

# The Billboard

The World's Foremost Amusement Weekly

APRIL 20, 1940

15 Cents

Vol. 52. No. 16



**PHIL LEVANT**  
And His Orchestra

"Distinctive smoothness in  
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Vol. 52  
No. 16

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April 20,  
1940

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## RADIO'S PUBLICITY CHAMPS

### Publicity Survey at a Glance

Total of 149 radio editors participated, compared with 122 last year and 149 year before.

One hundred forty-three editors read their publicity; one does not; five did not answer. Of those reading it, 64 read all, 78 read part, one did not qualify.

One hundred thirty-nine editors found network releases of value, five did not. Ninety-one said network releases were of considerable value, 44 of moderate value.

Sixty-six editors said stations in their territory maintain satisfactory press departments, 38 said they do not, 26 said some of the stations maintain satisfactory press departments, four said they were "fair."

Editors say principal shortcomings of the stations' press departments are slow service, poor copy, lack of co-operation, failure to maintain press departments at all, poor local talent news.

CBS was selected as having the best press department of the networks.

Suggestions to improve network press services include recommendations for shorter copy, better art service, faster correction service, more localization of copy, faster copy service, more inside and talent news.

Regarding NBC's change from mimeographed press releases to a printed clip sheet, 32 editors said they prefer the new style while 78 prefer mimeographed releases, two saying it made no difference. Thirty-seven did not answer.

J. Walter Thompson's press releases reach more editors than those of any other advertising agency. Young & Rubicam second, Benton & Bowles third.

Ad agency press departments are regarded as accurate and prompt, but copy is not especially newsworthy, the editors say.

J. Walter Thompson repeated previous victories, winning the nod as the agency with the best press department. Young & Rubicam went from third to second. Benton & Bowles finished third.

Advertisers do not use coercion to get free space, editors claim.

Earle Ferris was named the press agent whose copy reached the greatest number of editors, with Tom Fizdale second and Dave Alber third.

Ferris also repeated his previous victories as the press agent voted as having the best publicity service, Fizdale finishing second and Alber third.

Networks have the best radio press service, editors say.

Most of the editors whose papers have radio affiliations use copy on outside stations. Thirty-five use copy on outside stations, four do not, three use some and five very little.

For further details of survey results see story on this page and other material in Radio Department.

### CBS, Thompson, Ferris Winners In Third Radio Publicity Survey

Total of 149 editors participated—heavy vote scores new NBC printed press release—past surveys brought improvement—exploitation winners named next week

By JERRY FRANKEN

NEW YORK, April 13.—With 149 radio editors of newspapers in the United States and Canada participating, *The Billboard* has completed its Third Annual Radio Publicity and Exploitation Survey, results in the Publicity Division being presented in this issue. Winners in the Exploitation Division will be announced in next week's issue. Salient results in the publicity section of the survey are as follows: Radio editors voted CBS to have the best network press department, with NBC and Mutual following in that order; the editors prefer mimeographed releases to the printed page recently inaugurated by the New York NBC press department; J. Walter Thompson Co. is rated as having the best advertising agency publicity department, followed by Bureau of Industrial Service (Young & Rubicam) and Benton & Bowles; Earle Ferris is voted as having the best publicity service of the independent press agents, with Tom Fizdale rated second and David O. Alber third.

The first year *The Billboard* undertook its study of radio's publicity methods, thereby inaugurating a new trade service, 149 editors voted. Last year partially because of a decrease in the number of newspapers running radio editorial matter, 122 editors voted. This year the number is exactly the same as the first year. The Radio Department of this issue presents a chart showing each question asked and the answers given. It is obvious, of course, that not all the editors participating answered each question, because of their different requirements in the way of radio publicity.

Additional information dealing with the art requirements of the radio editors will be published in the issue of *The Billboard* dated May 4, together with a full list of radio editors and additional quotes from editors' comments made in answering the survey.

In the following story the number of each question is given in the headline above the section pertaining to it, thus enabling easy reference to the chart listing questions by number.

### Three Big Ice Show Casts Set

NEW YORK, April 13.—Lining up of three big ice shows here this week makes this city the current hot spot for employment of professional ice skaters. Featured posts in the productions are pretty well filled, but chorus line-up is still open. The three shows in the works are the tank unit for the Hotel New Yorker, which is set for a May 9 opening in Terrace Room (booking by General Amusement Corp); the rink unit which is under the auspices of the Arena Managers' Association and which may go into rehearsal within the next 10 days for a break-in tour before it sets awhirl in the Atlantic City Auditorium, and the *Iceapoppin* number which Olsen and Johnson, of (See *ICE SHOWS* on page 65)

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### Co-Op Plan for Experimental Theaters Formulated by AEA

NEW YORK, April 13.—A basic plan whereby experimental theaters may be revived at once with permission and supervision of Actors' Equity Association has been formulated by Equity's committee and will be submitted to the Dramatists' Guild within the next two or three weeks, when both groups are scheduled to huddle on the matter. Plan can go into operation immediately if classic plays are used. It is outlined by Winifred Lenihan in the April issue of *Equity Magazine*, and follows a membership request for a report from the committee which Miss Lenihan heads. Most progressive recommendations in the plan represent a radical departure, on the part of Equity, from its previous ruling that unless the stagehands and musicians sacrifice their contractual minimums Equity would not sanction a co-op. Since experiments and co-ops are forbidden by constitutional stipulations in the other two internationals, try-out performances were completely blocked by the old ruling.

Recently Paul Dulzell, executive secretary, indicated that the committee and Council members were beginning to realize that the union would have to modify its stand if it were to function in the best interests of its members. Pressured by complaints in the press and from the membership at its recent quarterly meeting, Equity finally moved in the matter, and will suggest to dramatists that the co-operative angles of the plan embrace authors, actors, business man- (See *CO-OP PLAN* on page 62)

### For Chorus, Ballet of WF Spec Equity Stands Pat on \$45 Scale

NEW YORK, April 13.—Council of Actors' Equity Association met in special session today with key representatives of other performer unions and "unanimously determined to stand on its previously announced scale of \$45 a week for chorus and ballet" of *American Jubilee*, patriotic spec sponsored by the New York World's Fair. Decision was reached after four days of swiftly moving developments in which the whole expo set-up appeared for a time uncertain.

A formal statement, issued by Acting President Bert Lytell and announced by Alfred Harding, of Equity, said the

### Question 1 Publicity Reading Habits

THE answers to this question show conclusively that the editors read the wealth of material sent them. One hundred and forty-three editors stated they read the releases, of whom 64 read them entirely and 78 in part. Only one (See *Radio Publicity Survey* on page 5)

action was taken "with a full knowledge of employment conditions and the implications of such a stand; but it was taken only after it was ascertained that it was the wish of a majority of the chorus members in *Jubilee*, the production immediately affected."

Present at the meeting were reps of Chorus Equity, Central Trades and Labor Council, Local No. 1 of the Stagehands' Union, American Guild of Variety Artists and American Guild of Musical Artists and performers of *Jubilee* cast. The scale being demanded by Equity is \$8 more than the fair is willing (See *EQUITY STANDS PAT* on page 62)

# FILM NAMES FLOOD VAUDE

## Star Salaries Still High, With Cantor-Jessel Unit Taking 15G

NEW YORK, April 13.—With the number of long-term contracts for film players decreasing because of loss of foreign markets due to the war abroad, an increasing number of film names are being made available for vaude tours, as indicated in the story listing film names in vaude units which appeared here last week. Studios are for the most part now signing free lance players for one or two pictures in order to cut overhead. There are longer layoffs between pictures, affording performers more time for vaude dates or vacations. Vaude dates are preferable, times being what they are.

Because many standard names are available, the vaude market for up and coming film players has been curtailed. It was previously the custom of studios to farm out a new star for vaude dates after a favorable impression had been made in one or two pictures. Such a tour was instrumental, for example, in helping build the late Jean Harlow into a top money star.

The increasing number of filmers making p. a.'s has not as yet depressed the vaude salaries demanded by stars, altho in the dickering for salaries there is a wide variance between asking prices and what they actually get. In several cases

the film players get about half of the asking price. However, those are the exceptions. Many stars prefer to work for a guarantee and a percentage.

A film player making his first vaude tour usually gets his best salary. The value of his name frequently decreases with subsequent appearances. On the third trip around salaries are often half of the original price.

Many film stars are in vaudeville simply because there is no demand for their (See *Influx of Film Names on page 17*)

## Ice Show Doubles Business for Det's Book-Cadillac

DETROIT, April 13.—Policy of ice-skating entertainment (Iceolite) has broken three records at the Book-Cadillac Hotel, where the *Iceolite Revue* has been running since November 13 and will close April 27. The show's 21-week stay represents the longest run in the spot. Also, it doubled the Casino's business as compared with the same period last year, and it offered the first week-day luncheon entertainment in town. Local policy had confined luncheon shows to Saturdays.

Throughout the run there were one or two changes in the cast every three or four weeks and weekly modifications of the dance numbers.

Bulk of the increased business fell to the dinner show, tho late show and luncheons showed a healthy increase, too. Reported that the ice revue policy would be reinstalled next fall again. Show was booked by William Morris Agency.

With the closing of the ice revue, spot ditches entertainment for the summer. Jack Meyers' Band will stay on until May 6, when Lowry Clark will probably take over for the summer and dance music sessions at 7 and 9:30 p.m. Vic Abbs' unit will return to the Motor Bar May 6 for the hot weather.

## MCA-Equity License Okeh Is Due Soon

NEW YORK, April 13.—Council of Actors' Equity Association last week discounted beefs lodged by several of its franchised agents against the licensing of Music Corp. of America, and reiterated willingness to license the corporation if it, in turn, modifies its contracts to comply with Equity standards. MCA representative Martin Jurow, who was present at the hearing, indicated his office was willing.

Major modifications would involve reduction in commissions to 5 per cent, unless the office obtained the special license as personal representative, at which time 10 per cent is allowed. Second important change would be elimination of the exclusive management type of contract. So long as MCA may retain the exclusive booking and agenting rights in all other fields, it is likely it will submit to the Equity regulation in legit.

## Bruder Leaving Chi Theater

CHICAGO, April 13.—Roy Bruder, for many years manager of the Chicago Theater, leading Balaban & Katz combo house, will leave the theater late in June to operate a bowling alley in East St. Louis in partnership with Johnny Perkins, of vaudeville and musical comedy. It is probable that Bruder's wife, known professionally as Ruth Farley, organist, will remain at the Chicago for some time.

## New AGMA Exec Secy.

NEW YORK, April 13.—Mrs. Blanche Witherspoon has been named executive secretary of the American Guild of Musical Artists, to take office May 15. Mrs. Witherspoon is a director of the Metropolitan Opera Guild.

### New Series of Legal Opinions

In the next issue will appear the 27th of a new series of legal opinions. It will be titled *When Doctrine of Res Ipsa Loquitur Applies to Injury Suits*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



UNLESS we miss our fairly safe guess there will soon be open warfare between two unions connected with the Four A's—the American Guild of Variety Artists and the Brother Artists' Association, the latter being the former Burlesque Artists' Association which had its present title forced on it by the hypocrisy of the New York Municipal Administration which shivers in its pantaloons every time the pressure groups let out a whoop.

There will be war between the BAA and AGVA because Haddock Hoyt, the aggressive leader of AGVA, doesn't like the way BAA has been going about its work of organizing the burlesque field and because he feels that there should be an amalgamation between the two organizations. Tom Phillips, who hasn't enjoyed any too peaceful an existence as the burlesque union's standard bearer, doesn't want to lose his and the BAA's identity and he doesn't feel that the BAA would be any better off than it is today if it were placed under the protecting wing of Haddock's organization. So before the hostilities begin Haddock tells what he thinks and threatens to do certain things unless the BAA consents to his amalgamation proposals. And on the other side of the fence Phillips has plenty to say, too, maintaining among other things that Haddock is entirely too ambitious; that the AGVA has a big enough job to do without worrying itself about the burlesque jurisdiction.

## Corelli, Four A's, a "Clique" Claims Actor

NEW YORK, April 13.—Minor fireworks occurred at a Theater Authority hearing last week to hear charges brought against Alan Corelli, secretary of Theater Authority, by Alfred Mayo, performer. Mayo's complaint was that Corelli, who had allegedly previously given him permission to round up talent for a benefit at the Waldorf-Astoria November 26, insulted him before other performers by saying, "You haven't got a thing to do with this affair." Additionally, Mayo charged Corelli with attempting to pay three "outside" men the sums of \$10, \$10 and \$20 for helping him (Corelli) in the conduct of the benefit. Mayo claimed these men should not be paid when actors render their service gratis.

At the Four A's hearing charges and counter charges flew back and forth. Mayo (See *FOUR A'S CLIQUE on page 62*)

## Washington Remains "For Adults Only"

WASHINGTON, April 13.—Prospects for liberalizing District of Columbia laws for child labor faded recently as word passed from the District of Columbia Committee in the House of Representatives that changes could not be expected before next year. Insufficient time remained for this session of Congress to consider the bills, which were opposed by women's clubs.

A bill prepared by the D. C. Commissioners (HR 8694) was brought to the floor of the House for debate recently but fire from local groups forced a return to committee. The bill would permit child actors to appear on local stages after 7 p.m. curfew which now exists.

Edmund Plohn, manager of the National Theater, has just been forced to cancel the appearances of William Saroyan's *Love's Old Sweet Song* because of the child actor ban. Plohn also pointed out that *Life With Father* will have to forego a regular date at this city. Robert Sherwood's *Abe Lincoln in Illinois* had to be revised in several scenes in order to avoid running afoul of the statute. In Katharine Cornell's *Wingless Victory* it was necessary to employ a midget for the local engagement, while Katharine Hepburn's *Philadelphia Story* used a mature girl to play the part of a 12-year-old boy.

Child prodigies are never able to give evening concerts in this city, and local vaude houses find it impossible to book some acts. Warner's Earle only recently passed up the chance of playing the Dead End Kids because one of their number was still a minor.

## 'Road' Clicks Under Obstacles

NEW YORK, April 13.—Despite the inconveniences of a postage stamp stage, no curtain and lack of backstage facilities and dressing rooms, *Tobacco Road*, headed by John Barton, packed the Rialto Theater, Lewistown, Pa., in a one-night stand recently. For the company the date meant using blinders as a black-out for the lack of curtains; installation of two portable toilets and taxing to the theater of the whole cast from the hotel, which had to be used as the dressing room. House capacity is 750.

## Long Pitt Season; 'Story' Near Sell-Out

PITTSBURGH, April 13.—Longest Nixon season in years was assured this week when Manager Harry Brown announced booking of *Margin for Error* week of April 22. Play will be American Theater Society's fifth subscription production, with one more to go. George M. Cohan in *Return of the Vagabond* is penciled in for week of May 6, following six days of Pitt Cap and Gown annual revue.

Katharine Hepburn in *The Philadelphia Story* is almost a sell-out this week, with \$3.30 top. first time show also sold as ATS number has been boosted above \$2.75 for over-the-counter sales.

### PHIL LEVANT

(This Week's Cover Subject)

PHIL LEVANT has been a successful orchestra leader for over a decade. A capable violinist and composer since his early youth, he organized his first band at 19 in Detroit and landed many important engagements in that area. It proved a personal victory, for his parents were always anxious to make a concert violinist out of him, but he insisted that modern music is the thing.

A tour of the leading vaudeville circuits followed, landing in Chicago where he opened as an unknown in the Bismarck Hotel and established himself as one of the leading bands in the Midwest. He has since returned to the Bismarck several times and also played long engagements in many prominent hotels and ballrooms, among them the Aragon and Trianon, Chicago; Hotel Sherman and Congress Hotel, Chicago; Schroeder Hotel, Milwaukee; Jefferson Hotel, St. Louis; Baker Hotel, Dallas; Gunther Hotel, San Antonio; Edgewater Beach Hotel, Detroit; Claridge Hotel, Memphis, and Gibson Hotel, Cincinnati.

Levant is a hard worker and his major interest is to please the customers with entertaining and danceable music. He takes pride in the fact that many of his men are veterans with his outfit. He recently added two new featured vocalists, including Don Gordon, romantic baritone, and Gale Robbins, swingstress. His comedy songs are still delivered by Herbie (Schnickelpuss) Walsh.

Levant's home is in Chicago.

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# RADIO PUBLICITY SURVEY

## Radio Editors Voice Opinions

(Continued from page 3)

editor stated he did not read the release copy. He is an editor whose paper runs no radio matter at all. One editor did not qualify the extent to which he reads his releases. Five did not answer.

### Question 2

#### Value of Press Releases

QUESTIONS 2 and 2A, dealing with the value of network publicity releases, leave no doubt as to the editors' opinion of their worth, 139 editors stating the chain releases to be of value. Of these, 91 stated "considerable value," 44 "moderate value" and only one "slight value." The same editor who answered Question 1 by saying he did not read his mail naturally stated it was of no value whatsoever. Three of the editors who answered the question did not state the extent of the releases' value.

### Question 3

#### Stations' Press Depts.

ALTHOUGH there still seems to be considerable room for further improvement, it is apparent from the voting this year that in the past 12 months radio stations have gone to considerable effort to improve their press departments, probably as a result of the strong criticism voiced by the radio editors last year. This year, 66 editors stated that stations

### WLW's Spread

NEW YORK, April 13.— More radio editors named WLW, Cincinnati, as sending them copy than any other station mentioned in the Radio Publicity Survey. There were 25 editors who listed WLW with WGN, Chicago, next with 21.

Looks as tho the cut in power given WLW hasn't affected its spread.

in their vicinity maintain satisfactory press departments, compared to last year's figure of 23. This year, 38 editors said the stations fail to maintain adequate press departments, as against 37 last year. Although there is one more vote against the stations in the 1940 study, the increase in the number of participating editors, plus the large increase in approving votes, indicates that there has been improvements. In addition to these direct answers, 38 editors split their votes by stating that some of the stations were good and some poor. Last year 16 editors said the stations' press services were fair, while only four voted that way this year. Lists showing the stations receiving "Good" and "Poor" votes are published in the Radio Department of this issue.

Criticisms made of the stations were: too slow, 26; poor copy, 16; no schedules, no corrections, 6; not co-operative, 21; no service at all or apparently no press department, 23; duplication of network release, 3; poor art, 5; service consists of schedules only, 7; insufficient local talent news, 1.

#### EDITORS' COMMENT

Leslie A. Wahl, of *The Saginaw* (Mich.) *News*, spoke unfavorably of WLW (Cincinnati) and its correction service, finding the same fault with WWJ, Detroit. Joe Bingham, of *The Tucson* (Ariz.) *Citizen*, said KFI, KOA and KSL, although servicing the Tucson area, do not send him copy. Turner Jordan, of *The Birmingham* (Ala.) *News*, said that while the stations in his territory in the past had failed to pass muster the situation has been corrected since the last year's Radio Publicity Survey. A similar comment was made by Herb Swartz, of *The Goshen* (Ind.) *News-Democrat*. Eileen Reinhardt, of *The Topeka* (Kan.) *State Journal*, wrote, "None of the press services we get in this vicinity is satisfactory. By rewriting the network copy with the local angle we make our own stories. . ." Criticism was also voiced by Henry P. Lewis, of *The Springfield* (Mass.) *Union*, who said, "Local stations with network

connections in general offer little or no local publicity, largely, it appears, because papers here emphasize national programs." Indicating that some one is asleep at the switch, Letitia Lyen, of *The Binghamton* (N. Y.) *Sun*, said, "WNBZ seldom takes advantage of our 'Best Bets' column to tip us off on local broadcasts of special interest, altho their regular service is good." Ben Gross, of *The New York* (N. Y.) *Daily News*, noted that most of the local stations in his area fail to maintain service after 6 p.m., and that it is impossible to reach anyone in authority after that time. New York (See Radio Publicity Survey on page 6)

For ORCHESTRAS VAUDEVILLE CARNIVALS NIGHT CLUB BALLROOMS CIRCUSES FAIRS AMUSEMENT PARKS

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### Features Omitted

Because of the Radio Publicity Survey presented in this issue, standard features of the Radio Department, including Paul Ackerman's weekly column, Advertisers, Agencies, Stations, Program and Television Reviews, Dean Owen's Hollywood and Los Angeles notes, Program Comment and From All Around are omitted. They will also be omitted next week, but will return in the issue dated May 4.

Jerry Lesser's Radio Talent column will be found on page 4.

## "Despite the Ribbing" Vaude A Box-Office Click at Carman

PHILADELPHIA, April 13.—Holy Week may be razed as the worst week in the year for show business, but for Frank O. Ackley, manager of the local Carman

Theater, Holy Week, not including Good Friday, meant a gross of \$7,650, which is a grand above house par.

"It was the best Holy Week business in the history of the house," said Ackley, "and the only thing I can blame it on is the fact that we have vaude back again at the Carman." House resumed vaude March 1 after a three months' dispute with the musicians' union. The vaude show included no names, a standard policy at this neighborhood de Luxer.

"The picture (*Little Old New York*) can take little credit for this exceptional business," continued Ackley. "It's definitely the vaude. In fact, the Carman never feels the same without stage shows. Since the return of flesh here, I have had any number of patrons come to me and express their enthusiasm for the shows. The Carman has built its reputation as a vaudefilm house, and despite all the ribbing vaudeville gets, our patrons would have it no other way."

Ackley further pointed out that many showmen make a mistake in keeping their vaude policy practically a secret. "Newspaper advertising isn't enough," explained Ackley. He uses a bally wagon, window cards and billboard posters. And the additional effort shows itself in box-office dividends.

Ackley is stretching the talent budget to bring in bigger names. Had Major Bowes' unit April 5 week. Britton Band opened yesterday (12). John Boles opens April 19. Eddie Sherman books.



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# RATING STATION PRESS DEPARTMENTS

THE lists of stations below are in connection with Questions 3, 3A and 3B of the Radio Editor Publicity Survey. In the questions the radio editors were asked to state whether stations in their territories maintained satisfactory press departments and to list those maintaining satisfactory and unsatisfactory press relations.

The listing of the call letters is to be taken as one vote for that particular station. Where a numeral appears after the call letters, it indicates the total number of votes for or against the station.

A total of 105 editors listed stations maintaining satisfactory press departments and 71 listed those failing to maintain satisfactory press departments. Some editors listed stations in either or both categories, altho not voting directly on Question 3. Four editors listed the stations shown below as maintaining "Fair" press departments.

## Stations Rated as "Good"

<b>ALABAMA</b> Birmingham WAPI WSGN Anniston WHMA	<b>TOPEKA</b> WIBW	<b>NORTH CAROLINA</b> Charlotte WBT Durham WDNC—2 Raleigh WPTF
<b>ARIZONA</b> Tucson KVOA Los Angeles KNX—4 KECA—2 San Francisco KSFO—2 KPO—3	<b>LOUISIANA</b> New Orleans WWL WSMB	<b>OHIO</b> Ashtabula WICA Canton WHBC Cincinnati WLW—25 WCKY—2 Cleveland WTAM—6 WHK—4 Columbus WOSU
<b>CALIFORNIA</b> Los Angeles KNX—4 KECA—2 San Francisco KSFO—2 KPO—3	<b>MAINE</b> Portland WCAN MASSACHUSETTE Boston WBZ—3 WEEI—2 Lawrence WLAW Lowell WLLH	<b>OKLAHOMA</b> Oklahoma City WKY Allentown WSAN Philadelphia KYW—2 WIP—2 Pittsburgh KDKA—7 WCAE—2
<b>CONNECTICUT</b> Bridgeport WICC—4 Hartford WTIC—2 New Haven WELI New London WNLC	<b>MICHIGAN</b> Bay City WBCM Detroit WJR—5	<b>PENNSYLVANIA</b> Allentown WSAN Philadelphia KYW—2 WIP—2 Pittsburgh KDKA—7 WCAE—2
<b>FLORIDA</b> Lakeland WLAJ St. Petersburg WSUN Tampa WDAE Macon WMAZ	<b>MINNESOTA</b> Minneapolis WCCO—2 St. Paul KSTP	<b>RHODE ISLAND</b> Providence WEAN
<b>GEORGIA</b> Macon WMAZ	<b>MISSOURI</b> Jefferson City KWOS Kansas City WDAF KMBC—2 St. Louis KMOX—5 KWK—2 WIL	<b>TENNESSEE</b> Chattanooga WAO Knoxville WNOX Nashville WSM
<b>ILLINOIS</b> Chicago WGN—21 WBBM—19 WMAQ—13 WENR—11 WLS—9 Peoria WMBD Rockford WROK Urbana WILL	<b>NEBRASKA</b> Grand Island KMMJ Lincoln KFAB Omaha WOW—2	<b>TEXAS</b> Austin KTBC Dallas WFAA Fort Worth WBAP San Antonio KTSA KABC
<b>INDIANA</b> Elkhart WTRC Fort Wayne WQWO—3 Indianapolis WIRE	<b>NEW JERSEY</b> Jersey City WHOM Newark WOR—14	<b>UTAH</b> Salt Lake City KSL
<b>IOWA</b> Ames WOI Cedar Rapids WMT Davenport WOC Des Moines WHO—3 Mason City KGLO Lawrence WREN	<b>NEW YORK</b> Albany WOKO Binghamton WNBK New York City WABC—13 WEAF—10 WJZ—10 WMCA—9 WNEW—8 Rochester WHAM—2 Buffalo WBEN—2 WEBR Schenectady WGY—3 Syracuse WSYR	<b>WASHINGTON</b> Seattle KOMO—3 KJR—2 Tacoma KMO KVI
	<b>WEST VIRGINIA</b> Charleston WGKY DISTRICT OF COLUMBIA WOL—2 WJSV	<b>WEST VIRGINIA</b> Charleston WGKY DISTRICT OF COLUMBIA WOL—2 WJSV
	<b>CANADA</b> CFCF CBL	<b>CANADA</b> CFCF CBL

## Stations Rated as "Fair"

<b>ILLINOIS</b> Chicago WCFL	<b>MASSACHUSETTS</b> Boston WMEX WORL	<b>PENNSYLVANIA</b> Philadelphia KYW WFIL CANADA CBR
------------------------------------	--	---

## Stations Rated as "Poor"

<b>CALIFORNIA</b> Berkeley KRE Los Angeles KFAC—2 KRKD KFVD—3 KFWB—3 Long Beach KFOX KGER—2 Denver KOA	<b>NEW BRITAIN</b> WNBC New Haven WELI Waterbury WATR	<b>FLORIDA</b> St. Petersburg WSUN	<b>INDIANA</b> Fort Wayne WOWO Hammond WVAE Indianapolis WFBM South Bend WFAM Terre Haute WBOB
<b>COLORADO</b> Denver KOA	<b>GEORGIA</b> Atlanta WAGA WATL	<b>ILLINOIS</b> Chicago WGN—3 WEDC WLS—5	<b>NEW JERSEY</b> Jersey City WAAT Zarepath WAWZ
<b>CONNECTICUT</b> Hartford WTIC WHTT	<b>CONNECTICUT</b> Hartford WTIC WHTT	<b>CONNECTICUT</b> Hartford WTIC WHTT	<b>CONNECTICUT</b> Hartford WTIC WHTT

# Radio Publicity Survey

(Continued from page 5)

stations are also slow, Gross added. "in failure to give advance notice of stories which have obvious news value." Peter B. Whittall, of The Free Press, Winnipeg, Can., commented that both Canadian stations and the Canadian Broadcasting

Corp. fail to maintain adequate press departments, and that Columbia's correction service has fallen down. "CBC releases," wrote Whittall, "are usually too stale or too general in character... cuts and mats are hard to get." Details on the answers to Question 4 are given on page 5.

## Question 5; CBS Nabs Big Lead To Get Chain Publicity Wreath

IN WINNING the votes of the editors for the best network press department for the second consecutive year, the Columbia Broadcasting System does so by the amazing lead of 32 votes. Last year CBS won by only five more mentions than NBC. Balloting the year before resulted in a dead heat. It is beyond doubt that a contribution to Columbia's victory was, by a reverse twist, a step taken by the National Broadcasting Co. in inaugurating, several months ago, a new form of press release. Thru much of the voting an attitude of disfavor could be sensed towards NBC's printed sheet, adopted recently in place of the customary mimeographs. It was considered possible after NBC changed the style of the sheet so that it was perforated, each part dealing with one date, that the editors might soften in their disapproval of it. However, the second mailing of questionnaires to those who had not answered the first was made after NBC had adopted perforations, and no evidence of a change in the editors' attitude was apparent.



LOUIS RUPPEL, CBS Publicity Head

It was also indicated a number of times that NBC has suffered in space as a result of the new sheet, which the majority of editors voting on the question found difficult to handle compared with the mimeos. It is also quite likely that NBC, if desirous of sticking to printed releases, will have to accept the fact that this loss may continue, at least until the editors are conditioned to the new style.

and Mutual even for third; CBS and NBC each gained a first place vote from editors associated with dailies affiliated with a station taking the particular network service. These votes do not affect the all-over picture given above. Ties were credited to each network.

In justice to the Mutual Broadcasting System, which placed third, it should be noted that Mutual does not maintain a press department similar to those of Columbia or NBC. MBS leaves the principal part of the space-getting burden to its affiliates, each operating in its own territory.

## Question 5A

### Explaining Network Votes

Following Mutual is the Canadian Broadcasting Corp.—on which only Canadian editors voted—Yankee network and Inter-City. Latter is a regional network operating in the East, and gained its vote thru WMCA being rated third in the chain publicity department rankings, this rating shaping up as a laurel for the New York station.

As noted in the chart listing each question and the answers, CBS drew many more reasons for its first place votes than did NBC. Columbia copped its prize by getting votes as follows: briefer copy, 26; localized news, 1; more complete service, 19; more alert, 1; better correction service, 6; CBS "Calendar," 3; better art service, 9; prompter service, 11; releases easier to handle, 15.

