue of The Billboard.

Used Cigarette Machines

- 7-Column Gorretta with Open Stand, Capacity 175 Packs \$11.00
- 7-Column Gorretta with Cabinet Stand, Capacity 210 Packs 15.00
- 8-Column Simplex or Monarch, Capacity 160 Packs 10.00
- 7-Column Du Grenier with Cabinet Stand, Capacity 203 Packs 30.00
- 6-Column National with Cabinet Stand, Capacity 180 Packs 25.00
- 9-Column National, Capacity 270 Packs 55.00
- 9-Column Du Grenier, W., Capacity 270 Packs 55.00
- F. O. B. Cleveland 1/3 With Order — Balance C. O. D.

UNIVERSAL DISTRIBUTING COMPANY
5508 Superior Ave., CLEVELAND, OHIO



EARLE C. BACKE, owner (right), and Donald Diejer, general manager, of the National Novelty Co., chat in front of the firm's headquarters in Merrick, L. I.

man of the arrangement committees. Committees and members are: General, William S. Peek (chairman), Jackson Bloom, Martin M. Berger, Michael Lascari, Aaron H. Gosch, Sam Yolen, Babe Kaufman, Charles Greene, Matthew Forbes; entertainment, Peek (chairman), Babe Kaufman, Lascari, Greene; program, Berger (chairman), Bloom, Gosch, Harold Roth; tickets, Gosch (chairman), Irving Wildstein, Louis D. Schwartz, Yolen; banquet, Bloom (chairman), Lascari, Babe Kaufman, Roth, Berger; patronesses, Mrs. William S. Peek, Mrs. Aaron Gosch, Mrs. Sam Yolen and Mrs. Matthew Forbes.

Guests at the banquet will include prominent men in the State. A plan is under way to have both New York State and New York City operators meet for a round-table discussion with State Director of Commodities Tax Bureau Feuss, who has already accepted the invitation to attend the session.

There is a bit of information for CMA members. According to *Advertising and Selling*, cigaret sales in 1939 exceeded 172,000,000,000, the largest on record. Nearly 164,000,000,000 were consumed in 1938. The spectacular development of the year, if it might be called such, the publication reports, was the further gain of Philip Morris cigs, consumption of which soared to 11,000,000,000. This is an advance of 22 per cent over 1938 and a sharp increase over the 3,000,000,000 in 1934. Lucky Strike sold approximately 41,000,000,000, a gain of 2,000,000,000; Chesterfield, 38,000,000,000, a billion gain; Camels, 42,000,000,000, which was about the same as for 1938. Old Gold, the fifth of the Big Five, settled down a bit in 1939, but not enough so that its aggregate sales of around 7,000,000,000 was much changed from the slightly over 7,000,000,000 figure of 1938. These figures, the magazine adds, are a combination of estimates from officials, trade and statistical sources (cigaret brand sales are not published) and included revised figures for 1938.

Ten-cent sellers showed a sales improvement of approximately 5 1/2 per cent. Sales amounts are reported as follows: American Tobacco from \$220,300,000 to \$253,100,000; Liggett & Meyers from \$221,700,000 to \$237,800,000; Reynolds from \$250,600,000 to \$282,300,000. Lorillard from \$59,200,000 to \$73,900,000 and Philip Morris from \$20,900,000 to \$64,600,000.

Numerically, sales of the Pall Mall (king size) for 1939 were not large but exceeded officials' expectations by a wide

margin, the magazine reports. On the basis of this report, it can be predicted with reasonable certainty that 1940 will find advertising on all brands stepped up and sales increased.

Pleased With Showing

NEW YORK, Feb. 3.—Back home after a week of exhibiting their new Champion models at the CMI and NATD shows in Chicago, officials of the Du Grenier Sales Corp. stated they were more than pleased with the favorable manner in which their machines scored at the shows. "The four Champion models and open mechanism displays we featured attracted tremendous attention," it was stated. "There's no doubt that the Du Grenier Champion models will lead the sales parade of all cigaret merchandisers thruout 1940."

Kids Empty Candy Venders

SPOKANE, Wash., Feb. 3.—The candy bar machines at the Fox Theater here served as lunch counter for kiddies during run last week of *Gulliver's Travels*. The theater had to fill the two machines every hour, whereas it ordinarily fills them once a day.

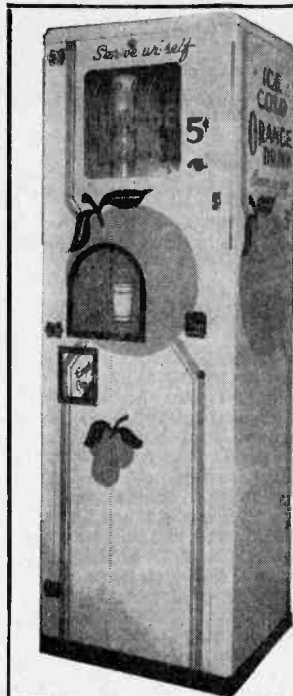
Visitors From Faraway Places At Chicago Show

CHICAGO, Feb. 3.—Visitors from faraway places attended the 1940 Coin Machine Show.

Among the visitors were men from Australia, Panama, Sweden, Finland and India. C. D. Naidu, from far-off South India, attended the show. In the United States on business, he arranged his itinerary so that he would be in Chicago on the dates set for the meeting. Nadiu, of Coimbatore, South India, was a visitor at the 1932 show. He is the proprietor of numerous bus depots thruout India and operates coin machines in his bus stations. He was astounded, he said, to see the advancement in coin machines since 1932.

Jack McClelland traveled from Sydney, Australia, for the purpose of attending the show and arranging to manufacture coin machines in Australia. His trip consumed 19 days. At the show he told tales of his ship being stopped by warships and submarines. McClelland left immediately after the show for Australia, where he has extensive coin machine interests. His firm's name is Coinomatic Pty., Ltd.

From Panama came I. R. Frierston,



SERVE-UR-SELF

THE NEW AUTOMATIC DRINK VENDING MACHINE THAT DISPENSES ICE COLD SOFT DRINKS AND JUICES
Cash in Now With **BIG STEADY PROFITS** From This Newly Developed Field

CONSIDER THESE FEATURES:

- Serve-Ur-Self Is 100% Mechanically Controlled
- No Mercury Switches, Electrodes, Magnets or Solenoids
- Machine MUST Function as Long as Current Is on
- Motor and Compressor Same as Used in Home Refrigeration
- A Newly Invented Agitator Keeps Drink Thoroughly Mixed
- Refrigeration Keeps Entire Contents Fully Chilled
- Can Be Regulated to Any Temperature Desired
- Has Slug Proof Coin Slot
- Will Serve 8 Drinks a Minute
- Meets All Board of Health Requirements
- Sanitary and Rust Proof—Finished in White Baked Enamel
- Requires Space Only 20x23" and Is 67" Tall

ACT NOW—DON'T DELAY—HERE IS YOUR OPPORTUNITY TO CASH IN

WRITE, WIRE OR PHONE FOR DETAILS

Consolidated Sales Company

Exclusive Sales Agents
410 W. SEVENTH ST. CINCINNATI, OHIO



Model 33

TO MEET THE OPERATORS' DEMAND
The Model 33 Ball Gum Vendor Now Vends 1/2 inch, 5/8 and 3/4 inch Ball Gum

Get more profits from your present location. Write for full information and easy terms.

All Purpose, All Product Bulk Vendor. Send for Free Trial Offer.

Trades Accepted

NORTHWESTERN SALES & SERVICE CO.
589 Coney Island Ave., BROOKLYN, N. Y.



Model 39

CLEARANCE SALE

USED CIGARETTE MACHINES — LOW PRICES

- ADVANCE—6 COLUMNS—CHROMIUM FRONT \$19.50
- NATIONAL 6-26 22.50
- NATIONAL 9-30 59.50
- MILLS—9 COLUMN—PRACTICALLY NEW 49.50

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

SAVE ON STANDS
PENNY · NICKEL COUNTERS
National Headquarters For
PIPE · ANGLE IRON · SHEET METAL
STANDS · FILLED · UNFILLED
QUALITY VENDORS, \$3.25
and Up. Write
AUTOMATIC
2425-K Fullerton, Chicago, Ill.

Seeks Headlines By Case Appeal

SPRINGFIELD, Ill., Feb. 3.—A favorable decision on pinball games had been given in Du Page County, but now the attorney-general has appealed the decision to the State Supreme Court.

The attorney-general has been able to secure generous headlines by his attacks on amusement games, and while he had quieted down during recent months it is now feared that he may be seeking the headlines again.

Chicago papers gave the appeal a small single-column notice, however, since world affairs are of such great public interest.

Oregonians Spend More

PORTLAND, Ore., Feb. 3.—Oregon liquor control commission announced gross business in 1939 amounted to \$8,380,515, a \$303,588 increase over the 1938 figure. Net revenue for last year was \$2,864,861.



O. H. FEINBERG, veteran vending machine man, has joined the sales organization of National Vendors, Inc., of St. Louis, manufacturer of cigaret and candy merchandising machines. He was formerly with a large cigaret machine manufacturing firm in New York. He is an engineer and is well acquainted with the technical problems of automatic merchandising.

Coming Events

New Jersey Cigaret Merchandisers' Association banquet, February 10, Hotel Douglas, Newark, N. J.

Chicago Gift Show, gift and premium merchandise, Palmer House, Chicago, January 29 to February 10.

New York Cigaret Merchandisers' Association banquet, March 9, Hotel Pennsylvania, New York.

Exhibit of Evolution of Bagatelle, banquet floor show, etc., New Jersey Amusement Board of Trade, Newark, N. J., April 7.

MUSIC MERCHANDISING

"Phonographs Supplant Radio as Maker of Song Hits," Declares Miss Killgallen in Cosmopolitan

CHICAGO, Feb. 3.—"The coin machine has supplanted radio as the primary maker of song hits," declares Dorothy Killgallen, world-circling authoress, in the current issue of *Cosmopolitan*. "The 'juke' box was responsible for the initial success of *Sunrise Serenade*, *Beer Barrel Polka*, *Begin the Beguine*, *My Reverie*; *Oh, Johnny, Oh* and most of the Bing Crosby and Andrews Sisters vocals," she continues. "If a song hits on the coin machines it hits the popularity jackpot all over the country."

"Today the biggest coin machine band is Glenn Miller's—which means that if it is not now the biggest band in America it soon will be. . . ." From this point Miss Killgallen goes on to tell of the numbers of disks sold, the fabulously increasing production which is insufficient to slake the thirst of music-hungry people. She also comments that Benny Goodman on a 50-cent record is regaining his coin-box significance.

The authoress opens her article with the declaration that juveniles rule in the world of jam and jive. "The swing set is the young set. Swing was discovered by the young, and swing belongs to them, and the kings of swing are elected by collegians and high-school students whose vote is a nickel dropped into the slot of a 'juke' box."

"Kids make the band leaders. Kids sitting at drug-store soda fountains and in beer-joint booths and in college halls are the arbiters of every sax player's destiny, every clarinetist's wallet—because while they follow the Pied Piper with fervor and love, they also decide who he is."

Miss Killgallen quotes Benny Goodman as saying: "The most important part of my professional life is spent in recording studios with no audience at all—not on the stage or in a radio station or a hotel ballroom. I can get up in front of a band in a hotel room and play my brains out, and the band can sound better than it ever sounded or ever will, and a couple of hundred people will hear it and a few will go out saying, 'That Goodman was really in the groove tonight—that was great!' But if I play the same chorus onto a record it's there and anybody who wants to can listen to it and buy it and save it and play it over—and a hundred years from now it's still there, if anybody cares, and just as good."

Perhaps the strongest line of the article supporting coin machines as a "builder of bands" was this: "Miller 'arrived' via a superb performance of *Sunrise Serenade*. There was no 'juke' box from Coast to Coast that did not have that record on its turntable, and no jitterbug passed by without paying his nickel tribute."

Dorothy Killgallen, author of the

article, gained national fame when she undertook a world-circling trip via boat, airplane and motor car in a battle against time. She was sponsored by a New York newspaper and made headlines in the nation's papers for days.

In closing her article she declares: "Perhaps swing is the theme song of America because it is not only a natural expression of this era, but as easy for the young to obtain as it is difficult for the old to escape. All you have to do is to put a nickel in a slot, and presto!"

"The young dictators of swing decided that what this country needed was a good 5-cent jam session—and they got it."

Trippe Shows Rock-Ola Phonos

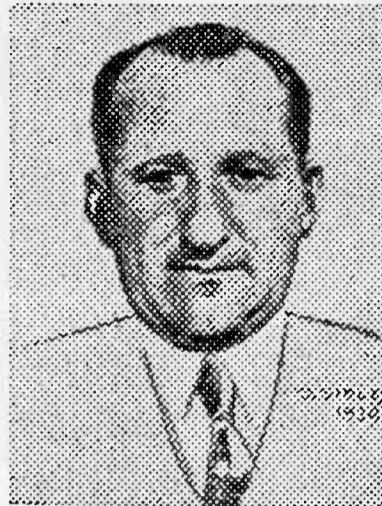
ST. LOUIS, Feb. 3.—Ideal Novelty Co., headed by Carl Trippe, held a preview and party January 28-29 to introduce the new 1940 models of the Rock-Ola Mfg. Corp. Ideal is distributor for Rock-Ola Luxury Lightup phonographs in Southern Illinois and Missouri.

Hundreds of operators attended the two-day affair. The new phonographs were on display and the establishment was decorated in carnival style. The Rock-Ola factory sent the popular 1940 Rock-Ola Leadership Girl to St. Louis for this occasion. She appeared in the costume which was a familiar sight at the 1940 Coin Machine Show in Chicago. An elaborate floor show was staged Sunday evening.

Refreshments and food were served thruout the day. Carl Trippe and his associates enlivened proceedings with the aid of electric batteries, which were attached to chairs, tables, counters and the bar. Even pickles and soup were charged with electricity. Biggest gag was a chair and a table over which was placed a sign reading: "Register here for a dance with the Leadership Girl." As the operator sat down to register for the signal privilege, attendants sent a shock of electricity thru the chair.

A microphone was attached to one of the phonographs, and speeches were given by F. E. Richardson and I. F. Webb, Rock-Ola officials, who attended the party and showing. Richardson spoke of the "tremendous acceptance given the new 1940 Rock-Ola phonographs." He also said that a staggering number of phonographs had been sold on the first day of the showing without any attempt by the Trippe organization to solicit orders.