Five editors voted ties between CBS and NBC for first; one editor placed CBS

Among the preferences shown for NBC were: prompter, 10; briefer, 2; better copy, 10; more reliable, 3; more complete service, 2; better correction service, 5; easier to handle, 1; more detailed, 2;

<b>IOWA</b> Cedar Rapids WMT Davenport WOC Shenandoah KMA	<b>NEW YORK</b> Buffalo WGR—2 WKBW New York City WNEW—2 WNN—2 WQXR WMCA WJZ	<b>SCRANTON</b> WGBI Wilkes-Barre WBRE
<b>KENTUCKY</b> Louisville WHAS	<b>RHODE ISLAND</b> Providence WEAN WPRO—2	<b>TENNESSEE</b> Knoxville WROL WNOX
<b>MASSACHUSETTS</b> Boston WBZ WEEI	<b>NORTH CAROLINA</b> Raleigh WRAL Salisbury WSTP	<b>TEXAS</b> San Antonio WOAI
<b>MICHIGAN</b> Detroit WJR—7 WWJ—3	<b>OHIO</b> Akron WADC Columbus WBNS—2 WCOL Dayton WHIO—3 Cincinnati WKRC WCKY Cleveland WGAR Toledo WTOL	<b>UTAH</b> Salt Lake City KSL
<b>MINNESOTA</b> Duluth WEBC Minneapolis WDGY WMIN WTCN	<b>WASHINGTON</b> Seattle KOMO—3 KIRO—2	<b>WASHINGTON</b> Seattle KOL Tacoma KVI
<b>MISSOURI</b> Columbia KFRU Kansas City WDAF St. Louis KMOX KWK WIL	<b>WEST VIRGINIA</b> Charleston WCHS DISTRICT OF COLUMBIA WOL—2 WJTV	<b>WEST VIRGINIA</b> Charleston WCHS Parkersburg WPAP
<b>NEW JERSEY</b> Jersey City WAAT Zarepath WAWZ	<b>CANADA</b> CFCF CBL	<b>WISCONSIN</b> Milwaukee WTMJ
	<b>CANADA</b> CKAC—2 CHLP CBM—2 CBF—2 CKCK CHAB	<b>CANADA</b> CJRM CKLW CHML CKOC CFRB

better art, 1.

Two editors voted CBS first for art service, they declared, while another voted NBC first because of its press release style. One editor openly stated he voted for CBS because of NBC's printed copy.

SOME QUOTES

Leonard Massell, of The Stamford (Conn.) Advocate, noted "NBC never lets program listings or immediate-value stories lag. CBS is only slightly behind NBC and, in fact, it's really a toss up. Mutual is coming up fast." From the same State, Leo Miller, of The Bridgeport Herald, wrote, "I imagine that the anti-NBC clip sheet vote is practically unanimous," and went on to suggest, as did several other editors, that NBC resume mimeos. Another comment, showing the value of The Billboard Survey, came from Grace Leon Barrett, of The Freeport (Ill.) Journal-Standard, who said, "All networks—NBC vastly—have improved since last year's poll. WGN is most timely in forwarding its mail."

A plug for NBC's reliability and promptness came from Herbert L. Norddegg, of The Abendpost, Chicago. Anise E. Cassab, of The Charleston (W. Va.) Daily Mail, stated preference for CBS because "material is easier to handle and mats are included with releases. Copy is prompt and so are corrections." Helene Peters, of The Berkeley (Calif.) Daily Gazette, thinks NBC does a thoro job. "CBS is better arranged to assist on daily program revision," states Charles Timothy Jewett, of The Anderson (Ind.) Herald. Mr. Jewett was another editor who remarked on improvement since last year's poll. Beatrice Biggs, of The Daily Clintonian, Clinton, Ind., feels that "CBS is more prompt and comprehensive. The daily 'Calendar' is a big help. While NBC feature material is better than Columbia's, I am unable to use much of it because it reaches me too late. CBS sends more interesting program sidelights than NBC."

MORE

From Davenport, Ia., Tom O'Hern, radio editor of The Daily Times, commended NBC "because NBC gives me excellent service out of Chicago and is never late. CBS out of Chicago is not as good as formerly, because of a new system of saving paper by placing too many corrections on same page. MBS is good, altho limited." Ina B. Wickham, from the same city, Davenport, Ia., radio editor of The Democrat and Leader, noted that "NBC used to be first class but in the past few months they seem to have neglected the smaller papers and are concentrating on larger ones. CBS has been very fine since Lou Ruppel took charge. Mutual is starting to give excellent service. I have missed many items from NBC. I do not get the service I did a year ago."

"CBS copy is better written and art is topnotch; NBC is voluminous and art mediocre," declared E. D. (Ki) Keilman, of The Daily Capital, Topeka, Kan., one of the veteran radio editors of the country. A preference for NBC, tho, is shown by Dave Frederick The Star-Times, St. Louis, who wrote, "NBC's releases are fresh . . . usable. CBS . . . dry . . . Mutual is often late." Another to lean toward NBC was Ferde Larson, of The Fremont (Neb.) Tribune, who said, "NBC has the edge because its service is more prompt and less voluminous . . ."

From The Lincoln (Neb.) Star, Bruce Nicoll, wrote, "CBS . . . is the only network making a pretense at offering a mat or pix service adequate for our needs. CBS also better on features. Both NBC and CBS very co-operative . . ." A nod to copy in the light vein was made by Marion Gilson, of The Camden (N. J.) Courier Post, who wrote, "CBS stuff is readable . . . its authors seem to know what is required. Mutual includes a few chuckles instead of cut-and-dried stuff, the chief fault of NBC's releases." Chuck Gay, of The Dayton (O.) Daily News, noted that "CBS is accurate, concise, complete, rapid and adequate. NBC . . . switched from mimeos to a one-sheet monstrosity . . ." Gay suggested that NBC return to mimeographed releases and also commented, "Any Sarnoff-Toscanini story runs two columns too long."

Bill Moyes, of The Portland (Ore.) Oregonian, favors NBC because "Coast NBC now gives complete service, quick on news tips, conscientious about wiring last-minute corrections. CBS Coast service used to be number one when Harry Elliott handled it. Now they're afraid to wire. Mutual should start a Coast service, since the stuff from New York is n. g. here." Roy F. Royerson, of The (See Radio. Publicity Survey on page 8)

Chart Showing Questions Asked in Radio Editor Survey Together With Details on Their Answers

A TOTAL of 149 radio editors participated in the Third Annual Radio Editor Publicity Survey conducted by The Billboard. The chart below shows the questions asked, and the number answering each question, together with their answers. Analysis of the answers is in story starting on page 3.

QUESTION 1. DO YOU READ THE PUBLICTY YOU RECEIVE? ANSWERS: YES—143. NO—1. TOTAL ANSWERS—144.

QUESTION 1A. ALL OF IT OR PART OF IT? ANSWERS: ALL—64. PART—78. DID NOT QUALIFY—1. TOTAL ANSWERS—143.

QUESTION 2. ARE NETWORK RELEASES OF VALUE TO YOU? ANSWERS: YES—148. NO—5. TOTAL ANSWERS—144.

QUESTION 2A. CONSIDERABLE VALUE, MODERATE VALUE, NO VALUE? ANSWERS: CONSIDERABLE VALUE—91. MODERATE VALUE—44. SLIGHT VALUE—1. DID NOT QUALIFY EXTENT OF VALUE—3. NO VALUE—5. TOTAL ANSWERS—144.

QUESTION 3. DO THE STATIONS IN YOUR TERRITORY MAINTAIN SATISFACTORY PRESS DEPARTMENTS? ANSWERS: YES—66. NO—38. SOME—26. FAIR—4. TOTAL ANSWERS—134.

Note: A fuller analysis of the answers to these questions is given elsewhere in the Radio Department of this issue. Lists showing the stations selected by the editors as maintaining press departments in the above categories are also published in this issue.

QUESTION 4. IN CONNECTION WITH THOSE STATIONS WHICH DO NOT MAINTAIN SATISFACTORY PRESS DEPARTMENTS, WHAT ARE THEIR PRINCIPAL SHORTCOMINGS?

ANSWERS: Principal shortcomings reported by the radio editors are as follows: SERVICE TOO SLOW—26. POOR COPY—16. NOT CO-OPERATIVE, DO NOT SEND SCHEDULES OR DO NOT SEND CORRECTIONS—21. NO SERVICE OR APPARENTLY DO NOT MAINTAIN PRESS DEPARTMENTS—23. SEND SCHEDULES ONLY—7.

Other criticisms made were of poor art service, poor local talent news and duplication of network copy. Criticisms made of the CBS press service were in connection with art and copy.

QUESTION 5. HOW DO YOU RATE THE NETWORK PRESS DEPARTMENTS FROM THE STANDPOINT OF ALL-ROUND VALUE TO YOU?

Table with 5 columns: CHAIN, FIRST, SECOND, THIRD, and a list of radio chains (CBS, NBC, MBS, CBC, YANKEE, INTERCITY) with their respective counts.

Note: Editors were asked to list their first, second and third choices, but all did not do so. A total of 125 editors voted on this question. One editor stated his newspaper owned a station affiliated with CBS and hence he voted for CBS. Five editors voted ties for NBC and CBS, each vote being credited to each network. Another editor voted for NBC first because of the affiliation of the station owned by his newspaper. There was one tie between CBS and MBS for third place. If these votes are deducted from the standings given above they would not be changed to anything but a very minor degree.

QUESTION 5A. PLEASE GIVE REASONS FOR RATING THE NETWORK PRESS DEPARTMENTS AS YOU DID IN THE FOREGOING QUESTION.

ANSWERS: FOR CBS—BETTER COPY—26; MORE COMPLETE SERVICE—19. BETTER CORRECTION SERVICE—6. BETTER ART SERVICE—9. PROMPTER SERVICE—11. EASIER TO HANDLE RELEASES—15.

FOR NBC—PROMPTER—10; BETTER COPY—10; BETTER CORRECTION SERVICE 5.

Answers above were made by 70 editors.

Note: Inexplicably, the editors who voted for CBS gave more reasons than those voting for NBC. This may be partially explained by the preference shown in the question dealing with the NBC printed sheet form of release.

QUESTION 6. WHAT SUGGESTIONS HAVE YOU FOR IMPROVING NETWORK PRESS DEPARTMENT SERVICES?

ANSWERS: SHORTER COPY—12; MORE LOCALIZED COPY—9. FASTER CORRECTION SERVICE—16; FASTER SERVICE ON COPY BY AIRMAIL OR WIRE—6. BETTER ART SERVICE—6; MORE INSIDE OR MORE TALENT NEWS—12.

Answers above are leading suggestions made. Others will be found in the story starting on page 3. Answers above made by 67 editors.

QUESTION 7. THE NEW YORK OFFICE OF THE NATIONAL BROADCASTING CO. RECENTLY DISCONTINUED MAILING ITS PUBLICITY RELEASES ON MIMEOGRAPHED SHEETS AND IS INSTEAD USING ONE LARGE PRINTED SHEET. DO YOU PREFER THE PRINTED SHEET? DO YOU PREFER THE MIMEOGRAPHED RELEASES?

ANSWERS: PREFER PRINTED SHEET—32. PREFER MIMEOGRAPHED RELEASES—78. NO DIFFERENCE—2. TOTAL ANSWERS—112.

QUESTION 7A. WHAT ARE THE REASONS FOR YOUR PREFERENCES?

ANSWERS: REASONS FOR PRINTED SHEET: BETTER APPEARANCE—6; EASIER TO HANDLE OR MORE CONVENIENT—27.

REASONS FOR MIMEOGRAPHS: EASIER TO HANDLE—45; EASIER TO FILE—35.

Note: A total of 72 editors gave their preferences, a number of them giving more than one reason. In connection with the mimeographs, the answers fell distinctly into the two categories given.

QUESTION 8. PLEASE NAME THE ADVERTISING AGENCIES WHICH SEND YOU PUBLICITY RELEASES.

Table listing advertising agencies and the number of editors who receive publicity releases from them, such as Kiesewetter, Ruthrauff & Ryan, Maxon, etc.

Note: All mentions credited to Kiesewetter were listed by the editors as Col. Stoopnagle, publicity for whom is handled by Kiesewetter. Air Features is a subsidiary of Blackett-Sample-Hummert. Metropolitan Opera auditions handled by Warwick & Legler. Young & Rubicam sends out publicity under name of Bureau of Industrial Service.

QUESTION 9. ARE THEIR SERVICES ACCURATE? PROMPT? NEWSWORTHY?

ANSWERS: ACCURATE: YES—72. NO—NONE, 50-50—9. TOTAL ANSWERS—81. PROMPT: YES—66. NO—7. 50-50—12. TOTAL ANSWERS—86. NEWSWORTHY: YES—42. NO—15. 50-50—35. TOTAL ANSWERS—92.

QUESTION 10. JUDGING FROM THE STANDPOINT OF SERVICE, HOW DO YOU RATE ADVERTISING AGENCY PRESS DEPARTMENTS? (IN ANSWERING THIS QUESTION, PLEASE DISREGARD THE FACT THAT CERTAIN AGENCIES SEND YOU COPY REGARDING MORE IMPORTANT THEATRICAL NAMES THAN OTHERS).

Table with 6 columns: AGENCY, FIRST, SECOND, THIRD, FOURTH, FIFTH, listing agencies like J. Walter Thompson, Bureau of Industrial Service, etc., and their counts.

QUESTION 11. DO ADVERTISERS USE COERCION TO GET PUBLICITY SPACE?

ANSWERS: YES—9. NO—87. OCCASIONALLY—21. VERY SELDOM—3. TOTAL ANSWERS—120.

Note: Of the editors voting "Occasionally," six stated the instances involved small local advertising accounts, not national advertisers.

QUESTION 12. PLEASE NAME THE PRESS AGENTS WHO SEND YOU COPY.

ANSWERS: Ninety radio editors named the following press agents:

Table listing press agents and the number of editors who receive copy from them, such as Paul Whiteman Office, Alfred Cook, Dorothy Haas, etc.

Continued on page 8)

# Radio Publicity Survey

(Continued from page 7)

Seattle (Wash.) Star, commented that "CBS material is more interesting . . . personals . . . items short . . . NBC material about 50 per cent late. . . . Mutual is late . . ."

Other editors' comments in connection with network press departments were: Joe A. Bingham, *The Tucson (Ariz.) Citizen*, "Releases from CBS and advertising agencies have frequently been contradictory." Leslie A. Wahl, *The Saginaw (Mich.) News*, praises CBS' "Calendar" and notes that Mutual "does this in lesser fashion." Turner Jordan, *The Birmingham (Ala.) News*, remarked, "NBC has improved service immensely since last poll." Herb Swartz, *The Goshen (Ind.) News-Democrat*, "NBC keeps up closer on guest artists and program news of importance with corrections. CBS okeh on all but corrections. Not enough Mutual programs heard in this area and they should be." "NBC leads in standardization publicity, but CBS quicker on off the routine service. WMCA is very alert in its sense of news values," noted Ben Gross, of *The New York (N. Y.) Daily News*, Letitia Lyon, *The Binghamton (N. Y.) Sun*, "Columbia's presentation is most convenient. NBC, while on its toes, sends material in a form that is difficult to file."

## CANADIAN COMMENTS

From the Dominion come the following comments on network publicity: Frank Walker, *The Windsor (Ont.) Star*, "CBS publicity easier to handle . . . entertaining . . ." Victor J. Mackie, *The Moose Jaw (Saskatchewan) Times-Herald*, "CBS system . . . best for my needs." Denny Brown, *The Winnipeg (Man.) Tribune*, "CBS releases compact, sufficiently in advance and corrections are up to date. NBC, an excellent service, is more involved." Peter B. Whittall, *The Winnipeg (Man.) Free Press*, "CBS releases have more color, more originality and more of a news nature. NBC releases are too complete and that's a fault—you can't use everything."

## Question 6

### Suggestions to Chains

A COMPLETE list of suggestions made and the number of editors making them follows: Shorter copy, 11; more shorts, 2; newsier copy, 3; more localized copy, 9; clearer keying system, 2; faster corrections, 16; one item per sheet, 4; faster copy, 3; wired copy, 3; better art,

6, with two editors saying prominent microphones spoil pix use; standardized on all points, 2; more inside, more talent news, 12; copy in light vein, 1; less duplication, 2; more sustaining news, 2; more features, 1; mats with copy, 1. It is interesting to note that duplication, the outstanding criticism made in the first Publicity Survey, has been almost completely ended.

It was also suggested that CBS adopt same Chicago correction system as NBC, one editor; that NBC return to mimeos, 5; follow CBS style, 2; give better art service, 1; that Mutual change to NBC or CBS style, 1; offer better correction service, 2; that CBC follow CBS style, 2.

Individual suggestions included:

Joe Betzer, *The Buffalo (N. Y.) Evening News*, "Cut wordiness, give facts . . ." Don Tranter, *The Buffalo (N. Y.)*



WICKLIFFE CRIDER, of J. Walter Thompson Co., who, with James Bealle, of the agency's Hollywood-Los Angeles office, handles radio publicity for the agency.

*Courier - Express*, "Confine program stories to one sheet, more information on day-time serials." Virgil G. Evans, *The Pensacola (Fla.) News-Journal*, "More mats, more advanced service. . . ." Mary Little, *The Des Moines (Ia.) Register and Tribune*, "We use about 100 cuts a week and need pictures with ideas in back of them." E. D. (Ki) Keilman, *The Topeka (Kan.) Daily Capital*, "Better listings and more wired corrections." Alton Cook, *The New York World-Tele-*

gram, "More attention to New York columns. CBS until recently was giving most of its news to Broadway, not radio columns." Dave Frederick, *The St. Louis Star-Times*, "Less attention to day-time serials. Lessing harping on 'cultural' programs, more personality news." George M. Hamaker, *The Oklahoma City Oklahoman-Okla. City Times*, "Less posed art, more action art—pictures that tell stories." Ben Gross, *The New York Daily News*, "More personalized service to radio editors; shorter stories; more cooperation when an unscheduled story breaks." George Huber, *The Washington (D. C.) Star*, "Pulleeze, NBC, go back to former style." Ralph Sanders, *The Chattanooga (Tenn.) News-Free Press*, "Air-mail or wire special news." Anise E. Cassab, *The Charleston (W. Va.) Daily Mail*, "Include mats with copy." Beatrice Biggs, *The Clinton (Ind.) Daily Clintonian*, "More talent news, more human interest." Tom O'Hern, *The Davenport (Ia.) Daily Times*, "More and faster corrections—my usual gripe."

## Question 7

### Re NBC Release Style

FOR the first time since *The Billboard* started these surveys, the editors gave exclamation points a good workout. Asked to state whether they prefer the customary mimeographed releases or NBC's new style of one large printed sheet, those editors who disapproved—the score was 78 for mimeos, 32 for the printed sheet and two "no difference"—usually made their objection a vigorous one. As previously noted, after the survey's first questionnaire mailing had taken place, NBC revised its clip sheet somewhat, using perforations and grouping stories under the date to which they apply. There was no noticeable reaction to the revision.

NBC's reason for discontinuing mimeos—Chicago and Hollywood still use the standard method, only New York making the change—was primarily one to save time. The new style enables NBC to take copy several hours after the mimeographed deadline, and this, combined with the perforations, led NBC to believe the new set-up is more convenient. Convincing the editors will require more time—if NBC wants to risk it. One editor pointed out in connection with saving time, however, that NBC formerly mailed first class, but is now mailing its clip sheet second class, with a later arrival time. According to a network spokesman, NBC's savings on the clip sheet—if any—will be inconsequential.

Because of space limitations, quotes from the editors on this question—and comments on the clip sheet are legion—will be published in a subsequent issue.

## Question 7A

TWO clearly defined reasons dominate the preference for mimeographed releases: Easier to handle—45; easier to file—35. In favor of the clip sheet: Better appearance—6; easier to handle or more convenient—27; more complete, preferred by composing room, briefer, one each. Seventy-two editors gave reasons for preferring one style or the other, and 112 editors voted on the question of style preference. Quotes on Question 7A will be given in the same issue as those dealing with Question 7.

## Question 8

### Ad Agency Coverage

EDITORS were asked to name advertising agencies and press agents sending them copy. Results on agency coverage show that J. Walter Thompson still has the widest coverage. Second place this year went to Bureau of Industrial Service (Young & Rubicam press outlet), which replaced Benton & Bowles, B. & B. taking third. Batten, Barton, Durstine & Osborn are also down one notch, to fourth, while J. M. Mathes, fifth last year, is ninth this year, fifth going to N. W. Ayer. A total of 87 editors listed the ad agencies sending them publicity, the full list being given in the chart published in this issue.

## Question 9

### Accurate? Prompt? Newsy?

ACCURACY seems to have improved, as comparison with last year's figures shows. The vote on accuracy last year was: Yes—54; Fair—20; No—1. This year it was: Yes—72; No—0; 50-50—9. Likewise, the vote on promptness is more favorable this year: Yes—66; No—7; 50-50—12. Last year this question drew: Yes—44; Fair—12; No—



EARLE FERRIS

15. News value has improved moderately, this year the results being Yes—42; No—15; 50-50—35, as against last year's Yes—17; Fair—37; No—18. News value still makes the poorest showing of the three essentials.

## Question 10

### JWT 3-Time Winner

ALTHO the competition was closer this year, J. Walter Thompson has again (See *Radio Publicity Survey* on page 64)

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# Radio Editor Publicity Survey Chart, Continued

(Continued from page 7)

Following each received one mention: Dale Armstrong, Dick Barrie, Jane Barton, Ivan Black, Bourke-Davies, Al Brackman, Ben Byers, Fred Coll, Larry Hughes, Lou Levy, Livingston (no first name given), James W. McCarthy Jr., Bill Maloney; News Features, Inc.; Rhodes & Rand, Milton Rubin, Ripley, Stanley Richards, Jack Ryan, Joe Ryle, Sobol & Hartman, Sutton News Service, Theodore Wingo, Charles Worden.

Note: Asterisks indicate: Lyons is Richard Hember's press agent. Votes for Lyons named Hember, but are credited to Lyons, inasmuch as no name appears on releases for Hember. Harold Koch is press agent for Song Hit Guild. Votes for latter were credited to Koch. Madge Archer is a press agent in Montreal and handles several programs produced by the J. Walter Thompson advertising agency. Five of the votes credited to Jack Banner actually named Harold Oxley. Oxley is manager of Jimmie Lunceford. Banner is press agent for Lunceford.

### QUESTION 13. WHICH PRESS AGENTS SEEM TO YOU TO HAVE THE BEST SERVICE?

ANSWERS: Seventy-one editors named the following press agents:

Press Agent	First	Second	Third	Fourth	Fifth
EARLE FERRIS	38	14	3	1	—
TOM FIZDALE	26	21	3	2	—
DAVID O. ALBER	—	7	6	4	3
IRVING PARKER	1	1	6	—	—
MEL ADAMS	2	1	3	1	—
KEN LYONS	2	—	4	1	1
HAROLD KOCH	2	2	2	—	—
JACK BANNER	1	3	1	—	—
JACK EGAN	—	2	2	—	—
GARFIELD-ZIMMERMAN	—	1	1	1	—
HANSEN-WILLIAMS	—	—	1	—	—
LOU LEVY	1	—	—	—	—
MILTON RUBIN	1	—	—	—	—
BURNS LEE	—	1	—	—	—
CARROLL NYE	—	—	—	2	—
GEORGE LOTTMAN	—	—	—	1	—
MADGE ARCHER	—	—	—	1	—

BOURKE-DAVIES	—	—	—	1	—
LARRY HUGHES	—	—	—	1	—
PHILLIPS LORD (Sam Slate)	—	—	—	—	1
JACK RYAN	—	—	—	—	1

Note: Bureau of Industrial Service received, in the press agents' category, one vote for third and two votes for fourth place. In each of these cases the editors had named five advertising agency press departments in that category and therefore the votes could not be credited to B. I. S. in the voting in either category, since to do so would have to have given Young & Rubicam—B. I. S. is the publicity outlet for Young & Rubicam—double voting.

### QUESTION 14. WHICH PRESS SERVICE SEEMS BEST TO YOU: ADVERTISING AGENCIES, NETWORKS, PRESS AGENTS OR STATIONS?

ANSWERS: Ninety-one editors voted as follows, some editors giving merely their one preference for first, others giving first and second and others first, second, third and fourth.

Category	First	Second	Third	Fourth
NETWORKS	70	3	—	—
PRESS AGENTS	14	—	4	—
ADVERTISING AGENCIES	5	3	1	2
STATIONS	5	2	—	3

Note: There was one tie for first between agencies and networks; one tie between networks and press agents for first; one tie between stations and networks for first. Each was credited to both categories in the respective cases.

### QUESTION 15. IF YOU ARE ASSOCIATED WITH A NEWSPAPER WHICH OWNS OR HAS AN AFFILIATION WITH A RADIO STATION, DO YOU USE COPY ON OTHER STATIONS?

ANSWERS: YES—35. NO—4. SOME—3. VERY LITTLE—5. TOTAL ANSWERS—47.

QUESTIONS 16 and 17 deal with use of photographs and mats and type poses preferred by the editors. This information, together with a full list of radio editors and the type pictures they require, will be published in a subsequent issue.

# NO C'S ON THE HIGH SEAS



AMONG THOSE WHO ENJOYED THEMSELVES at Al Donahue's opening in the Terrace Room of the Hotel New Yorker—his first Manhattan location since the Rainbow Room—were Mrs. Don McIver, Tom Martin (standing) and Tom Rockwell, the recipient of a Martin handshake. The two Toms are General Amusement Corp. biggies, and Mrs. McIver is the wife of a GAC-ite. Oh, yes—the gentlemen at the left is maestro Donahue, the reason for it all.

## Death Knell Sounded for Most Cruises for Duration of War

NEW YORK, April 13.—Agents, bookers and musicians who have been looking forward to late spring and summer steamship cruises as a means of lining their pockets are going to take a kick this year because of the European war, with most steamship lines canceling vacation cruises completely and others slicing the schedules to less than half of last year.

Most vitally affected is Nat Abramson's Hotel Entertainment Bureau, which last year collared the market on cruises operated by foreign steamship lines. The cruise business hit its height last year, with cruise bookers putting to work virtually all available musicians who were staying in New York for the summer. Besides the vacation angle, the wages were \$90 per month, plus meals, rooms, etc.

New wage scale, however, goes into

effect this year, calling for a basic scale of \$100 per month; but the amount of additional money in musicians salaries that will be paid out by the steamship lines will be negligible because of the few boats that will operate. Abramson has little hope for any activity in the next few months, because all of his steamship lines are operated by warring nations with the exception of the Holland-American line. Abramson said that last year he employed between 500 and 600 musicians during the summer, paying out approximately \$3,000 per week.

Also vitally affected is the Al Donahue Office, which last year booked mainly South American and Canadian cruises. Frank Walsh, manager of the Donahue booking activities, only booked one English line, however.

The Donahue office expects to book 11 boats this year, running trips to Bermuda, Havana and Halifax. This measures up against 30 boats on which the office booked bands last year. Donahue still has the Eastern Steamship Line and the American Republic Line, which will operate the Furness boats which were put out of commission because of activities on the western front.

One of the few not affected is Charles J. Davis, who has been booking a year round proposition on the Cuban Mail Line, whose sailings have been unaffected because of the war. It is expected, however, that budgets will decrease because of the light patronage anticipated.

The consensus of opinion is that the steamship lines will operate on as light an expenditure as possible, using very few acts and, wherever possible, putting a house band on the boat at scale prices. Previous to this, lines' entertainment policy allowed the booker a fixed sum for entertainment, which included orchestras and acts. Consequently in many cases musicians were paid above scale.

It is expected now that lines will use small combos, running about four to six pieces, and only on holidays cruises will they employ full-sized bands.

### Frederick Bros. Adds Two

CHICAGO, April 13.—Frederick Bros. Music Corp. continues to expand, with two additions to the staff made this week. Lucille Ballantine and June Darling, both of whom have been with Consolidated Radio Artists, have joined Frederick Bros. and will handle conventions and acts. Additional office space is being taken by the firm.

George W. Conchar and Ruth Racette joined the staff of CRA this week as replacements. They will handle local shows, acts, clubs and conventions.

Charles Green, head of CRA, returned to New York Wednesday night after a week's stay here. He was laid up for a couple of days threatened with a strep throat, and his wife came on from New York to be with him.

### Gray Has the Blues

NEW YORK, April 13.—Woes of a band leader, continued.

When Gray Gordon showed up at the Hotel New Yorker two weeks ago for a one-night date, a tooter in his sax section discovered that his entire book of music was missing. They immediately called up all the managers on the one-night tour they had just concluded, but all said that the book wasn't left behind.

So two copyists went to work and earned themselves \$300 in duplicating the entire library for the sax man. The day the job was completed Gordon received a nice fat package from East Liverpool, O. It was the strayed book. Now, says Gordon, since they can afford to lose another set of books, it will probably never happen again.

## Scott Building New Band for Locations And Single Dates

NEW YORK, April 13.—After building his current radio band for a year, Raymond Scott is discarding it in favor of a completely new set-up that will enable him to go out after ballroom, college and theater dates and location stands. Composer-conductor is currently engaged in picking men, with the new crew expected to be rehearsed and ready in time to hit the road about the middle of May.

New crew will be built around the noted Scott quintet, which will be the principal instrumental feature of the ork. Set-up will be the same numerically as Scott's present radio aggregation, five brass, five reed and four rhythm. The current Scott Band, heard over CBS twice weekly on the sustaining *Concert in Rhythm* programs, is composed of high-priced radio musicians who would not be available for touring or location jobs, which is the main reason for Scott's decision to form a whole new group.

### Spitalny Augments Ork

PITTSBURGH, April 13.—Network radio programs are opening way to district vocal talent seeking national fame. Phil Spitalny will audition singers and instrumentalists week of April 19 while at Stanley, to augment orchestra, and will also take on Mary Ann Bok, whistler from suburban McKeesport.

First group of local singers chosen for *Musical Americana* appeared 11th, with others scheduled to follow. Westinghouse Electric advertised for vocalists in 36-inch ads in each of city's three dailies and consequently auditioned about 75 daily for week.

### N. A. Music Popular in S. A. and Vice Versa

CHICAGO, April 13.—Carlos Molina, ork leader, who expects soon to make a trip to Rio de Janeiro with his band says he intends to feature North American music with Spanish lyrics.

"Just as the people of the United States like rumba, tango and other Spanish music, the South Americans prefer music of the North American type," says Molina. "But of course we will have to use Spanish lyrics."

## Canadian Ballroom Burns; Formerly Used U. S. Orks

SHERBROOKE, Que., Can., April 13.—White House Dance Pavilion and Cabaret on Lake McGog, 10 miles from here, was destroyed by fire last week while undergoing alterations preparatory to re-opening April 20.

Spot, which was one of the largest in this area, was owned by L. Dugre, who booked name bands from the United States, in addition to having its own house band, Rollie Badger's Mayfair Ork. It is more than likely that the spot will not be rebuilt.

### Johnny Long to Decca

NEW YORK, April 13.—Latest maestro to ink a pact with Decca Records is Johnny Long, who made his first four sides this week. Band will have several seasons also next week.

AMERICAN LEGION CLUB is featuring at its night spot at Fairhope, Ala., Marshall Van Pool and his 12-piece ork, who are here after a tour of Texas. Band is high-spotting four vocalists, Martha Ann Cooper, Billy Dunn, Jake Roberts and Rudy James.

## Crosby Gets Pay From B. O. In Empire, Syracuse, Folding

SYRACUSE, N. Y., April 13.—Central New York's latest adventure in playing name bands ended in four weeks after Charles Martina spent some \$20,000 to renovate the Empire Theater. House has switched to double features.

Gene Krupa and band opened March 29, and when the week was over Krupa was offered a check. When he refused this he was paid in cash. The theater did \$3,772 for Krupa's week.

Happy Felton and Morton Downey followed and when this week was over Downey was offered \$250 with the rest later and Felton was told the wait. Downey took his \$250 and left an agent to collect the rest. Felton was stranded for another day, with a one-night stand waiting in another city.

Being advised of this fact, Bob Crosby, who was next to open, demanded the first \$4,000 taken in before he would appear. The Arthur Fisher office, which booked the house, was also consulted.

The largest attendance record was reached during the broadcast of the Camel hour Saturday night.

Prices started at 25 cents until 1 p.m. and 35 cents until 6 p.m., with 55 cents thereafter.

Fred R. Trump, house manager, refused to comment.

NEW YORK, April 13.—MCA obtained a court order tying up the receipts of the Empire, Syracuse, to insure the salaries of Bob Crosby's Band. It is believed there was sufficient cash taken in at the box office to guarantee the payoff.

MCA ridicules Fisher's charge that Happy Felton, in last week's engagement, failed to show up with the full quota of men. MCA says that the only item missing was a femme vocalist. A spokesman there said, "If Felton had failed to present his full band the house manager would not have given Felton a promissory note." He also indicated the notes would be redeemed, saying that Martina, Empire op, is an independently wealthy man.

The Fisher office here denied that a court order tied up the box office, saying that Crosby's salary had been paid Monday (8). According to Fisher, the only salaries owed were those of Felton and Downey, which he said would be paid shortly.

House, according to Fisher, may resume vaude later.

**Grand Slammed**

PHILADELPHIA, April 13.—There's a special reason why Slim and Slam put extra fire into their latest ditty, *Fitzwater Street*, at Irvin Wolf's Rendezvous here. It's because Slam (Stewart) was slammed—but good.

The night before opening here, Slam and several of the Flat Foot Floogie boys went to 16th and Fitzwater streets to visit friends and, while making inquiries, crossed a group of apparently agreeable gentlemen who turned out to be no gentlemen.

After being lead-piped and robbed, Slam and his companion tootlers were hauled to the hospital for stitching and plastering. That's getting inspiration for songs the hard way.

**Dunsmoor Great at King's; Prager Also Big Lincoln Click**

LINCOLN, Neb., April 13.—Eddy Dunsmoor's one-nighter at King's Ballroom (6) took the cake among three bands vying for gate last week-end here. Dunsmoor was priced at two-bits prior to 9:30 p.m., then 25 cents for gals, and 40 cents for the guys. Total was \$320 for the night, very good for a territorial ork. On two nights (6-7), Gene Pieper, 25 cents straight at Pla-Mor, gathered up \$450, not bad.

Fine future promise was indicated in the appearance of Col. Manny Prager, who came unheralded into the Turnpike Casino for three days. Tariff ran from 25 cents to 55 cents per person, and Prager grabbed \$515. Comment on the band was good, and caused Turnpike Manager R. H. Pauley to start negotiations for a quick return. Takes about two dates for a new band to get going here, and Prager gave every indication of having the stuff.

J. Clair Lanning, manager of King's, said the spot would continue to maintain a regular two-day-a-week policy, with names every other Thursday, until Capitol Beach Amusement Park, of which it is a part, opens in May. Then he said, he will add two more regular days to each week, continuing the alternate weeks with names.

**Prof. Quiz Plays Expo**

NEW YORK, April 13.—Professor Quiz (Craig Earle) has been booked for the week of April 22 at the Albany Food and Home Exposition, Abner J. Greshler handling the deal. The prof will conduct his regular Friday evening commercial from Albany.

VINCENT LOPEZ has been booked for three days in connection with the Fond du Lac (Wis.) Home and Industrial Show May 3-8. Lopez is expected to draw a record attendance of some 18,000 persons to the affair.

*Dick Kuhn and his Music*

VOCALS BY MARCELLA HENDRICKS

77th Week

HOTEL ASTOR, N. Y.

Broadcasting Over Mutual Network

DIR: MUSIC CORP. OF AMERICA

**PANCHITO**

and His Rhumba Orchestra

2nd Year

VERSAILLES, N. Y.

Dir.: WM. MORRIS AGENCY

**Orchestra Notes**

By DANIEL RICHMAN

**Gotham Cab**

STAN ZUCKER is organizing a band to be fronted by JACKIE MEEKIN, arranger and pianist, with PATRICIA (O' Man Mose) NORMAN one of the ork's features . . . new outfit is slated for the Van Cleve Hotel in Toledo late next month . . . another new crew skedded for preeming in June is being readied by RAY GROH, who has been picking his personnel from Eastern universities . . . ork will be a 15-piecer, and will feature a gal trio . . . SAMMY KAYE winds up his second lengthy stay at the Hotel Commodore April 25, with a road jaunt to follow . . . William Morris office booked ABE LYMAN for the Barbary Coast at the New York World's Fair, and VINCENT LOPEZ for Billy Rose's Aquacade . . . DICK RIDGELY stepped out of the Milt Herth Trio to form his own four-piece unit, which has been spotted into the Montparnasse, society bistro . . . Ridgely is also a member of the musical staff of Station WINS . . . already set for the fall show at the Cotton Club is CAB CALLOWAY . . . currently at the Southland in Boston. Cab will tour the East playing vaude and dance dates until the Cotton Club rehearsals start in September . . . GRANT THOMPSON, presently at the Enduro, Brooklyn, inked a long-term management pact with Consolidated Radio Artists . . . first CRA booking for the band is the Narragansett Hotel, Providence, April 25, indef . . . PAUL MARTELL is back at the Arcadia after a 10-week season at the Palm Beach (Fla.) Hotel.

**This Changing World**

ANN DUPONT was looking over JULES ALBERTI's new ork this week with an eye to joining it in a featured capacity . . . other plans may keep the gal clarinetist from so doing, however . . . JOE FLORENTINE replaced RALPH MUZZILLO as first trumpet in Bobby Byrne's Band . . . Jimmy Dorsey's completely revamped trumpet section now includes JOHNNY NAPTON, from Lennie Hayton's Ork; NATE KAZEBIER, formerly with Gene Krupa, and SHORTY SOLOMON, ex-Henry Busse . . . GEORGIE AULD was not the only new addition to the Jan Savitt Ork this week . . . ALLAN DE WITT moves in with the Tophatters to share the singing spotlight with Bon Bon . . . Ozzie Nelson takes on "BUFF" ESTES, late of the Benny Goodman Band . . . that gal trumpeter with Nelson, incidentally, is LOIS ASHFORD, sister of Ozzie's first trumpet man, Bow Ashford . . . still on the distaff side, MARIANNE DUNN, new Jack Teagarden thrush who replaced Kitty Kallen, drops her last name and will be billed henceforth like Garbo, only in reverse . . . HAL HOPPER takes over for BILLY WILSON in Tommy Dorsey's Pied Pipers quartet . . . the sentimental gentleman, incidentally, is making still more changes in his instrumental set-up . . . SKEETER BEST joins Erskine Hawkins on guitar . . . Johnny Long has a new drummer in HUGHIE KELLEHER, of Boston, who has beaten the skins for Red Norvo, Jack Marshard and Nye Mayhew.

**Eastern Echoes**

INA RAY HUTTON follows Terry Shand into Albany's New Kenmore Hotel with her brand-new all-male outfit today (13) for four weeks . . . TOMMY TUCKER lost a summer tootling home when the Hotel Main Central, Asbury Park, N. J., burned down this week . . . Tucker was set there for the season . . . another two-month holdover ticket keeps LANG THOMPSON at the William Penn Hotel, Pittsburgh, until the end of the hostelry's Chatterbox season . . . BOBBY SANDO was set at Edward Burke's El Rancho Club, Chester, Pa., for an indef stay by Jack Spratt, of the CRA Cincinnati office . . . BLONDIE DUSENBURY and his Rhythm Club Band returned from Toronto after a year, to open at the Black and Tan Club, Reading, Pa. . . THE ROLLICKERS, JACK KURTZE'S strollers, have an April 15 date at the Hotel Sagamore, Rochester, N. Y., for some indef strolling . . . another cocktail combo, THE SENATORS, polishes off four months at Doug Boyle's Pelican Club in Palm Beach, Fla., and starts the 16th at Horn's Pals' Cabin, West Orange, N. J. . . JOHNNY COSTAS has taken some

time off from the Jack Drummond Ork (now in its 13th week at the Variety Club, Albany, N. Y.) to rehearse a band, for the road, with some dates already set for it out of Jimmy Daly's office.

**Atlantic Whisperings**

JACK GRIFFIN unshutters Pat McDonald's Falls Tavern, Philadelphia . . . AL CHEVALIER and his Harmony Boys at the Totem Ranch, Maple Shade, N. J., while REDS CROSSETT, styling along Sugar Blues lines, locates at the near-by Ray's Dude Ranch at Pennsauken . . . MARIE NANETTE dispensing the hula harmonies at Mary Hubbard's Inn, Berlin, N. J. . . NEIL (SONNY) FONTAINE draws down six more months at Jack Lynch's, Philadelphia, while VINCENT RIZZO, who has the Cuban crew at that spot, is set to summer at Wilmington (Del.) Country Club . . . EDDIE DAVENPORT anchors at Murray's Inn, Haddonfield, N. J. . . AL RAY takes over the rhythm assignment at the El Patio Room of the Colonial Inn, Bridgeport, Pa., while at neighboring Norristown. LEWIS LLOYD locates at Castle Cole Cafe . . . VIOLA KLAISS and her Melody Maids return this week to the Venice Grill, Philadelphia . . . JIMMIE JONES set for the season at Paddock International, Atlantic City . . . SIGGIE SHELLY set for the Thursday night syncos at Log Cabin Ballroom, Washington Crossing, N. J.

**Midwestern Murmurs**

BUD FREEMAN'S Summa Cum Laude Orchestra opens at the Hotel Sherman, Chicago, May 10 . . . TED FIO RITO takes in the next nine weeks at the Hotel Cleveland in that Ohio city . . . Sunday (14) LARRY CLINTON was at the Trianon, Chicago, one a one-day double feature with Lawrence Welk, regular maestro there . . . April 21 sees JAN GARBER as the guest-half of another double-header at Andrew Karzas' dansant . . . this sudden burst of paired orks at the Trianon is no doubt the result of the stunt working so well when Guy Lombardo teamed up with Dick Jurgens on Easter Sunday at Karzas' other ballroom, the Aragon . . . FREDDIE FISHER is slated for the Tourists' Inn, Cleveland, Wis., the April 20 week . . . JERRY LIVINGSTON departs the Deshler-Wallick Hotel, Columbus, O., for the Schroeder Hotel, Milwaukee, as of May 4 . . . AL APOLLON pulled out of the Atlanta Biltmore Hotel this week after a three-month run to debut the middle of the month at the Hillcrest Hotel, Toledo.

**Southern Symphony**

DUKE ELLINGTON takes in the August 4 week at the swank Surf Beach Club, Virginia Beach, Va. . . DEL COURTNEY sticks in Southern territory, opening May 24 at the Claridge Hotel, Memphis . . . the Darlin Hotel, Wilmington, Del., gets the MILT HERTH TRIO April 23 for an indef time . . . RANNY WEEKS, currently at the Mayfair Hotel, Boston, jumps down to Houston and the Rice Hotel May 24 . . . THE GYPSY FOUR call it a run at Doc's Cocktail Lounge in the Mont Royal Hotel, Baltimore, April 21 . . . ART MOONEY follows his Benjamin Franklin, Philadelphia, stint with a two-weeker, starting the 13th, at Tantilla Gardens, Richmond Va. . . after winding up 22 weeks in the Rose Room of the Cawthon Hotel, Mobile, Ala., JERRY GILBERT moves over to another Alabama town, Birmingham, to open the Windsor Room of the Thomas Jefferson Hotel.

**Of Maestri and Men**

IRVING AARONSON draws a holdover until May 12 at Sherman's Cafe, San Diego, Calif. . . ED CROMWELL, hide-beating maestro, has formed a new band of six pieces, and is now booking summer dates thru Gordon H. Beerworth . . . BILL CARLSEN'S Ork will open Spring Lake Park, Oklahoma City, April 26 for a pair of weeks, moving on then to a three-week engagement, starting May 10, at Casino Gardens, Fort Worth, Tex. . . LEW LADD gets the call from Santa Mesorana to play guitar in and manage his new rumba band . . . NICK PANI, nee Pisani, has changed his name a third time for his current engagement at the Sir Francis Drake Hotel in San Francisco, and for future professional use . . . it's now NICK DRAPER.

LES BROWN

and HIS ORCHESTRA

with

★ WENDY BISHOP AND HERB MUSE

Doing the Vocals

★ Just Completed Successful Engagements

at

ARCADIA BALLROOM Broadway, New York

and

RAYMOR BALLROOM Boston, Mass.

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WARDMAN PARK HOTEL Washington, D. C.

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Personal Management

JOE GLASER

Consolidated Radio Artists, Inc. 30 Rockefeller Plaza, N. Y.

**Neb. Anti-ASCAP May Hit Supreme Court**

LINCOLN, Neb., April 15.—Possibility of the U. S. Supreme Court seeing the Nebraska test of the anti-ASCAP law, passed by the Legislature in 1937 and fought to declaration as inoperative by a three-judge court here late in 1939, was said to be good this week on the return of Attorney-General Walter Johnson from Washington. Johnson said the high court, if not seeing completely eye to eye with the Nebraska law, might point out how far legal steps to control the music combinations could go.

The Nebraska attorney-general's office is not banked with sufficient currency to lug this fight by itself, so Johnson spent a good deal of his time in Washington trying to arrange federal money backing to carry on the case.

**New Shreveport Dancery**

SHREVEPORT, La., April 13.—Sherman-Gordon Corp. has been incorporated as an amusement enterprise here with a capitalization listed at \$1,000, and M. C. Sherman and J. A. Gordon as agents. New firm has acquired a five-year lease on block "A" of the Lakeside subdivision here and plans construction of a dance hall.

**Say It Isn't So!**

ATLANTIC CITY, April 13.—An educational theory was blasted this week when the Eastern Psychological Association, in convention here, was told about experiments which tended to show that the "jitterbug" is more intelligent than the lover of classical music. Grace Rubin-Rabson, of New York, reported a test where 70 adults between the ages of 20 and 70 years were asked to listen to unidentified orchestral recordings and then pick out the ones they liked best.

Their answers were correlated with their age and intelligence quotient. The tests showed that intelligence was higher among those indifferent to the classics and among those liking modern music.

# Music Items

## Publishers and People

MILLS MUSIC has joined the long line of practical Tschaiakowskites, and is publishing *Shadows of Midnight Blue*, Jay Levinson's and Ray Evans' adaptation of *Andante Cantabile*.

Coslow Music will publish the scores from the RKO pictures which Sam Coslow will produce for the cinema firm. Harry Hoch took over the helm of professional manager of Prosser Music last week.

Al Comparte left Bregman, Vocco and Conn's Chi headquarters to represent Leeds Music on a barnstorming trip to the West Coast. On his return, Comparte will stay in the Midwest for Lou Levy's publishing house.

Fred Forster is concentrating his latest efforts on *Down By the O-Hi-O* as a follow up to *Oh, Johnny*. While Charlie Warren has the Berlin song pluggers busy on *Imagination*, by Jimmy Van Heusen and Johnny Burke, Jimmy Dorsey introduced the tune at the Hotel Pennsylvania and a slew of other maestri are putting it on wax.

"Don't Kiss and Tell," novelty ditty by Dave Oppenheim, Henry Tobias and Jack Beller, has been taken over by Mills after getting the mix sign from Larry Spier. Number is being featured by the Orrin Tucker-Bonnie Baker combine. Remick is publishing Irving Miller's (he's an NBC conductor) 15th song, "You Are a Vision." Sam Fox is doing the publishing on the Merry Macs' and Paul De Wren's novelty, "A Bright Pair of Yella Shoes."

Clay Boland, the Philadelphia hit producer who is also a well-known local molar mender, is mulling the idea of taking a flyer in the music publishing business along with Bickley Reichner, his collaborator.

Frank Capano, head of Tin Pan Alley Music Co., Philadelphia, bedded in his

## Confusion Say—

NEW YORK, April 13.—Tin Pan Alley had a field day last Thursday at a shindig tossed at Le Coq Rouge, society nitery, for the benefit of the Beaux Arts Institute, where song-writers and composers came dressed as songs, aiding the contact men a bit in plugging their own tunes.

Prizes were awarded for the best characterizations, but the judges are still scratching their heads, wondering if that really was a Dream that Jimmy Van Heusen came dressed as, or whether Nick Kenny was trying to look like *Leatin' On the Ole Top Rail*, or if that was Harry Link under his arm.

Westville (N. J.) home, feels better since MGM sent down word that his *Wedding of the Stars* has been definitely set for a forthcoming film musical.

## Songs and Such

EDDIE DOWD, a patient at the Will Rogers Memorial Sanatorium, Saranac Lake, N. Y., has penned a tune, *We Met Each Other in a Dream*, which, altho just published by Mills, has been receiving a healthy play over the air and had its first disk last week by Bob Chester's Ork.

George C. MacKinnon, former Boston columnist, and Ray Perkins have been turning songs out on a belt practically, with *Mary Jones*, *Take Your Place* the fifth one placed with Ideal Music in a month.

Bobby Gregory did the lyrics to Cliff Bruner's *Jessie*, which was placed in the Mills catalog. Gladys Shelley put the finishing touches on *I Surrender to a Thrill*, being introduced by Russ Morgan.

Olsen and Johnson are going to revive their old comedy song, *Oh Gee, Oh Gosh, Oh Golly, I'm in Love*, come the celebration of *Hellzapoppin' Week*, April 21-27. Song, which is featured in the show, will wage a campaign that week for a re-

# Federal Mediation of Philly Musicians' Strike Offered

PHILADELPHIA, April 13.—The U. S. Department of Labor and Industry has stepped in on its own volition to attempt a settlement of the music strike against Warner Brothers theaters here, now in its fifth month. Thomas J. Williams, sent here to make a report of the local impasse and collect data and statistics on the extent of its ramifications (which included a possible sympathy strike of stagehands, electricians and motion picture operators) offered his services as a Federal mediator to break the deadlock.

The musicians' union accepted his services, A. Rex Riccardi, Local 77 secretary, saying, "We are happy to have any responsible person or agency arbitrate this matter for us." If officials of the theater circuit will accept Williams

as an arbitrator, a conference with the two parties will be called this week and an early settlement is seen.

## AFM Convention Problem

However, union officials are not too optimistic about the success of a Federal mediator, pointing out that a threat to strike on part of the IATSE, after serving Warners with a two weeks' notice, failed to make any impression on the theater officials. Rather it is felt that the local strike will continue to hang fire until the AFM national convention in June, when it will be used as a stepping stone to enact national legislation regulating the picture industry in much the same manner as is done now in radio.

Such legislation was looked upon with favor at last year's convention by AFM prexy Joe Weber. The local strike, union officials say, will bring the issue more forcefully and realistically to the convention floor, and a flood of legislation against the motion picture industry is in the offing. Many local unions, it is said, are already working on resolutions to be introduced at the impending national meet, designed to regulate motion pictures and the theaters controlled and operated by picture interests.

## Bonner Turns Batoneer

DETROIT, April 13.—Carl Bonner, formerly of the singing team of Carl and Leone Bonner, has formed his own band under the name of the Bon-Aires, and has opened his first stand at the Club Royale, swanky local night spot. Bonner had a band of his own a number of years ago. New band has 12 men, with Bonner doing solos as well as fronting.

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

## The Billboard COMPREHENSIVE GUIDE TO SONG POPULARITY \* FOR WEEK ENDING FRIDAY, APRIL 12

## SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk.	POSITION Last This Wk.	POSITION Last This Wk.	POSITION Last This Wk.	POSITION Last This Wk.	POSITION Last This Wk.
1 1. WHEN YOU WISH UPON A STAR	1 1. When You Wish Upon a Star	1 1. When You Wish Upon a Star	1 1. When You Wish Upon a Star	1 1. When You Wish Upon a Star	1 1. When You Wish Upon a Star
2 2. IN AN OLD DUTCH GARDEN	5 2. The Woodpecker Song	11 2. The Woodpecker Song	2 2. In an Old Dutch Garden	2 2. In an Old Dutch Garden	2 2. In an Old Dutch Garden
9 3. THE WOODPECKER SONG	7 3. Wind and Rain in Your Hair	4 3. On the Isle of May	3 3. The Woodpecker Song	3 3. On the Isle of May	3 3. On the Isle of May
3 4. ON THE ISLE OF MAY	4 4. The Starlit Hour	5 4. Wind and Rain in Your Hair	4 4. On the Isle of May	4 4. The Starlit Hour	4 4. The Starlit Hour
4 5. THE STARLIT HOUR	3 5. In an Old Dutch Garden	2 5. In an Old Dutch Garden	5 5. The Starlit Hour	5 5. Indian Summer	5 5. Indian Summer
6 5. WIND AND RAIN IN YOUR HAIR	2 6. On the Isle of May	3 6. The Starlit Hour	6 6. On the Isle of May	6 6. On the Isle of May	6 6. On the Isle of May
10 7. THE SINGING HILLS	8 7. Leanin' on the Ole Top Rail	10 7. Leanin' on the Ole Top Rail	7 7. Leanin' on the Ole Top Rail	7 7. Leanin' on the Ole Top Rail	7 7. Leanin' on the Ole Top Rail
7 8. LEANIN' ON THE OLE TOP RAIL	11 8. The Singing Hills	6 9. It's a Blue World	8 8. The Singing Hills	8 8. The Singing Hills	8 8. The Singing Hills
5 9. IT'S A BLUE WORLD	10 9. I've Got My Eyes on You	10 10. Say Si Si	9 9. I've Got My Eyes on You	9 9. I've Got My Eyes on You	9 9. I've Got My Eyes on You
8 10. INDIAN SUMMER	— 10. Too Romantic	— 10. Say Si Si	— 10. Too Romantic	— 10. Say Si Si	— 10. Say Si Si
— 11. A LOVER'S LULLABY	— 11. How High the Moon	8 11. At the Balalaika	— 11. How High the Moon	8 11. At the Balalaika	8 11. At the Balalaika
14 12. HOW HIGH THE MOON	15 12. A Lover's Lullaby	14 12. How High the Moon	15 12. A Lover's Lullaby	14 12. How High the Moon	14 12. How High the Moon
12 13. AT THE BALALAIKA	13 13. The Gaucho Serenade	— 13. The Gaucho Serenade	13 13. The Gaucho Serenade	— 13. The Gaucho Serenade	— 13. The Gaucho Serenade
13 14. THE GAUCHO SERENADE	6 14. It's a Blue World	— 14. Too Romantic	6 14. It's a Blue World	— 14. Too Romantic	— 14. Too Romantic
— 15. SAY SI SI	9 15. Indian Summer	9 15. Indian Summer	9 15. Indian Summer	9 15. Indian Summer	9 15. Indian Summer

Acknowledgment is made to Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co., and A. C. McClurg, of Chicago; St. Louis Music Supply Co., of St. Louis; Jenkins Music Co., of Kansas City, Mo.; Grinnell Brothers, Inc., of Pittsburgh; Southern Music Co., of San Antonio; Ault Music Co., of Fort Worth, Tex.; Dawson Music Co., of Phoenix, Ariz.; G. Schirmer of Louisiana, New Orleans; Cable Piano Co., of Atlanta; Pacific Coast Music Jobbers; Sherman, Clay & Co., of San Francisco; Morse W. Freeman, Inc., of Los Angeles; Capitol Music Co., of Seattle; Sklare Music Co., of Portland, Ore.

Position Last Wk.	Title	Publisher	Net	Plugs Indle
4	1. WHEN YOU WISH UPON A STAR	Berlin	37	21
12	2. SO FAR SO GOOD	Miller	34	10
3	3. WIND AND RAIN IN YOUR HAIR	Paramount	32	18
3	4. WOODPECKER SONG	Robbins	31	26
1	5. LET THERE BE LOVE	Shapiro, Bernstein	25	7
5	6. SAY SI SI	Marks	20	14
7	7. TOO ROMANTIC (F)	Paramount	19	10
6	8. SINGING HILLS	Santly, J. & S.	17	8
2	8. ALICE BLUE GOWN (F)	Feist	17	8
6	9. ON THE ISLE OF MAY	Famous	16	9
8	9. HOW HIGH THE MOON (M)	Chappell	16	9
11	10. IT'S A BLUE WORLD (F)	ABC	15	10
6	10. I'VE GOT MY EYES ON YOU (F)	Crawford	15	10
—	11. YOU, YOU DARLIN'	Harms	13	11
—	11. APPLE BLOSSOMS AND CHAPEL BELLS	Remick	13	12
13	12. TUXEDO JUNCTION	Lewis	12	13
15	12. MY MY	Famous	12	13
15	12. MA, HE'S MAKING EYES AT ME	Mills	12	13
—	12. TONIGHT	Marks	12	13
—	12. WHERE WAS I? (F)	Remick	12	13
—	13. I CONCENTRATE ON YOU (F)	Crawford	11	14
—	13. FAITHFUL TO YOU	Mills	11	14
13	13. LEANIN' ON THE OLE TOP RAIL	Feist	11	14
14	13. LITTLE GIRL	Olman	11	1
7	14. STARLIT HOUR (M)	Robbins	10	7
—	14. SWEET POTATO PIPER (F)	Santly, J. & S.	10	6
8	14. YOU LITTLE HEARTBREAKER YOU	Red Star	10	3
15	14. ONE CIGARET FOR TWO	Ager	10	3
15	14. GOOD EVENIN'	Miller	10	0

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 Friday, April 12. 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.

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

## Col. Manny Prager

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

PRAGER is a fugitive from the circle of Ben Bernie, with whom he toiled, straighted, gagged and sang for many years, finally succumbing to the bug which bites band personalities and makes them go out on their own. Unlike many others, Prager, new to the worries of a leader, appears to have a very good chance to make a go of the music business on this side.

Manny is tremendously capable himself, and the party can't die as long as he's on the stand. He caused a more continuous clog of dancers in front of the rostrum here than many name bands. He doesn't make the mistake of being all entertainment, and is backed by a very nice hotel-styled ensemble which carts in all the dancer rhythms any patronage could ask for.

Besides Prager, the entertainment eye goes on the Swingin' Gates, a foursome: Skeets Morris, Hinky Vaughn, Earl Pledger and Hildig Holmberg, and as specialists in rhythmic voice, they'll hold up in any company. Betty Bonney, youthful femme mike sparkler, both dresses up the place and delivers. When a single male balladeer is asked up, Morris is the one.

Regularly there are three saxes, three brass and four rhythm, but Grady Mullins occasionally steps over to sax from his guitar, while Prager is apt to pick up any kind of an instrument, reeds to fiddles. Oldfield.

## Kay Kyser

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

AS POTENT as he listens on his air campus, the professor is just as much dynamite for the dancers. Capturing the temper of a holiday crowd here (and the crowd had to be content mostly just to listen, since the capacity exceeded the dancing space), Kyser brought out his entire bag of musical tricks and tunes.

Out front, Kay divides his attention between the dancers and his capable crew of five saxes, three trumpets, two trombones and four rhythm, ribbing the dancers the right way with appropriate—tho homely—patter for each selection. Stylized singing titles are in the keeping of Harry Babbitt, and the flutter-valve trilling of the horns remains true. Varies the musical moods and tempos

## The Reviewing Stand

so that they never spell monotony Band also goes heavy for the novelty songs, all stand-outs, ringing in vocalists Ishkabibble and Sully Mason along with Babbitt and Kyser to play around with the trick wordage.

Ginny Simms, fem dandy with the crew, confined to the sick list on this solo stand. Orodener.

## Barney Rapp

(Reviewed at Madura's Danceland, Hammond, Ind.)

ON TOUR for a spell from his Cincinnati nitery, Rapp is proving that he has a danceable ork. There is a pleasant, melodious tone to the output. The brass is subdued most of the time, while the well-blended sax section carries the major load.

Instrumentation includes three brass, three rhythm and four reed. Band has a canary, Ruby Wright, who gets by without being a spell-binder. Other vocalizing is offered by Slim Branch, trombonist, and Happy Leeds, sax.

Arrangements might be classed as ordinary, and there is a certain listlessness to the delivery of the men which doesn't add that selling punch to the band. Rapp, who plays no instrument himself, doesn't go out of the way to please the public with any showmanship, his only purpose, obviously, being to make music. There is no denying that his offerings are smooth and listenable. Modell.