Webb outlined the aims and purposes of the Rock-Ola factory and stated that in 1940 it was Rock-Ola's intention to continue its fullest co-operation with all operators and help to create more



HARRY ROSEN is one-third of the Modern Vending Co., New York, being a partner of Nat Cohn and Irv Sommers. Rosen was in attendance at the 1940 Coin Machine Show. Shortly before coming to Chicago he took part in the ceremonies preceding the opening of Modern's new offices and display rooms in New York.

Modern To Open NJ Offices With Party

NEWARK, N. J., Feb. 3.—Modern Vending Co., subsidiary of Modern Automatic Music Sales Co., has just opened offices in the Industrial Building at 1060 Broad street here.

Nat Cohn and Harry Rosen, of the firm, report that the offices will be completely outfitted. "Not only will they carry a complete display and stock of all the latest Wurlitzer 1940 models, but music merchants thruout the New Jersey area will be able to call here and get the models they want," they stated. "Experienced employees from our organization in New York City will be transferred to these offices to get things started right."

"A big party will be held at the new offices Saturday, February 10. It will be conducted along the lines of the recent Modern gala affairs. The entire industry in the New Jersey territory is invited to be present. Many leaders of the industry, including executives of the Rudolph Wurlitzer Co., will be on hand."

"Our offices are near to everything in Newark. They enable us to promise the men in New Jersey that they will be able to get deliveries faster than ever before. They will also now be able to take up all matters relative to our sales and distribution of the new 1940 Wurlitzers direct with our Newark offices, therefore facilitating all business relationships."

harmony and more profitable operating conditions in the entire industry.

"Possibilities" Is Right on 7 Out of 12 Tunes for January

NEW YORK, Feb. 3.—The "Possibilities" section of the Record Buying Guide which appears weekly in this department of *The Billboard* can take a nice low bow for maintaining a very good average in its predictions during the month of January. Trying to estimate the potentialities (or lack of them) of newly released songs, and upon that estimation predict the future course of a number, whether it will be a hit or a failure, is a task that can make the most stout-hearted music publisher or recording company quail.

It's because of the intangibility of the subject, plus the fact that public taste is fickle and incalculable, that the Guide's January achievement of calling the turn right on seven out of 12 songs is something to be slightly proud of. The titles listed were *Woodpecker*, *Johnson Rag*, *Your Feet's Too Big*, *Would'ja Mind?*, *Confucius Say*, *Faithful Forever*, *At the Balalaika*, *Blues on Parade*, *Between 18th and 19th on Chestnut Street*, *In an Old Dutch Garden*, *Darn That Dream* and *The Gaucho's Serenade*.

Of those only *Woodpecker*, *Johnson*, *Feet's Too Big*, *Gaucho* and *Blues on Parade* have failed thus far to come out of their "Possibilities" classification into the concrete category of "Coming Up" songs. The others are all rising nicely, with several of them giving indications of becoming big hits. And of the five recalcitrants, *Gaucho* has an even chance of amounting to something in particular.

Chicago Simplex Wurlitzer Showing

CHICAGO, Feb. 3.—Amid pomp and ceremony the Chicago Simplex Distributing Co., Wurlitzer distributor in the Chicago area, held a showing of the four new Wurlitzer phonographs on National Wurlitzer Days, January 8-10. Most of the music merchants in the Chicago area viewed the show.

The four 1940 Wurlitzer models are scheduled for a sensational year, Chicago Simplex officials predict. "The beauty of Wurlitzer glamour lighting, the audible improvement in tone thru the simplified and improved pick-up mechanism and three-step dual tone controls, the hi-speed service set-up—all these features were received with tremendous enthusiasm," reports Alvin Goldberg, owner of Chicago Simplex.

"I cannot recall any feature on any phonograph in years that has met so much favorable comment as the new moto-drive coin switch," Goldberg continued. "Believe me, when you tell a music merchant that butterfly switches are gone he sits up and takes notice. It's the same with oil damping. The fact that Wurlitzer eliminated that in its improved pick-up scored another big hit."

"The counter models stirred up much interest. Many operators whom I conversed with were busy figuring out locations for the little beauties. Many of them planned to modernize their operations under the step-by-step modernization plan at once."

"The proof of the pudding was that the music merchants were in a buying mood. Orders were splendid and I firmly believe it indicates a grand year for everyone concerned in the business."

Phono Theme Song

NEW YORK, Feb. 3.—If ever the country's automatic machine operators reach the point where they feel they ought to have a national anthem, Eddie Lane and Don Baker are the boys to give it to them.

Eddie, who is a brother of Bert Lane, of Seaboard Sales, Inc., collabbed with Baker, organist at the Paramount Theater here, on a little item called *Plunk! Goes the Nickel*, which definitely has sweet music connotations for any op worthy of the name.

Phono-Mike Tells Success at Show

PHILADELPHIA, Feb. 3.—"Our stay at the 1940 Coin Machine Show proved very successful," declares H. H. Elkins, official of the Economy Production Co., manufacturer of the Phono-Mike, an attachment for use on phonographs allowing the patron to sing or whistle, using the record playing as an accompaniment.

Phono-Mike display at the Coin Machine Show drew much attention. Phono-Mike may be used with any music machine and can be installed in two minutes, Economy execs say.

"There are three ways for the Phono-Mike to pep up your locations," Elkins declared. "First, the patron may sing or whistle, using the record playing as accompaniment; second, Phono-Mike may be used for announcements; third, a separate charge of 5 cents is made for the uses of Phono-Mike."

"Phono-Mike makes the phonograph much more valuable to the location and to the operator by pulling much extra business. Operators can save their old locations and get new locations with the Phono-Mike as the added attraction."



ON THE THIRD DAY OF THE SHOWING of the 1940 Wurlitzer phonographs, sponsored by the Chicago Simplex Distributing Co., Windy City Wurlitzer distributors, display rooms were still packed with interested music merchants. Front, center right, at the moment this picture was snapped are Alvin Goldberg, general manager of Chicago Simplex; S. A. Smith, of Century Music Co., and Larry Cooper, Wurlitzer district manager for Illinois.

MODERN

COMES TO NEW JERSEY!!

MODERN COOPERATION

MODERN RECORD AND REPAIR DEPTS.

MODERN SALES AND SERVICE DEPTS.

MORE PROFITS SPEEDIER SERVICE WITH MODERN FOR NEW JERSEY MUSIC MERCHANTS

VICTORY OPENING CELEBRATION SATURDAY FEB. 10TH FUN! FOOD! SURPRISES!

BY POPULAR DEMAND OF
WURLITZER
MUSIC MERCHANTS
MODERN
OPENS NEW JERSEY OFFICES AT
1060 BROAD ST.
(INDUSTRIAL BUILDING)
NEWARK, N. J.

MODERN AUTOMATIC MUSIC SALES COMPANY

A MODERN PRODUCT IS ALWAYS A WINNER

MODERN VENDING COMPANY
Subsidiary of
MODERN AUTOMATIC MUSIC SALES COMPANY
656 BROADWAY, NEW YORK CITY, N.Y., U.S.A.
1060 BROAD ST. (Industrial Bldg) NEWARK, N. J.
822 FIFTH STREET, MIAMI BEACH, FLA.



The Fastest Rising Band on Music Machines

FRANKIE MASTERS

AND HIS ORCHESTRA
On VOCALION Records

Currently
**ROOSEVELT GRILL
HOTEL ROOSEVELT
NEW YORK**
On the Air
OVER WOR
4 Times Weekly

THREE FRANKIE MASTERS RECORDS
listed in The Billboard's Record Buying Guide for February 3, 1940.

SCATTERBRAIN

Frankie Masters' own composition. Listed as "Going Strong" for 12th consecutive week.

ALL THE THINGS YOU ARE

Getting more nickels for ops all the time. Listed as "Going Strong" for 3rd straight week.

CONFUCIUS SAY

Listed as "Coming Up." This new novelty hit recorded by Masters is one to watch as the wave of "Confucius Sayings" spreads across the land.

MASTERS' DISKS ARE MONEY-MAKING DISKS

Order Them From Your VOCALION Dealer Today!

THE OPERATOR'S HIT PARADE

WOULD'JA FOR A BIG RED APPLE F.T. V.C. 8175
MRS. WORTHINGTON F.T. V.C.
HAPPY FELTON AND HIS ORCHESTRA

- 8168 A Drink Is What We Need F.T. V.C.
Johnny Messner and his Music Box Band
- 8169 The Sweetest Little Lassie F.T. V.C.
Sonny James and his Orchestra
- 8143 The Man Who Comes Around F.T. V.C.
Would'st Could I But Kiss Thy Hand, Oh Babe F.T. V.C.
Will Osborne and his Slide Music
- 8117 She Really Meant to Keep It F.T. V.C.
Johnny Messner and his Music Box Band
- 8083 She Had to Go and Lose It at The Astor F.T. V.C.
Johnny Messner and his Music Box Band



United States Record Corp. 1780 BROADWAY, N. Y. C.

READY FOR LOCATION USED EQUIPMENT IN A-1 CONDITION

Wurlitzer 412, in all Illuminated Universal Cabinets	\$ 75.00	Seeburg 20-Record Model Q	\$ 79.50
Wurlitzer 616	79.50	Seeburg 20-Record Model K	99.50
Wurlitzer 616, in all Illuminated Universal Cabinets	100.00	Seeburg Rcx	119.50
Wurlitzer P-12, in all Illuminated Universal Cabinets	65.00	Seeburg Royal	129.50
		Mills Zephyr	39.50
		Wurlitzer 416	44.50
		Wurlitzer 24	139.50

TERMS: ONE-THIRD WITH ORDER, BALANCE ORDER NOTIFY.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd St., LOUISVILLE, KY. 620 Massachusetts Ave., INDIANAPOLIS, IND. 312 W. Seventh, CINCINNATI, O.

"THE HOUSE THAT CONFIDENCE BUILT"

Shellac, Important In Disk Making, Is Plentiful in U. S.

WASHINGTON, Feb. 3.—Altho sufficient imports of shellac are being received in this country to meet all demands, reports from Germany to the United States Department of Commerce indicate that the making of phonograph records in the Reich has been seriously hampered as the result of the war stoppage of shellac imports from British India.

In the United States some 5,000,000 pounds of shellac are used annually in the manufacture of phonograph records, recently become a rapidly growing market for the product.

Stating that "attempts to produce a satisfactory substitute for shellac have not been successful," the Department of Commerce says regarding the German

shortage: "Used phonograph records are now being reprocessed for the shellac they contain, and under a government regulation consumers may purchase new phonograph records only on delivery of a corresponding number of old ones."

"It is hoped that as a result of this measure Germany will be able to obtain an annual supply of about 3,000,000 used records from which enough shellac will be obtained to manufacture 2,225,000 new records."

Art Cabinet Lauds Convention

CLEVELAND, Feb. 3.—Center of interest at the 1940 Coin Machine Show for phonograph cabinets and auxiliary speakers was the Art Cabinet Sales Co. booth, according to Art Greenberg, sales manager of the firm.

"Operators throught the country placed orders for Art Cabinet consoles and auxiliary speakers," he reported.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Faithful Forever. Not unexpectedly, this ballad out of the score of *Gulliver's Travels* reaches the topmost brackets this week. It's not what might be termed a resoundingly smash hit, but it's definitely one of the strongest pullers among current phono favorites. Glenn Miller supplies the only recording that machine addicts are going for en masse.

Chatterbox. Another picture tune to reach the heights this week is this one from Kay Kyser's movie, *That's Right, You're Wrong*. Like *Faithful*, it's no smash, but it's comfortably enconced as a leading song for the moment. Kyser's record is practically the whole works in the machines with a few passing nods for Dick Jurgens, Sammy Kaye and Guy Lombardo.

In the Mood. (10th week) Glenn Miller.

Careless. (5th week) Glenn Miller, Dick Jurgens.

All the Things You Are. (4th week) Tommy Dorsey, Artie Shaw, Frankie Masters.

The Little Red Fox. (4th week) Kay Kyser, Hal Kemp, Van Alexander.

Indian Summer. (2d week) Tommy Dorsey, Glenn Miller.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

At the Balalaika. Rising very speedily in the affections of nickel-droppers is this surprise hit from the Metro-Goldwyn-Mayer film, *Balalaika*. All operators should be playing this right now, for even if it goes no higher it still is one of the better items currently around. And chances are that it will go higher. Abe Lyman, Victor Silvester and Orrin Tucker are the three leading contenders for phono honors at the moment.

The Man Who Comes Around. Still coming along, but somehow not showing all the signs of being the front-running number that it did a couple of weeks ago, is this Tommy Tucker recording. It appeared as if there would be no stopping it in its climb to the top, but for some reason it has slackened its fast pace a bit. Another week or two should tell the story as to whether it will go on to achieve the success it seemed to be heading for or whether it will be one of those numbers that just reaches a certain fair point and never passes it.

Darn That Dream. It's one of the peculiarities of a peculiar business that when the show from which this song comes, *Swingin' the Dream*, was running in New York this number (as well as the others in the score) didn't mean anything. Now that the show is closed (which happened some weeks ago) its leading tune is starting to break into the public consciousness. Benny Goodman, Tommy Dorsey and Blue Barron have disks that are attracting some nice attention on the machines.

You'd Be Surprised. All reports are unanimous in nominating this for future hit honors, and the unanimity also prevails in the matter of just one record, Orrin Tucker's. The song goes back just as far as *Oh, Johnny*, possibly further, and like that sensation it's made to order for Bonnie Baker's unique vocal style. You'll be needing this one, and fast.

Pinch Me. There seems to be no stopping this Orrin Tucker Band. Here is another one of its disk efforts that bids to accompany *Surprised* up to the top. Meeting with a great deal of success in practically its first week of release, this record may be another one of those things that ops dream about.

In an Old Dutch Garden. While it gives no promise at the moment of being anything sensational, this quaint little item is likely to have one of those quiet but very profitable careers along the phonographic network. Glenn Miller, Eddy Duchin and Dick Jurgens are vying for first place in the machines, with no one having an edge over any other one thus far.

Confucius Say. Not setting the world afire but holding a fair enough place for itself among the current crop of rising tunes is this novelty. Guy Lombardo, Kay Kyser and Frankie Masters (recordings seem to come in threes this week) are fulfilling patrons' desires regarding this.