## Eddie Camden

(Reviewed at Chez Ami, Buffalo)

ALTHO Camden's band is definitely commercial and has what it takes to sell its goods to watchers and steppers alike, its style adheres to the soft, sweet side without any jive. Featuring a soft shuffle rhythm, Camden uses the bass horn for oomph and occasional mellow trombone slides for standouts. Trumpet trills make for pleasant variety, with soft saxes buoying up the rhythm section. Piano, bass and drums are strictly background, called on for very few musical accents. Library is well varied, including all oldies and pops, plus a generous sprinkling of Latin lilt.

Camden stands out pleasantly with well-groomed looks and facile manner backed by confidence. He scores equally

well with showmanly batoncing and sweet trumpet solos out front. His vocals, also sugar-coated, go over well.

Instrumentally, set-up is divided into three sax, three brass, three rhythm, aside from leader's horn. Don Grimes (trumpet) and Larry Shields (not in the band) handle the arrangements, which strive for solid danceability rather than trickiness.

A pretty, statuesque brunet, Kay Nichols, comes thru with clear delivery and a pleasant, smooth style of warbling. Ballads and blues are her forte, but she handles any vocal assignment that comes along with ease. A well-trained vocal trio, the Camden Kids, is comprised of Camden, Eddie Trippell (sax) and Amor Bues (sax) and makes for enjoyable listening. Band often chimes in on renditions in glee club fashion for background, while the trio carries the melody. Warner.

## Boyd Raeburn

(Reviewed at Melody Mill, North Riverside, Ill.)

RAEBURN has one of the most commercial orks in the biz. Altho adaptable in style, his current tendency is toward sweet swing. When the crowd demands, tho, he can pour on the jive, but thick.

Instrumentation is four brass, four reed and three rhythm. Excellent arrangements by Raeburn and three of the boys in the band offer instrumental combinations that are nothing short of superb in their effect. Leader isn't stingy with his own instruments, clarinet and tenor sax, which he plays half the time to the terpers' keen approval. Used to good advantage is a woodwind choir, featured on occasion. The reed section predominates, altho every now and then the brass has its innings.

Good feature of this outfit is its continuous high spirits, which are contagious among the dancers. The boys are continually clowning, either with the comic vocalizing of Ike Ragon, trumpet, or the Three Men and a Maid quartet, Lorraine's solos or John Gaunt's classic baritone. Gaunt, who has acted in a number of movies, not only has an interesting voice but also a personality that makes 'em crowd around.

Band does a good job for ballrooms because of its full volume. With a little

muting it could commercialize on its entertainment value in some hotel spot or nitery. Modell.

## Arden Wilson

(Reviewed at the Merry-Go-Round, Akron, O.)

BROUGHT in originally for a two-week engagement, Wilson has had his stay here lengthened to eight weeks.

Chief features of his ork are Danny Grandstaff, handsome baritone vocalist; "Darby" Daugherty, entertaining and personable drummer; Johnny Olsway, tenor sax, who toots plenty of hot and sweet, and Riley Norris, trumpeter, who in spite of his freak tone plays plenty of horn, and is especially adept at hitting the high ones.

Of the 11 men in the band, seven are better-than-average entertainers, and they provide most of the floor show here. "Ducky" Schramm, second trumpet, is an outstanding comedian, and Wilson, drum major at the University of Illinois in 1936, is a sure showstopper with his difficult routine of baton twirling.

Band's music is plenty danceable, attracting the oldsters and the youngsters. Main criticism is that some of the arrangements are too difficult and sound over-arranged. Wilson has been correcting this lately by playing full-sounding sweet melodies along with the ride tunes, thus making for a good balance. McConnell.

## Charlie White

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

WHITE, former tenor sax with Red Blackburn's crew, quit that outfit recently to organize his own ork, a seven-piece outfit which plays both rhythm tunes and commercial items in a solid style, tho still a bit meager and lacking in precision. The band carries no stocks, all numbers being scored for the septet.

Outfit plays a neat brand of dance music, in the groove and strictly four-four, with no Dixieland. Top soloist is Ray Stinson, who takes off on hot alto sax passages. Trumpeter Mike Carl also does neat work. All arrangements are made by pianist Raymond Smith and Stinson. Best tenor solos are by White, who was a favorite jam session partner of Henry Bridges when the latter member of Harlan Leonard's outfit played in Kaycee.

Rhythm section is weakest part of the structure, being too Mickey Mousey for its jump reeds. Locke.

## Review of Records

By M. H. ORODENER

## Rodgers-Hart

THE recording companies, suddenly realizing the stature of Richard Rodgers and Lorenz Hart, the musical comedy hit paraders, are devoting albums to their songs. Items are sold as singles, but it's just as easy to sell it as it is to push one across the counter.

Containing six well-chosen selections, Decca has called upon Hildegarde to sing them, Ray Sinatra conducting the orchestra. They all lend themselves to the singer's slow and brooding style, with *My Heart Stood Still* the outstanding side.

Rasbans, a New York music store, calls on the same writing team to mark its entrance in the commercial recording field with a new Music Box label. And the first offering is a Rodgers and Hart album with Lee Wiley, in exceptional voice for the occasion, doing the inspired singing. A small band of hand-selected swing stars provides the musical setting, ever in good taste to match the moods of music.

The song-selection was also hand-picked. Of the eight sides, five of the songs have never been published before, lending itself to excellent merchandising possibilities in appealing to the R-H fans. Further, one of the sides, *As Though You Were There*, is an unpublished composition.

NOW \$10.00

For the Fun Method Wonder Piano Course By mail. This famous system is now adapted to self instruction. Address: WINN KNOX, Kohler & Chase, 20 O'Farrell St., San Francisco, Calif., Distributing Agent.

## New R. and H.

Meantime, the orchestras are all busy with the brand-new Rodgers and Hart score for *Higher and Higher*, which promises to be one of their most successful shows. Leo Reisman plays *Nothing But You*, a charming waltz, and *Ev'ry Sunday Afternoon*, a rhythm number, on Victor. And for the same label, Larry Clinton offers two ballads, *From Another World* and *It Never Entered My Mind*, the latter the cleverest of the lot. On the Bluebird label, Charlie Barnet gives a polished rhythmic beat for the *Another World* and *Sunday Afternoon* songs, and in the same style Tony Pastor couples the waltz with *It Never Entered My Mind*. On Royale, Johnny Green, his sparkling piano and unusual arrangements enhancing the bright danceable tempos, sides *From Another World* with *Ev'ry Sunday Afternoon*.

## More From Musicals

DECCA makes a further contribution to the library of George Gershwin music, selecting songs from his musical productions to create two interesting albums of 10 sides to each. It's all the familiar Gershwin music with Bing Crosby, Tony Martin, Shirley Ross, the Merry Macs, soprano Anne Jamison, the Foursome, Connie Boswell, Frances Langford, Judy Garland, the piano team of Fray and Braggiotti, and Victor Young's Orchestra inspired in their efforts to make all of the sides the more desirable. And while on the subject of Gershwin music, Royale banners a worthy rendition of *Rhapsody in Blue* with the concert team of Clifford Herzer and Jascha Zayde, being a double entry of four sides. (See REVIEW OF RECORDS on page 77)

## Music in the Air

By SOL ZATT

## Musical Oomph!

ONE OF the best known side men in the business, CHARLIE SPIVAK (*Barney Rapp's Supper Club, Cincinnati, NBC Blue Network*), who left Jack Teagarden's Band a few months ago to head his own combo, proved thru his mid-night ailer (carrying with it his outstanding melodic trumpet playing) that there is room in the music world for leading instrumentalists fronting their own bands.

Besides having a band that gives a smooth sweet-swing style of rhythm and melody, Spivak has a golden tonal quality in his trumpet. On top of that, the arrangements have a full richness and a co-ordinated blend of instrumentation that make for beautiful listening. Which is surprising, because it's unusual—practically a rarity—to find a band so young with such a trained and finished musical quality.

Naturally, Spivak's Band hasn't reached perfection in the ultimate, but for sheer enjoyment it has melodic dancing and listening quality. The balance on his session caught seemed to be just right; the tune selection was in the popular idiom in the main, sprinkled with an occasional oldie and contrasted with a swinger. Frank Howard's vocals blended with the general quality of the program. But Spivak dominates and the results are musical oomph.

## Gleeby Jeebies

HERE'S another gent who plays the trumpet, but any resemblance between LOUIS FRIMA (*Jack Brown's Casa Marana, Boston, CBS*) and Spivak is entirely coincidental. Louis' horn is as different from Charlie's as night from day, and just as good in its own way. Prima is still touting his newly found

phrase, "Gleeby Rhythm," but its meaning is still a mystery. For general edification it might be wise to tell whether or not Gleeby Rhythm is just an offshoot of the heebie-jeebies or a new discovery. At the risk of an ideological collision, we must confess that it wasn't made clear to us.

The gleeby effect may be partially responsible for the subdued style of the band, but Prima is singing more than ever, and as a singer he's still a swell blues trumpet player. There are four different voices heard on the program, which are plenty on any set of ears, but for Prima to feature his harsh throat even more than that of his vocalist is a decided waste of talent (he's plays a trumpet, remember!) to say nothing of the harm it can do.

## Divided—But There!

TED FIO RITO (*Hotel Cleveland, Cleveland, CBS*) even tho he insists on playing *Tuxedo Junction* in three-four time (which had the drag of a stale cigaret) performs a better-than-average dance remote, firstly because of a theme which is carried thru-out, taking away from the monotony of the nocturnal sustainers, and secondly because of a versatile presentation of rhythm and music.

His Skyline theme is carried in announcements, making for better listening, tho at times there's a certain inconsistency. After announcing that the band is flying high from the airdrome, etc., for instance, he plays *Alabammy Bound* in choo-choo rhythm.

But outside of a few mistakes, Fio Rito has a wide and good selection of popular tunes, plus a stab at the light classics, and the entertaining vocals of Candy Candido.

## Bands on Tour

### Advance Dates

GEORGE HALL: Purdue Univ., La Fayette, Ind., April 19.

JACK TEAGARDEN: Clemson College, Clemson, S. C., April 19-20; Georgia Tech. Atlanta, 22-23; Univ. of Alabama, Tuscaloosa, Ala., 29-30, May 1; Mississippi State Univ., Starkville, Miss., 3-4.

HENRY BUSSE: Civic Auditorium, Winnipeg, Man., Can., April 19; Grand Theater, Crookston, Minn., 21; Keith Theater, Grand Rapids, Mich., 25-27; State Theater, Kalamazoo, Mich., 28-30; Michigan Theater, Jackson, Mich., May 1; Temple Theater, Saginaw, Mich., 2-4; Michigan Theater, Ann Arbor, Mich., 5-6; Tower Theater, Kansas City, Mo., 10 (week).

TINY BRADSHAW: Top Hat Club, Atlanta, April 19, 21; Atlanta (Ga.) Athletic Club, 20; Apollo Theater, New York, 26 (week); Howard Theater, Washington, May 3 (week).

PHIL NAPOLEON: Wesleyan Univ., Middletown, Conn., April 20.

JOHNNY MCGEE: Penn Theater, Butler, Pa., April 24; Mishler Theater, Altoona, Pa., 25.

LARRY CLINTON: Pla-Mor, Kansas City, Mo., April 25; Meado Acres, Topeka, Kan., 28.

JOE VENUTI: Tromar Ballroom, Des Moines, April 25.

JOHNNY LONG: Davidson (N. C.) College, April 26-27; Pleasant Valley Country Club, Connellsville, Pa., May 3; Moose Hall, Lancaster, Pa., 24.

FREDDY FISHER: State-Lake Theater, Chicago, April 26 (week); Auditorium, Milwaukee, May 11; Eagles Club, Milwaukee, 13.

GLEN GRAY: Convention Hall, Camden, N. J., April 28.

JIMMIE LUNCEFORD: Rainbow Roller-drome, Memphis, May 1; Church's Auditorium, Memphis, 2; Castle Ballroom, St. Louis, 3; Memorial Hall, Joplin, Mo., 4; Armory, Louisville, 7; State-Lake Theater, Chicago, 10 (week); Purdue Univ., La Fayette, Ind., 18; Savoy Ballroom, Chicago, 19; Graystone Ballroom, Detroit, 20; Palais Royale, Toronto, 21; Snell's Dancing Academy, Syracuse, N. Y., 23; Kreuger's Auditorium, Newark, N. J., 24; Golden Gate Ballroom, New York, 25-26; Paul Revere Hall, Boston, 27; Rhodes on the Pawtuxet, Providence, 28; Crystal Caven Ballroom, Martinsburg, W. Va., 30; Clemson College, Clemson, S. C., 31-June 1.

CLAUDE HOPKINS: Mishler Theater, Altoona, Pa., May 1; Penn Theater, Butler, Pa., 2; Howard Theater, Washington, 3 (week).

KEMP READ (Second Unit): Roosevelt High School, New Bedford, Mass., May 2; New Bedford (Mass.) High School, 17; Provincetown (Mass.) High School, 24; Roosevelt High School, New Bedford, June 20; East Chop Beach Club, Martha's Vineyard, Mass., July 6.

BOB ZURKE: Princeton Univ., Princeton, N. J., May 3.

REGGIE CHILDS: Univ. of Missouri, Columbia, Mo., May 3; Peony Park,

## Good Way to Audition, Too

SCRANTON, Pa., April 13.—Swing was the thing before Federal Judge Albert L. Watson here this week, calling upon William J. O'Brien, ASCAP investigator, to prove his knowledge of modern music in a license suit brought by the Society against Patrick Toole's Cafe.

While the members of the ork engaged by Toole at the time denied playing the tunes, O'Brien held the attention of the court as he hummed *Now It Can Be Told, I Got Rhythm* and *I Haven't Changed a Thing*, which he testified he heard played at the spot. Judge Watson held O'Brien's voice and claim under advisement.

Omaha, 4-5; Armory, Champaign, Ill., 11.

WILL OSBORNE: Univ. of Colorado, Boulder, Colo., May 4; Coliseum, Lawrence, Kan., 10.

GLEN GARR: Meadowbrook Park, Bascom, O., May 5.

BOBBY BYRNE: Loomis School, Windsor, Conn., May 11.

WOODY HERMAN: Savoy Ballroom, New York, May 19.

CARL DEACON MOORE: Tower Theater, Kansas City, Mo., May 24 (week).

JAN SAVITT: Lake Breeze Park, Buckeye Lake, O., June 6.

GLENN MILLER: Fox Theater, Detroit, June 21 (week).

## Meyer Davis Buys Major Interest in Ross-Fenton Farms

ASBURY PARK, N. J., April 13.—Deal is virtually set for Meyer Davis to take over the controlling interest in the Ross-Fenton Farms, snooty nitery in this section which for many years has played to the New York carriage trade vacationing along the Jersey coast. It operates only in the summer.

Spot, which was built 20 years ago, will be thoroly modernized in anticipation of the heavy influx of moneyed gentry with the construction of a parimutual race track, legalized in New Jersey last year.

Nitery has been using name bands and name acts for many years, but under the new regime a Davis unit will be installed, with occasional stabs at top flight bands during the rush seasons.

NEW YORK, April 13.—Reports reaching here that Meyer Davis had acquired the controlling interest in Ross-Fenton Farms, Asbury Park, N. J., society nitery, were confirmed by his office, which said that all that was needed to bind the deal were the necessary signatures. Davis, who was out of town, will take over immediately and begin repairs.

## 400 Minor League Songs Give Tomlin Major Ache

DES MOINES, Ia., April 13. — Pinky Tomlin's stunt of having amateur composers send in songs for future hitdom, as a plug for his one-nighter at the Tromar Ballroom here, got way out of hand.

Idea, which was brain-stormed by Tromar manager, Kermit Bierkamp, brought in 400 songs as the result of a single plug in the local press. With the result that Tomlin had to come in a day earlier and go thru the would-be hits.

Songs remained the property of the author, and winner was based on music, not words. Tomlin played the winning song at his Tromar engagement Thursday (11).

## W. Varnum New Columbia Recording Promotion Head

NEW YORK, April 13.—Wayne Varnum, former newspaper man, radio promotion head and band leader, was appointed Tuesday (9) to head the popular band promotion division of Columbia Recording Corp.

Varnum was formerly with *The Des Moines Register and Tribune* and *The Chicago Daily News*, and before his appointment with Columbia was on the sales and promotion staff of the Iowa Network.

# Selling the Band

## Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

### Clothes Make the Band

TAKING for granted that the brand of syncopation dished out is up to snuff, it's hardly news anymore to point out that appearance counts for a lot on a job. But it is timely to suggest that band leaders should start thinking and shopping in terms of spring and summer outfits for the boys. A new wardrobe always goes far in giving the band an added polish that keeps it in the running.

Many leaders have said that when playing a return engagement it pays them to invest in an extra outfit so that the customers get a feeling of freshness, tho the musical horns remain the same.

Why do so many baton wavers, who insist that their femme warblers have a stupendous collection of gowns, never think beyond a single paper dickey apiece for themselves and their musicians?

It's likewise an old story that many hotel and night club owners will extend their house budget to bring in a stellar attraction and then keep it a secret, blaming it on the band, of course, if the gross falls below expectations.

More hotels and niteries and even ballrooms should take a leaf out of the book used by New York and Chicago spots, and open up the purse strings to allow a little expenditure to tell the world about the new band attraction coming in. Many a spot that will spend \$1,500 a week on a band won't shell out a little extra to build it up.

Especially when a band is breaking into a territory for the first time, flashy newspaper ads and heralds are a big help in drawing out the crowds. Band leaders should call these facts to the attention of band buyers who are too conservative or unbusinesslike to think in terms of advertising.

And when a spot is ready to advertise the leader should volunteer his help in planning the campaign and even on making the layouts. Many band leaders find that it even pays them to split the advertising costs with the hotel or nitery account in order to insure the best results on an engagement.

### Association

A FINE suggestion for displaying associate products with a fair and sensible division of display space comes from the Railway Music Shop in that New Jersey city. Confined for window space, the Railway shop sometimes finds it difficult to devote really adequate space to any single item without completely excluding another. Thus a simple tie-in that has a double-barreled sales effect was tried with much success. A Glenn Miller cutout display was mounted on the wall along the side of the window. To this was added a recent Miller record on one side and a trombone on the other. The same was done with an Artie Shaw cutout, using a Shaw disk and a clarinet and Erskine Hawkins was used to feature a disk and a trumpet.

This association of records and the musical instruments featured by the leader or star soloist made for an effective two-way display. It put life and interest in the band instruments and was equally effective as a record window.

Recorded Music Is the Right Music! That's the theme of the new "Musical Notes"—institutional advertisements—used by the J. H. Troup Music House, Lancaster, Pa.

The message hits the mark in every kind of direction, reading: "Some people like Classical Music, some like Swing Music, some like it Hot and some like it Sweet."

"These differences in taste make recorded music the right music! For, whatever your mood, whatever the wishes of your guests, you will find the 'right' music here on records!"

### The Negative Approach

BAND BUYERS are so bombarded with superlatives these days that a herald or announcement with "colossal" or "terrific"—usually both—must either make them see red or blind the eyes entirely. For that reason, instead of using the "beg and beseech" approach in presenting the band, there might be a more refreshing angle to use the negative approach—a "warning" not to buy the band with teaser lines to the effect that "ticket holders dislike Standing Room Only signs," "the sponsor's competitor won't like it," "loud applause late at night is not conducive to sleep" and "why crowd your dance floor for the sake of a few thousand increased admissions?"

## Miller's Base Now the Capital

WASHINGTON, April 13.—Glenn Miller is now making Washington the base of musical operations at near-by colleges and dances. Broadcasts are being originated from WJWS, which picks up the music at the little theater of the Wardman Park Hotel. Tickets for the broadcasts on three nights each week are being distributed by the local Columbia outlet, with SRO for each show so far. Miller will hover in this vicinity until June 6.

Paul Kain, MCA maestro, moves into Glen Echo tonight, local outdoor amusement park. Kain will play six nights of the week at the park's Spanish Ballroom. The Kain Band during the current season has been performing as the station orchestra for WJSV.

## St. John Club Op Gives Kids Special Attention

ST. JOHN, N. B., April 13.—School students provide the special objective of W. E. Earle, proprietor of Earlescourt Club here, for Saturday night dancing. Admish has been dropped to 50 cents a couple, where the boy brings along his gal.

A special latchstring is out for boy-and-girl couples and the music is specifically aimed at them by Ken Jones, whose ork furnishes the rhythms at the spot. Dancing may be varied with badminton or tennis on the club's indoor and outdoor courts.

## Name Bands to Help Raise Dough for Batter-Uppers

CLEVELAND, April 13.—Bob Chester, Blue Barron and Ted Fio Rito will stage a battle of music here April 22 at the Trianon Ballroom to help the local musicians' union raise money for baseball outfits for players on the six teams of the Union Indoor League.

Musicians' Indoor League, which started in a small way a few years ago, has developed into an organized circuit, with games scheduled thruout the summer. Manny Landers' Band won the title last summer.

## Glen Casino Opens

WILLIAMSVILLE, N. Y., April 13.—Harry Altman, owner and manager of Glen Park here, opened the Glen Casino, nitery-styled ballroom, April 11, making this the first park ballroom operation of the season around these parts.

Ray Keating and his NBC Orchestra are featured on the band stand, with some professional entertainment as added attraction. Altman expects good business off the bat and is looking ahead to a successful summer.

The Barn, which features continuous entertainment without dancing, will be opened within the next few weeks. Park activities will start early in May, according to reports.

REFERENCE to Regent Music as an ASCAP catalog in this department last week was incorrect. Regent is the new music publishing house owned by Harry and Gene Goodman, and it has not been in business long enough to be eligible for ASCAP membership.



THE TWO RESPONSIBLE for the nation's sensation, "Oh, Johnny, Oh" —Wee Bonnie Baker and Abe Olman. Abe, general manager of Jack Robbins' Big Three music firms, wrote the song 23 years ago, and Bonnie sold it to the public in a slightly large way this year, along with Orrin Tucker and his ork. The initial Baker-Olman meeting took place at a luncheon tendered by CBS and Columbia Records on April 5 to Bonnie and Orrin, just prior to the band's opening in the Waldorf-Astoria's Empire Room, New York.

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

# Orchestra Routes

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

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

**A**  
Abb, Vic (Stuyvesant) Buffalo, h.  
Akin Jr., Bill: (Whitman) Pueblo, Colo., h.  
Alfredo, Don: (Childs' Spanish Gardens) NYC, re.  
Alpert, Mickey: (Cocoanut Grove) Boston, nc.  
Andre, Fabian: (Ambassador) Chi, h.  
Andrews, Jimmie: (Horseshow Club) North Attleboro, Mass., nc.  
Apollon, Al: (Hillcrest) Toledo, h.  
Angelo: (Bertolotti's) NYC, nc.  
Angularo, Ed: (Earl Carroll) Los Angeles, nc.  
Armstrong, Louis: (Cotton Club) NYC, nc.  
Arnez, Desi: (La Conga) NYC, nc.  
Ayres, Mitchell: (Paramount) NYC, t.

**B**  
Bardo, Bill: (Trocadero) Henderson, Ky., nc.  
Barker Trio, Art: (Syracuse) Syracuse, h.  
Barron, Blue: (Edison) NYC, h.  
Barry Bros.: (Arlington) Binghamton, N. Y., h.  
Bartal, Jenio: (Piccadilly) NYC, h.  
Barton, Harry: (Club 247) Newark, N. J., nc.  
Basie, Count: (Windsor) Bronx, N. Y., 18-24t.  
Baum, Charles: (St. Regis) NYC, h.  
Becker, Saxie: (Top Hat) Phila, ro.  
Becher, Gene: (Commodore Perry) Toledo, h.  
Beeby, Malcolm: (Royal Hawaiian) Honolulu, h.  
Berman, Lew: (Rainbow Room) Washington, D. C., nc.  
Bernie, Ben: (Taft) NYC, h.  
Bestor, Don: (Rustic Cabin) Englewood Cliffs, N. J., ro.  
Biltmore Boys: (Washington) Indianapolis, h.  
Binder, Max: (Del Rio) Washington, D. C., nc.  
Blaine, Jerry: (Hollywood) NYC, re.  
Bonick, Lewis: (Fox and Hounds) Boston, re.  
Bono, Richard: (Statler) Cleveland, h.  
Booris, Al: (Tremont-Plaza) Boston, re.  
Bradley, Will: (Ray-Mor) Boston, b.  
Bragale, Vincent: (Ambassador) NYC, h.  
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.  
Breese, Lou: (Chez Paree) Chi, nc.  
Brigode, Ace: (Merry Garden) Chi, b.  
Brunesco, Jan: (Jack Dempsey's) NYC, re.  
Burkath, Johnnie: (Henry Grady) Atlanta, h.  
Burton, Henry: (Oaks) Winona, Minn., nc.  
Bush, Eddie: (Seven Seas) Hollywood, nc.  
Byrne, Bobby: (Aragon) Cleveland, b.

**C**  
Calloway, Cab: (Southland) Boston, c.  
Carpenter, Bob: (Gables Inn) Atlantic City, nc.  
Carlsen, Bill: (Clairidge) Memphis, h.  
Carlyn, Tommy: (Nu Elms) Youngstown, O., b.  
Caruso, Marty: (Cedarwood Log Cabin) Malaga, N. J., ro.  
Chassy, Lon: (The Greenbrier) White Sulphur Springs, W. Va., h.  
Chavez: (Beachcomber) NYC, nc.  
Childs, Reggie: (Muehlebach) Kansas City, Mo., h.  
Chiquito: (El Morocco) NYC, nc.  
Clarke, Buddy: (Park Central) NYC, h.  
Cobina, Carlos: (Biltmore) NYC, h.  
Coburn, Jolly: (Lakeside) Barnesville, Pa., 20p.  
Cole, Melvin: (Harry's New Yorker) Chi, nc.  
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.  
Collins, Jay: (Sherman's) NYC, re.  
Collins, Bernie: (Newman's Lake House) Saratoga Lake, N. Y., nc.  
Colono, Emil: (Leon & Eddie's) NYC, nc.  
Continental, The: (Monte Cristo) Chi, nc.  
Contreras, Manuel: (Henry) Pittsburgh, h.  
Craig, Francis: (Hermitage) Nashville, Tenn., h.  
Crocker, Mel: (Hi-Hat Club) Steubenville, O., nc.  
Cromwell, Chauncey: (Ritz Carleton) Atlantic City, h.

**D**  
Crosby, Bob: (Blackhawk) Chi, nc.  
Crusaders, The: (Congress) Chi, h.  
Cugat, Xavier: (Statler) Detroit, h.  
Cuneo, Frank: (Club Del Rio) Manos, Pa., nc.  
**D**  
D'Amico, Nick: (Essex House) NYC, h.  
Danders, Bobby: (Gay '90s) Chi, nc.  
Darisse, Gilbert: (Chateau Frontenac) Quebec, Can., h.  
Davis, Paul: (Martin's Tavern) Lima, O., nc.  
Davis, Meyer: (Park Lane) NYC, h.  
Davis, Johnny: (Miami) Milwaukee, nc.  
De Huarte, Julian: (Casa Marta) NYC, nc.  
De La Rosa, Oscar: (Havana-Madrid) NYC, nc.  
Demetry, Danny: (Club Royale) Detroit, nc.  
Dennis, Dave: (Jack Dempsey's) NYC, re.  
De Rosa, Tommy: (Club Holland) NYC, nc.  
Dibert, Sammy: (Powatan Club) Detroit, nc.  
Dixon, Lee: (Play-Mor) Kansas City, Mo., b.  
Donahue, Al: (New Yorker) NYC, h.  
Dooley, Phil: (Palmer House) Chi, h.  
Dorsey, Jimmy: (Pennsylvania) NYC, h.  
Dorsey, Tommy: (Buffalo) Buffalo, t.  
Downer, Bill: (Nightingale) Washington, D. C., nc.  
Duchin, Eddy: (Strand) NYC, t.  
Duffy, George: (Carlton) Washington, D. C., h.  
Duke, Jules: (Tutwiler) Birmingham, h.  
Dunsmoor, Eddy: (Aragon) Houston, b.

**E**  
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.  
Eby, Jack: (Royal Palm) Miami, nc.  
Eldridge, Roy: (Mannhattan Center) NYC.  
Ellington, Duke: (Stanford Univ.) Palo Alto, Calif., 19; (Sweet's Ballroom) Oakland 21-22.  
Ellis, Joe: (Queen Mary) NYC, re.  
Ellis, Seger: (Village Barn) NYC, nc.  
Engel, Freddy: (Knight Tavern) Plattsburg, N. Y., nc.  
Evans, Bobby: (Cotton Club) Phila, nc.  
**F**  
Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.  
Fay, Penn: (Montgomery's) Upper Darby, Pa., cb.  
Fedor, Jerry: (Fischer's Casino) Detroit, nc.  
Feltton, Happy: (Benny the Bum's) Phila, nc.  
Felders Three: (Connor) Laramie, Wyo., h.  
Fidler, Lew: (Broadwater Beach) Biloxi, Miss., h.  
Fields, Johnny: (Plaza) San Antonio, h.  
Fields, Irving: (Del Rio) Washington, D. C., nc.  
Fields, Shep: (St. Francis) San Francisco, h.  
Fio Rito, Ted: (Cleveland) Cleveland, h.  
Fisher, Buddy: (Trocadero) Evansville, Ind., h.  
Fisher, Mark: (Club Morocco) Detroit, nc.  
Fisher, Freddie: (Blatz Palm Garden) Milwaukee, nc.  
Fiske, Dwight: (Savoy Plaza) NYC, h.  
Fitzgerald, Ella: (Famous Door) NYC, nc.  
Flindt, Emil: (Paradise) Chi, b.  
Foley, Frank: (Rendezvous) New London, Conn., re.