Between 18th and 19th on Chestnut Street. The Connie Boswell-Bing Crosby disk of this is climbing albeit slowly. Its future is not too certain, but it is showing enough thus far for operators to pay close attention to it.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

The Starlit Hour. This department cannot stress too strongly the necessity for being prepared on this lovely ballad. If it does not turn into the *Deep Purple* of this year (that hit in particular is comparative because this one is by the same writers), it will be a very great surprise.

The Gaucho Serenade. This is becoming increasingly popular on the radio, a good sign that points toward future hitdom for the song over sheet music counters and on music machines. Watch this carefully.

Angelo. This has the melodic and lyrical quality, plus the popular appeal, that makes a hit, and with a flock of good recordings of it either available now or soon to be there is a good chance it may mean something to operators.

When You Wish Upon a Star. This song is from the score of Walt Disney's new feature-length animated cartoon, *Pinocchio*, and if you recall the success scored by several of the songs from his last, *Snow White*, you'll keep a close eye on this tune in particular. *Give a Little Whistle*, from the picture, is also a potentially profitable item for the boxes.

(Double-meaning records are purposely omitted from this column)

DECCA

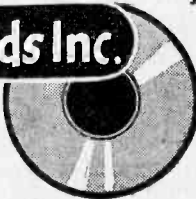
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TAKE THESE HOT TIPS ON DECCA AND WIN BIG PROFITS!!!

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Bing Crosby and Connie Boswell
WRAP YOUR TROUBLES IN DREAMS
Bing Crosby
- 2800 CIRIBIRIBIN (They're So In Love)
YODELIN' JIVE
Bing Crosby and the Andrews Sisters
- 2936 CARELESS INDIAN SUMMER
Tony Martin
- 2920 SHE HAD TO GO AND LOSE IT AT THE ASTOR FT. VC.
"MA" (He's Making Eyes at Me) FT. VC.
Dick Robertson and His Orchestra
- 2924 THE LITTLE RED FOX FT. VC.
PINCH ME FT. VC.
Bob Crosby and His Orchestra
- 2494 EL RANCHO GRANDE (My Ranch)
IDA SWEET AS APPLE CIDER
Bing Crosby Assisted by The Foursome
- 2767 SCATTER-BRAIN FT. VC.
AT LEAST YOU COULD SAY HELLO FT. VC.
Guy Lombardo & His Royal Canadians
- 2840 OH JOHNNY, OH JOHNNY, OH!
SOUTH AMERICAN WAY
Andrews Sisters
- 2908 AT THE BALALAIKA Tango
I ONCE HAD A HEART, MARGARITA Tango
Victor Silvester and His Orchestra
- 2917 CONFUCIUS SAY FT. VC.
RUN LITTLE RAIN DROP RUN FT. VC.
Guy Lombardo & His Royal Canadians
- 2961 CHEROKEE Inst. FT.
A MAN AND HIS DRUMS Inst. FT.
Jimmy Dorsey and His Orchestra
- 2932 ALL THE THINGS YOU ARE
IT'S A BLUE WORLD
Tony Martin

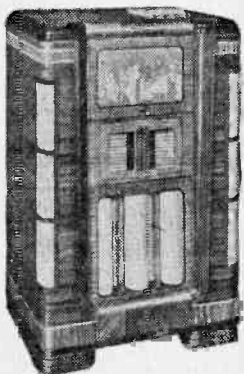
Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUÉBEC



ROCK-OLA

IMPERIAL—20 RECORDS
WITH ILLUMINATION
(AS ILLUSTRATED)

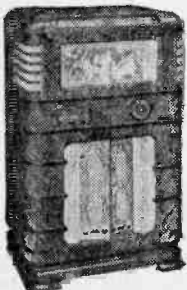


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WITH ILLUMINATED GRILL—ONLY

\$79.50

NEWEST GRILLS FOR 616-716 WITH SIDE LOUVERS (AS ILLUSTRATED)



\$13.66 COMPLETE

412—Made With 3-Col. Plastic and Door Panel

ONLY \$9.45

1540 DOMES FOR 616, 716, 412—\$8.95. ALSO WRITE FOR COMPLETE LIST OF 1000 PHONOS and CIGARETTE MACHINES.

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

What the Records Are Doing

LETTERS PERTAINING TO records, automatic phonograph operation or any other division of the industry are welcomed for publication in The Billboard. Send your letters to the Record Editor, The Billboard, 54 W. Randolph street, Chicago.

Yonkers, N. Y.

To the Editor:

There is nothing unusual about my routes and my top tunes are, I believe, general. I follow the letters in *What the Records Are Doing* and benefit greatly by the experience of other operators. This is why I explained at the outset there is nothing different about the tunes I mention as going strong with me—I think they would go strong with any operator. My spots are varied and, of course, I have to keep good records in all locations. Taverns make up the majority of my locations.

I have had quite a bit of success with Dick Jurgen's recording *I Only Want a Buddy Not a Sweetheart*. *The Man Who Comes Around*, by Tommy Tucker, and *Oh, Johnny, Oh*, by Orrin Tucker and Bonnie Baker, are also high on my list of record hits. The Andrews Sisters' disk of *Chiribiridin* and the Hylton Sisters on *Three Little Maids* are doing good jobs to increase my takes.

Other numbers that my men are putting out in quantities to label them as hits include *Scatterbrain*, by Frankie Masters; *You Tell Me Your Dreams*, Mills Brothers; *South of the Border*, Shep Fields and Tony Martin. Glenn Miller's *In the Mood* is my best number in spots where there is space for dancing.

Lately I have had many requests for the oldtimers. I feel this return to the oldies is principally due to Orrin Tucker's *Oh, Johnny, Oh*. Location operators have asked for *Let Me Call You Sweetheart*, by Wayne King; *I'm Forever Blowing Bubbles*, Missouri Waltz and *Beautiful Ohio*. I am expecting this list to grow during the coming weeks.

NICHOLAS DICICCO,
Dixie Amusements.

CURRENT MAGAZINE MENTION . . . of automatic phonographs and their value to the music industry as a whole is to be found in the March issue of *Cosmopolitan*, in a story by Dorothy Kilgallen. Miss Kilgallen relies heavily on the importance of automatic phonographs in her story.

Wilkes-Barre, Pa.

To the Editor:

Top band of the week, judging from the play our machines are getting, is Orrin Tucker with his *Oh, Johnny, Oh*, with the vocal by Bonnie Baker helping

to attract patrons. There's no doubt that Orrin and Bonnie will be enjoying top ranking for some time to come.

Glenn Miller is still going along well and is giving Tucker a run for the lead. A sensational comeback is being staged by the *Beer Barrel Polka*. We have been receiving many requests from our locations to place the disk again.

Scatterbrain, *South of the Border*, *My Prayer*, *Lilacs in the Rain* and other songs are leading in popularity.

There has also been a strong trend and demand for revivals of old songs in either the original and modernized versions. Another tune demanded is *I Only Want a Buddy, Not a Sweetheart*.

Lately we have been getting a bit leery of the disks of the long-established bands. On occasions we buy new releases on the strength of the band. However, we have found that it doesn't work out so well as they do not take in the nickels as well as might be expected.

We can't figure out the exact reason for the poor drawing power but we think if some of the bands specialized more on the music and musical arrangements instead of the vocals they would be getting a bigger play. Too much vocal in a record not only chases those nickels away but the records are put on the taboo list by the dancers and the record is practically a dead loss for us.

In connection with all this I would urge operators to take advantage of the benefits which *The Billboard* is affording by running this feature. I think much can be gained by an honest exchange of viewpoints. We're all in business to make money. Of course, I realize that some bands or songs may go good in only certain sections, but on the average—and I might even say above the average—a hit song is a hit song no matter whether the machine is in Kokomo, Kankakee or Wilkes-Barre.

If certain disks or bands are going along well in certain sections and operators from all the sections make their reports and any special experience they have been having with certain tunes I think all the operators will be getting the best idea of how the songs are going in the nation. Thus we can judge our orders accordingly. After all, I can't take all the releases and neither can the next man but a general round-up would reveal some new tunes which may be coming along and which I might have missed and which the next one may have missed.

Therefore I say to the operators—let's get some more reactions and we will be helping each other.

HANS LINDEMAN,
Roth Novelty Co.



1940 ROCK-OLA PHONOGRAPHS were shown at a preview and party held by Carl Trippe and his Ideal Novelty Co., St. Louis, January 28-29. In center is Rock-Ola Leadership Girl and I. F. Webb, Rock-Ola Mfg. Co. vice-president in charge of phonograph division.

"I'm sure mopping up with PENNY PHONO —netting \$6.00 weekly per unit"

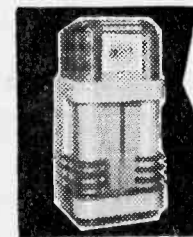
writes BOB YENDES,
of Dayton, Ohio

Yes—and on an initial investment of less than 1/2 what others cost! Bob Yendes' case is typical of thousands all over America. For PENNY PHONO has opened up a whole new market—the penny music market, a slumbering giant that this new Hollywood invention is awakening by the tinkle of millions of pennies dropping into thousands of PENNY PHONO coin chutes day and night! Why don't YOU start mopping up with this substantial and consistent money-getter whose patented process records

20 Latest Hit Tunes On a Single Record! (10 to a side—doubling life of record)

—thus once and for all eliminating the need for all record-changing devices!—thus cutting your initial cost to less than 1/2 of others!—thus shaving record costs to but 7 1/2¢ per tune!—thus cutting repair hours to minutes (only 4 moving parts)!—one man can service 100 instruments! Weighs but 1/3 as much as others—takes but 1/3 the room—so gets into spots closed to heavy, bulky machines!

World's Most Beautiful Coin-Operated Instrument



NEW 1940 DE LUXE MODEL
Has Both 1c and 5c Coin Chutes

New Coin Chutes hold 1 to 15 pennies—1 to 3 nickels (each nickel plays five tunes). Also convertible to 3-for-5¢ play, where locations warrant.

New Fluorescent Lighting gives 100 watts illumination for 30 watts power—no filament, no breakage—with minimum life of 2,000 hours! "Cold" light, it doesn't heat up and warp records.

NEW 1940 IMPROVED STANDARD MODEL —priced so low it pays for itself in just a short time!

Get set in this lucrative field now—on the ground floor. See and hear PENNY PHONO today at your nearest dealer's, or wire or write direct to

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SPECIALS on REMODELED PHONOS

WURLITZER 412, completely remodeled with light-up, in art-life (marble) finish, illuminated Louvers and Grill.

\$62.50

WURLITZER 616 (remodeled as described above), \$127.50.

1/3 Cash With Order, Balance C. O. D.

ART CABINET SALES CO.

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PHONOGRAPH BARGAINS

- SEEBURG 20-RECORD K. \$100.00
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All in A-1 Condition.
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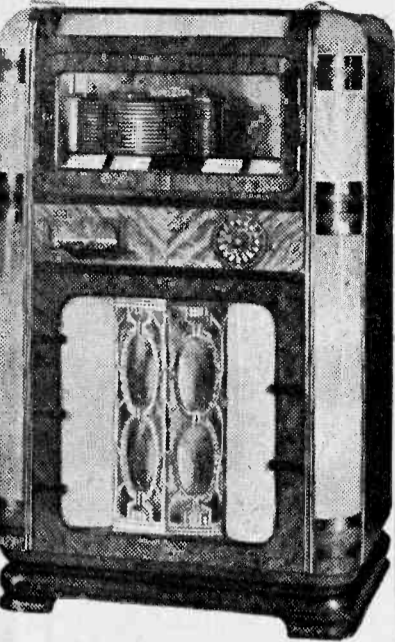
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On Radio Record No. 444? IT WILL PUT YOU ON THE GOLD STANDARD. Free Catalog on Request.

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AGAIN...IT'S MIRABEN...

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Your Wurlitzer 616 Completely remodeled as above with plastic top 1/4 domes \$24.50

Materials only as above No. 616 M-1 **\$19.50**

Write Today for Prices on Remodeling Jobs or Materials for All Other Wurlitzer and Rockola Phonographs.

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Phone: Haymarket 2883

Mel-o-Tone at Northwest Show

CHICAGO, Feb. 3.—Frank Merkle, sales director of the Herbert Corp., manufacturer of Mel-o-Tone phonographs, has announced that the phonograph will be on display at the Second Annual Regional Show for Northwestern Operators to be held at the St. Paul Hotel, St. Paul, February 5-6. The regional show is sponsored by the Minnesota Amusement Games Association, Inc.

"Mel-o-Tone created such a sensation at the 1940 Coin Machine Show held in Chicago that we want to take advantage of showing the phonograph to the hundreds of Northwest operators who will be attending the St. Paul exhibit," said Merkle.

"Our experience at the Chicago show has convinced us that a person has to see Mel-o-Tone to fully appreciate its magnificence. While we may use a wealth of adjectives to describe its brilliant tone, sparkling beauty and unprecedented simplicity, it is not nearly as convincing as actually allowing one to see and hear the machine.

"I'm confident that Mel-o-Tone will be just as great a sensation at the St. Paul show as it was in Chicago."

musicians and others thrown out of jobs begin to holler the whole thing may be called off.

Other Towns Get Trade

"The barbecue stands in Hanover Township, next to the city line, as well as establishments in (near-by) Ashley and Kingston are picking up the trade sent away from Wilkes-Barre Jitterbug emporiums.

"Retail liquor establishments which carry amusement permits now can remain open on Sundays, it was stated by Leonard Owners, of the Liquor Control Board, provided local ordinances are not opposed to this. The bar for sale of intoxicating beverages must be closed, of course, but there is no objection if the proprietor wants to remain open for patrons to dance, dine and partake of non-alcoholic beverages.

"Plymouth's (near-by) Jitterbug palace was closed down two weeks ago when police imposed restrictions similar to those laid down in Wilkes-Barre, but it appears that the 1940 generation of youngsters is not to be denied its fun.

"Abe Lerner, of Plymouth, announced that he has taken over the Polish Alliance Hall in that town and, starting tomorrow, the jam session again will hold sway. . . . It has been learned that Lerner, who was closed tight by authorities two weeks ago, has taken out a license and will have a patrolman on duty at the hall. It will be up to that gentleman to see that minors are checked before they have opportunity to break a leg . . . and that those under age limit will be sent home at 9 o'clock."



HARRY DROLLINGER, recently appointed assistant to Bill Ryan in the music sales department of the J. H. Keeney & Co. plant, Chicago, gives that winning smile that has made him so many friends in the music business.

AMERICA'S FINEST PHONO REMODELING AND PARTS
COMPLETE SETS OF PARTS FOR

WURLITZER "24" Includes Dome	\$43.95	WURLITZER 616 616 Dome, \$8.95 Extra	\$21.00
WURLITZER 412	\$17.00	Complete Set of Instructions With All Parts.	

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Exclusive Distributors for "Acme" Parts and Remodeling

CAPITAL AMUSEMENT CORP.
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ACME SALES CO.
New Address: 1775 CONEY ISLAND AVE., B'KLYN., N.Y.
N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

No Two Phono Hits Alike, But Each Starts Flood of Sequels

NEW YORK, Feb. 3.—In any analysis of the automatic phonograph picture, one fact regarding the types of recordings that result in the biggest machine successes stands out like a beacon light. That is simply that of all the resounding smash record hits of the past couple of years no two have been alike in any respect.

This observation does not take in either the average or even better-than-average music box hit. It applies only to the really outstanding disks that have made phonograph history since the phono network established itself all over the country. It applies to the sort of thing that all operators pray for, such as a *Beer Barrel Polka* or a *Begin the Beguine*.

A glance at even a partial list of the big hits of the past two years proves the point. In addition to the pair of totally dissimilar songs mentioned above, there have been numbers like *Sunrise Serenade*, *I Cried for You*, *The Jumpin' Jive*, *Marie, South of the Border*, *Oh, Johnny, Oh*, *In the Mood* and others, each succeeding success as different from the one that went before as night from day.

The point is proven over again by the fact that sequels, as in almost every other line of creative endeavor, very rarely achieve the heights reached by the initial success that inspired them. Tommy Dorsey has made several records in the same vocal style as his famous *Marie*, with none of them amounting to anything. Artie Shaw put on wax a number of old musical comedy songs in the same musical manner that made his *Begin the Beguine* a household word, but there wasn't a single follow-up in the whole batch.

Frankie Carle wrote *Sunrise Serenade* and Glen Gray's Casa Lomans recorded it to produce one of the machines' biggest hits. Carle also wrote *Shadows* sub-

sequently and Gray also recorded it, but nothing happened. *Beer Barrel* came, saw and conquered, and on the strength of its phenomenal success a flood of similarly titled and tempoed polkas inundated the phono market, with not one of them getting to first base.

It was inevitable, after the smash rung up by Orrin Tucker's and Bonnie Baker's *Oh, Johnny, Oh*, that recording artists and companies would hop on this type of cute oldie. But thus far no sequel has developed that can be mentioned in the same breath with *Johnny*. Tucker himself couldn't make the grade with *Billy* (which, incidentally, had been recorded a couple of months before *Johnny*), despite the fact that the song and its interpretation were closely allied with his tremendous success.

It is apparent from all this that the hits to come on the music machines will be no repeats of numbers that had triumphal careers. They will be songs and versions that will boast something new and different in each case—and after each one will come a flock of imitations that are practically destined to get nowhere.

Seattle

SEATTLE, Feb. 3.—City of Spokane has revealed that it licensed 293 pinball machines during the first month of the year. It is estimated that another hundred machines will be licensed during February. Spokane's fee remains the same whether a game is in operation for a month or a year and therefore many operators are seeking to improve their locations before licensing the games.

Citizens of Astoria, Ore., expect shortly to install parking meters. The Astoria Chamber of Commerce has gone on record as favoring the plan to relieve congested traffic conditions. A study of meters installed in Eugene, Ore., was ordered.

Best Negro Tunes Named in Poll by Philly Newspaper

PHILADELPHIA, Feb. 3.—A year-end poll conducted by *The Philadelphia Independent*, local Negro newspaper, for the 10 outstanding recordings of the year by Negro artists and played in automatic music machines, had the Ink Spots with *I If I Didn't Care* topping the list. In succeeding order, the other favored recordings were: *Tuxedo Junction*, by Erskine Hawkins; *Jumpin' Jive*, by Cab Calloway; the Ink Spots again, a fourth place honor to their recordings of *It's Funny to Everyone But Me*; *Cherokee*, by Count Basie, with a recording of the same number by Charlie Barnet, a white band, drawing almost as many votes; John Kirby's sextet polled sixth with their *I May Be Wrong, But, I Think You're Wonderful*.

The Ink Spots, continuing, took number seven spot with another of their ballad sensations, *My Prayer*; Andy Kirk's clever guitar instrumentalist, Floyd Smith, turned in a rating performance in *Floyd's Guitar Blues* to enable the Kirk recording to rate an eighth place; ninth went to the best Ella Fitzgerald recording of the year, *Stairway to the Stars*, and Count Basie, the only other repeater outside the Ink Spots, completed the prize listing with his *Jumping at the Woodside*.

All of the winning records have been big money makers in machines during the year and practically all of them are still found listed in the machines, especially at Harlem locations.



VIC MANHARDT, Milwaukee, and a jitterbug start a five session in the Mills Music Hall at the Mills Novelty Co. factory, Chicago. Music is supplied by the Empress phonograph in the background.

Some Lose; Some Gain**Restraint on phonos has upsets for locations and public morals**

WILKES-BARRE, Pa., Feb. 3.—The confusion that may result when officials may undertake to apply old statutes, regulations or discriminatory taxes against phonographs has been amply illustrated here in the move to apply an ordinance (passed in 1913) against locations where jitterbugs dance to phonograph music.

One serious result, about which parents may complain, is that the young people have not stopped dancing, but they now go to saloons instead of the phonograph locations, and a lot of complications under various city regulations are arising.

The Sunday Independent (January 21), local newspaper, in some factual reporting of the situation, commented as follows:

Some Lose, Some Gain

"It seems what the jitterbug palaces lost, the beer gardens and their honky-tonk orchestras are picking up. This is one bad feature of the ordinance which restrains phonograph-music dancing unless the establishment involved carries a regular dance hall permit. A survey of the city showed scores of young lads and lassies, from all indications of school age, going thru their paces without molestation in saloons.

"An oddity of the ordinance uncovered by city fathers and aimed at jitterbug dance proprietors is the fact that these places will have to pay approximately \$2,800 per year in order to stay open each night. That is, if they comply with the law and pay the necessary fees.

"In comparison, the beer garden proprietors with amusement permits pay but \$70, in addition to their liquor license fees, to the Liquor Control Board.

"It was pointed out that this covers them only so far as the regulations of the State Liquor Board are concerned. If the city wants to it can levy the \$2,800 against beer garden proprietors who allow dancing. Then when the

Monarch MULTIPLE PAYTABLE BARGAINS!

LIMITED QUANTITY — IMMEDIATE SHIPMENT

Grandstand	\$97.50	Hawthorne	\$ 89.50
Sport Page	62.50	Thistle-down	92.50
Grand National Floor Sample—Cash		& Ticket	162.50

LATEST MODELS FREE PLAY NOVELTY GAMES

Chicago Coin Nippy	\$62.50	Bally Spot-Em	\$29.50
Chicago Coin Lucky	57.50	Bally Scoop	59.50
Chicago Coin Topper	54.50	Bally Vogue	49.50
Chicago Coin Sports	52.50	Bally Headliner	37.50
Chicago Coin Ocean Park	47.50	Gottlieb Lot-o-Fun	47.50
Chicago Coin Buckaroo	47.50	Gottlieb Taps	32.50
Genco Mr. Chips	59.50	Stoner Snooks	29.50
Genco Bang	47.50	Stoner Chubbie	29.50
Genco Airport	44.50	Exhibit Conquest, F. S.	59.50
Keeney Big Six	69.50	Exhibit Rebound	52.50
Keeney Thriller	59.50	Exhibit Golden Gate	47.50
Keeney Up & Up	34.50	Exhibit Contact	29.50
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1/3 Deposit With Order, Balance C. O. D. Write for Free Copy of Our "Tipster Bulletin" . . . Hundreds of Games To Choose From.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Gottlieb Tells of New Skee-Ball-Ette

CHICAGO, Feb. 3.—"Based upon the overwhelming reception at our private preview during and following the show," said Dave Gottlieb, of D. Gottlieb & Co., "Skee-Ball-Ette will definitely be the outstanding advancement of the industry for 1940. Even tho the game has not yet been officially announced, an avalanche of orders already received makes it necessary to arrange for unprecedented production calculated to break all records. We have taken over an additional factory of more than 20,000 square feet of floor space, which is now being completely equipped.

"It's the old story with a fresh slant," said Gottlieb, "make a machine so good and beat a path to your door to get it. As a result of the reports from test locations on Skee-Ball-Ettes we've been deluged with orders. In the tests the game has not only borne out our own expectations as well as those of our distributors but it has proved so sensational that we've had to arrange for production at a rate heretofore unknown.

"To add to our problems," Dave continued, "we've been so rushed with orders for Big Show that we were facing a production problem on that game too. The only way was to arrange for an additional factory and the necessary added equipment to handle our volume."

Houston

HOUSTON, Feb. 3.—The Houston branch of Electro Ball Co. held a showing of 1940 model phonographs January 10. Local Branch Manager J. W. Smalley was assisted by A. C. Hughes, manager of phonograph sales department of the home office in Dallas, and M. C. Brewer, service manager, in displaying the new machines. Practically every music operator of Houston and large number from Galveston, Beaumont, Orange, Bryan, Richmond and other South Texas towns attended the all-day affair.

Houston office of Commercial Music Co. held a three-day showing of the new model Wurlitzer phonographs January 8, 9 and 10. Over 200 operators from Houston and other South Texas points attended. Refreshments were served from 10 a.m. to 10 p.m. each day. Joe Williams, of Dallas, owner of Commercial Music Co., and a number of prominent Wurlitzer officials were present to share the duties of host.

head of an organization takes time off to tour the country for export business that's news.

"We at Monarch are still shipping just as many machines in the export trade as we did a year ago. Perhaps they are not going to Europe, but there are many other foreign fields in which a demand for machines is growing.

"Not only is the export business good, but we have noticed an unprecedented amount of domestic business since the first of the year. Monarch, as usual, is handling its share of the business and making the usual quick delivery."

Roxy Worth Wait, Says Chicago Coin

CHICAGO, Feb. 3.—"We know it's asking a lot, but we certainly think it's worth it—as do coinmen everywhere—to wait just a little longer for deliveries on Roxy," stated officials Sam Gensburg and Sam Wolberg, of the Chicago Coin Machine Mfg. Co.

"Roxy is turning out to be one of the most demanded machines we've ever built. We've stepped up production as much as possible—extra production forces, extra shipping forces and all. And just about every square foot of our factory is taken up with work on Roxy in some form or another. Still we're finding it very difficult to keep pace with orders for Roxy.

"This much we do know, tho, that when operators do receive their Roxys and place them on locations the money they earn will more than make up for the delay in shipment. In fact, we'll go so far as to say that these coinmen will be sorry that they did not order far more Roxys.

"Roxy is packed with player appeal. There are thrills from the second the coin is inserted till the last ball drops out of play. There are animated lights all over the board that flash into action as a player shoots a ball down the playing field. A player has four ways to win and this fact gives him added incentive for skillful shooting and for repeat play. No matter how you look at it, Roxy is the game for real profitable operation in 1940."

Business Good, Monarch Reports

CHICAGO, Feb. 3.—"Who said the export business has slowed down?" queries Al Stern, sales manager at the Monarch Coin Machine Co., Chicago. "Just last week Jack Pink, of Cosmos Shipping Co., Inc., New York, was in our office seeking to handle our export business. When the

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE
Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St.
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Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

MOTORIZED MERCURY



Clock Motors give Mercury a constant speed at any temperature. Reels click into place with precision 1-2-3 and out pops a token on a winner.

It cost us thousands of dollars to develop this clock—it's a honey—and our patent attorney has seen to it that nobody else will copy it . . . so if you want the best token payout counter game—there is only one: Groetchen's MERCURY—all others are made obsolete by this Clock Motor.

Try a sample of "motorized" Mercury

Send order today—attach a Postal Money Order for \$5.00 deposit—within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

SPECIAL VALUES

Seeburg "Checker Lanes," used 2 months	\$150.00	Rock-Ola "World Series"	\$55.00
1938 "Skill Time"	65.00	Stoners "Skill Jump"	50.00
1938 "Track Time"	70.00	Exhibit "Hi Balls"	30.00
1937 "Track Time" Ticket & Cash	45.00	Kirk's "Blow Balls"	25.00
FREE PLAYS			
Keeney Big Six	\$64.50	Flash	\$24.50
Luckys, Nippy	57.50	Contact	22.50
Thrillers, Chips	54.50	Zip	25.00
Snorts	39.50	Alps	22.50
Ocean Park	42.50	Batting Champ	17.50
Topper	34.50	Triple Threat	29.50
Alr Port	39.50	Double Feature	19.50
Up and Up	24.50	Spottem	20.00
5th Inning	20.00	Golden Gate	34.50
		Rebound	39.50
		Majors	20.00

K C VENDING CO.
415 Market St., Philadelphia, Pa.



DISTRICT MANAGER LARRY COOPER, at the left, manager the Illinois territory, congratulates Alvin Goldberg, center, on the Chicago showing of the 1940 Wurlitzer phonographs. Goldberg is manager and owner of the Chicago Simplex Distributing Co., Chicago area Wurlitzer distributor. Bob Cooper, of the distributing organization, is at the right.

TRIUMPH IS COMING

CASH PAY-OUTS REBUILT AND CLEAN \$25.00 EACH

10 Preakness	@	\$17.50
3 De Luxe Preakness	@	35.00
12 Handcappers	@	29.50
8 Stepper Uppers	@	65.00
3 Derby Clocks	@	65.00
9 Pot Shot Multiples	@	50.00
2 Pot Shot (Free Play)	@	50.00
1 Feed Bag (Jack Pot)	@	42.50
7 Mills 1-2-3s	@	22.50
2 Klondikes	@	29.50
5 Turf Champs (Ticket)	@	15.00
1 Pike's Peak	@	15.00
10 Galloping Dominos	@	49.50
3 Keeney Track Times	@	49.50
3 Tanforans	@	29.50
3 Jennings Liberty Bells	@	29.50
5 Keeney Dark Horse	@	34.50
3 Longchamps	@	34.50

Make an offer on this slightly used Legal Equipment: Two Groetchen Metal Typers, one Exhibit Motor Races; also on three Withey Seven Grand Dice Games, latest model. Wire order and 1/2 deposit. Reference: Walter Bank & Trust Co.

The R. F. Vogt Distributors
Cullen Hotel Bldg., Salt Lake City, Utah.