**F**  
Fomeen, Basil: (Belmont Plaza) NYC, h.  
Freedley, Bob: (Troc) NYC, nc.  
Freeman, Bud: (Kelly's Stables) NYC, nc.  
Fremont, Al: (Club Gloria) Youngstown, O., nc.  
Friml Jr., Rudolph: (Providence-Biltmore) Providence, h.  
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

**G**  
Gagen, Frank: (Statler) Cleveland, h.  
Garr, Glenn: (Melody Mill) Chi, nc.  
Gasparre, Dick: (El Morocco) NYC, nc.  
Gaston: (Monte Carlo) NYC, cb.  
Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.  
Glass, Billy: (Pastor's) NYC, nc.  
Goad, William: (Chateau Enslay) Birmingham, h.  
Golden, Neil: (Condado) San Juan, P. R., h.  
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.  
Gordon, Al: (Frolic Club) Albany, N. Y., cb.  
Gordon, Gray: (Edison) NYC, h.  
Gordon, Paul: (Pick's Club Madrid) Milwaukee, nc.  
Gordon, Don: (Central) Sayville, N. Y., h.  
Graffolier, Frenchie: (Club 100) Des Moines, nc.  
Grant, Bob: (Savoy-Plaza) NYC, h.  
Gray, Glen: (Meadowbrook) Cedar Grove, N. J., cc.  
Green, Johnny: (Arcadia) Providence, R. I., 20, b.  
Gruen, Eddie: (100 Club) Chester, Pa., nc.

**H**  
Hall, Sleepy: (Biltmore) NYC, h.  
Harper, Don: (Grove) Orange, Tex., nc.  
Harris, George: (Bradford) Boston, h.  
Harris, Phil: (Wiltshire Bowl) Los Angeles, re.  
Hart, Little Joe: (Madura's Danceland) Whiting, Ind., b.  
Harting, Dorothy, Gentlemen of Rhythm: (Pepper Pot) NYC, nc.  
Hauck, Happy: (Chez Ami) Buffalo, nc.  
Hawkins, Erskine: (Savoy) NYC, b.  
Heidt, Horace: (Stanley) Pittsburgh, t.  
Helman, Dave: (Warwick) Lititz, Pa., h.  
Henderson, Horace: (5100 Club) Chi, nc.  
Herbeck, Ray: (Peabody) Memphis, h.  
Hoagland, Everett: (Chase) St. Louis, h.  
Holst, Ernie: (Stork Club) NYC, nc.  
Hope, Al: (Park Lane) NYC, h.  
Hugo, Victor: (Little Rathskeller) Phila, nc.

**I**  
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.  
**J**  
James, Harry: (Capitol) Washington, D. C., t.

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

**J**  
Jerome, Henry: (Child's Paramount) NYC, re.  
Johnson, Johnny: (Shelton) NYC, h.  
Johnson, Bill: (Cozy Corner) Detroit, nc.  
Jones, Emperor: (Brick Club) NYC, nc.  
Jones, Kaye: (Westwood) Little Rock, Ark., nc.  
Juneau, Tommy: (Show Boat) St. Louis, nc.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kaahue, Johnny: (Gibson) Cincinnati, h.  
Kane, Allan: (Brown Palace) Denver, h.  
Karson, Maria, Musicales: (Fort Hayes) Columbus, O., h.  
Kaspar, Gordon: (Shawnee) Springfield, O., h.  
Kassel, Art: (Bismarck) Chi, h.  
Kavelin, Al: (Muehlebach) Kansas City, Mo., h.  
Kay, Herbie: (Cleveland) Cleveland, h.  
Kaye, Sammy: (Commodore) NYC, h.  
Kellem, Milton: (Delmonico's) Phila, nc.  
Kemp, Hal: (Palmer House) Chi, h.  
Kendis, Sonny: (9 o'Clock) NYC, nc.  
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.  
King, George: (Bill Green's Casino) Pittsburgh, nc.  
King, Russell: (Steve's) NYC, nc.  
King, Henry: (Plaza) NYC, h.  
King, Don: (Riverside Aud.) Tucson, Ariz., b.  
King, Ted: (Southern Tavern) Cincinnati, nc.  
King, Wayne: (Lyric) Indianapolis, t.  
King's Jesters: (Philadelphia) Phila, h.  
Kirby, John: (Beachcomber) NYC, nc.  
Kish, Joe: (Vine Gardens) Chi, nc.  
12; (Pla-Mor Ballroom) Kansas City, Mo., 13.

**L**  
Klyde, Harvey: (Chateau) Chi, b.  
Kobblers, Korn: (Old Vienna) Cincinnati, re.  
Koons, Dick: (Mayflower) Washington, D. C., h.  
Kuhn, Dick: (Asfor) NYC, h.  
Kurtze, Jack: (Sagamore) Rochester, N. Y., h.  
**L**  
Lake, Sol: (606 Club) Chi, nc.  
Lang, Teddy: (Swing) NYC, nc.  
Lande, Jules: (St. Regis) NYC, h.  
Lane, Jimmy: (Mandalay) Los Angeles, nc.  
Lane, Eddie: (Bossert) Brooklyn, h.  
Lang, Sid: (Hi-Hat) Chi, nc.  
Lang, Lou: (White) NYC, h.  
La Plante, Lylle: (El Chico) Miami Beach, nc.  
Lapp, Horace: (Royal York) Toronto, Ont., h.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Leib, Woodie: (Old Mill Inn) York, Pa., nc.  
Lemish, Bert: (Stamps) Phila, nc.  
Leonard, Bob: (Sports Circle) Hollywood, nc.  
LeRoy, Howard: (Kin Wa Low) Toledo, re.  
Levant, Phil: (Greystone) Toledo 19-21, b.  
Livingston, Jerry: (Deshler-Wallack) Columbus, O., h.  
Little, Little Jack: (Tune Town) St. Louis, b.  
Lombardo, Guy: (Beverly Hills) Newport, Ky., cc.  
Lorch, Carl: (Adolphus) Dallas, h.  
Lopez, Vincent: (Civic Aud.) Great Bend, Kan., 18; (Aud.) Junction City 19.  
Lowe, Bert: (Lenox) Boston, h.

**L**  
Lucas, Clyde: (Statler) Detroit, h.  
Lunceford, Jimmy: (Tower) Kansas City, Mo., t.  
Lyman, Abe: (Royal Palms) Miami, Fla., nc.  
Lynn, Bert: (La Conga) Hollywood, nc.

**M**  
McCarty, Bob: (Broadway Manor) Louisville, nc.  
McCoy, Clyde: (State-Lake) Chi, t.  
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.  
McIntire, Lani: (Lexington) NYC, h.  
McKinney, William: (Plantation) Detroit, nc.  
McLean, Connie: (Kit Kat) NYC, nc.  
McMenamin, Freddy: (Alpine Tavern) Atlantic City, nc.  
Mack, Buddy: (Roumanian Village) NYC, nc.  
Madriguera, Enric: (Jung) New Orleans, h.  
Magee, Sherry: (Village Barn) NYC, nc.  
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.  
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
Manzare, Jose: (Lookout House), Covington, Ky., nc.  
Marcello, Bernie: (Club Weseman) Wichita Falls, Tex., nc.  
Mario: (Pastor's) NYC, nc.  
Mario, Don: (Music Bar) NYC, nc.  
Mariani, Hugo: (El Chico) NYC, nc.  
Marsala, Joe: (Fiesta) NYC, b.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Martin, Freddy: (Edgewater Beach) Chi, h.  
Marinero, Joe: (Park Lane) NYC, h.  
Marvin, Tommy: (Grande) Detroit, b.  
Marvin, Mel: (Moonlight Gardens) Saginaw, Mich., nc.  
Masters, Frankie: (Roosevelt) NYC, h.  
Mathew, Nicholas: (Casino Russe) NYC, nc.  
Maus, Stewart: (Capitola) Capitola, Calif., h.  
Maya, F.: (Blue Mirror) Newark, N. J., c.  
Meadows, Frankie: (Swing Club) NYC, nc.  
Meadowbrook Boys: (Darling) Wilmington, Del., h.  
Meekin, Fran: (Wisconsin Roof) Milwaukee, b.  
Men of Note, The: (Shawnee) Springfield, O., h.  
Messner, Johnny: (McAlpin) NYC, h.  
Meyers, Jack: (Book-Cadillac) Detroit, h.  
Miguel, Don: (Gauch) NYC, nc.  
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.  
Miller, Glenn: (Univ. Va.) Charlottesville, Va., 19-20; (Planters' Warehouse) Wilson, N. C., 22.  
Miller, Russ: (Jack Moss' Jack & Bob's) Trenton, N. J., nc.  
Mollina, Carlos: (Colony Club) Chi, nc.  
Monchito: (Stork Club) NYC, c.  
Moore, Carl, "Deacon": (New Elms Ballroom) Youngstown, O., 23-25; (Metropolitan Theater) Morgantown, W. Va., 24.

**N**  
Moore, Glenn: (Huck's Redford Inn) Detroit, re.  
Morand, Jose: (La Conga) NYC, nc.  
Moreno, Consuelo: (Cuban Casino) NYC, nc.  
Morgan, Russ: (Roosevelt) New Orleans, h.  
Morris, George: (Whirling Top) NYC, nc.  
Morton, Ray: (Warwick) NYC, h.  
Munro, Hal: (Graemere) Chi, h.  
Murphy, Larry: (DuPont) Wilmington, Del., h.  
Murray, Charlie: (9 o'Clock) NYC, nc.

**O**  
Naegra, Jimmy: (Viking) Phila, c.  
Navis, Mary: (Yacht Club) Phila, nc.  
Nichols, Red: (Famous Door) NYC, nc.  
Nobel, Ray: (Palace) San Francisco, h.  
Noble, Leighton: (Ben Franklin) Phila, h.  
Norris, Bobby: (Belvedere) NYC, h.  
Norris, Stan: (Park Plaza) St. Louis, h.  
Notes of Rhythm, Four: (Battle House) Mobile, Ala., h.  
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

**O**  
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.  
Oliver, Fred: (Warwick) NYC, h.  
Olson, Hem: (Country Club) Coral Gables, Fla., nc.  
Orlando, Carlos: (Nor-Bridge) Phila, nc.  
Osborne, Will: (Casa Manana) Culver City, Calif., nc.  
Owens, Harry: (Roosevelt) Hollywood, h.  
**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Paul: (Pla-Mor) Kansas City, Mo., b.  
Palermo, William: (La Marquise) NYC, nc.  
Pani, Nick: (Sir Francis Drake) San Francisco, h.  
Panchito: (Versailles) NYC, nc.  
Parker, Roll: (Little Ritz) Norristown, Pa., c.  
Patrick, Henry: (Stork Club) Phila, nc.  
Pedro, Don: (Tunetown) St. Louis 18-23, b.  
Perry, Ron: (Bossert) Brooklyn, h.  
Peters, Bobby: (Gibson) Cincinnati, h.  
Petti, Emilie: (Savoy-Plaza) NYC, h.  
Phillips, Wendel: (Villa Moderne) Chi, nc.  
Pierre: (New Russian Art) NYC, nc.  
Pliner & Earle: (Blackstone) Chi., h.  
Pollack, Ben: (Sherman) Chi, h.  
Powell, Teddy: (Arcadia) NYC, b.  
Prager, Col. Manny: (Claridge) Memphis, h.  
Pullo, Ben: (Joyland) Boston, nc.

**Q**  
Quintana, Don: (El Chico) Miami Beach, Fla., nc.  
Quartell, Frank: (Colosimo's) Chi, nc.  
Quinton, Bob: (Dempsey's Bar) NYC, nc.  
**R**  
Raeburn, Boyd: (Melody Mill) Chi, nc.  
Ramos, Ramon: (Ambassador) NYC, h.  
Rand, Clarence: (Mayfair) Kansas City, Mo., nc.  
Rasmussen, Don: (Metz) Wausau, Wis., nc.

Ravazza, Carl: (UCLA) Los Angeles 19; (Civic Aud.) Glendale, Calif., 20; (Rainbow Rendeuv) Salt Lake City 22-24.  
Raymond, Nicki: (Coq Rouge) NYC, nc.  
Read, Kemp: (Stonebridge) Tiverton, R. I., h.  
Reichman, Joe: (Mark Hopkins) San Francisco, h.  
Rennie, Jack: (Fox & Hounds) NYC, nc.  
Resh, Benny: (Bowery) Detroit, c.  
Reynolds, Howard: (Palumbo's) Phila, cb.  
Richards, Jimmy: (Commodore Perry) Toledo, h.  
Riley & Farley: (Lookout House) Covington, Ky., nc.  
Rinaldo, Nino: (885) Chi, nc.  
Rios, Rosita: (La Conga) NYC, nc.  
Ritz, Case: (Ritz) Bridgeport, Conn., b.  
Roberts, Red: (Athletic Club), Flint, Mich., nc.  
Rodrigo, Naho: (La Conga) NYC, nc.  
Roersch, Al: (Village Garden Wonder Bar), Absecon, N. J., nc.  
Rogers, Eddy: (Henry Grady) Atlanta, h.  
Rohini, Adrian: (Piccadilly) NYC, h.  
Roth, Eddie: (Alabam) Chi, nc.  
Rudolph, Jack: (Jungle) Youngstown, O., nc.  
Rudy's: (Gypsy Camp) NYC, cb.

**S**  
Sabin, Paul: (St. Paul) St. Paul, h.  
Sanabria, Juanito: (Havana-Madrid) NYC, nc.  
Sando, Bobby: (El Rancho) Chester, Pa., nc.  
Saunders, Red: (Club Delisa) Chi, nc.  
Savitt, Jan: (Lincoln) NYC, h.  
Schoen, Vic: (Carlton) Jamaica, L. I., 18-21t.  
Schraeder, Lou: (Benny the Bum's) Phila, nc.  
Schroeder, Gene: (The Pirates Den) NYC, nc.  
Scoggin, Chic: (Jefferson) St. Louis, h.  
Scully, Kenney: (Wagon Wheel) Pleasantville, N. J., nc.  
Seat, Don: (Mona Lake) Muskegon, Mich., 20-21, b.  
Senators, Four: (Pal's Cabin) West Orange, N. J., nc.  
Sharkey, Bill: (Troc) NYC, nc.  
Sherr, Jack: (9 o'Clock Club) NYC, nc.  
Shevlin, Pat: (Evergreen Casino) Phila, nc.  
Shields, Jimmy: (Strand) Syracuse 19-21, t.  
Shilling, Bud: (Coral Gables) Lansing, Mich., nc.  
Siegel, Irving: (Bill's) Miami, nc.  
Siry, Larry: (Ambassador) NYC, h.  
Smith, Otis: (Wind Mill) Natchez, Miss., nc.  
Smith, Stuff: (Hickory House) NYC, nc.  
Sousa III, John Philip: (Paxton) Omaha, h.  
Spivak, Charlie: (Barney Rapp's) Cincinnati, nc.  
Stabile, Dick: (Syracuse) Syracuse, h.  
Steel, Ted: (Lincoln) NYC, h.  
Stefano's Hawaiians: (Beachcomber) NYC, nc.  
Steiber, Ray: (El Dumpo) Chi, nc.  
Stevens, Bert: (Governor Clinton) NYC, h.  
Stipes, Eddie: (Bank Bar) Toledo, nc.  
Stoeffler, Wally: (Belvedere) Baltimore, h.  
Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.  
Street's Christeen, Sophisticates: (Childs') Syracuse, re.  
Strings of Rhythm: (Torch Club) NYC, nc.  
Sullivan, Joe: (Cafe Society) NYC, c.  
Sylvester, Bob: (Club Rex, Birmingham, Ala., nc.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Tan, Jimmie: (Kaufman's) Buffalo, nc.  
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.  
Teagarden, Jack: (Roosevelt) Jacksonville, Fla., h.  
Terry, Frank: (McVan's) Buffalo, nc.  
Thoma, Wit: (Bat Gormly's) Lake Charles, La., nc.  
Thomas, Hark: (Commodore) Detroit, nc.  
Thompson, Lang: (Wm. Penn) Phila, h.  
Tisen, Paul: (Commodore) NYC, h.  
Torres, Dick: (Continental) Kansas City, Mo., h.  
To-raro, Pedro: (Henry) Pittsburgh, h.  
Trace, Al: (Ivanhoe) Chi, nc.  
Trovato, Salvatore: (New Yorker) NYC, h.  
Tucker, Orrin: (Waldorf-Astoria) NYC, h.  
Turk, Al: (Oriental Gardens) Chi, re.

**U**  
Ulmer, Ernest: (Club Laurrel) San Antonio, nc.  
Unell, Dave: (Club Alabam') Chi, nc.  
**V**  
Van Deusen, Bert: (Dog House) Reno, Nev., nc.  
Varrallo, Johnny: (President) Atlantic City, h.  
Varell, Tommy: (Barrel of Fun) NYC, nc.  
Varzos, Eddie: (St. Moritz) NYC, h.  
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.  
Velez, Angel: (New Hollywood) Bridgeport, Conn., nc.  
Venuti, Joe: (Castle Farm) Cincinnati 20-21, nc.  
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.

**W**  
Wald, George: (Brown) Louisville, h.  
Walker, Johnny: (Riverside) Phoenix, Ariz., b.  
Walters, Lee: (Blue Lantern) Phila, nc.  
Wardlaw, Jack: (Plymouth Theater) Plymouth, N. C., 17; (Tulip Festival) Washington, N. C., 19.  
Wargo, Addie: (Club 26) Milwaukee, nc.  
Warney, Leo: (Monte Carlo) NYC, nc.  
Watson, Leo: (Onyx) NYC, nc.  
Weiler, Curt: (Embassy) Phila, nc.  
Welk, Lawrence: (Trianon) Chi, b.  
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.  
Wharton, Dick: (Bellevue-Stratford) Phila, h.  
Wharton, Harry: (Lido Venice) Phila, c.  
Whiteman, Paul: (Strand) Syracuse, t.  
Widmer, Bus: (Riverside Park) Phoenix, Ariz., b.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.  
Williams, Sando: (Astor) NYC, h.  
Williams, Griff: (Stevens) Chi, h.  
Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., nc.  
Williams, Hod: (Rainbow Grill) Hollywood, Fla., nc.  
Wilson, Teddy: (Golden Gate) NYC, b.  
Winton, Barry: (Rainbow Grill) NYC, nc.  
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

**Y**  
Yates, Billy: (Greywolf Tavern) Sharon, Pa., nc.  
Young, Ben: (Northwood Inn) Detroit, nc.  
Young, Roland: (Lombard's) Bridgeport, Young, Eddie: (Heidelberg) Jackson, Miss., h.  
**Z**  
Zahler, Al: (Log Cabin) Trenton, N. J., nc.  
Zikes, Leslie: (Chez Ami) Buffalo, nc.  
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.  
Zito, Horacio: (Belmont Plaza) NYC, h.  
Zollo, Leo: (Benny the Bum's) Phila, nc.

# Brokers' Strike Fizzles; Agencies Are Disciplined

NEW YORK, April 13.—Strike which the Associated Theater Ticket Agencies threatened last week if the ticket code committee invoked its disciplinary measures failed to come off Monday (8). Simultaneously, the 45th Street Theater Ticket Agency was denied right to sales, for one week, of tickets to *The Man Who Came to Dinner*, having been found guilty of using a "steerer." Two other agencies being disciplined for code violations start sentence April 15.

When the code authority found the three agencies—45th Street, Newman's Theater Ticket Office and the Victory Theater Ticket Co.—guilty of infractions and

declared that they would be prohibited from selling legit tickets for a week, two weeks and a week, respectively, the independent brokers threatened to strike by refusing to sell any theater tickets. Code authority, backed by an effective majority of the managers, retaliated with threat to cut off all strikers from all future allotments. Indie brokers huddled and decided against the strike, with result that Newman's resigned from the ATTA. Newman agency had been found guilty of providing tickets to Acme Ticket Agency, an unaccredited office. Newman and Victory are forbidden to handle legit tickets for two and one week periods respectively, starting April 15.

# Critics Get the Range of March Openings; Six Fold

NEW YORK, April 13.—Recapitulation of the grosses for shows which opened during March indicates that the critics got on to the hang of the box office, so that their critical percentages mirror business conditions pretty closely. There were six flops in the 13 openings.

*The Burning Deck*, 0 per cent, closed after the third performance.

*A Case of Youth*, 6 per cent, lasted five

performances.

*The Scene of the Crime*, 13 per cent, tried to make a run by reducing the box office to \$1.10 top, but collapsed after 12 performances.

*A Passenger to Bali*, 25 per cent, ran four performances.

*Goodbye in the Night*, 25 per cent, gave eight performances.

*The Weak Link*, 44 per cent, held out for 32 performances.

*Separate Rooms*, 31 per cent, is going along, helped by the draw of picture names in the cast.

*Lady in Waiting*, 56 per cent, is averaging two-thirds of the house capacity, which makes a neat profit.

*Liliom*, 69 per cent, continues to draw fair houses in competition with more youthful plays.

*The Fifth Column*, 75 per cent, has been averaging about a 75 per cent house, which in dollars and cents amounts to about \$17,000, very satisfactory to the management.

*Ladies in Retirement*, 88 per cent, has been drawing a house about seven-eighths full, which represents good business and a nice profit.

*Mamba's Daughters*, 90 per cent, which was brought back to Broadway to complete its national tour, was left on for what it could take, management entirely satisfied with grosses for its 17 performances. On the return date show played at a \$1.65 top, averaged \$7,000 a week at a house 50 per cent full.

*The Theater of the Piccoli*, 94 per cent, closed after 30 performances and a critical rave, with talk of its being cut down for a World's Fair or vaude unit.

# Nu-Art Players Offer "Tower"

NEW YORK, April 13.—A creditable presentation of the Alexander Woollcott-George S. Kaufman collaboration, *The Dark Tower*, was given by the non-Equity Nu-Art Players at the Master Institute Playhouse Tuesday (9). Aside from the superior work of several members of the cast, one of the assets of the production is the staging of S. Mario Castagna, who retained the humor and suspense of the play as well as endowing it with brisk pacing.

A performance that compares with professional standards is given by Raymond Mason. This lad can handle the airy gab as well as the heavier lines, altho there is a slight tendency to overplay the latter. As Damon Welles he is called upon to change his appearance. The crepe hair department of the troupe did nobly by him, his characterization and make-up as the alter ego bearing little resemblance to the chap seen in the earlier part of the play.

Also on the black side of the ledger is Wilkie De Martel, who does well as the villain of the piece who eventually gets his'n. It is to his credit that with his appearance at the latter part of a slow first act, interest picked up immediately.

Elizabeth Hubbell and Mary Cannon lose much effectiveness by overplaying, while Frederick Webber, Ann Gall Pash, Alistair Skyewich and Frank Snell register only so-so.

Joe Cohen.

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# "Foxes" \$6,500 in Buffalo

BUFFALO, April 13.—After a lapse in bookings for several weeks the Erlanger Theater, only legit house here, came thru with a successful stand of *The Little Foxes*. Starring Tallulah Bankhead, *Foxes* grossed in four performances, April 4 to 6, a take of \$6,500. Management, however, admitted it was below anticipations. Good weather helped, as did the fairly low top of \$2.75.

# Theater Talk

By SHERLING OLIVER

## Prompts and Cues:

According to a number of top radio directors, type casting is rapidly becoming the rule on the air. They now ask for photos to accompany the audition report.

The most refreshing personality and finest natural talent to hit Broadway since WENDY HILLER started the town in *Love on the Dole* is INGRID BERGMAN, who is the chief interest in *Liliom*. Tho an established international film star, MISS BERGMAN is playing her third stage role and her first big part. Her modesty is refreshing and endearing. Her chief concern at present is learning more about stage technique.

BELA BLAU gave sensible advice to a group of young stage hopefuls in a talk before the Studio Workshop Theater. He suggested they go back to their homes thruout the country and start theater groups for experimental and professional work where they are known and protected from talent-destroying idleness, poverty and disappointment now so frequent on Broadway. This, MR. BLAU feels, should be the beginning of any effort to achieve a government subsidized theater. Thoughtful words.

## Bits and Pieces:

MICHAEL WHALEN and JANE WYATT will play leads at Elitch Gardens summer stock, which opens June 23. Others engaged are VIOLA ROACHE, HELEN BONFILS, RUTH LEE, MILLARD MITCHELL, MARY HOWES, LEWIS RUSSEL, FRANCIS COMPTON, BRANDON PETERS, SYLVIA FIELD, LUCIEN SELF and DAVID WAYNE. GEORGE SOMNES will direct and VICTOR PAGANUZZI is scenic artist. . . . NATE BEERS has the bank roll for a summer theater and can't find a spot. . . . FRANK MCCORMICK plans to build a summer barn at Monticello, N. Y. . . . BOB CUTLER is offering his Suffern Theater for outright sale.

At JANE (EICHELBERGER) HEYBURN'S cocktail party Thursday to celebrate her return from Bermuda: PHILIP REED, JAMES CRAVEN, JEROME ZERBE, WENDY ATKIN, MRS. TELESFORA CASANOVA, MOLLY BALLANTINE, JOHN ROGERS and MARY TOM BLACKWELL.

FAIRFAX the Magician, formerly FAIRFAX BURGHER, the actor, does a swell trick at the Fox and Hounds Club. He pushes pencils, feathers and silk kerchiefs thru a pane of glass without breaking or cracking it. . . . The televised *Ode to Liberty* was dull and uninteresting, but not because of the stars, MADY CHRISTIANS and WALTER SLEZAK. . . . PEGGY WEBSTER left for the Coast on the 4th to take up directorial chores at Paramount but will first see her ma and pa, DAME MAY WHITTY and BEN WEBSTER, open in the OLIVIER-LEIGH *Juliet*. . . . VERNON DUKE, TED FETTER and JOHN LA TOUCHE (he wrote *Ballad for Americans*) have signed to do a musical for GEORGE ABBOTT. Production in December. . . . VIVIAN SEGAL flew in from the Coast last week to do several broadcasts. She goes back in a month for pictures. . . . DEZI ARNAZ'S five-year contract with RKO takes him into his original role in the film version of *Too Many Girls* and then into *They Met in Argentina*. RKO will build him up as the new glamour boy.

*Life With Father* won the first of the annual medal awards. Theater Club, Inc., called it the best American play and will buy RUSSEL CROUSE and HOWARD LINDSAY lunch at the Astor on the 23d. The Chicago company of *Life* is breaking records at the Blackstone at \$2.50 top. . . . BEVERLY SITGREAVES had an offer to go to Hollywood and teach acting. She's 76.

JAMES THURBER came back from Bermuda to help celebrate the 100th performance of *The Male Animal* and extracted a promise from HERMAN SHUMLIN that he could play ELLIOTT NUGENT'S role on the 300th time. . . . AUSTIE MASON has signed SINCLAIR LEWIS to do *Ah, Wilderness* at Clinton. Maybe that's why there aren't more good new plays. All the playwrights wanna be actors. (It's just as tough a game as writing, boys.) . . . KIVIETTE, the designer, has a son doing press work for OSCAR SERLIN. He's a nice lad, too. . . . ARTHUR WILLIAM ROWE has written a new biography, *Sarah—the Divine*. Also a 10,000-word yarn, *The Barrymore Legend*.

They took down KATHARINE CORNELL'S portrait in the lobby of the Empire to repair a crack in the wall and found an inch thick layer of painted play bills staring at them. A little careful work brought to light the bill for April, 1910. It was spring repertory, with WILLIAM GILLETTE starring in *Sherlock Holmes*, *Too Much Johnson*, *Held by the Enemy* and *The Private Secretary*. In an excellent state of preservation, it is left on view for the public and theater lovers are flocking in.

ETHEL BARRYMORE in *International Incident* is appearing in the theater that bears her name for the first time in almost 10 years. . . . CHARLES WASHBURN is doing the press work on the World's Fair *American Jubilee*. . . . Theatrical offices will go crazy over the new telephones. Called the "key system," they will handle three calls at once and allow for interoffice communication without a switchboard. . . . Radio stars don't cause a ripple, but when GERTRUDE LAWRENCE strolls thru NBC everybody forgets what they're doing and gawks. . . . FRANKIE THOMAS JR. has booked a full season of summer stock touring. He'll do *Young Woodley* and *The Youngest*. His pa is staying on the Coast to fish off that new boat he just bought. . . . DOTY HOBART has completed two new ones, *The Pantry* and *Satan's in the Ditch*, and is offering them for summer tryout. . . . HUME CRONYN is doing the ROLAND YOUNG role in the televised *Her Master's Voice* and then leaves for Montreal for a rest. . . . Crowds are haunting *The New York Times* bulletin boards in the Square and overflowing into the street. They come to read the war news.

ADELAIDE MATTHEWS is in Chapel Hill, N. C., writing plays. . . . That clever group, THE REVUERS, who went from a cellar in Greenwich Village to the Rainbow Room atop Radio City in practically one leap, started their own radio program over WJZ last week. . . . HARRY TOWNES, that handsome doorman at the Strand Theater, returns to the Garrick Players, Kennebunkport, Me., for his second season as leading man. . . . TOM WEATHERLY and HOWARD NEWMAN cooked up a beautiful press stunt the 10th, when they took SHARKEY the *Higher and Higher* seal to Sardi's for lunch. Newsreel and picture service men crowded around while JACK HALEY, SHIRLEY ROSS and MARTA EGGERT served SHARKEY *Varies Poisson pas Grilles*, *Crevettes aux naturelles* and *Matzes Herring*. His manners were a credit to his breeding and a good example for some land inhabitants we've seen eating there.

MGM has been making long shots for *Andy Hardy Meets Debutante* around Radio City, with doubles working for the stars. AL OCHS matched up MICKEY ROONEY with DON TOMKINS, JUDY GARLAND with ZONIA PORTER and LEWIS STONE with J. C. DUNN. . . . ROSS HERTZ and FRED HILLEBRAND in Detroit making commercial flicks.

MRS. PAT CAMPBELL died in Pau, France on April 10. UP said her age was 77, AP carried it at 75. All of which reminded us of the last time we saw this brilliant and witty woman. At a dress rehearsal of a summer stock production of *The Thirteenth Chair* three years ago she made her first entrance and stopped long enough to call out, "How do I look?"