SCIENTIFIC'S SKILL GAME WINNERS!

SKEE JUMP



A fascinating game of skill. Plays faster than a pin game. Beautiful de luxe console cabinet. Only 45 inches in length. A game that is welcome everywhere! A game that is built for LONG-LIFE profits!

TOTALIZER

COUNTER SKILL GAME

AT LAST! A high-score game that can be placed on counters everywhere!

Totalizer has "play appeal" features galore! Plays with five steel balls. The mechanical totalizer adds the score of all balls shot into the skill baskets.

NO CHEATING! Score returns to zero if machine is tilted.

Equipped with A.B.T. 1c or 5c coin chute. Modern, handsome cabinet. Colorful playing field. Guaranteed mechanically perfect.

BE FIRST! ORDER NOW!

Only \$19.50

Scientific

GAMES CORP.

21 Steuben St. Brooklyn, N.Y.

HOLD EVERYTHING FOR **TRIUMPH**

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Naidu From India Attended Chi Show

CHICAGO, Feb. 3.—If a poll had been taken of the thousands of persons who attended the 1940 Coin Machine Show in Chicago to discover the person who came the greatest distance, it is likely that the honors would have gone to C. D. Naidu, a resident of Coimbatore, South India.

This thought was expressed by C. R. Adelberg, sales manager of the Stoner Corp., who conversed much with Naidu. "Naidu did not make the trip to this country expressly for the show," admitted Adelberg, "but we are certain that he managed his itinerary so that he would be here while the show was in progress.

"Coin machine shows are not new to Naidu. In 1932 he attended the show—it was at this show he became interested in coin machines which would be adaptable to operation in the mahy bus depots owned and operated by him in India.

"Naidu expressed amazement at the great advancements made in the coin machine industry since his original visit. This accounted for his spending considerable time at the show to take in all the exhibits."

Elsewhere in this issue of *The Billboard* there is a picture of Naidu dressed in his native garb when he visited the Stoner booth.

Hoppe Proud of Baker Game Quality

CHICAGO, Feb. 3.—"It is only natural for coin machine men to be enthused over a new game such as Four-Five-Six," states Harry Hoppe, official of Baker Novelty Co., Inc., "because it offers thrills galore and is packed with tantalizing player appeal and high earning power.

"All of our games are engineered and built right. Operators take no chance on Baker-built products. Our slogan is 'Satisfaction guaranteed or money refunded.'

"Our Baker's Pacers are in more demand every day now that many new sections are operating the machine. The display of Baker's Pacers at the 1940 Coin Machine Show resulted in so many orders that we are now far behind on deliveries.

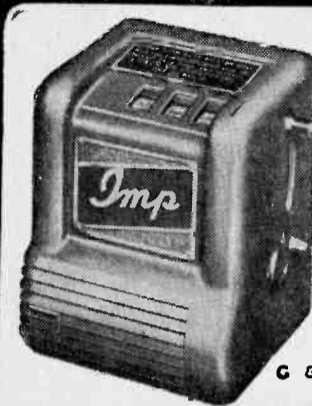
"In our 1940 Baker's Pacers we have incorporated new and outstanding features. From a play and feature standpoint, the machines are new from top to bottom. Operators everywhere are getting behind Baker's Pacers where the best console multiple play equipment is wanted."

Ryan Reports Keeney Busy

CHICAGO, Feb. 3.—Bill Ryan, sales manager for J. H. Keeney & Co., reports that production on all the new Keeney releases is going along at top speed and that orders are being filled as fast as is possible.

"The demand for our new machines has gone far beyond our fondest expectations. Naturally we're very happy that operators have given our machines such an overwhelming reception, and

HERE'S 1940'S BEST BUY for BIG COUNTER EARNINGS



GROETCHEN'S 3 REEL CIGARETTE MACHINE WITH GUM VENDER. MIDGET COUNTER GAME, ONE OF THE WORLD'S SMALLEST (5"x5"x6"). FINEST CONSTRUCTION—PRECISION BUILT—HAMMER-LOID—SMOOTH VELVET FINISH—NOISELESS OPERATION—ASSORTED COLORS. WEIGHS ONLY 5 3/4 LBS.

In 1940 It Will Be IMPOSSIBLE To Compete With Groetchen's Outstanding Counter Game Sensation!

ORDER TODAY!

1/3 Deposit With Order—Bal. C.O.D. C & G 7-Day Money-Back Guarantee

\$12.50 EACH Cartons of 6 \$67.50

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

we're only sorry that we don't have more than 24 hours a day in which to fill orders. Every one of our new machines is in great demand and we have been forced to increase production crews in order to turn out equipment fast enough to try to keep pace with orders.

"Operators everywhere report that 1940 Super Six is one of the finest games they've ever operated, in addition to having one of the biggest earning powers ever incorporated on a Keeney machine. The 1940 Super Six is a free game that is instantly convertible to straight novelty play.

"Operators all over the country have proclaimed our Anti-Aircraft Machine Gun the greatest legal machine ever built. It is packed with action, excitement, thrills and it is entirely dependent upon the player for skillful operation.

"Phonograph operators are praising the new Keeney Remote Selector Wall Boxes. All in all, the coinmen say, '1940 is another Keeney year.'"

Consistent Play On Lucky Strike

CHICAGO, Feb. 3.—"Out of the mass of reports on the earnings of Lucky Strike the most unusual trend noticed is that Lucky Strike collections go up week after week on the same location," report officials of Genco, Inc. "This trend is in direct contradiction to the usual graph on novelty tables, which go well at the start of their run and then dwindle.

"The answer to the startling long life and appeal of Lucky Strike seems to be in its difference from ordinary tables. Lucky Strike is a table model bowling game, inculcating all the thrills and playing and scoring action of real bowling. The game records strikes, spares and splits as if the player were actually tossing 'em down the alley.

"Since bowling is now shown to be the

fastest rising sport in America, Lucky Strike now gives additional millions of players the opportunity to get their share of bowling thrills without going to the expense and extent of visiting actual bowling alleys."

Meyer Gensburg, Genco official, reports that the Genco factory is still producing Lucky Strikes at top production peak and there is no evidence that the demand for the game has in any way decreased.

Bert Lane, Genco distributor in the East, reports that sales of Lucky Strike at his Seaboard Sales firm are "terrific."

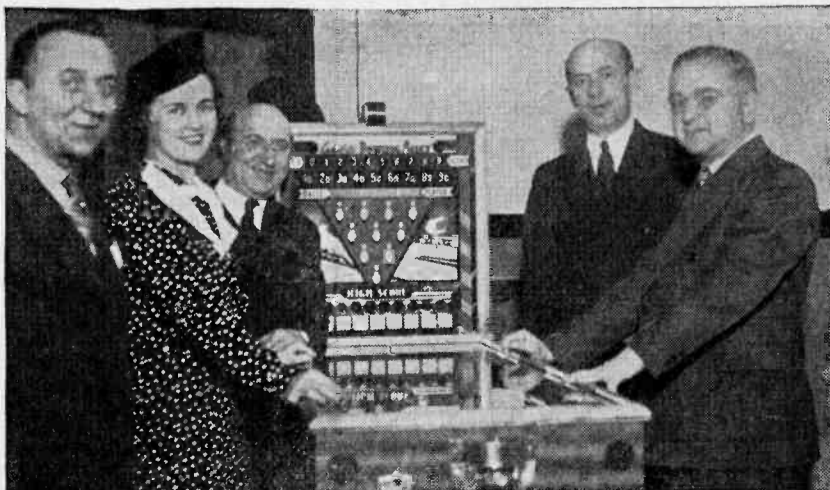
Two New Western Games Attract Ops

CHICAGO, Feb. 3.—Don Anderson, sales manager of Western Products, Inc., recently made an announcement to the trade on the two new machines. "Again we've got something big for coin machine operators all over the country," he declared. "In fact, we've got two big things.

"They are two new table machines—free play games. Their names are Trio and High Fliers and we predict they will be two of the biggest earning table games of the year. They're different from any other table machines now on the market—different in play and in appearance.

"A player may win on a symbol combination in the backrack, on high kickers or both on Trio, which has new kickers that not only kick the ball back into the playing field but add to the score as well. Once a player plays Trio he is sold on it. Trio has a polished metal playing field and is available in a standard model as well as a four-way coin chute model, the latter at a slight additional cost.

"High Fliers are built the same as Trio, with the same great play appeal, with a polished metal playing field, with all the features of Trio, except that it has reels on the backboard, and is available with bell fruit or war symbols. Both Trio and High Fliers will lead the way to new earnings for 1940."



EXHIBIT'S BOWLING GAME proved popular with such coin machine notables as J. D. Lazar, Miss McGinty, B. D. Lazar, Dave Simon and M. H. Hurvich, who obligingly posed for this picture at Exhibit's showrooms.

Confucius Say:

Ops whose machines and routes no pay . . . Buy Skee-Ball-Ette . . . She helps for rainy day!

ATLAS VALUE PARADE

SPECIALS FOR FEBRUARY

Rockola Imperial 20 Record Phonographs, Only	\$69.50
Wurlitzer Counter Model 51 Phonographs, Only	54.50
STONERS CLIPPER, FREE PLAY, BRAND NEW, Only	44.50
Jennings Good Luck Fruit Symbols, Only	52.50
Jennings Cigarola Model XV, Only	97.50

RECONDITIONED FREE PLAY NOVELTY GAMES

Contact	\$27.50	Headliner	\$39.50
Rebound	54.50	Snooks	34.50
Major	31.50	Davy Jones	34.50
Cowboy	47.50	Liberty	22.50
Chevron	37.50	Klick	18.50
Spottem	31.50	Champion	54.50

PHONOGRAPHS

Seeburg Model B	\$ 32.50	Wurlitzer 616	\$ 79.50
Seeburg Model H	49.50	Wurlitzer 716	77.50
Seeburg K15	69.50	Wurlitzer 24	132.50
Seeburg Rex	109.50	Rockola Monarch	124.50
Seeburg Gem	149.50	Mills Swing King	24.50
Seeburg Casino (Marlux Finish)	169.50	Illuminated Grills Installed on Phonographs, \$10.00.	
Wurlitzer 412	44.50	Title Strips for Sale, 40c per 2000 Strips.	
Wurlitzer 412 in Universal Illuminated Cabinet	79.50		

TERMS: 1/3 Deposit — Balance C. O. D.
CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

One Look

And You'll Know it's a MONEY MAKER!



WESTERN'S New TRIO FREE GAME

Win on symbol combinations, on high score or on both. Kickers not only kick ball up the field but also record 1,000 each time. Polished metal play field. 4 coin multiple chute at slight additional cost.

ALSO AVAILABLE WITH REELS IN BACKBOARD, WITH BELL FRUIT OR WAR SYMBOLS . . . THIS MODEL KNOWN AS HIGH FLIERS. SAME LOW PRICE.

WESTERN PRODUCTS, INC., 925 W. North Ave., CHICAGO, ILLINOIS

ATTENTION NEW ENGLAND JOBBERS!!

WE ARE SOLE DISTRIBUTORS OF A.B.T. PRODUCTS IN YOUR TERRITORY!! WRITE OR WIRE FOR PRICES



FREE PLAY GAMES			
AIRPORT	\$25.00	SPOTTEM	\$17.50
AVALON	30.00	RAGTIME	12.50
BOX SCORE	17.50	ZIP	18.50
BAT. CHAMP	17.50	VARIETY	40.00
CHEVRON	18.50	HEADLINER	40.00
DAVY JONES	22.50	TWINKLE	35.00
STOP & GO	20.00		

NOVELTY GAMES			
SNOOKS	\$12.00	AVALON	\$25.00
CHUBBIE	10.00	BAT. CHAMP	10.00
MAJORS	10.00	CHEVRON	16.50
SPEEDY	10.00	SPOTTEM	15.00
VARIETY	35.00	HOLD TIGHT	17.50
CONTACT	12.00	BANG	12.50
5TH INNING	12.00		

ARCADES SAVE MONEY

Tell Us What You Need! We Have Every Type of Arcade Machine in Stock, New or Used!

1/3 With Order, Balance C. O. D.

MIKE MUNVES CORP.

593 TENTH AVE., NEW YORK
Cable: "MUNMACHINE"

Detroit

DETROIT, Feb. 3.—Pop Corn Robot Co. is working on deals for national distribution on location thru two new types of outlets, President William Russell Young said recently. These will include a national theater chain and a major chain of 5 and 10-cent stores—both centers of gatherings of thousands of people daily, so that they will prove highly important for popularizing the machine.

New Era Sales Machine Co., Inc., has its new model ready for the market, Manager Samuel Pearlstein and Joseph A. Rosenberger disclosed this week. The new model is a dice game, played for amusement only, as desired, with construction such that the dice cannot be manipulated in any way. Any type of dice game may be played with it, the dice being thrown out from an inlet hole onto a sunken playing board beneath glass. The model is of console type, so that any number of people may play standing up.

George Bernstein, of the Confection Cabinet Co., has a unique idea in identifying himself and staff men, having his first name embroidered on his service coat. In this way a customer can talk to the service man or man making a call and address him by name, making it more convenient for both parties to handle minor business matters.

James Ashley, of the American Novelty Co., is busy specializing now in music machine operation and has acquired a reputation as one of the largest Detroit operators.

Ben Robinson, manager of Robinson Sales Co., is enthused over new Keeney games and said, "Thriller, Big Six and Supercharger have just simply captured the local market. I've never seen games that have gone over so fast here."

Harry Stahl, of Stahl & McKeown, is busy operating his music machines this

winter, getting ready for the opening of Eastwood Amusement Park, of which he is superintendent. He is running machines in Detroit and also up-State in Macomb County.

The Michigan Mutual Distributing Co., operated by Pete Licavoli and Joe Bommarito, is displaying marionettes in its window now. As a sideline for drop-in customers, this item is proving an interesting accessory to the main machine business, aided by a central location.

Al Shifrin, of the Detroit Coin Machine Exchange, is concentrating his operation on pin games now instead of upon his other lines. Shifrin, who used to be pretty well acquainted with the Detroit operating field, is finding plenty of newcomers these days, he says, indicating a steady influx of "new blood" into the business here.

Chester Schwartz, who has been connected with the development of a number of coin machines, was a recent victim of neuralgia.

Elmer Bower, manager of the coin machine division of the Hurley Machine Co., operating washing machines, is spending most of his time out on the road these days, making calls.