"You look wonderful, Mrs. Campbell."  
"Do I look my age?"  
"No, Mrs. Campbell."  
"What, I don't look 62?"  
"No, Mrs. Campbell."  
"Thank God! Let's get on with the rehearsal!"

## Philly Spring Bookings Big

PHILADELPHIA, April 13.—Altho *Love's Old Sweet Song* at the Forrest Theater is the only item keeping the local legit row alive, bookings ahead are bountiful in view of the Republican Convention headed this way in June.

May brings *Louisiana Purchase*, starting the 6th at the Forrest for a fortnight. Follows for either the Forrest or Locust are *Keep Off the Grass* and the tentatively titled *Presto Change*, giving the town a new high in three musicals in one month. With dates and houses still to be set are *The Time of Your Life*, *The Return of the Vagabond* (tentatively set for May 6 at the Locust) and a return week for *Philadelphia Story*.

BROADWAY RUNS		
Performances to April 13, Inclusive.		
Dramatic	Opened	Perf.
Fifth Column, The (Alvin)	Mar. 6	46
International Incident, An (Barrymore)	Apr. 2	15
Juno and the Paycock (revival) (Mansfield)	Jan. 16	103
King Richard II (limited return) (St. James)	Apr. 1	16
Ladies in Retirement (Millers)	Mar. 26	23
Lady in Waiting (Beck)	Mar. 27	22
Life With Father (Empire)	Nov. 8	182
Liliom (revival) (44th St.)	Mar. 25	24
Male Animal, The (Cort)	Jan. 9	111
Man Who Came to Dinner, The (Music Box)	Oct. 16	208
Margin for Error (Plymouth)	Nov. 3	187
Medicine Show (New Yorker)	Apr. 12	3
My Dear Children (Belasco)	Jan. 31	80
Separate Rooms (Elliot's)	Mar. 23	25
Skyhawk (Morosco)	Oct. 11	214
Suspense (Playhouse)	Apr. 9	7
Tobacco Road (Forrest)	Dec. 4	2701
Two on an Island (Hudson)	Jan. 22	96
When We Are Married (Lyceum)	Dec. 25	128
Musical Comedy		
Du Barry Was a Lady (46th St.)	Dec. 6	150
Higher and Higher (Shubert)	Apr. 4	12
New Heilzapoppin (Winter Garden)	Dec. 11	144
Pins and Needles (Windsor)	Nov. 27	1024
Reunion in New York (Little)	Feb. 21	61
Too Many Girls (Imperial)	Oct. 18	196
Two for the Show (Booth)	Feb. 8	76

## 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.)

"Suspect"—25%  
YES: None.  
NO: Atkinson (*Times*), Brown (*Post*), Anderson (*Journal-American*), Whipple (*World-Telegram*).  
NO OPINION: Watts (*Herald-Tribune*), Mantle (*News*), Coleman (*Mirror*), Lockridge (*Sun*).

## OUT-OF-TOWN OPENING "Heavenly Express"

(Nixon)

PITTSBURGH

A play by Albert Bein. Presented by Kermit Bloomgarden. Directed by Robert Lewis. Cast: John Garfield, Aline MacMahon, Harry Carey, Philip Loeb, Russell Collins, Art Smith, Phil Brown, William Sands, Curt Conway, Harry Bratsburg, Randolph Wade, Will Lee, James O'Rear, Nicholas Conte, Burl Ives, John O'Malley, Jack Lambert, Charles Thompson.

*Heavenly Express* is a fantasy. Like similar plays about an Hereafter, *Express* presents Death in person. This time D. is a hobo, the Overland Kid, an advance-ticket-taker for the Boss Bo who operates the "Express," super-super train "with diamond headlights and platinum wheels and the speed of a meteor." Unlike its predecessors about the Immortal, *Express* introduces a protagonist who is implausible even as an allegory. It's no more than cricket to add that perhaps it's the fact that after a stretch in the films as Misunderstood Gangster Number One, John Garfield is difficult to accept as a combination of Peter Pan, Mercury and Mickey Rooney, in the role of the ballad-singing kid. And the difficulty of accepting this slickest bo that ever hopped a Sante Fe as the bounding cherub that Garfield makes him may react unduly against approval of the text.

Nineteen years ago, according to legend, the Overland Kid was killed when pushed off a speeding train. Ever since, he has been herald for the "Heavenly Express," Bein's conception of the ride to Valhalla. Also years ago, Betsy Graham, of Ash Fork, drove her son away from home by trying to force him to behave the way she wanted. He became a hobo. Repentant, she had made her boarding house by the Santa Fe a gratis stopping-off place for all 'bo's. Comes the day when the Kid comes to take Granny Graham to her Eternal Reward, because the Boss Bo likes her spirit and her mulligan pie. Not long before, the Kid had picked up her vagabond son when he was knocked off a moving train, after deserting a fellow-bo in need. The Kid knew her son's desertion was the one foul deed bo's wouldn't condone, but he painted Granny's guy a hero, so's she'd feel aglow before she drops off into Eternal Sleep. Then, midst chaos and consternation as all Sante Fe trains are mysteriously sidetracked for the invisible "Express," the Kid collects his cargo.

The hobo ballads are gay, the railroads colorfully atmospheric. Aline MacMahon wins sympathy as a beautifully-acted Granny. Harry Carey is ace as engineer Ed Peeto, Phil Loeb is rollickingly humorous as Rocky Moun-

## New Play on Broadway

Reviewed by Eugene Burr

### PLAYHOUSE

Beginning Tuesday Evening, April 9, 1940.

### SUSPECT

A play by Edward Percy and Reginald Denham, starring Pauline Lord. Directed by Arthur J. Beckhard. Setting designed by Ernest Glover, with executer uncredited. Press agent, Willard Keefe. Stage manager, Henri Caubisens. Presented by Douglas MacLean and Arthur J. Beckhard.

Robert Smith ..... Barton Hepburn  
Janet Rendle ..... Jane Lauren  
Goudie MacIntyre ..... Grace Hampton  
Mrs. Smith ..... Pauline Lord  
Dr. Rendle ..... Wallis Clark  
The Rev. Alfred Combermere ..... Robert DeBruce  
Sir Hugo Const ..... Frederic Worlock  
Lady Const ..... Mary Servoss

The Scene is the Garden Lounge of Mrs. Smith's Home in Polcorn, Cornwall.  
ACT I—Morning. ACT II—That Evening, About 9:30. ACT III—The Following Morning.

Female killers of a particularly blood-curdling kind seem to exercise an almost fatal fascination over Messrs. Edward Percy and Reginald Denham. *Ladies in Retirement* their peculiarly calm and static shocker at Henry Miller's Theater, concerns a housekeeper who strangles her benefactress with a curtain cord and packs her body into the bread oven. Their *Suspect*, which Douglas MacLean and Arthur J. Beckhard brought to the Playhouse Tuesday night, concerns the later life of a young Scottish lady who once stripped herself naked, grabbed a convenient ax, and went down into the glen to partition her father and step-mother. Any surface similarities that that somewhat gruesome act may have with our own Borden case are, as cautious writers sometimes say, purely coincidental; for the Borden case itself is mentioned in the dialog, thereby proving conclusively, of course that *Suspect* couldn't possibly have been based on it.

Young Miss Wishart, the lady with the ax, was saved by the testimony of her faithful old servant, getting the Scots verdict of "not proven" and went away to bring up her son in the obscurity of the assumed name of Smith, in the wilds near Penzance. She brings him up, exercising a fierce possessiveness over him; and later resents deeply the girl he wants to marry. Her resentment,

tain Red, Russell Collins is autocratic Big Business as the Sante Fe agent, all the cast fits well.

There is a humor and kindness about the play's paternal speculation that might beguile one into condoning its metaphysical wanderings. Except for the draw of its players, it may be a bane at the box-office. *Morton Frank.*

however, is changed to fear when the girl's father and Sir Hugo Const pay them a visit just before the wedding. Sir Hugo, in his days as a reporter, covered her trial.

Sir Hugo starts by recognizing the servant, and then puts the mother thru a series of brutal tests, bringing up memories of the case and its incidents until she faints and so gives herself away. And then in a memorably tense third act, she fights to convince Sir Hugo and the girl's father of her innocence, and so save the happiness of her son. She twists and turns wildly, suggesting that either her own lover or the

faithful servant herself may have been guilty, claiming that her son is not her own, at last announcing that the old servant is really her own mother. This finally—if somewhat inexplicably—convinces Sir Hugo; the visitors go off with the happy pair; and the former Miss Wishart, who has been sorely controlling her tattered nerves and fraying mind thruout the scene, goes out into the yard and bloodthirstily, madly, relentlessly pounds an ax upon a chopping block as the curtain goes down. It is one of the most appallingly effective horror curtains in years.

*Suspect* is a much better, more exciting and fundamentally more horrible play than *Ladies in Retirement* in both writing and acting. It has very definite defects, of course; if the mother had called in the servant and, thru some

(See NEW PLAYS on page 27)

## From Out Front

By EUGENE BURR

If the Actors' Equity Association is setting out to lose the respect and the confidence of its own members and its erstwhile friends outside the profession, it is going about the task in a brilliantly effective fashion.

This week's column was originally supposed to concern the problem of experimental groups, a problem that has been recently discussed in the august columns of *The New York Times* and elsewhere. Originally this column intended to restate a badly shaken faith in Equity, because various people high in the organization now seem really determined to do something about the experimental theater situation. As we all know, Equity some years ago ruled out experimental co-operative groups thru one of the most cowardly and deceptive rulings possible. It was all right to play in a co-operative group, said Equity, providing that everyone else connected with it were co-operative—knowing that the stagehands' union would never allow its members to participate. So the situation stood until Margaret Webster's recent article in *The Times*, which was "answered" the next week by Bert Lytell in a piece that sounded less like Mr. Lytell than like the stuffy editorials in *Equity Magazine*. However, enough pressure has been brought to bear to force some action, it is hoped; and the chances are that experimental groups may in the future actually be encouraged instead of barred. Theatres knows, the theater needs them.

So this column intended to express a hope that Equity was beginning to return to its senses, and work toward the creation rather than the prevention of jobs.

The Equity Council passed its resolution concerning TAC.

In the resolution, after dolorously intimating that TAC had harmed rather than helped the cause of the Federal Theater by its activities in favor of it, Equity Council resolved that its members "are hereby forbidden to engage in any activity in relation to Federal relief except by and under the direction of the Council of the Actors' Equity Association"; it directed its members not to engage in any rallies or meetings unless approved by Equity, and ended with, "Whereas TAC is requesting our members to attend such meetings, rallies, etc., and take part in such activities, it is ORDERED (The capitals are the resolution's, not mine) that our members refrain from so doing."

That is at best the unbearably snide and snobbish attitude of the samaritan who tries to prevent any charitable work except his own; at worst, it is a dangerous and unprecedented example of bureaucratic control in, which Equity, a labor union, calmly assumes the right to regulate the private lives, activities and even thoughts of its members—a sort of labor-union Nazi-ism.

It is comparable to the Council passing a resolution saying that, whereas the Council feels that the Democratic Party does not work to the best interests of showbusiness (as seen by the Council) therefore all Equity members are ORDERED to stay away from meetings of the Democratic Party.

The extension of the ruling's underlying philosophy is, of course, boundless. If the Equity Council (in its infinite wisdom) decides that the interests of showbusiness are hurt by the Union League Club, the YMCA, the Boy Scouts of America, the Baptist Church or the Civil Liberties Union it could, under the precedent set by this ruling, forbid its members to attend the meetings or aid the activities of those organizations.

TAC, as was to be expected, made an immediate reply—an extraordinarily mild-mannered and polite reply, in view of the circumstances. It merely pointed to the actual help that TAC had given in the fight to continue the FTP, quoted letters from disinterested people testifying to that aid, expressed approval of but no official interest in Lloyd Gough's committee for the establishment of a national theater, and suggested that it be permitted to join forces with Equity to fight for the things that both organizations think desirable.

Equity, on the other hand, must have received something of a kick in the ivory tower thru the registered reactions of members and outsiders alike; for both Mr. Lytell and Burgess Meredith quickly made statements that the Council hadn't really ordered its members to stay away from TAC meetings at all. It had merely made a suggestion that perhaps it would be best if they did.

This, in view of the resolution itself—and the careful capitalization of the word "ordered"—is somewhat confusing. Perhaps when Equity orders a delinquent member to pay his back dues it's really just giving him a gentle hint. Perhaps an Equity suspension is really just a form of mild reprimand that can be disregarded at will. Perhaps the standard Equity contract is just a series of polite requests that Equity makes to the managers. If Equity is going to take this sort of stand on its Council's resolutions, the League of New York Theaters can start lighting bonfires in Times Square.

So the matter stands at present writing. But all the abracadabra about orders and suggestions, about TAC's harming rather than helping the cause of the national theater, manages to fool no one. The real issue in the affair is Communism.

Louis Schaffer, of Labor Stage, the foremost self-appointed Red-baiter in the theater, took it upon himself to trudge over to Equity Council and accuse TAC of Communist leanings, just before the Council adopted its famous resolution. Judging from a thesis that Mr. Schaffer presented during the fight over Finnish benefits, his arguments are probably somewhat less than convincing. TAC on its own part hotly denies the allegation. But the point is not whether TAC is or is not a Communist organization, but whether Equity can or can not regulate the private lives of its members. This corner very definitely thinks that it can not. I have never had any great love or respect for TAC in the past, but I will defend TAC's right to win members and co-operation thru legal means, against Mr. Schaffer, the Hitleristic dictator of Equity Council or anyone or anything else.

Refusal to grant free choice, free speech and free conscience is a far more flagrant violation of the very basis of Americanism than any possible left-wing (or right-wing) flagwaving. This corner has fought hard against Fascism; it has fought just as hard against Communism (which is the identical political concept at the other end of the ideological scale); and it will similarly fight against repressive methods directed against either of them, when those methods actually use the philosophies they pretend to condemn.

Equity Council's ruling is more in line with Communist (and Fascistic) political theory than anything that has yet been done by TAC.

## The Davenport Free Theater Celebrates 25th Anniversary

NEW YORK, April 13.—By way of celebrating his 25th anniversary directing and operating his theater on the East Side, far from the Broadway path (for the last 17 years the theater has been free), Butler Davenport gave a special program Tuesday (2) consisting of *The Way of a Woman*, by Hubert Davies, and the dream scene from *The Bells*, by Ereckmann Chatrhan. The death scene from *Louis XI* was scheduled too, but unforeseen delays, such as having to turn away patrons because the small theater's capacity had been reached, prolonged the show to midnight without it. Davenport's audiences are such, tho, that they'll return later in the week to catch the death scene, not necessarily because Davenport's is a free theater, but because he has a lot more to offer folk whose interest in legit is not predicated upon shallow gloating over a clothes horse than has the would-be sophisticated theater of Broadway.

Despite the handicap of a tiny stage, meager equipment and a typical English drawing room comedy, good direction makes its mark. Particularly in the first

two acts the production maintains a nice clip and steady flow of entertainment, mostly from the manner in which the company plays up to its roles. Patricia Durlam worked wonders as the whining mollusk, Dulcie Baxter, a character which in most instances would have been a terrible drain on an audience's patience and ear drums. Miss Durlam kept the role much alive and worthy of the center of attention. Sporadically, Georgia Morris turned in a good job as Miss Roberts, the governess, tho too frequently slipping into the awkward. Walter Reid missed out trying to manage the part of Richard Baxter. Davenport himself, in the role of Tom Kemp, Mrs. Baxter's brother, has his faithful audience eating up whatever he does and says. He deserves the allegiance.

The comedy itself concerns a young Englishwoman who exerts just enough mental energy to plot an effortless existence wherein everyone else waits on her hand and foot. She whines, whimpers and sulks, and her devices are successful until her womanly jealousy over the attention her husband may bestow upon another woman is aroused. That, too, was a plot engineered by her brother, who was interested in saving the other woman for himself.

In a between-the-acts curtain speech (when the hat is passed), Davenport reported the project on an upswing—so much so that the City Fathers are now pestering him for a license. In his 25 years, he's pulled thru seven foreclosures. *Sylvia Weiss.*

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# INFLUX OF FILM NAMES

## Joe Moss May Join Kaliners in Philly

PHILADELPHIA, April 13.—If negotiations are completed, the Kaliner brothers, who have taken over Benny the Bum's, will bring in Joe Moss, formerly with the International Casino, to direct its entertainment policy.

Understood that Moss is holding out for a 50-50 profit split in addition to a weekly salary well above the \$100 figure. Kaliners will continue their own operations at the next door Rathskeller, stipulating only that the Bum's, which will be rechristened, charge no less than 50 cents for drinks, a price level higher than their own Rathskeller and yet lower than Jack Lynch's Hotel Walton nitery.

Kaliners are also negotiating for a partner. Attempt is being made to settle \$12,000 in back taxes for \$4,000. Deal to bring in Alex Murray, who operates Club Maxim in the Bronx, New York, fell thru, and negotiations are now on with Max Schleppin, local fraternal leader. Understood \$9,000 buys a half interest.

## Olympia, Seattle, Spending More \$\$

SEATTLE, April 13.—The Hotel Olympia, where Harry Owens and his Royal Hawaiians opened Tuesday (2), looms as a big user of talent. It recently had an ice revue of nine acts. Owens does a dinner performance in the Georgian Room and a show in the Olympic Bowl from 10 to 1 a.m.

## Trenton Club Matinees

TRENTON, N. J., April 13.—Jack Moss has inaugurated Sunday afternoon cocktail sessions, offering a complete show and dancing at his Jack and Bob's club. Larry Lane is singing emcee, show including Great Rocheys, Mabel Harrell, Audrey Kennedy and Peggy Chamberlain.

## Emsee Third Year at Stockton, Calif., Club

STOCKTON, Calif., April 13.—Aside from avoiding difficulties with local censorship bodies, running a show with no blue gags, strippers or double entendre ditties has other compensations for the acts working the spot.

Henry (Hank) Lewis, emsee at Matteoni's here, who clings rigidly to this policy, has had no layoffs, and is still working the spot after three years.

The club also boasts it is one of the few in the country with a rating in Dunn & Bradstreet.

## Pantomime Singing Acts Copying--But Who's Copying Who?

NEW YORK, April 13.—David Poss, known on the stage as Roy Davis, has served notice thru his attorney, Leo Shapiro, on Rex Owen, accusing Owen of "performing an imitation" of Davis' act. Davis does pantomime singing synchronized to phonograph records. He made his local debut in the short-lived Casa Manana show Christmas week, later going into the local Paramount Theater.

Owen has been working local vaude houses, doing the same type of routines but to different records. Owen says he will continue to do the act regardless of the legal threat, pointing out that Reginald Gardiner did the same type of act in *At Home Abroad* a couple of years ago and that Walter Behr has been playing the act to Continental records the past several years thruout the country.

## Lewistown Plans Vaude

LEWISTOWN, Pa., April 13.—Prompted by the box-office success of Al Donahue on the stage of the Rialto Theater, manager Paul Klinger has indicated he will make name bands a regular policy.

## Top Salaries Asked for First Tour; Lower Second Time Around

(Continued from page 4)

services in Hollywood. These hope that grosses in vaude houses they play will prove to Hollywood that they still are potent b.-o. figures.

Top money for a film name this season goes to Eddie Cantor, who opens at the Capitol here April 18 with a unit including Georgie Jessel. Layout gets \$15,000, with Jessel's slice \$2,500. This unit, after its Capitol date, may go to other cities where Cantor's picture, *Forty Little Mothers*, is playing. Troupe was assembled primarily to exploit the film.

Another whose unit will bring a top price is Bob Hope, who will get \$12,500, plus percentage. Jerry Colonna and others from the Hope air show are included at that price. Hope turned down \$10,000 for an Atlantic City vaude date this summer.

Syndicated film columnists this year commanded a uniform salary of \$7,500 plus a percentage for the unit. Louella

Parsons was the first, with Jimmy Fidler and Ed Sullivan following. The latter two are still on the road.

Martha Raye and her unit got \$6,500 on her first trip around. Her second trip to the Paramount, New York, got her slightly less. Among the top salaries for an individual player is the \$4,500 received by Dorothy Lamour. It is believed that Paramount Studios added to that sum when she appeared in conjunction with a Paramount picture. Jack Haley's unit received \$6,500, with \$3,000 as Haley's share.

Approximate asking prices for other film players include Chester Morris, \$2,000; Anita Louise, \$1,500; Tommy Riggs, \$2,500; Misha Auer, \$3,000; Hugh Herbert, \$2,000; to \$2,500; Boris Karloff, \$3,000; Phil Regan, \$1,250; Gene Autry, \$3,000; Lupe Velez, \$4,000, with actual salary often less; Edgar Kennedy, \$1,250 to \$1,500; Henry Armetta, \$1,500 to \$2,000; Rochelle Hudson and Guy Kibbee, \$2,500 to \$2,750; Freddie Bartholomew, \$2,500 to \$4,000; Bruce Cabot, \$1,500 to \$1,750; Lionel Stander, \$1,500; Vilma and Buddy Ebsen, \$1,250; Erik Rhodes, \$600; Sammy Cohen, \$600; Frankie Darro, \$750; Glenda Farrell, \$1,000; Allen Jenkins, \$2,000; Charles Butterworth, \$2,500; Luis Alberini, \$1,250; Lola Lane, \$1,250; Toby Wing, \$750; Jane Withers, \$3,500; Warren Hymer, \$1,200; Fifi Dorsay, \$1,000, and Charles Bickford, \$1,000.

Vaude tours are often dangerous for established players. There is a case where a star who had been working films regularly at a handsome salary went on a p.-a. tour with an act that was considerably sub-standard. As a result of this tour, vaude managers will not take him for repeat dates and the studio claims that his poor showing ruined his chances for further film work.

## Cocktail Lounges Flourish in K. C.

KANSAS CITY, Mo., April 13.—With the cocktail lounge and supper club business rapidly proving to be most successful here, more hotels are installing such establishments.

Hotel Bellerive has opened a cocktail lounge, the Zephyr Room. Joaquin and Olivia are the first attraction. They specialize in South American songs.

Another new supper club is The Tropics, in the Hotel Phillips, where Deladene is at the Hammond organ.

## Lake Tahoe Club Changes Owners; Reopens June 27

SAN FRANCISCO, April 13.—State Line Country Club, bordering Lake Tahoe, has changed hands, the new owners being a syndicate headed by Bert Riddick, of Reno. Previous owner was Calvin Custer.

Spot, which operates only in the summer, will reopen June 27 and will be managed by Ralph Owens, local night club operator. It is about 40 miles from Reno on the California-Nevada State line.

Bands and acts will be booked exclusively thru Sam Rosey agency.

## New Seattle Roadhouse

SEATTLE, April 13.—Rustic Lodge, nine miles south of Renton, opened Saturday (30).

The new spot has a large dance floor. Plans are under way for 60 cottages to be built around it and is under joint management of John Haddad, local radio entertainer, and Al Miller.

## New Kansas City Club

KANSAS CITY, Mo., April 13.—Joe Stevens, proprietor of the Portland Liquor Co., has opened a new night club, State Line Tavern, located on the Missouri-Kansas boundary and on the site of a cabaret that failed several years ago.

Freddie Finch and his swing band provide dance music every night, with a floor show also on the slate.

## Canton Switch to Bavarian

CANTON, O., April 13.—Alpine Village night club near here, has switched from floor show and band policy to Bavarian talent, bringing back Otto Englemann and his Viennese ensemble.

Club has been doing top business among district niteries.

"THEATER TALK," by Sherling Oliver, a column of news and notes concerning the legitimate theater, appears weekly in the Legit Department.

# Club Talent

### New York:

FAY AND ALVAREZ, at the St. George Hotel in Brooklyn, have begun a series of audience participation rumba and conga demonstrations. . . . CESAR AND ROSITA, at La Conga, have been contracted for four more weeks. . . . DOROTHY ALEXANDER is being held over indefinitely at Hughes' 111 Club.

### Chicago:

ROLLIE AND VERNON PICKERT open at the Edgewater Beach Hotel, Chicago, April 19. . . . FRANK PAYNE, impersonator, is being held over at the Bismarck Hotel Walnut Room. . . . COLLETTE AND BARRY, dance team, have succeeded Noll and Nolan at the Bismarck. . . . BILLY CARR, who directs the 606 Club show, became a father in January. Junior and his mother are still in Florida, whence Billy recently returned.

A CHANGE in the show at the Chez Paree replaces Beverly Roberts with Virginia Verrill and the Oxford Boys with Everett West.

BILLY CARR, back from a five-week vacation in Florida, has resumed his emceeing at the 606 Club. . . . BERNHART AND GRAHAM, dance team, leave Rio de Janeiro this week to return here.

### Atlantic City:

JACK RICH, who helped to open Club Nomad five years ago, returns to head the show. Last time he stayed for two years. . . . THE BLACK CAT at Absecon and Bestman's at Margate are the latest to open for the season.

### Philadelphia:

JEAN FOREMAN, of Spencer and Foreman, at Kaliner's Rathskeller, set for a

role in the *Two Many Girls* flicker. . . . ALAN GALE returns to emcee the Stork Club. . . . VIKING CAFE offers a standard vaude act for the first time, bringing in Cortello's Canine Mimics.

### Here and There:

PAULA WHITE, Billie Parker, Gail Page, Pat Adams, Barbara Hunter and Lois Casson now are at the Miami Club, Baltimore. . . . FAIRY CUNNINGHAM, who just closed at the Town and Country Club, Milwaukee, opens Tuesday (16) at Old Heidelberg Gardens in that city for four weeks.

BARNEY AND LONGIE opened Monday (15) at the San Diego Club, Detroit, moving over from the Club Imperial, same city. . . . RALPH LEWIS is the new emcee at Jimmy Brink's Lookout House, Covington, Ky. . . . DANNY RICHARDS, emcee, has been handed a four-week holdover at the Club Imperial, Detroit.

LEW FOLDS is emceeing at the Red Gables, Indianapolis. . . . JACK S. LEYSTON, after a tour of West Coast niteries, is preparing a new all-girl unit to head east from Los Angeles.

GEORGE CARDELLO closed after 10 weeks at Palumbo's, Philadelphia. . . . JOSE DEL RIO AND GENE LA MONTE are playing a return engagement at the Club Frontenac, Detroit. . . . HENRI THERRIEN is in his 29th consecutive week at the Rainbow Room, Jacksonville, Fla.

THE VARRONES (Carlos and Dolores) are current at the Chez Ami, Buffalo. . . . ANNE BRADLEY began an indefinite engagement at Boulevard Tavern Elmhurst, L. I., N. Y., April 8, moving over from the Condado Club, Trenton, N. J. . . . PAUL PENNY, manager of Old Vienna, Cincinnati, has a new first assistant in Robert Myers, for the last five years head bartender at the adjoining Arcade Bar.

## Sings "Smoke Gets In Your Eyes" As Smoke Fills Theater

ATLANTA, April 13.—Fire caused by a flashlight cable shortage interrupted the opening day (4) supper show at the Roxy Theater, causing dense smoke. The incident gave the house publicity, the show gaining business daily and being held over three days.

The audience made no attempt to leave until Milt Herth, realizing the situation might get serious, walked on stage and asked the people to leave quietly.

During the excitement Nan Wynn was singing. The mike went dead but she continued, not knowing what was taking place below stage. When the theater filled with smoke patrons demanded she sing *Smoke Gets in Your Eyes*. She did.

Also on the program were the Bernards and Fereday Girls, Carrol and Howe, Stuart Morgan Dancers and Milt Herth and organ band.

## Talent Agencies

ART DAHLMAN, Cincinnati booker, is back in action and has moved to larger quarters. He has added Jack Spratt to handle the bands, while he himself will concentrate on shows and cocktail units.

JONNY GRAFF, formerly of the Tony Phillips office, is now with International Attractions, Inc.

CLAIRE SILVER, receptionist at the William Morris Agency, Chicago, and sister of Morris Silver, manager of the office, is in Jackson Park Hospital, where she underwent an operation for appendicitis. Her condition is reported satisfactory.

MR. AND MRS. SID WHITE, of the Southern Theatrical Agency, Miami, Fla., have embarked on a two-week South American cruise.

JOE FEINBERG AGENCY, New York, booked Radio Rubes, NBC hillbilly act, into the Strand, Berwick, Pa.; Family, Scranton, Pa.; Hawley, Honesdale, Pa., and Wilkes-Barre, Pa.

MIKE LEVY resigned from Al Borde's office March 27 and is now associated with Sammy Clark. Under Levy's direction Mary McCormick, prima donna, has been booked into the Hi-Hat, starting April 18.

# Night Club Reviews

## Club Royale, Detroit

This spot, open about a year, caters to an exclusive clientele that rates it just about tops among local year-round swankier suburban spots. Roadhouse setting and policy give it an individual tone.

Show, booked by Phil Tyrrell, of Chicago, offers a variety program with uniformly high quality. Carl Bonner and his Bon-Aires, a new 12-piece band, work smoothly together. The band has enough reeds and woodwinds to give a good tone quality and volume. Bonner features his own quiet vocals, as especially welcome interlude music.

Selma Marlowe opens with an utterly different tap style. Using running, gliding and leaping routine, she works out practically a separate dance counterpoint, in addition to the fundamental tap rhythm. Specialties include a Spanish novelty, the Conga and a dainty nursery number.

Alice Dawn, raven-haired contralto who adds much to her style by effective facial expression and great but demure eyes, has a variety of songs, practically ballad to blues. She has strong expressive tone in a number like *Careless*, and a pleasant swing in *Alexander's Ragtime Band* and a special version of *Chiribiribin*.

Liliane and Mario, ballroom team, open with a colorful whirling number and have all moods in their repertory, including some happy comedy routines in a liting style, a sort of burlesque of Latin American styles, and some spectacular work, as when Mario whirls her aloft as they interlock one arm each. Work easily and gracefully.

Jack Marshall is emcee and does a variety of impersonations, such as a whole newsreel, European statesmen, etc., and some well-received tomfoolery. And all very clean. Sharon Lynn produces the Six Royalties, who do four excellently costumed and timed numbers, including a delightful *April Shower* specialty. *H. F. Reves.*

## Blackhawk, Chicago

Back for a return engagement, Bob Crosby and his Bob Cats opened Friday (12) and the swing fans gave him and his Dixieland music a big reception. Band has much the same line-up as when here last, and while it plays some sweet tunes, swing is its forte and the boys lay it on in a way the dancers like. Ray Bauduc continues at the drums, and among other favorites are Irving Fazola, clarinet; Jess Stacey, piano; Bobby Haggart, bass; Eddie Miller, sax; Billy Butterfield, trumpet, and Nappy Lamar, guitar. Marion Mann, throaty singer, has an excellent voice and an easy style of delivery and the customers liked her vocalizing of *Si, Si; All the Things You Are* and other numbers.

Vickie Allen, tapster, is an attractive "brownette" who also does flips, twirls and various acrobatic routines neatly. A very good dancer with pleasing personality.

Orrin and Betty Lou Billington are a youthful full-of-life dance team who tap their way to instant favor. Betty Lou is tiny and cute and the pair has plenty of talent.

Main attraction, of course, is the band, and the boys come thru with some excellent novelties. One of the best is the drums and bass duo, Ray Bauduc and Bobby Haggart, playing *The Big Noise From Winnetka*. Another is *Sugarfoot Stomp*, featuring the rhythm section and clarinet. Both for entertainers and swing dance music, it's a swell outfit. *Nat Green.*

## Lido Club, New York

This is one of the intimate 52d street night clubs and has been holding on since its debut a few months ago. It is on the site of the late Jackie Osterman's nitery.

The feature is Don Baker, entertainer-band leader, who does much to keep patrons in good humor. Besides leading a versatile, competent five-piece dance band, Baker also emcees nicely and sings ballads, comedy and rhythm numbers in pleasing tenor voice. He is a young, stocky fellow with personality and a hankering for comedy. On the band stand, he and the band do satires of name bands that are often amusing. He is backed by piano, string bass, drums and trumpet and he himself blows a good clarinet. A fellow with possibilities. The floor show is okeh. It has six

Wally Wanger girls, all of them young and good-looking. They're on for an opening South Sea number, in sarong and leis, swishing around pleasantly on the postage-stamp floor. They close the show in slick black ballet costumes, doing jazzy tapping to Raymond Scott's *Minuet in Jazz*. Kay Toth, a comely brunet, does a couple of undulating dances in South Sea tradition. She's easy to look at. Harriet Brent, brunet, sings a few ballads and rhythm numbers, giving the saucy lyrics a smirk and meaningful looks. She's just right for this type of club.

Nina Hones, a plumpish blond, does the relief music, singing requests to her own piano accompaniment. Has a pleasing voice and goes thru with her stint regardless of the noise and bad manners of patrons who cross floors and shout right thru the entertainment.

Steak dinners are featured, but the spot does its best mostly after midnight. *Paul Denis.*

## Arabian Supper Club, Columbus, O.

Newly scrubbed and painted, this club, dark for some time, unshuttered for the spring and summer season April 4.

Manager Clinton Wander has given the place an air of freshness and lived-in informality.

Informality was, of course, the keynote of the premiere, with noise-makers, paper hats and balloons helping to put guests in a festive mood. Most responsible for the gangs-all-here mood was the community sing squeezed in between the acts of the midnight floor show and led by Dick Worthington, a capable emcee who also sings songs acceptably.

Dick Worthington doesn't head the floor show cast in name only. His singing interlude is the most pleasant in a parade of acts which includes Reese and Marlow, a fairly adept ballroom team; the three Original Georgia Crackers, who are better at their hillbilly singing than at cracking wise about Georgia or anything else; singer Gerry Richards and the Arabian Supper Club Sextette.

With a fine new dance floor and Paul Decker's really danceable music the customers were highly pleased. And Marian Jones, gifted with a nice manner and a sweet voice, is just a natural born compliment winner. Foods is the tops. *Rex McConnell.*

## McVan's, Buffalo

With business reported very satisfactory by club owner and manager Lillian McVan, it looks as tho this veteran nitery has lost nothing of its appeal. The snappy shows always attract a good crowd and Mrs. McVan, a capable hostess of the Kate Smith type, knows how to make folks feel at home.

Dorothy Taylor, in her third year, was the highlight of the show. A Texas Guinan type, she can always get a oig hand with her risque wise cracks and renditions of suggestive, clever ditties. Tho rough in her attitude she never offends. Her numbers, including *I'm Snooping for Winchell Now* and a take-off on *Confucius Say*, were highly spiced. As emcee she displays ease and facility.

Produced by Ruth Hurley, the ensemble numbers, a big item here, were easy on the eye, being capably executed by an eight-girl line. Gals are Irene Robinson (captain), Hilda Turney, Wilma Bush, Marge Herring, Dorothy Hanauer, Lillian Lundbeck, Peggy Rowan, Alice Meehan. Held over from the Easter show, routines included a bunny number in scanty get-up, a Southern-Belles idea in frilled pantalettes and bonnets, an Easter parade and an Indian dance with trailing feathers and tribal loincloths.

Shapely Hilda Turney scored with standout toe dance solos and a refreshingly young, unsophisticated appearance. A capable dancer, she might still improve her work with acquisition of more showmanly polish.

The Watson Sisters, a song and dance duo a la Martha Raye, showed punch and spark. Contest for worst grimaces, musing hair of guy at ringside, kissing "old daddy" on bald head and grappling with emcee were only part of their nutty nonsense, which went over.

Dick Rich, in regular old-time vaude make-up of oversized tails, derby, burnt cork mustache, and resembling Oliver Hardy, played xylophone well and loud. Climax was simultaneous playing of

trumpet and xylophone while doing a tap dance.

Two Cunningham Sisters displayed nice voices with harmony warbling and graceful control with semi-acro dance routines. Their smooth presentation would have scored even better had not a mix-up in bookings left the management with two fairly similar sister teams on its hands.

Frances and Day, veteran musical comedy duo (also announced as the Great Rubinozsky and Dorothy), doubled between renditions of old-time favorites and knock-around funny stuff. Gal, a tall blond, gave out with very listenable violin solos while he accompanied her on a miniature piano and a broken-down cello, supplying all the hoke. Tho strictly old-time the team got a good hand.

An added feature was Princess Garnett, astounding mindreader. A pretty woman with a pleasant personality, the Princess went thru her act of identifying objects while blindfolded without hesitation or fumbling. Her assistant, moving from table to table, fired scores of questions, which she answered promptly and correctly. She is also on hand for private interrogation between shows.

Frank Terry's all-colored unit supplies the accompaniment as well as dance music and has been almost a fixture at this spot for several years. *Eva M. Warner.*

## Old Roumanian, New York

Several new faces have been added to Jack Silverman's spot on the Lower East Side. However, the brunt of the entertainment is still borne by performers who have made their booking at this stand a career.

One of the reasons that patronage is not confined entirely to the kosher set is the presence of Sadie Banks, who apparently is a permanent institution there. Her delivery of double-entendre ballads is show stopping. Did well with *Broadway Isn't Broadway Anymore* and a special song on methods of keeping a husband interested.

Another long termer is Ethel Bennett, who chirps both in Yiddish and English. Her offerings included faves of the Non-Aryans present and had the crowd singing with her. *The Tailor's Song* and *Oh, Johnny* are her best offerings.

Some excellent dancing is by Ronnie De Camp, another veteran who by now has probably forgotten what the inside of a booker's office looks like. A show-stopper is her fast Tartar dance, with the line in Russian peasant costumes backing her. Of equal caliber is the Can-Can. Also does well with a tap dance.

Beck Brothers do well vocally, but their gags are corny. Best among their numbers is their rib of medicos.

The Mildred Raye-Al Davis line (8) in three numbers shows up well. Routines are okeh but a display of lassitude on the part of two in the chorus didn't help the line any.

Musical backing is by Joe La Porte, with August Sanabria's rumba band providing relief.

Sid Edwards manages and Sid Heller press agents. *Joe Cohen.*

## Hotel Sherman Panther Room, Chicago

Continuing its jitterbug appeal, the Panther Room inaugurated a new show Friday (12) with the return of Ben Pollack for his first Chicago appearance in three years. Swing fans were out in force and gave Ben an uproarious welcome. New program carries out the informal idea that has become so popular at the Sherman and in range covers a

## Smart Advertising

CAMDEN, N. J., April 13.—Fred and Art's Rustic Tavern, Marlton pike roadhouse near here, believes in telling the truth in its advertising. Attracting attention was a newspaper announcement, the boys confessing:

"Maybe our entertainment ain't the best in town. Maybe it's the worst. We're so busy serving customers we can't snoop around to see what the other fellows are doing. Skeptical people don't believe nobody, anyhow. So we ain't talking big, just saying, if you want some fun, come over to our place and meet Fred and Art, two regular fellows. No minimum, no cover, no extras."

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wide variety of entertainment, most of it of the happy-go-lucky order dear to the swing fans.

Pollack started his evening of hot tunes with two original instrumental numbers, *Panther Rag* and *Stoppin' at the Sherman*, which he wrote with his arrangers, Ralph Grizzle, bass player, and Carroll Thompson, guitarist. *Cotton Pickers on Parade*, his swing theme song, and *Song of the Islands*, played in speedy rhythm, were other numbers introduced into the heated session that kept the swing fans happy.

Armide, pretty blonde ballad singer, is a newcomer to the song field and has quite a bit to learn about voice and showmanship. Her singing of *All of Me* and *In a Little Spanish Town*, first in torch style, then in burlesque fashion, was only fair.

An outstanding feature of the show is the whirlwind dancing of Alice Kavan, a young artist of amazing versatility. Her Spanish tap, soft shoe, swing and other routines are done with a finesse that marks her as a finished artist.

Another highlight is the knockabout novelty act of Alexander and Santos, assisted by Doris Claes and Leslie Davis. They begin with an exquisite toe ballet, then switch to a hilarious satire on the ballet, rough-housing as only accomplished artists can. The act is one continuous laugh.

Continuing their raucous way are the Jitterbug Kids and Carl Marx, the torch-nose clown who has become a Panther Room institution. At intervals during the evening the Hobbyhorse Steeplechase is introduced, patrons being invited to ride the "buicking horses" and usually landing in a heap on the floor. And in the Malaya Room portion of the inn the Ball girls cease their vending and swing into dances of the Far East. All in all, the Panther Room offers more diversified entertainment than any other local spot.

Nat Green.

### Susan Palmer's 7-11 Club, New York

Room is geared to attract the upper strata, altho prices are in the middle brackets. The spot is decorated with excellent taste, with wrought iron work superimposed on the white walls. With the addition of a portable dance floor a guitar has been added to the piano and fiddle to supply reason for dancing.

As a nod to Baron Harold von Oppenheim, known professionally as Harry Hartwell, the room for the supper trade is called *Chez Harry*. The Austrian nobleman is a capable entertainer, possessing a tenor that commands respect and registers especially well with ballads of old Wien. Does nicely with current faves and occasionally goes into a light classic. Emsees nicely and also occupies himself with the greeting tasks.

Cassandra offers a novel mental act. Working with Vincent Page she supplies answers to patron's unuttered questions. Most of the questions submitted were of the historical variety. Also makes a prediction occasionally, but bars personal queries. Also conducts a quiz contest for a bottle of champagne. Half of the 10 questions asked are on musical selections, other half of the general variety. Works nicely on the floor.

Dagmar Nordstrom, who pounds the piano nicely, is part of a sister act, using specially written material. Other half didn't show up when caught. Ivan Argay at the fiddle, accompanied by Louis Horvath, completes the entertainment contingent.

Spot is managed by Bill Scully, with publicity by George MacMurray.

Joe Cohen.

### La Conga, New York

It's been a long time since this reporter has seen the customers enjoying themselves in a night club as they are doing in this leading Latin American niterie.

Whether it was because of the music or the show or just what, is hard to say, but the fact is the customers were having a terrific time. The floor was filled practically every minute, with the music of Eliso Grenet's Latin American crew and Nano Rodrigo's larger group keeping them hoofing. Orks shape up as fine in this class. Both leaders have reps in their fields, altho Grenet's is probably limited more to his fellow countrymen. At any rate, his is one of the best known names in Latin American composer-conductor fields.

La Conga has quite a talent nut, seven acts and the two bands. As usual, it's mostly a dance show, with five of the acts being dancers. Cesar and Rosita open with rapid-fire rumba and bumps;

### "Woodpecker" Phono Hit

NEW YORK, April 13.—*The Woodpecker Song* this week joins the blue-ribbon songs on the country's automatic phonograph network. A number of disks are getting the play with this tune, among them the Andrews Sisters, Gene Krupa, Kate Smith and Glenn Miller.

For further news of this platter and other leading machine hits turn to page 74 and the Record Buying Guide in this issue of *The Billboard*.

okeh. Another team, in ballroom style, is Florence and Alvarez, a graceful pair of terpers who were well liked. Puppi Campillyo, male single, does a soret of comedy conga, dressed in a partial college rig. Only so-so. Working the castanets is Aida, another good act.

Sock of the show, of course, is Diosa Costello, whose violent gymnastics and posturings—especially when she uses the laps of some of the men customers as landing places—socked. She should have done more than one routine.

Vocal assignments fall to Rosita Rios and Desi Arnaz, latter also emseing. Both are better-than-average Spanish n. c. warblers. Arnaz, like Miss Costello, is doubling from the Broadway musical, *Too Many Girls*.

Minimum is \$2, and when the show was caught, a Wednesday night, business was pretty good, especially in view of the squawks being generally heard.

Jerry Franken.

### Harry's New Yorker, Chicago

Recently returned from a Florida vacation, Harry Hepp is offering a new spring show that has an abundance of beauty, novelty and Ralph (Cookie) Cook, the unpredictable comedian who has been here since last fall. "Cookie," a laugh-getter at any time, is at his best in what he calls the "4 a.m. in the morning" show, when his hilarious slapstick finds its most appreciative audience. He panics patrons with a continuous flow of nonsensical patter, gags and goofy dances, and occasionally hopelessly tangles the show's routine by his clowning.

A newcomer who is going over big is Harry Branover's find, Joanne Jordan, whose deep-toned torch songs and swing tunes get a tremendous hand. Has poise, looks, an excellent sense of rhythm and a voice well suited to her type of songs.

Corbett and Lorraine offer smart and cleverly executed dance routines, and Dorothy Dawn does an entertaining toe-tap. Francine, stately stripper, gives the customers more than a flash of her lovely figure in neat parade. Winnie Hoveler and her Dancing Darlings liven the show with a Hungarian number and other routines, best of which is their aerial ballet, executed on ladders suspended from the ceiling.

Easily one of the best shows at Harry's New Yorker in a long time. Mel Cole and his CBS Orchestra furnish danceable music.

Nat Green.

### Ice Cream Night Club

PHILADELPHIA, April 13.—A movement to substitute ice cream sodas for beer and bitters was launched this week by the Russell H. Conwell Luncheon Club.

Replete with all niterie trimmings and entertainment, club announced the opening next week of a "milk bar" to be known as the Temple Youth Club.

### Fond Du Lac Club Opens

FOND DU LAC, Wis., April 13.—Martin F. Geipe opened his Avalon Club two miles north of here with Mel Meyer's Ork. Spot offers dancing Saturday nights.

### Lancaster Club Expands

LANCASTER, Pa., April 13.—With the coming of warmer weather, Smitty's, one of two niteries here, may be remodeled and its capacity increased. Smitty's offer a floor show nightly.

Only other niterie in these environs is the Green-Shay. All other after-dark spots and hotels have dance music only.

### Billy Lee Makes P. A.

ATLANTA, April 13.—Billy Lee, star of *The Biscuit Eater*, which premiered in Albany, Ga., Thursday (11), opened a three-day at the Paramount here yesterday.

## Claim to Be the Only Co-Op Girl Line in Niteries

PHILADELPHIA, April 13.—Serving as a house line for hotel and niterie floor shows and in vaude, the Francis-Allis dancers boast of being the only co-operative chorus line in night clubs.

The Francis-Allis gals have a purpose. They were pupils at a Chicago dancing school conducted by Francis Allen, and after winning a week's engagement at the Edgewater Beach Hotel four years ago at an "Opportunity Night" conducted by Horace Heldt, they decided to go commercial.

Their week's engagement at the Edgewater extended to eight months. They toured here and in South America and currently wind up a month at Frank Palumbo's Cafe here. The girls work on a share-like basis, booking themselves direct. Each one has duties to attend to—management of funds, wardrobe, costumes, bookings, publicity, rehearsals and routines.

The captain of the line, Libby Summers, was elected. Others are Lorraine Kaye, Ruth Migely, Sonja Vessant, Lucy Lewin, Ilsa Hansen, Millie Walton and Iola White.

## Chi Club Owners Bid for Bon Air

CHICAGO, April 13.—Mike Fritzel and Joe Jacobson, operators of *Chez Paree*, and the Falkenstein Brothers, operators of the *Hi Hat*, are bidding for the Bon Air Country Club in Lake County.

The Bon Air is owned and has been run in the past by Bill Johnson, who at present is the central figure in a federal investigation.

Meanwhile Fritzel and Jacobson are going ahead with their plans for the establishment of a new spot to be known as the Beachcomber, to be located on Walton Place in the heart of the near North Side night club district.

## Merriel Abbott in N. Y. To Book Palmer House Show

CHICAGO, April 13.—Merriel Abbott, producer of the revues in the Empire Room of the Palmer House, left for New York Friday to book a new show to follow Hal Kemp and His Orchestra May 16. Miss Abbott's *Tiger Cage* adagio routine has been a terrific hit in the Empire Room.

If present plans materialize, Ray Noble's Burns and Allen Orchestra will spend the summer at the Palmer House.

## Camden Drops Girl Line

CAMDEN, N. J., April 13.—Tower Theater has dropped the production idea and will continue with vaude or units. The 16-girl line produced by John Lonergan was dropped last Thursday (4) for the remainder of the season.

Fay's in Philadelphia, will continue with the 16-girl line also routined by Lonergan.

## Lake Wilderness Opens

SEATTLE, April 13.—Gaffney's Grove, of which Kain Gaffney is manager, at Lake Wilderness, opened for the season March 31, with Bus Riley and orchestra coming in later in April.

## New Orleans Club Opens

NEW ORLEANS, April 13.—Larry Flynn has opened the Cocktail Bar. No minimum or cover charge. Opening show includes Jack Normand and ork, with Marguerite English as featured singer.

## Houston Club Opens

HOUSTON, April 13.—Joe Piraino has opened the Gypsy Village with a 25-cent cover charge and three floor shows nightly. Buford Gamble and his Dixieland band open unlimited engagement.

## Milwaukee Club Reopens

MILWAUKEE, April 13.—State Street Gardens here has reopened, following remodeling and redecorating. Floor show arranged by Dick Pritchard features Georgie Kay. Dancing and floor shows nightly.

# REAL ROYCE RAVES

GUY RICHARDS, *New York Daily News*, May 2, 1939:

"Doves a hit, especially on Rosita. There's nothing like doves to draw a crowd, particularly when the birds are accompanied by the lovely Rosita. Police were called out to keep order among the thousands who sought admission to the World's Fair Crystal Palace to see the doves and Rosita Royce go through their routine."

W. PENN., JR., *Philadelphia Record*, October 22, 1939:

"The girl who made the dove industry famous."

MEYER BERGER, *New York Times*, May 30, 1939:

"The Perisphere, biggest paid admission show in the World of Tomorrow. Aquacade, second and third, Rosita Royce dove dances, Crystal Palace."

New York, *Journal-American*, July 31, 1939:

"Rosita Royce, dove-dancing nude, who has been the World's Fair stellar crowd magnet in the amusement area."



CARL WARREN, *New York Daily News*, June 12, 1939:

"Rosita Royce, with her dove dance, the most popular dancer in the World's Fair."

WILLIAM TUSHER, *New York Post*, July 31, 1939:

"Rosita Royce, the outstanding attraction of the Midway."

Life, March 13, 1939:

"Rosita Royce, the dove dancer, is one item that will make the Fair an unforgettable occasion."

Look, July 18, 1939:

"The Dance of the Doves by Rosita Royce and her feathered friends is the last word of The World of Tomorrow."

Pic, July 11, 1939:

"Most popular of the walk-through, stand-up shows in the Fair zone at the World's Fair is the Crystal Palace, featuring Rosita Royce and her doves."

**A BIG SURPRISE COMING AN ENTIRE NEW ROUTINE NOW IN THE MAKING AND SOON TO BE LAUNCHED**

**Startling . . . Interesting . . . Amazing**

AT  
**LEON & EDDIE'S**  
NEW YORK CITY  
STARTING APRIL 26, 1940

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

(For Orchestra Routes, Turn to Music Department)

# Acts-Units-Attractions Routes

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

## EXPLANATIONS OF SYMBOLS

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

**A**  
 Aces, The Two (Morrison) Chi, h.  
 Ackerman, Al & Seven Tip Tops (Police Circus) St. Louis 10-21.  
 Alan & Anise (Cotton Club) NYC, nc.  
 Alee, Edna, Trio (Sportsmen's Show) Houston 15-20.  
 Alexander & Santos (Sherman) Chi, h.  
 Allen, Roberta (McAlpin) NYC, h.  
 Allen & Lee (Hofbrau) Lawrence, Mass., nc.  
 Allen, Vicki (Blackhawk) Chi, nc.  
 Anderson, Dolores (Embassy) Phila, nc.  
 Andre, Oscar (Algonquin) NYC, h.  
 Andre, Anita (Matteoni's) Stockton, Calif., nc.  
 Annan, Julie (Imperial) Detroit, nc.  
 Arden's, Don, Artists Models (Lookout House) Covington, Ky., nc.  
 Armengod, Ramon (Fefe's Monte Carlo) NYC, nc.  
 Armide (Sherman) Chi, h.  
 Arnell, Amy (Fiesta) NYC, nc.  
 Arnez, Desi (La Conga) NYC, nc.  
 Arnold & Appell (Casino) Chi, nc.  
 Arnolds, Three (Paramount) NYC, t.  
 Austin, Bertie (Thomas Jefferson) Birmingham, h.

**B**  
 Baker, Bonnie (Waldorf-Astoria) NYC, h.  
 Baker, Muriel (Chateau Moderne) NYC, nc.  
 Ballard & Rae (Dinty's Terrace) Cohoes, N. Y., nc.  
 Ballero, Marc (Beverly Hills) Newport, Ky., cc.  
 Banks, Sadie (Old Roumanian) NYC, nc.  
 Barnett, Peggy (Kelly's Stables) NYC, nc.  
 Barrett & Loper (New Yorker) NYC, h.  
 Barrett, Roy (Stadium) Washington, D. C., 15-22.  
 Bartel, Marie, & Van Ness Bros. (Cocoanut Grove) Boston, nc.  
 Bates, Lulu (Diamond Horseshoe) NYC, nc.  
 Beauclair, Pierre (Parisien) NYC, nc.  
 Beckwith, Babs (Pierre) NYC, h.  
 Bell, Nora & Jimmy (Hofbrau) Lawrence, Mass., nc.  
 Bell's Hawaiian Follies (Strand) Covington, Va., 17; (Murphy) Front Royal 18; (Wayne) Waynesboro 19-20; (Atlas) Washington 21-23; (Capitol) Dover, Del., 24-25; (Everett) Middletown 26, t.  
 Bennett, Ethel (Old Roumanian) NYC, nc.  
 Bennet, Jerry (Colosimo's) Chi, nc.  
 Bernard, Ben (Gay '90s) NYC, nc.  
 Bernard, Lil, & Flo Henrie (Alabama) Chi, nc.  
 Berry Bros. (Latin Quarter) Boston, nc.  
 Billingtons, The (Blackhawk) Chi, nc.  
 Blake, Gloria (Fefe's Monte Carlo) NYC, nc.  
 Blanchard, Jerry (18) NYC, nc.  
 Bland, Jack (Tony's) NYC, nc.  
 Bogash & Baroine (Tuxedo) Detroit 16-18; (Rialto) Flint, Mich., 19-21, t.  
 Bogue, Josie (9 o'Clock) NYC, nc.  
 Boles, John (State) Norfolk, Va., t.  
 Borg, Inga (Colosimo's) Chi, nc.  
 Boshorer, Dora (Russian Kretchma) NYC, nc.  
 Bowersettes (Bowery) Detroit, nc.  
 Bradley, Ilona (Bowery) Detroit, nc.  
 Bricktop (Mon Paris) NYC, nc.  
 Brown, Mary Jane (Greenwich Village Casino) NYC, nc.  
 Brown & Ames (Pal) Cleveland, t.  
 Bruce, Betty (Music Hall) NYC, t.  
 Bruder, Rudy (Weber's Hofbrau) Camden, ro.  
 Bryant, Betty (Coq Rouge) NYC, nc.  
 Buckmaster, John (Algonquin) NYC, h.  
 Burnell, Billie & Buster (Leon & Eddie's) NYC, nc.  
 Burnett, Martha (Celebrity) NYC, nc.  
 Buss & Foster (St. George) NYC, h.

**C**  
 Cadets, Four (Holland) NYC, nc.  
 Callahan Sisters (Beverly Hills) Newport, Ky., cc.  
 Calvin, Al & Margie (Keith's) Grand Rapids, Mich., 18-20; (Strand) Kalamazoo 21-23, t.  
 Calypso Singers (Vanguard) NYC, nc.  
 Campillo, Pappy (La Conga) NYC, nc.  
 Carlyle Sisters (Embassy) Phila, nc.  
 Carmen, Rodrigue (El Chico) NYC, nc.  
 Carrell, Helene (Lexington) NYC, h.  
 Carter, Rochelle (Swing Club) NYC, nc.  
 Cassandra (Chez Harry) NYC, nc.  
 Cavan, Alice (Sherman) Chi, h.  
 Cerf, Alysé (606 Club) Chi, nc.  
 Cesar & Rosita (La Conga) NYC, nc.  
 Chadwicks (Blinstrub's Village) Boston, nc.  
 Challis, Beth (1523) Phila, nc.  
 Chandler, Arline (Hollywood) NYC, nc.  
 Chick & Lee (Lyric) Indianapolis, t.  
 Clair, Marcella (Whirling Top) NYC, nc.  
 Claire & Hudson (Colosimo's) Chi, nc.  
 Claudet, Marguerite (Kin Wa Low) Toledo, re.  
 Clifford, George (Embassy) Phila, nc.  
 Co-Eds, Four (San Diego) Detroit, nc.  
 Cohan, Mary (9 o'Clock) NYC, nc.  
 Cohen, Sammy (Riverside) Milwaukee, t.  
 Cole, Frank & Peggy (Barn) Warwick, R. I., nc.  
 Coleman, Jerry (Hofbrau) Lawrence, Mass., nc.  
 Colette & Barry (Bismarck) Chi, h.  
 Condos Bros. (Palladium) London, inh.  
 Connolly, Frances (La Marquise) NYC, nc.  
 Consolo & Melba (365) San Francisco, nc.  
 Conway & Parks (Kit Kat) NYC, nc.  
 Cook, Ralph (Harry's New Yorker) Chi, nc.  
 Cook, Aileen (Brevoort) NYC, h.  
 Cooks (Westminster) Boston, h.  
 Corbett & Lorraine (Harry's New Yorker) Chi, nc.  
 Corday, Renee (Howdy) NYC, nc.  
 Corliss, Jack (Radio Franks) NYC, nc.  
 Cortez, Flores (Weaver) Bucyrus, O., h.  
 Costello, Diosa (La Conga) NYC, nc.  
 Costello & Lennon (Trocadero) NYC, nc.  
 Costella, Roberta (Bowery) Detroit, nc.  
 Cotts (Barium) Detroit, h.  
 Courtney, Leonora (Swing Club) NYC, nc.  
 Craig, Reginald (Earl Carroll's) Hollywood, nc.  
 Craig, Vernon (Ackie's Grill) Schenectady, N. Y., nc.  
 Crook & Dutton (Coq Rouge) NYC, nc.  
 Cunningham, Fairy (Old Heidelberg Gardens) Milwaukee, nc.  
 Curran, Vincent (Club 18) NYC, nc.  
 Curtis & Perry (Bowery) Detroit, nc.

**D**  
 D'Acosta, Lina (Havana-Madrid) NYC, nc.  
 D'Arcy Girls: Lynhurst, N. J., 18-27.  
 Dahl, Edith Rogers (Chez Ami) Buffalo, nc.  
 Daks, Nicholas (Music Hall) NYC, t.  
 Dalton, Jack (Talk o' the Town) Chi, nc.  
 Daniels, Muriel (Westminster) Boston, h.  
 Datsko, Yascha (Celebrity) NYC, nc.  
 Davis, Roy (Palmer House) Chi, h.  
 Dawn, Dorothy (Harry's New Yorker) Chi, nc.

Dawn, Alice (Royale) Detroit, nc.  
 Day, Barry (Gamecock) NYC, nc.  
 Debutantes, The (Arcadia Grill) Canton, O., nc.  
 De Carlos & Granada (Royal Casino) Washington, D. C., nc.  
 Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.  
 DeFlores, Felipe (Rumba Casino) Miami Beach, nc.  
 De La Conde, Zedra (Havana-Madrid) NYC, nc.  
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.  
 DeMarco, Tony & Renee (State) NYC, t.  
 De Marcos (El Morocco) NYC, nc.  
 De Meranvilles (Casino Russe) NYC, nc.  
 Del Rios, The (Strand) NYC, t.  
 De Vito, Antoinette (Sawdust Trail) NYC, nc.  
 Del Carmen, Maria (Club Gaucho) NYC, nc.  
 Del Gray Girls (Imperial) Detroit, nc.  
 Delahanty Sisters (Eagles' Club) Middletown, O.  
 Dell, Lillian (18) NYC, nc.  
 Del Sol, Dorian (El Chico) NYC, nc.  
 Dobas (Shrine Circus) Washington, D.C., 15-21.  
 Don Julian & Margery (Jefferson) St. Louis, h.  
 Donnelly, Harry (Bill's Gay '90s) NYC, nc.  
 Dooley Twins (Gold Coast) NYC, nc.  
 Drayton & Kathleen (Capitol Bluff Club) Ely, Nev., nc.  
 Drew, Charley (Taft) NYC, h.  
 Drysdale, Grace (Shoreham) Washington, h.  
 DuBois, Wilfred (Gibson) Cincinnati, h.  
 Dubrow, Herb (Walton) Phila, h.  
 Duffins, The (Sherman) Chi, h.  
 Dumont, Marie (Crisis) NYC, nc.  
 Duncan Sisters (Music Box) San Francisco, nc.  
 Durant, Diana (Club 15) Phila, nc.