Albert A. Weidman, manager of the Weidman National Sales Co., is enthusiastic over prospects for 1940. Commenting on the past year, he said, "1939 was the best year in the cigaret vending field since I have been in the business, and we cover three States, Michigan, Wisconsin and Minnesota. Business just hasn't slowed down at all for us."

Arthur J. Caille, president of the A. C. Novelty Co., which is concentrating solely on the seven-player Multi-Bell model now, is busy outside on promotion activities for the company now.

Rankin P. Peck, head of the Automatic Towel Cabinet Co., visions a big future for the automatic towel dispenser. Pointing out its field in one State alone, Peck said: "There are 22,000 gasoline stations in Michigan, and nearly every-

Philadelphia

PHILADELPHIA, Feb. 3.—Frank Hammond, head of the local music machine operators' organization, reports that at least 45 members of his group were in Chicago for the national show. About 90 pinball and board operators, comprising about 80 per cent of the total membership of the Philadelphia Amusement Machines Association, were also Chicago conventioners. A special train was chartered to make the trip.

Jules Wenger, vet coin machine operator, celebrated his 15th wedding anniversary January 6. A catered affair marked the occasion at his home, and the night before had the boys whooping it up for Wenger's holiday at Jack Lynch's Hotel Walton Roofgarden.

Lin Brown, one of the younger coin machine ops, has ordered the announcement cards for his engagement, but he won't tell who's the lucky lady.

Wedding bells will ring for Herman Hoffrichter, of Hy Ball Vending Co., January 28 at Broadwood Hotel. Hoffrichter is taking the fateful leap with Ann Chirlin, secretary to Constable Gillman, and will take along the well wishes of the coin machine men to Florida for a four-week honeymoon. Couple will settle in Philadelphia upon their return.



LEO J. KELLY, first vice-president of Coin Machine Industries, Inc., who has just joined the Bally Mfg. Co. sales staff.

BIGGEST SHOW HIT

IMP-



Radio Type Gum Vender.
A Natural for Every Operator.
Cigarette or Cherry Reels.
5 1/2 x 5 1/2 x 6. IMP has Finest Coin Chute.
Will never clog. Price Only \$12.50

Carton of Six, \$67.50, F. O. B. Factory.
1/3 Cash With Order.

MONARCH COIN MACHINE CO.

1731 Belmont Ave., CHICAGO, ILLINOIS
Cable: "MONCOIN"

CASH IN WITH JIFFY

A REAL MACHINE NOT A TOY!

\$19.75

IDEAL NOV. CO.
1518 Market St., ST. LOUIS, MO.

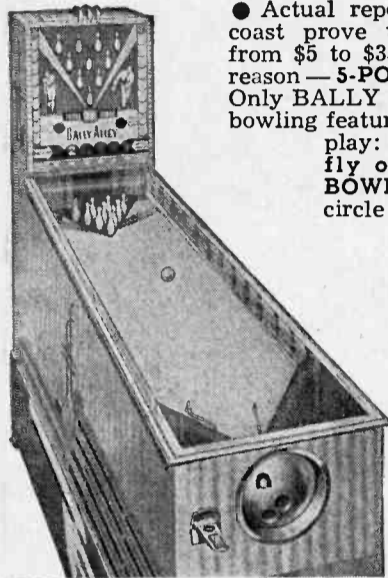


one requires two of these machines for the convenience of the public—and that is in just one line of business."

Max Lipin, of Brilliant Music Co., reports the company's new location is bringing plenty of operators in for record service.

BALLY ALLEY

earns \$5 to \$35 daily profit



Actual reports from operators coast to coast prove that BALLY ALLEY earns from \$5 to \$35 daily net profit. There's a reason—5-POINT BOWLING REALISM. Only BALLY ALLEY has all these realistic bowling features, insuring continuous repeat play: (1) REALISTIC WOOD PINS fly out of sight when hit; (2) BOWLER'S GRIP ball control (see circle inset at left); (3) FULL PLAYER CONTROL over aim and Hook-Shots; (4) SPEED CONTROL; (5) OFFICIAL SCORING, extra points for STRIKES and SPARES. Get your share of the big bowling profits—order BALLY ALLEY now!

DANDY
BULL'S EYE
GOLD CUP
GOLD MEDAL
GRAND NATIONAL

BALLY MFG. CO.
2640 Belmont Ave., Chicago

GUARANTEED

mechanically right and built to insure trouble-free performance. For your protection, invest in the guaranteed bowling game.

Lieberman Outlines Bally Alley Points

CHICAGO, Feb. 3.—Challenged to back up recent statements concerning the Bally Alley bowling game, Bud Lieberman, general field manager of Bally Mfg. Co., demonstrated his ability to dig out the facts by personal investigation. "Some of my friends," Lieberman explained, "have been kidding me, saying that a week is a pretty short time to become familiar with the technical facts about Bally Alley. Well, in the first place, even before I went with Bally, I knew Bally Alley was one of the greatest money-makers ever built in the so-called legal class.

"I talked to plenty of operators who showed me collection reports that opened my eyes. As to technical facts, I got those by going out in the factory and poking my nose where maybe a mere salesman doesn't belong but where I got plenty of information.

"Here, for example, are just a few of the new refinements I found in the 1940 model Bally Alley. There's the flex-screen feature, whereby the pins fly out of sight when hit, adding to the realism of the game. Then the new positive contact points. A remarkable new feature is the shock-absorber built into each pin to prevent breakage. The new positive pin latch has been proved right by 50,000 test games played day and night. Another shock-absorber feature is the new bounce-proof back-stop, which serves to guide the ball direct to the return-trough.

"The new totalizer is as accurate as an adding machine. At the back of the alley we now have a new steel armor which protects the wood from the bombardment of that 'mile-a-minute' ball. A new positive pick-up on the magnetic ball clutch speeds up the play, and the play is also speeded up by the new directional device which guides the ball direct to the roll-over at the end of the ball-trough. Another fine new feature is the no-glare illumination provided by hooded lamps on each side of the alley."

Cold Halts Work On Sicking Bldg.

CINCINNATI, Feb. 3.—Sub-zero weather here the last several weeks has interfered with the progress being made on the new Sicking Mfg. Co. quarters located at 14th street and Central Parkway, a few minutes from the heart of the city.

Bill Marmer, vice-president and general manager, advised that altho he had expected everything to be in readiness for the grand opening by February 15, it is likely that the big event will have to be postponed to late in February. The cold weather has made it impossible to work on the exterior of the building, which is to be completely remodeled and modernized.

When completed the Sicking building will be one of the finest and most complete coin machine display rooms and operators' headquarters in the country, says Marmer.

certainly gives us pleasure to be recognized as a distributor of America's hit games."

Roxy Is Favorite In San Francisco

SAN FRANCISCO, Feb. 3.—From San Francisco comes word from the Advance Automatic Sales Co. that the latest release by the Chicago Coin Machine Mfg. Co. is a big hit on the Coast.

"Chicago Coin has done it again," the message reads. Yes, it brought out another hit machine in Roxy. Operators out West feel that this newest machine is one of the finest Chicago Coin has ever built. That's certainly saying something, for Chicago Coin has the reputation of being one of the leading manufacturers of hit games.

"Altho Roxy has only been on locations here for a short time, operators are already praising the high earning power incorporated in this great new machine. They praise it and reorder it, and that's the best testimonial any machine can have. Congratulations, Chicago Coin. It

FIRST IN

WITH THEIR ORDERS GET THESE SENSATIONAL BUYS! ACT QUICK! ALL MACHINES SUBJECT TO PRIOR SALE!!

PHONOGRAPHS

2 Rock-Ola Regulars, 12 Records	\$ 39.50
2 Rock-Ola Monarchs, 20 Records	119.50
2 Model A Seeburgs, 12 Records	39.50
1 Mills Zephyr, 12 Records	59.50
1 Mills DeLuxe Dance Master, 12 Records	29.50
7 Mills De Re Mis, 12 Records	44.50
7 Model K Seeburgs, 15 Records	79.50
1 Gabel Junior, 12 Records	29.50
9 Model 24 Wurlitzers, 24 Records	147.50
1 Model 416 Wurlitzer, 16 Records	79.50
3 Model 616 Wurlitzers, 16 Rec.	89.50

NOVELTY GAMES

Remotet-2-3\$79.50	Trlo	\$10.00
Chevron	Side Kick	10.00
New Rocket	Odd Ball	10.00
Airway	Coney Island	10.00
Fleet	Review	10.00
Zephyr	Flight	10.00
Bumper	Request	10.00
Reserve	Big Top	12.50
Snappy	Natural	10.00
Nags	Stop & Go	12.50
Rose Bowl	Bubbles	12.50
Trophy	Dbi. Action	10.00
Dbi. Treasure	Pedal Pushers	7.50

MISCELLANEOUS

5 Exhibit Ideal Card Venders	\$ 3.75
1 Mills 25c Snake Eyes Dice Machine	49.50
1 Bally Rainbow Pencil Vender	
(Floor Sample)	49.50
2 Jennings Premier Dial Scales	15.00
1 5c Stationery Vender	2.95
2 Brand-New Mickey Mouse Venders	4.95

FREE PLAY GAMES

Headliner	\$42.50	Trlo	\$12.50
Fifth Inning	24.50	Gems	12.50
Spottem	34.50	Fal	12.50
Dbi. Feature	24.50	Natural	12.50
Box Score	19.50	Bubbles	19.50
High-Lite	29.50	Sun Bow	12.50

CONSOLES

6 Keeney Red Head Track Times	\$ 42.50
2 Keeney Kentucky Skill Times	59.50
7 Brown Cabinet Paces Races,	
Serials over 5200	129.50
2 Stoner Ritz	22.50
1 Stoner Zipper	22.50
1 Evans Lucky Star	89.50

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.

05-15 Franklin St., Fayetteville, N.C.

Coin Machine Operators WANTED

... Many high-class Amusement Parks are anxious to get competent men to equip and run Penny Arcade Concessions. We have a list of excellent spots available anywhere in the U. S. We can turn these leads over to you if you can handle them. We can equip the complete arcade for you and guide you in its proper operation.

For full details write us today. Box D-45, Billboard, Cincinnati, O.

Ten Pins Supplies Cost Half Million

CHICAGO, Feb. 3.—"Since the agreement was made between the Rock-Ola Mfg. Corp. and H. C. Evans & Co., more than \$500,000 in parts and supplies have been ordered for Rock-Ola's Ten Pins bowling alley, which is being manufactured under the patents of the H. C. Evans Co.," reports a Rock-Ola official.

"The facilities of the Rock-Ola organization were called into duty by an agreement made between the two manufacturers to enable operators to get this sensational game more quickly. Several hundred factory employees have been added and many carloads of lumber are arriving at the huge Rock-Ola factory daily in order to supply the demand.

"Operators will remember the time when Rock-Ola produced Jigsaw and World Series and reached production as high as 1,300 units in a single day's operation. The thoro test of any coin-operated game is actual location operation, and with Rock-Ola's Ten Pins operators are now in the driver's seat. On location this bowling game has produced earnings that would seem unbelievable if it were not for the fact that the games have been on location for more than three consecutive months and are earning more money than they did when the game first came out."



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!

PENNY PLAY

NOW! \$14.75

SPECIALY PRICED F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

Stop! Look! Wait for ...

TRIUMPH



BOB RODERICK AND ED RAVREBY, of the Owl Mint Co., Boston, pose at the factory of the Mills Novelty Co., Chicago. Ravreby was winner of the diamond-studded watch in the Distributors' Sales Contest.

A \$1,000,000 Record Casino GOLF

Golf is "within the law." Whether played on an 18 hole Country Club course, or played on the CASINO GOLF MACHINE—the story is the same: "STRICTLY LEGAL." Even John Law likes it!

Can we back up that statement? We can. We created, manufactured and sold over ONE MILLION dollars' worth of coin-operated golf machines—and today CASINO GOLF is pure enough to go into the Grand Jury room—yet sporty enough for any gambling casino.

It's got EVERYTHING! A conventional size, 48 inch, illuminated, table type machine that operates under glass—and a playing field that has all the fascination of a \$50,000 golf course.

So if you have yanked your hair and asked high heaven why they don't give you skill games with "PLAYER APPEAL"—just get into ACTION, Mr. Operator, Mr. Jobber and Mr. Distributor—because here is GOLF!! NOT plunger-type golf, NOT pin-ball, NOT pay-off Golf, but DIRECT ACTION GOLF with the same SKILL APPEAL that keeps people out cruising the cow pastures. CASINO GOLF, at 5c a game, will make

operators rich from REPEAT BUSINESS—for here is a game customers CANNOT leave alone!

Spring is coming! The grass will be greening! The birds a-twittering!—and MILLIONS of golf bugs will "go" for their favorite game. The courses will be crowded. The CASINO GOLF GAMES will be crowded, and here we are—through The Billboard—offering you the BIGGEST OPPORTUNITY in ten years! The opportunity to install CASINO GOLF—to collect nickels galore—and for only \$59.50 we GIVE you the machine, which is beautiful beyond belief.

We want live-wire Operators, Jobbers, and Distributors! There is an important place for each of you in our merchandising set-up. You are all "in" this picture, and we predict right now that the first-comers to our fold will make more REAL PROFITS—than was ever made from any single pin-ball game ever produced.



A. M. WALZER CO.
MIDLAND BANK BLDG.
MINNEAPOLIS,
MINN.



OPERATORS AND DISTRIBUTORS!

ALL TERRITORY IS WIDE OPEN — NOT A STATE, COUNTY OR SINGLE LOCATION IS SEW'ED UP. "CASINO GOLF" WILL RUN THE HIGH-PRICED HAS-BEEN MACHINES OFF THE NO. 1 LOCATIONS, AND DOUBLE THE "TAKE" FROM EVEN THE BEST-PAYING SPOTS. OUR FACTORY IS GEARED FOR LARGE-SCALE PRODUCTION. OUR TREMENDOUS ADVERTISING CAMPAIGN HAS JUST STARTED. WE ARE NOW FORMING OUR NATIONAL ORGANIZATION FOR FAST DISTRIBUTION. YOU MUST THEREFORE ACT IMMEDIATELY!

Des Moines

DES MOINES, Feb. 3.—Paul Nelson, of the Nelson Amusement Co., came back from the Chicago convention with a sample machine of nearly each of the latest devices. Some of them, not yet completed, will be sent along later. Nelson's theory is to try out each of the machines on location and then stock up on the ones that his customers decide are the best.

Kenneth Sonderleiter, operator, has announced he will run for public safety commissioner and intends to carry on a heated campaign for the city council position.

Tony Legouri, popular city figure and coin machine operator, has managed a Golden Gloves fighter into the finals in the Des Moines tournament. His boy, Frankie Critteli, is one of the favorites in the heavyweight division.

Don Buckroyd, manager of the S. & B. Amusement Co., returned recently from Chicago, where he conferred with several of the distributors and purchased some of the late machines. Buckroyd was unable to attend the Chicago convention because of business in Des Moines, so he went early.

Fort Worth

FORT WORTH, Tex., Feb. 3.—Fort Worth operators were high in their praise regarding the recent coin machine show and the many machines exhibited. Ernest Walker, of Walker Sales Co., will distribute the new voice recording machine manufactured by Mutoscope. Ernest expects to place a large number of the machines in the Fort Worth territory and thruout Texas.

Willard White, local operator and jobber, is pushing the big H. C. Evans hit, Ten Strike. Willard was a recent show visitor and was greatly pleased with the affair.

Joe Shurburn, Fort Worth jobber, is taking orders like nobody's business for the Groetchen hit, Imp, the little counter game that is reported to have created so much interest at the Chicago show.

Paul Organ, Amarillo, Tex., operator, reports that he purchased a number of the Exhibit Vitalizers, foot-ease machine, and is now placing them in the night spots around Gene Howe's town. Mrs. Organ and daughter were recent visitors at the Tom Murray home in Fort Worth.

The North Side Cowboys' Paradise is getting all dressed up preparatory to the coming Southwest Fat Stock Show and Wild West Rodeo, an annual event that for seven days fills the cash boxes of all types of coin machines in the North Side area. Ops are spotting equipment all over the section and expect a bumper run during the seven big days.



"COME ON, PUT 'EM UP," challenges jockey Milton Berie (left), "I just knocked the International Mutoscope Reel Co.'s Punch-a-Bay for a loop and you're next." Former champ "Slapsie Maxie" Rosenbloom doesn't seem too frightened, even the comedian Ben Blue, of George White's "Scandals," center, cautions "Slapsie" about Milton's "muckle."

BIG CITY LIGHTS

PAY BIG PROFITS!

This glittering, glamorous, irresistible board is the best bet of the New Year! 5c a sale, \$8.55 2400 holes. Takes in \$120.00, your average profit \$50.25. Don't delay—ORDER TODAY!

GLOBE PRINTING COMPANY
1023-27 RACE STREET · PHILA., PA.



SMITH'S NOVELTY SHOP

145 EIGHTEENTH STREET, WHEELING, WEST VIRGINIA

Manufacturers of

TIP BOARDS & BASEBALL TALLY CARDS

Exclusive Territories to Agents

WE WANT YOUR USED MACHINES

Highest Prices Paid or Taken in Trade Against the Latest and Best New Machines! Write, Wire, Phone or Call Today! **DEE & BEE DISTRIBUTORS** 125 ELIZABETH AVE., NEWARK, N. J. Tel.: Bigelow 3-2711

READY FOR IMMEDIATE DELIVERY!

SCIENTIFIC'S
SKEE JUMP
AND
TOTALIZER

GROETCHEN'S
IMP
AND
METAL TYPER

NEW AND USED
CIGARETTE, PEANUT,
GUM AND CANDY
MACHINES. ALSO
COUNTER GAMES.

D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.

Advertise in The Billboard—You'll Be Satisfied With Results.

SKEE-BALL-ETTE • BIG SHOW



READY SOON!

**THANKS
A MILLION!**
We're working like H—
day and night, to keep up
with the demand for —

BIG SHOW

Please Be Patient!

**4 WAYS
TO WIN!**

FREE PLAY
\$99⁵⁰

(Convertible)



D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Leo Kelly Joins Bally Sales Staff

CHICAGO, Feb. 3.—Leo J. Kelly, widely known coin machine sales executive, has joined Bally Mfg. Co. as a special factory representative, according to announcement by Ray Moloney, Bally president.

"We feel fortunate," Moloney stated, "in obtaining the services of Leo Kelly. Our surveys reveal an increasing demand for legal equipment such as our Bally Alley bowling game. With seasoned veterans like Leo Kelly and Bud Lieberman on the sales front, we are confident that Bally production in 1940 will whirl at a faster rate than ever before."

Kelly has been prominent for many years in coin machine circles in important sales executive posts. Friends describe him as too energetic for swivel-chair management and attribute his success as a sales manager to his personal contacts with the trade and his ability to win friends. Always active in association affairs, Kelly is first vice-president of Coin Machine Industries, Inc. As chairman of the show committee for the 1940 Coin Machine Show, he devoted considerable time and energy to insure its success. Kelly is an ardent exponent of aggressive public relations and has written "Meet the Coin Machine Man," a widely quoted article.

Commenting briefly on his new association, Kelly said: "I am particularly elated because I believe Bally is on the right track to insure bread and butter—and plenty of sugar—to operators. In Bally Alley, operators have the complete answer to their problem. During the new decade which we are now entering operators and distributors are going to find in the new Bally equipment—as exemplified in Bally Alley—a solid foundation of security and prosperity."

Hot Time in Old Town—

REEDSVILLE, Wis., Feb. 3.—The phonograph record *Oh, Johnny, Oh* is still a hot number on phonographs hereabouts judging from a recent experience.

During the height of a \$10,000 blaze

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.
A good display of new and reconditioned
Novelty and Free Play Machines on hand
at all times.

SALESBOARD OPERATORS
Read
"DEALS"
A column about new salesboard ideas, deals
and personalities. In the
**Wholesale Merchandise
Department**
THIS WEEK and EVERY WEEK

T
riumph
IS ON THE WAY

CARL TRIPPE Price Plus Guaranteed Satisfaction
MISSOURI AND ILLINOIS DISTRIBUTORS FOR ROCK-OLA AND BALLY
BARGAINS IN RECONDITIONED MACHINES—ALL READY TO OPERATE

ONE-BALL AUTOMATICS		LEGAL EQUIPMENT	
Arlington	\$ 7.00	Bang-a-Deer	\$79.50
Bally Derby	8.00	Bally Roll, 14 Ft.	27.50
Bally Bonus (Ticket)	5.00	Gripper, Gottlieb 3-Way	11.00
Bluebird	5.00	Gripper, Gottlieb Single	8.00
Classic	6.00	Magic Roll, 9 Ft.	27.50
Derby Day	7.00	Pokerino	27.50
Derby Day (Clock)	9.00	Rola Score, 9 Ft.	29.50
Fairgrounds	17.50	Scales, Hamilton	15.00
Feed Bag	15.00	Target, A.B.T., Model F	12.50
Fleetwood	19.50	Target, A.B.T., Red, White & Blue	15.00
Golden Wheel	8.00	Shockers, Advance	8.00
Jumbo	5.00	World Series	69.50
Multiple	6.00	Popmatia	12.50
Paddock	7.50	CONSOLES—AUTOMATIC	
Peerless	5.00	Kentucky Club	\$37.50
Pikes Peak	7.50	Liberty Bell (Flat Top)	22.50
Racing Form	7.00	Liberty Bell (Slant Top)	29.50
		Rollette (Evans)	12.50
		Track Time, Black (Cracked Glass)	22.50

Terms: One-Third Deposit, Balance C. O. D.
IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

YOU FINISH IN THE MONEY
with
INDIANAPOLIS SWEEPSTAKES
Harlich's New Automobile Symbol Ticket Board. 181 Winners — 170 Consolation Awards — Bright Attention-Getting Colors!
CARLOADS OF ACTION!

No. 1827 (Semi-Thick) 1800 Holes
Takes in . . . \$90.00 | Gross Profit **\$44.64**
Average Payout. 45.36 |
PRICE, EACH, \$7.88

Send for Catalog of Other Money-Makers
HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

which scorched the Legion Memorial Hall here January 28 two men undertook to rescue the phonograph which had not been shut off. As they wheeled it toward an exit, and before it was disconnected, the machine continued its rendition of the *Oh, Johnny* number.



Now - Fantasy with JACK POT FEATURE

The greatest play building idea ever incorporated in any novelty game

Man! What a come-on — Fantasy with jack pot feature. For a try at the jack pot (which builds up as games are played), player deposits two or more coins instead of one. On second coin, word Fantasy on back panel becomes a brilliant spectacle of flashing lights. If Fantasy remains lighted, player tries for a winner which pays him not only the big jack pot, but also his free game's won.

If player prefers, he may play Fantasy just for the free games.

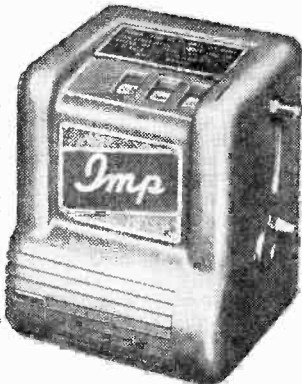
Don't fail to see Fantasy Jack Pot — \$137.50



BIGGEST SHOW HIT

IMP-

Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 6. IMP has Finest Coin Chute.



Will never clog. Price Only

\$12.50

Carton of Six, \$67.50, F.O.B. Factory. 1/3 Cash With Order.

H. G. PAYNE CO.

312 No. Broadway, NASHVILLE, TENN.

Gerber in Hot Seat Supplying Imp

CHICAGO, Feb. 3.—According to a statement by Paul Gerber, of the firm of Gerber & Glass, Chicago, Max Glass has pulled the best trick of the year on him. "He sneaked off to his winter home in Florida, and not only did he pull a fast one by leaving me in the cold, but he also left me in the hot seat trying to fill orders in the Central States on Groetchen's Imp," declared Gerber.

"We certainly have sold plenty of counter games in our time, but never have I seen orders come in so fast from all parts of the territory covered by us. You can't take it away from the smart operator, he knows his business, and that is the reason for the steady flow of business.

"The conveniently compact carton containing six Imps makes it handy for the operator to handle. The only worry I have—besides getting mad about my friend Glass in Florida—is that the Groetchen Tool & Die Co. will not be able to deliver Imps fast enough. From what I hear from Karl Klien, of Groetchen, they are flooded with orders."

Standard Coin Building Consoles

COLUMBUS, O., Feb. 3.—Standard Coin Machine Co. reports it is in production on two new consoles, Charli Horse and Doubl Bell. An executive of the firm explains that a feature of the machines is the use of two individual mechanisms, allowing the use of two 5-cent chutes, two 10-cent chutes, two 25-cent chutes or any combination of coin pieces in the one console cabinet. Consoles are slugproofed with National slug rejectors.

The firm announces that operators may convert their idle bell machines into consoles. The consoles may be operated on checks, with or without a skill field. The skill field when specified will be in the form of a backboard, using soft rubber balls.

BUYS FROM BUDIN CAN'T BE BEATEN!

FREE PLAY

CLIPPER...\$35.00
CONQUEST...40.00
HEADLINER 39.50
TWINKLE...40.00
1/3 With Order, Bal. C.O.D., F.O.B. Bklyn.

RUSH YOUR ORDER QUICK FOR Stoner's FANTASY

We Are Exclusive Distributors



BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25 Pays out \$27.76—Average Profit \$23.49

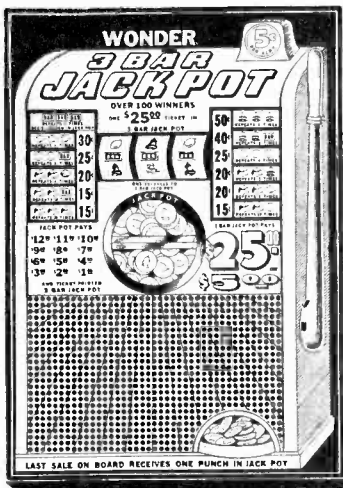
PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$2.28 1/2
1200 hole F-5275-Horses at 2.75
800 hole F-5270-Pocket Dice at . 1.63 1/2
720 hole F-5255-Pocket Jack at . 1.30 1/2
600 hole F-5305-Royal at 1.50

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.



ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

WANTED

PACE SARATOGAS MILLS SQUARE BELLS LATE MULTIPLE ONE-BALLS
MODEL F TARGETS SPARKS, MERCURYS, GINGERS 1939 WESTERN BASEBALLS

For cash or will allow liberal trade-in allowances on the purchase of anything you can use in either Reconditioned or New Coin-Operated Equipment. Immediate deliveries now available on Evans' TEN STRIKES, Western's BASEBALLS, Keeney's SUPER SIX, Baker's "4-5-6," Groetchen's "IMPS," Baker's PACERS, Daval's Latest Counter Games. Half Deposit With Order. Cable: GISSER, CLEVELAND.

WRITE FOR OUR LATEST STOCK LIST.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 PROSPECT AVE., CLEVELAND, OHIO
Phone: Prospect 4021-4022

Chicago Coin's ROXY

Please **BEAR WITH US!**

EVEN THO WE'VE STEPPED UP PRODUCTION TO THE LIMIT ON THIS GAME WE STILL CAN'T MAKE 'EM FAST ENOUGH—WE'RE TRYING TO PLEASE EVERYBODY WITH SHIPMENTS AS SOON AS POSSIBLE, SO PLEASE BEAR WITH US IF YOU'RE INCONVENIENCED WITH A BIT MORE DELAY!

Gosh! It MUST be a swell game!

CHICAGO COIN Machine Mfg. Co. 1725 W. DIVERSEY CHICAGO

ANOTHER Star of the Show

1600 Re hole, semi-thick . . . new symbol
 ticket a sensation at the Show . . . pays
 out average of \$45.00 . . . average profit, 200-
 \$37.50 . . . alphabet tickets . . .
 hole jackpot . . . 12 advances plus addi-
 tional punches in jackpot feature
 NEW . . . DIFFERENT . . . PROFITABLE
 SIMPLE AS A B C!!

SUPERIOR PRODUCTS
 14 NORTH PEORIA STREET
 CHICAGO, ILLINOIS

Daval Features Large Cash Boxes

CHICAGO, Feb. 3.—The cash box is what counts most in any counter game," declares Al S. Douglis, president of the Daval Co., Inc. "The operators who have been ordering our Ex-Ray Token payout, Heads or Tails and Jiffy counter games, advise us that most attractive feature—and the most important item—in a counter game is the size of the cash box.

"The most important reason for this feature is that they do not care to nor can they economically make daily collections. They want to be able to make collections once a week or even once every two or three weeks on certain locations. It is a well-known fact that one of the most outstanding reasons for the success of counter games has been the fact that they require such little servicing and therefore the largest operating organizations in the country have taken them on and kept them on location for years.

"Another important fact is that in our Ex-Ray Token payout counter game the cash box is completely separated from the mechanism. The money cannot get into the mechanism and clog it up requiring the operator to make a service call every time it happens.

"A game must be big enough to attract play and hold all the money it can take in. It must not go down in size to the point where efficiency is lost. We have retained the big feature, at the same time going down to the smallest practical size for a counter game by keeping the large cash box, yet giving the operator as small a machine as has been found to be practical."

1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 500	\$225.00	Wurlitzer 616, 412, Illuminated Grill & Top,	\$10.00 Extra.
Wurlitzer 500A	230.00	Wurlitzer 500 & 600, Equipped With Selective	Wall Box and Adapters, \$58.50 Extra,
Wurlitzer Keyboard 600	195.00	Cable, 10c per Foot.	
Wurlitzer 600	179.50	600, 616, 412, 25 Cycle, \$5.00 Extra.	
Wurlitzer 24	119.50	P-12, 25 Cycle, \$29.50.	
Wurlitzer 616	65.00	Wall Boxes, \$2.50.	
Wurlitzer 412	35.00	Illuminated Auxiliary Speaker With Location's	Name Cut in Wood and Lighted, \$15.00.
Wurlitzer 312	35.00	All Machines Professionally Refinished, Thoroughly Cleaned Inside and Reconditioned.	Terms: 1/3 With Order, Balance C. O. D.
Rockola 1939 Deluxe	199.50	DAVIS SALES CO.—Wurlitzer Factory Distributors	
Rockola 1939 Standard	179.50	105 LEXINGTON AVENUE, SYRACUSE, N. Y.	
Rockola 1938 Monarch	119.50	Branch—192 N. Clinton Ave., Rochester, N. Y.	
Rockola 1938 Windsor	99.50		



READY! AIM! FIRE! This might be the caption of this picture of a new Keeney Anti-Aircraft Machine Gun on a Chicago location. Altho there was only a four-foot space in which to place this machine, the operator reports that it is really "mowing 'em down" when it comes to earnings.

Be Ahead of the Crowd
SUBSCRIBE TO THE BILLBOARD

Evans 1940 TEN STRIKE

READY FOR DELIVERY!
Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!



Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.

EVANS' AUTOMATIC REGULATION DUCK PIN BOWLING ALLEY
ABSOLUTELY PORTABLE!
The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.
A SAFE, LUCRATIVE, LEGAL INVESTMENT for LIFETIME PROFITS!

LEADS BY A STILL GREATER MARGIN!

First and Original Bowling Game—months ahead of others! 5 months' actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play . . . every bowling play possible . . . Strikes and Spares galore! Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

H. C. EVANS & CO, 1520-1530 W. ADAMS ST. CHICAGO

THE NEW 1940 TEN STRIKE NOW AVAILABLE!!
SCORING UP TO 150! LOTS OF STRIKES!
NEWER! BETTER! ZIPPIER! THRILLING! FASCINATING!

Exclusive Distributors for Greater N. Y., L. I., South N. Y. State
BROOKLYN AMUSEMENT MACHINE CO., INC.
660 BROADWAY, BROOKLYN, N. Y. (Phone: EVergreen 8-4732)

MACHINES PRICED TO SELL
Machines listed below are offered subject to prior sale and are slightly used. Prices are effective February 10th.

5-BALL NOVELTY FREE PLAY 1 Twinkle \$30.00 1 Headliner 39.50 1 Rebound 41.50	1 Columbia Bell Fruit Reels \$27.50 3 Gottlieb 3-Way Grip Testers 8.50 7 Penny Packs Coin Divider 10.00 1 Penny Pack (Blue) 6.50	3 Jennings Ciga Rola, Model V, Straight 5c \$55.00 1 Triple Entry CONSOLES 79.50 1 Bally Skillfield \$ 35.00 1 Rays Track, Check Sep. 22.50 1 Paces Races, Cash, 30-1, Refinished, No. 3836 55.00 1 Paces Races, ch. sep. 20-1, Refinished, No. 3762 55.00 2 Paces Races, Light Cab., Cash Pay, 30-1, No. 5187-5243 85.00 2 Paces Races, Light Cab., Cash Pay, 30-1, No. 5985-5881 100.00 4 Seeburg Ray & Lites 135.00
5-BALL REGULAR NOVELTY 1 Request, 1 Airway, 1 Suspense, 1 Slugger, 1 Turf Queen, 1 Marvel, 1 Hi-Lo, 1 Jitterbug \$ 7.50	1 Wurlitzer 616 \$67.50 1 Mills Dance Master Deluxe 15.00 1 Gable Jr. 15.00 1 Wurlitzer P-12 35.00 2 Wurlitzer 412 42.50 1 Wurlitzer 51 40.00	
1 Ritz 12.50	1 Bang-A-Way \$90.00 6 Galloping Domino, 1938, small odds drum 72.50 1 Kentucky Skill Time, 79.50 1 Track Time, 1938 Model 89.50	
COUNTER GAMES 1 Red, White & Blue 1c Target 19.50 3 Model ABT Model F 1c Target 12.50 25 ABT Challenger, 1c. 17.50 3 Mills Vest Pocket Bells 20.00 1 Mills Smoker Bell, 5c 37.50 1 Spinner Winner 11.50	1 Zeta \$10.00	

Machines Listed Above Are F. O. B. Richmond, Va.

TRADE OLD SLOTS FOR CONSOLES

★ CHARLI-HORSE Two Numbered Reel Bells, 5c-10c, 5c-25c Combinations.	
★ DOUBL-BELLS Two Fruit Reel Bells. Combinations Same as Above.	
★ BEULAH-PARK Single Numbered Reel Bell.	
★ STANCO BELL Single Fruit Reel Bell.	

TRADE-IN Allowance on 20-stop mystery pay Mills and Jennings from \$20.00 to \$59.50. Send serials. Your used Mills and Jennings Bells converted into any of the above Consoles. Check Separator and Skill Field optional. Write for details and price list.

STANDARD COIN MACHINE CO.
55 E. SPRING ST. COLUMBUS, OHIO

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 BROAD STREET, RICHMOND, VA.
Day Phone: 3-4511 — Cable: MOVEMCO — Night Phone: 5-5328

5-BALL FREE PLAY NOVELTY 1 Liberty \$19.50 1 Taps (free play on return ball) 19.50 1 Chubbie 19.50 4 Box Scores 12.50 2 Contacts 22.50	4 Double Features \$19.50 3 ABT Targets (Big Game Hunters) \$ 5.50 3 ABT Model F Targets 12.50	1 Rock-Ola Three Up \$15.00 1 Bally Skill Field 30.00 2 Mills 1-2-3, Cash Pay 50.00 1 Bally Hawthorne 59.50
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MOSELEY VENDING MACHINE EXCHANGE, INC.
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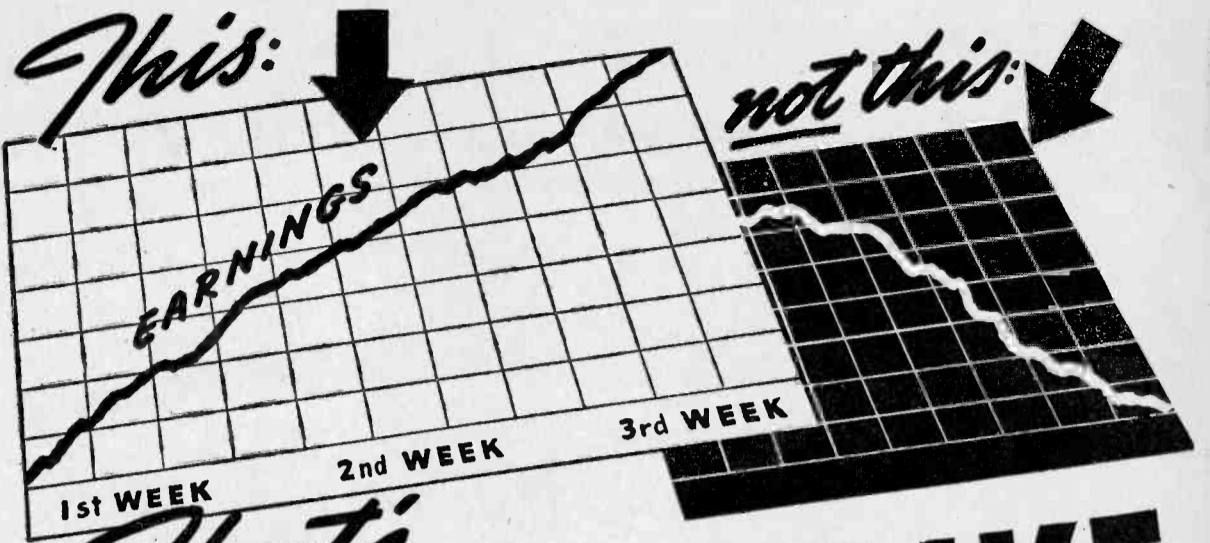
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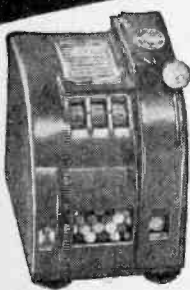
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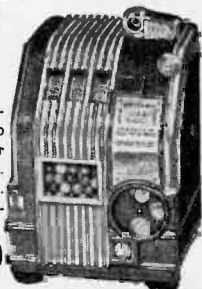


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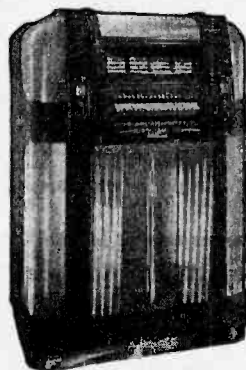
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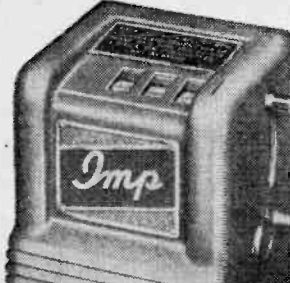
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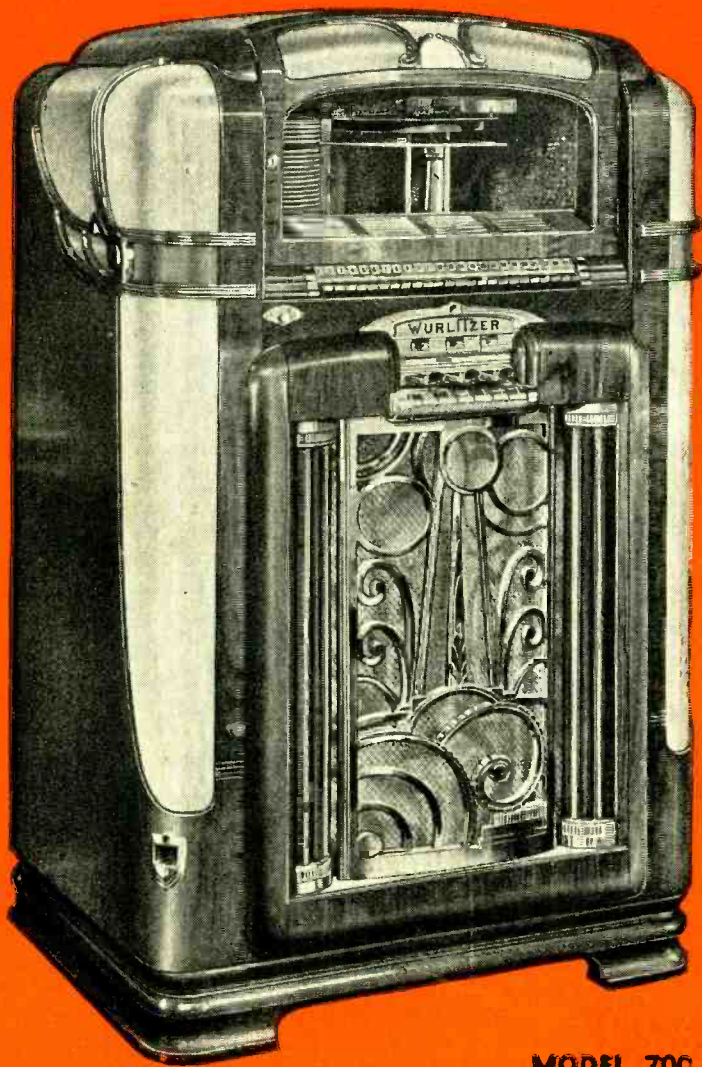
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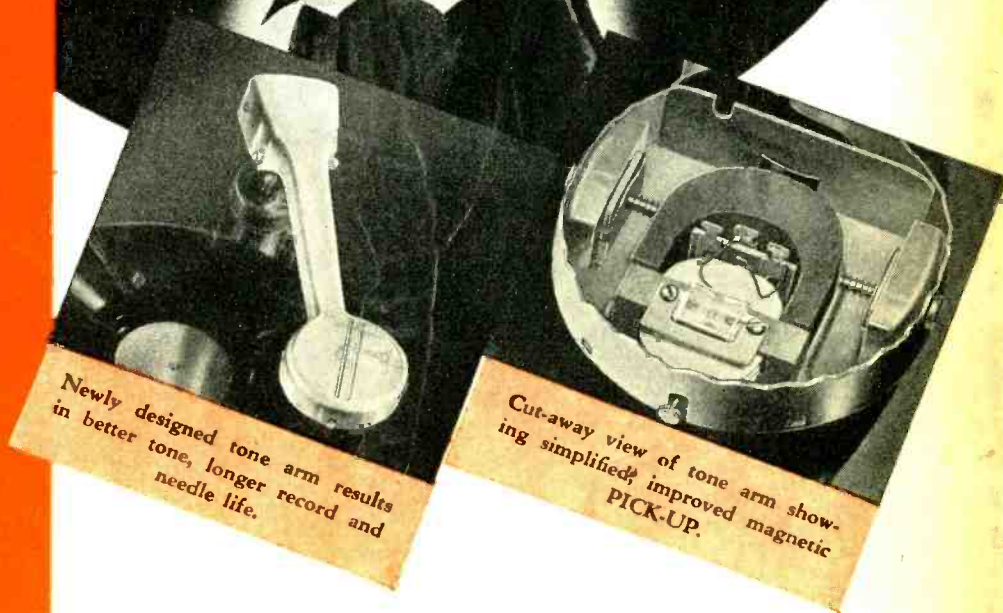
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