**E**  
 Eames, Wally (Gay '90s) NYC, nc.  
 Earl & Josephine (Lexington Casino) Phila, nc.  
 Early, Jacqueline (Brown Derby) Boston, nc.  
 Easterbrook & Farrar (Queen Mary) NYC, nc.  
 Ebsen, Buddy, with Vilma (Pal) Cleveland, t.  
 Eckler, Hilda (Music Hall) NYC, t.  
 Elena & Helen (Chittenden) Columbus, O., h.  
 Ellin, Marita (Trocadero) NYC, nc.

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

Elvera & Romez (Tony Pastor's) NYC, nc.  
 Emerson, Hope (Lombardy) NYC, nc.  
 Englemann, Otto, & Viennese Ensemble (Alpine Village) Canton, O., nc.  
 Enters & Borgia (Matteoni's) Stockton, Calif., nc.  
 Estelle & Papo (Havana-Madrid) NYC, nc.  
 Estelle & Leroy (Latin Quarter) Boston, nc.  
 Estes, Del (Minuet) Chi, nc.  
 Evans, Fred, Girls (Chez Paree) Chi, nc.  
 Evans, Bobby (Cotton Club) NYC, nc.  
 Evans, Dale (Blackstone) Chi, h.  
 Everett & Conway (Clover Club) Portland, Ore., nc.

**F**  
 Fabian & Ehlen (Commodore) Detroit, nc.  
 Faconi, Norbert (Brevoort) NYC, h.  
 Fairfax (Navarro) NYC, h.  
 Fanslau, Connie (606) Chi, nc.  
 Farleys, Four (Blinstrub's Village) Boston, nc.  
 Farrell, Bill (Place Elegante) NYC, nc.  
 Farrell, Jack (Broadmont) Chi, nc.  
 Fears, Kay (Diamond Horseshoe) NYC, nc.  
 Fernando & Fair (Chez Ami) Buffalo, nc.  
 Fields, Reba (Pirates Den) NYC, nc.  
 Finkel, Carrie (606 Club) Chi, nc.  
 Florence & Alvarez (La Conga) NYC, nc.  
 Floretta & Boyette (Esquire) Sheboygan, Wis., nc.  
 Flowerston, Consuelo (Queen Mary) NYC, nc.  
 Fonda & St. Clair (Bolton) Harrisburg, Pa., h.  
 Fontasia (Rumba Casino) Miami Beach, nc.  
 Fonzal Bros., Three (Capitol) Washington, D. C., t.  
 Ford & Lewis (Cappy's) N. Easton, Mass., nc.  
 Foster, Gae, Girls (Roxy) NYC, t.  
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.  
 Francine, Annie (Coq Rouge) NYC, nc.  
 Francine (Harry's New Yorker) Chi, nc.  
 Francis, Benita (Oasis) Seattle, nc.  
 Franey, Dot (Book-Cadillac) Detroit, h.  
 Fraser, Bill (Blue Lantern) Detroit, nc.  
 Fraser, Jane (Capitol) Washington, D. C., t.  
 Frazee Sisters (Clover) Los Angeles, nc.  
 Friar, Jimmy (Brown Derby) Boston, nc.  
 Frohman, Bert (Hollywood) NYC, nc.

**G**  
 Gale Sextet (Lookout House) Covington, Ky., nc.  
 Gall Gall (Rainbow Room) NYC, nc.  
 Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.  
 Gardner, Tony (Cocoanut Grove) Boston, nc.  
 Garr, Eddie (Bowery) Detroit, nc.  
 Garth, Bobby Jean (Blackhawk) Chi, nc.  
 Gates, Bob & Maxine (Oasis) Detroit, nc.  
 Gerches & Jalna (Chez Paree) Chi, nc.  
 Gerhardt & Morley (Brevoort) NYC, h.  
 Geraldine & Joe (Earle) Washington, D. C., t.  
 Germaine (La Marquise) NYC, nc.  
 Gibson, Virginia (Bertolotti's) NYC, nc.  
 Gilbert, Ethel (Gay '90s) NYC, nc.  
 Gilre, Paul (Club Royale) Ashland, Ky., nc.

Giovanni (New Yorker) NYC, h.  
 Givot, George (Riverside) Milwaukee, t.  
 Gleason, Jack (18) NYC, nc.  
 Glover, Ralph (Seven-Eleven Club) NYC, nc.  
 Gomez & Minor (Versailles) NYC, nc.  
 Gonzalo & Christine (Jimmy Kelly's) NYC, nc.  
 Graham, Inez (Old Fashioned) Boston, nc.  
 Gray, Billy (Colosimo's) Chi, nc.  
 Green, Al (Club 27) NYC, nc.  
 Greer, Jane (Spatola's) Phila, re.  
 Grey, Winnie (Chateau Moderne) NYC, nc.  
 Grisha & Brona (Colosimo's) Chi, nc.  
 Guerlaine, Annette (Navarro) NYC, h.

**H**  
 Haddon, Harriette (St. Regis) NYC, h.  
 Hadley, Jane, Dancers (Bismarck) Chi, h.  
 Hadreas, Jimmy (Palladium) London, mh.  
 Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Hall, Nancy (Barney Rapp's) Cincinnati, nc.  
 Hamilton, Ruth (Holland) NYC, nc.  
 Handler, Shirley (Colosimo's) Chi, nc.  
 Hanshaw, Jack (Club Royale) Detroit, nc.  
 Harris, Mary Lou (Old Fashioned) Boston, nc.  
 Harrison & Fisher (Walton) Phila, h.  
 Harrison, Spike (Bill's Gay '90s) NYC, nc.  
 Hart & Allison (Miami) Milwaukee, nc.  
 Hasburgh, Rabana (Radio City) NYC, mh.  
 Haviland, Dick (Cow Shed) Cleveland, nc.  
 Havin, Bee (Blue Lantern) Detroit, nc.  
 Hawaiians, Three (La Cava) NYC, nc.  
 Haynes, Mitzi (Brown Derby) NYC, nc.  
 Hayworth, SeaBee, Revue (Broadway) Fayetteville, N. C., 17; (Carolina) Wilson 18; (Gem) Kannapolis 19; (Carolina) Lumberton 20, t.  
 Haywood & Allen (Le Ruban Bleu) NYC, nc.  
 Heasley Twins (St. Regis) NYC, h.  
 Heller, Jackie (Riverside) Milwaukee, t.  
 Hendricks, Marcella (Astor) NYC, h.  
 Henri, Harri (Chanticleer Inn) Rockyhill, Conn., nc.  
 Henrietta (Biltmore) NYC, h.  
 Herbert, Grace & Charles (Tony's) NYC, nc.  
 Herbert, Hayes & Ginger (Marty Burk's) New Orleans, nc.  
 Herne, Patricia (Chateau Moderne) NYC, nc.

Hilton, Frankie (La Salle) Battle Creek, Mich., h.  
 Holtz, Lou (Chez Paree) Chi, nc.  
 Honnert, Johnny (885) Chi, nc.  
 Hot Shots, Four (Earl Carroll's) Hollywood, nc.  
 Houston & Arden (Edgewater Beach) Chi, h.  
 Hovier, Winnie, Girls (Harry's New Yorker) Chi, nc.  
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
 Howard, Russ (Crawford) Boston, h.  
 Howell, Beatrice (Capitol) Washington, D.C., t.  
 Hunter, Grady (Mayflower) Jacksonville, Fla., h.  
 Huston, Elsie (Le Ruban Bleu) NYC, nc.  
 Hutton, Betty (La Martinique) NYC, nc.

**I**  
 Isles, Stephen (Gay '90s) NYC, nc.  
 Jackson Jr., Joe (Earle) Washington, D. C., t.  
 Jamison, Bonnie (St. Paul) St. Paul, h.  
 Jarvis, Sammy (Book-Cadillac) Detroit, h.  
 Jeanne, Phyllis (Biltmore) NYC, nc.  
 Joel & Annette (606) Chi, nc.  
 Johnson, Frances (Book-Cadillac) Detroit, h.  
 Jones, Marion (State) Columbus, O., re.  
 Jones, Owen (Leon's) NYC, re.  
 Jordan, Joanne (Harry's New Yorker) Chi, nc.  
 Jordan, Jeanne (La Marquise) NYC, nc.  
 Joyce, Marian (2 o'Clock) Baltimore, c.  
 Juliette of France (Chanticleer Inn) Rockyhill, Conn., nc.  
 Juvelys, Les (Pal) Cleveland, t.

**K**  
 Karre-Lebarron Dancers (Royale) Detroit, nc.  
 Kaye, Danny (La Martinique) NYC, nc.  
 Kaye, Irene (Queens Terrace) NYC, nc.  
 Keller, Greta (Algonquin) NYC, h.  
 Kellerman, Mimi (Chez Paree) Chi, nc.  
 Kelly, Paula (New Yorker) NYC, h.  
 Kersten, Derle, Dancers (Hi Hat) Chi, nc.  
 Kidd, Ruth (Village Casino) NYC, nc.  
 King, Charlie (Gay '90s) NYC, nc.  
 King, Bob (Netherland Plaza) Cincinnati, h.  
 Krechmer, Billy (Jam Session) Phila, nc.

**L**  
 LaFell, Leon (State) Norfolk, Va., t.  
 Lamb, Gil, & Co. (Strand) NYC, t.  
 Landi, Maria (Havana-Madrid) NYC, nc.  
 Lane, Mary (Jimmy Kelly's) NYC, nc.  
 Lane, Mitzi (1523) Phila, nc.  
 La Playas Dancers (Colony Club) Chi, nc.  
 Lassen, Sigrid (El Morocco) NYC, nc.  
 Laurie, Jack (Club 47) NYC, nc.  
 Lawrence, Paula (Le Ruban Bleu) NYC, nc.  
 Lawrence, Lucille (Paddock) Atlantic City, nc.  
 Lazanders, The (Roxy) NYC, t.  
 Lazier, Frieda (Blue Lantern) Detroit, nc.  
 Leary, Gordon (Book-Cadillac) Detroit, h.  
 Leary, Johnny (Palumbo's) Phila, nc.  
 LeBraun & Campbell (Queens Terrace) NYC, nc.  
 Lee, Rob (Wivel) NYC, nc.  
 Lee, Sen (Leon & Eddie's) NYC, nc.  
 Lee & Ardo (Purple Derby) Phila, nc.  
 Lee, Beverly (Silver Dollar) Baltimore, c.

Lehr, Raynor (Hofbrau) Lawrence, Mass., nc.  
 Leighton Sisters (Brown Derby) Boston nc.  
 Lenny, Jack, & Stalier Twins (Neil House) Columbus, O., h.  
 LeRoy, Del (Frontenac) Detroit, nc.  
 Leslie Sisters (Purple Derby) Phila, nc.  
 Lester & Irmajaan (Golden Gate) San Francisco, t.  
 Lewis, Dorothy (St. Regis) NYC, h.  
 Lewis & Van (Strand) NYC, t.  
 Lewis, Joe E. (Clover) Los Angeles, nc.  
 Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.  
 Lewis, Ralph (Lookout House) Covington, Ky., nc.  
 Libuse, Frank (Diamond Horseshoe) NYC, nc.  
 Linden, Sherry (Westminster) Boston, nc.  
 Lit, Bernie (Silver Dollar) Baltimore, c.  
 Lita, Jal (606 Club) Chi, nc.  
 Lloyd, George (Celebrity) NYC, nc.  
 Lloyd & Willis (Casino Balneario Atlantico) Rio de Janeiro, nc.  
 Lolita & Hamilton (Venice) Phila, re.  
 Long, Walter (Paramount) NYC, t.  
 Lord, Carole (606 Club) Chi, nc.  
 Lord, Ed (Brown Derby) NYC, nc.  
 Lorraine, Billy (Gay '90s) NYC, nc.  
 Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.  
 Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb.  
 Lynn-Lane, Beverly (606) Chi, nc.  
 Lynn, Royce & Vanya (Lyric) Indianapolis, t.  
 Lyune, Don & Betty (606) Chi, nc.

**M**  
 McCabe, Sara Ann (Beverly Hills) Newport, Ky., cc.  
 McCormick, Frank (Village Casino) NYC, nc.  
 McFarland, Frankie (Gallant's) NYC, nc.  
 MacFarlane, George (Village Brewery) NYC, nc.  
 McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc.  
 McKay, DeLloyd (Hickory House) NYC, nc.  
 McKenna, Joe & Jane (State-Lake) Chi, t.  
 McNaughton, Virginia (Queen Mary) NYC, nc.  
 Mack, Ernie (Nut) NYC, nc.  
 Madison, Rudy (Bill's Gay '90s) NYC, nc.  
 Mangan Sisters, Four (Diamond Horseshoe) NYC, nc.  
 Manning & Class (Music Hall) NYC, t.  
 Manon, Sylvia, & Co. (Pal) Cleveland, t.  
 Mansell, Margie (Imperial) Detroit, nc.  
 Marco & Romola (Bal Tabarin) NYC, nc.  
 Marlowe, Ann (Roxy) NYC, t.  
 Marlynn & Michael (Rainbow Grill) NYC, nc.  
 Marr, Patsy (Biltmore) Palm Beach, Fla., h.  
 Marshall, Jack (Royale) Detroit, nc.  
 Martel, Arthur (Bob Berger's) Boston, re.  
 Masters, Dow & Rose Marie (Colosimo's) Chi, nc.  
 Masters & Rollins (Chicago) Chi, t.  
 Matvinek, Dmitri (Casino Russe) NYC, nc.  
 Maurice & Norva (Stork) Phila, nc.  
 Maurice (Warwood) NYC, h.  
 Maurice & Cordoba (Netherland Plaza) Cincinnati, h.  
 Mercer, Maryann (St. George) NYC, h.  
 Mercer, Mabel (Mon Paris) NYC, nc.  
 Merrill, Joan (Colony) Chi, nc.  
 Mitchell, Frankie (Silver Dollar) Baltimore, c.  
 Moana (Lexington) NYC, h.  
 Moana Hawaiians (Ackie's Grill) Schenectady, N. Y., nc.  
 Moffett, Adelaide (Armando's) NYC, nc.  
 Mona, Jean (Latin Quarter) Boston, h.  
 Monolita (Casa Marta) NYC, nc.  
 Monroe & Grant (State) NYC, t.  
 Montez, Mona (Havana-Madrid) NYC, nc.  
 Moore, George (State-Lake) Chi, t.  
 Morris, Beth (Silver Dollar) Baltimore, c.  
 Morrow, Scott (Biltmore) NYC, h.  
 Morton, Peggy (Petite) Pittsburgh, nc.  
 Moscovians, Royal (Onesto) Canton, O., h.  
 Munro & Adams (State-Lake) Chi, t.  
 Murray, Steve (Parkway) NYC, nc.  
 Murray, King & Roberts (Mayfair) Boston, nc.  
 Music Hall Girls (Stamps) Phila, nc.  
 Myers, Timmie (Cogan's) Erie, Pa., nc.

**N**  
 Nelson, June & Kay (Ambassador West) Chi, h.  
 Nichols, Howard (Chicago) Chi, t.  
 Nielsen, Georgie (Golden Anchor) Boston, nc.  
 Ninon (Westminster) Boston, h.  
 Niriska (Music Hall) NYC, t.  
 Niva, Vera (Stage Door) Phila, nc.  
 Nordstrom, Dagmar (Chez Harry) NYC, nc.  
 Norman, Karyl (Frontenac) Detroit, nc.  
 Norman, Patricia (Pal) Cleveland, t.  
 Normandie Buoy (Broadmoor) Colorado Springs, Colo., h.  
 Novak, Wilma (Stamps) Phila, nc.  
 Novelties, Four (Venice) Phila, re.

**O**  
 O'Connell, Helen (Pennsylvania) NYC, h.  
 Old New York Quartette (Hunter's) NYC, re.  
 Oliver, Jake (Travelers) Wilkes-Barre, Pa., nc.  
 Opalita & Garcia (Hi-Hat) Washington, D. C., nc.  
 Oppenheim, Harold (Chez Harry) NYC, nc.  
 Ortega, Helen (El Chico) NYC, nc.  
 Osborne, Phil (Gay '90s) NYC, nc.

**P**  
 Page, Gloria (Morocco) Detroit, nc.  
 Page & Nona (Orpheum) Portland, Ore., 17-22, t.  
 Palmer, Gladys (Bartel's) Chi, re.  
 Palmer, Margie (Howdy) NYC, nc.  
 Parker, Al (Flamingo Park) Miami Beach, t.  
 Parker, Lew (State) Norfolk, Va., t.  
 Parker, Mitzi (Silver Dollar) Baltimore, c.  
 Parks, Frances, Debutantes (Gayety) Cincinnati, t.  
 Parks, Eddie (Brown Derby) NYC, nc.  
 Parrish, Johnny (Embassy) Phila, nc.  
 Paul & Paulette (Leon & Eddie's) NYC, nc.  
 Paule, Bene (Club Royale) Ashland, Ky., nc.  
 Payne, Billy (Cocoanut Grove) Boston, nc.  
 Pedro & Luis (Commodore) Detroit, nc.  
 Peppers, Three (Stork) Phila, nc.  
 Petty, Ruth (State) NYC, t.  
 Phillips, Jimmie (Small's) NYC, nc.  
 Pickard, Roy (McVan's) Buffalo, nc.  
 Pickens, Jane (Plaza) NYC, h.  
 Pike, Raymond (Cappy's) N. Easton, Mass., nc.  
 Pimienta & Belan (Casa Marta), NYC, nc.  
 Ploski, Joseph (Brown Derby) NYC, nc.  
 Pope, Glen (St. Moritz) NYC, h.  
 Preston, Lois (Silver Dollar) Baltimore, nc.

**R**  
 Rabiner, Charlie (Cafe Society) NYC, nc.  
 Ramirez, Carlo (Music Hall) NYC, t.  
 Ramsey, Mary (Yacht Club) Phila, nc.  
 (See ROUTES on page 60)

## Five Michigan Houses Adding Half Week Vaude

DETROIT, April 13.—Two and a half vaude weeks were added by the Sol Berns office this week. Wisper & Wetsman Circuit to go into a half week of vaude at their Harper, Tuxedo, Oriole and Tower. The Eastown may also be added. Idea was tried out in the Harper for a single show Easter week-end and public response was excellent.

Six-act shows will play all W. & W. houses in rotation. Opening unit has Freddie Bernard as emcee, with Six Avalons, Dolores' Bulldogs, Pelletiers, Monroe and Adams and two other acts.

At Flint Associated Theaters returned Friday to Saturday vaude to the Rialto last night. Five-act shows are used, with Maxie Gealer, house manager, as emcee.

## Vocalist Taking Bath Rescued in Asbury Park Fire

ASBURY PARK, N. J., April 13.—Rainbow Room, 500-seat night club of the Main Central Hotel, was demolished Monday (8) when fire wrecked the hostelry, causing damage estimated at \$100,000.

Among those rescued was Reta Shaw, vocalist, appearing along with Pick Mansfield's Band. Miss Shaw was in a bathtub and barely had time to grab scanty house coat before being hustled down ladder by fire-fighters. Miss Shaw, members of the band, and Mary Milam, vocalist, lost practically all personal belongings.

Tommy Tucker's Band was due to open here early next month.

Rebuilding plans awaiting adjustment of losses by insurance companies.

## Chi Club Bookers Assn. Adds Members

CHICAGO, April 13.—Danny Graham, who is handling public relations for the Entertainment Managers' Association organization committee, says nearly 100 applications for membership have been received since the meeting a week ago of agents and bookers.

"The organization idea has been enthusiastically received," says David P. O'Malley, president of EMA, "and it looks as if the membership will go close to 120."

## Summer Budgets 25 Pct. Higher

DETROIT, April 13.—Budgets of summer night spots are about 25 per cent over last year, according to Peter J. Iodice, manager of the Amusement Booking Service.

The Old Vienna Gardens at Russells Point, O., will use a house cast of about 40, with a weekly change of vaude acts. Other Iodice spots are the Casino at Jefferson Beach, near here, three acts; the New Casino, Wenonah Beach, Bay City, Mich., a girl line and weekly change of three to four acts; the Eagles Cafe and Italian Inn, Detroit; Famous Grill, Lansing, Mich.; Rustic Lodge, Toledo; Wonder Bar, Cincinnati, and the Graystone, Mansfield, O.

## English Houses Resuming Vaude

LONDON, April 6.—Odeon Cinemas, operating one of Britain's biggest chains, which ruthlessly cut vaude some time back, has restored stage orks. Nine cinemas in Birmingham are to put on vaude. Others in this city are bringing back pit orks.

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# The Broadway Beat

By GEORGE SPELVIN

BUTLER DAVENPORT celebrated the 25th anniversary of his free theater a couple of weeks ago, a cause that he has managed to keep going thru thick and thin, and at tremendous personal sacrifice. Making a curtain speech during the celebration, he said that he'd keep the theater open until he died—and even then, whether he went to heaven or to hell, he wouldn't go in until he was assured that the spot had a theater. . . . Glenn Miller's last evening at the Hotel Pennsylvania was as gala as an opening. . . . Incidentally, among those present was a gal singer—named Gwenn Miller. She doesn't play the twombone, tho. . . . Perhaps this sounds like a phony, but it's true: On April 1 an actor got a card from an agent asking him to show up for a job. The agent had never paid any attention to him before, so he took a gander at the calendar and promptly forgot about the whole thing. But it wasn't an April Fool joke at all; later, he found that he'd lost out on a good job. . . . Malcolm Johnson, of *The Sun*, recently broke what the older inhabitants hereabouts were beginning to consider a law among night club reviewers on the dailies. He actually panned an act, instead of glossing over it according to custom. . . . Note of Peace in a Warring World: At Jimmy Dorsey's opening at the Hotel Pennsylvania last Friday night representatives of four trade papers were seated at the same table—and they even appeared to talk to each other at times.

KARAVAEFF, Russian dancer who was formerly a revue and vaude headliner, went into the Russian Kretchma club four years ago on a week's booking, just to see if he could do a floor-show act. He's been there ever since. . . . Add Miscellaneous Information: Jim Pettis, of the Greenwich Village Casino, says customers swipe night club property in the following order of preference—demi-tasse spoons, whisky glasses and ash trays. . . . Those "Travel by Auto" companies which usually have men traveling around the Times Square area carrying placards quoting the low prices to Miami, Fla.; Chicago and other esoteric centers of culture, are now using sandwich girls. The girls are clothed in very tight, form-fitting uniforms. . . . Just thought you'd like to know. . . . S. Jay Kaufman has leased a building on East 53d street and is now handling industrial as well as theatrical accounts. . . . Idle Reflection: If Irving Berlin and Harold Rome ever collaborated on a song, would it be another Rome-Berlin axis?

GEORGE EVANS, press agent, supersedes Dave Alber on the length-of-holding-one-account record. He's had Gertrude Berg, writer and star of *The Goldbergs*, radio program, for 14 years. And that's something. . . . Sydney Salt, the poet, has turned to playwrighting (under the name of Peter Sydney Salt). His first dramatic work, *The Poes at Fordham*, is said to deal with the period of Edgar Allan Poe's life after he became a drunkard. But if that's true, maybe some more research had better be done. Poe wasn't a drunkard in the ordinary sense of the word at any time. He was particularly susceptible to a small amount of liquor—which got him the name of being one. . . . Dot Haas, p. a. for Al Pearce, got into New York last week, and scrams back to Hollywood soon. . . . Carl Hoff, ork leader, is another arrival from the Coast, flying in for a few days. . . . Esta Elman, contralto, is signed for *Keep Off the Grass*, the next Shubert revue. . . . When Shavo Sherman was playing at local vaude spots admirers formed a fan club. Before they'd realized what had happened, Murray Taub and Herman Potsdam, of the Loew Booking Office, were chosen as leaders.

had been employing several entertainers, are reducing the number to one or two in order to get better talent.

## Fox, Michigan In Detroit May Resume Vaude

DETROIT, April 13.—Stage shows for Fox and Michigan theaters appear probable. The Michigan, operated by United Detroit Theaters, Paramount affiliate, may add shows in one to three weeks.

The Fox will probably also go into shows if the Michigan definitely makes such a move.

Negotiations with the musicians' and stagehands' unions reached verbal agreement Wednesday. The musicians' agreement covered only the Michigan, but the stagehands' applied to both Michigan and Fox.

The stagehands' agreement, incidentally, provided for the theaters to be "manned as necessary" without any fixed quota of men employed.

NEW YORK, April 13.—According to the Paramount office here, the Michigan, Detroit, will book vaude contingent upon the outcome of negotiations with the Detroit musicians' union.

The house will book shows only when available and will run a full week. Flesh is expected to appear every two or three weeks.

Marx Brothers may open there May 3.

## Good Lounge Acts In Demand in Chi

CHICAGO, April 13.—Demand for entertainers in cocktail lounges has increased to such an extent that there is a dearth of good talent in this area, according to agents. "We can get plenty of mediocre singers and instrumentalists," one agent declared, "but good talent is scarce. One reason for this condition is the opening of many suburban night spots which can offer better inducements in the way of salary than the cocktail lounges can afford." Unsatisfactory experiences with just so-so talent has made cocktail lounge proprietors more exacting in their demands, agents say. Some spots which

## More Wisconsin Theaters Using Acts 1, 2 Days

MILWAUKEE, April 13.—Flesh is staging a revival in a number of Wisconsin spots, with Dot Hackley's *Hollywood Cowgirls* and Josef Clymas' *Hooray America* units playing one and two-day stands around the State.

Later show has played the Oshkosh Theater, Oshkosh; Bay, Green Bay; Sheboygan, Sheboygan, and Venetian, Racine, while the former has appeared at the Rex, Beloit; Uptown, Racine; Beverly, Janesville, and Eskin, Richland Center.

Other recent flash spottings have included Alano Dass, mystic, at the Retlaw in Fond du Lac; Mayflower Girls at the Wausau, Wausau; Sonney Walker, pianist, at the New Adler, Marshfield, and Vincent Lopez and his revue at the Capitol, Manitowoc. Latter attraction was plugged as the "biggest stage event to visit Manitowoc in 10 years."

Amateur vaude is also being featured Wednesdays at the Bay, Green Bay, and on Wednesdays and Thursdays at the Kenosha, Kenosha.

## Spedden Again To Book Wilson Boats

PHILADELPHIA, April 13.—Bob Spedden will again handle entertainment on all Wilson excursion vessels operating out of this city, Baltimore and Washington.

Moonlight dancing, floor revues and motion pictures will again highlight the boat rides. Spedden doubles as booker, being a projectionist at Keith's Theater here.

## Dixieland Band in Atlanta

ATLANTA, April 13.—The Dixieland Band is now playing Saturday nights at the Hawkins Hanger Restaurant, opposite the Municipal Auditorium. Floor show also featured.



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**Paramount, New York**

(Reviewed Wednesday Evening, April 10)

Strongest marquee draws this week are Red Skelton, a holdover, and Lupe Velez, who possesses less entertaining ability than any other performer—if such she may be called—this reviewer has seen in years. The band is Mitchell Ayres and his crew of 13, with Walter Long serving up some smart dancing and the Three Arnolds scoring with effective acrobatics. Picture is *Dr. Cyclops*, also minus names, but due for some biz due to its novelty angle.

Ayres fronts well and in the little emcee work he does—Skelton handles most of it—delivers congenially. His band is good and plays sweet stuff especially well, but the trouble is the ork doesn't have enough novelty for stage work. It's long since a band can just play—unless it's a Glenn Miller or B. Goodman—and get by as a theater attraction. And that's Ayres' trouble. Sole novelty, imitating other bands, is very well done, with the Glenn Miller theme amazingly well reproduced. But Ayres has to cook up novelties if he wants to tour theaters. His band is well balanced, altho the brass

threw an occasional clinker.

Skelton, setting a record by his hold-over, saves the show. Even when his stuff isn't funny his energy and thunderbolt delivery seem to make it so. He does a gag magic routine, which is quite amusing, and a slapstick take-off of a symphony conductor, as well as his emseeing and foiling for Miss Velez. Edna Stillwell works with him in the magic bit.

Long is on early in the show and got a strong hand for a hooper. He's a smart tapster and could have encored. Three Arnolds, two men and a girl, do balancing acrobatics, working to good results with a collapse and pick-up and the top man and girl climbing around the understander. For vocals, Ayres has Tommy Taylor and Mary Ann Mercer; oken, but they shouldn't talk on stage.

Miss Velez is crude and, at least in one gesture, vulgar. Her act consists of three bits, an alleged cross-fire with Skelton, most of the time being taken up by spitting at him; a song wherein

**Vaudeville Reviews**

**Earle, Washington**

(Reviewed Friday Evening, April 12)

*New Faces of 1940*, this week's show, is the most effective production that Harry Anger, of the Earle, has yet concocted. A well-blended and balanced program has been built from four variety acts, backed by the Earle scenery and supported admirably by the Earle Roxettes. The whole represents a professionally excellent revue.

The offering by Walton and O'Rourke is the most original to be seen here this season. The two boys contribute new comedy to puppeteering and their work was a success, judging from the applause. The lads work in full view of the audience, bringing on their male and female skeletons who do a rumba, succeeded by their highlight specialty, "Strip-Tease Rosalie," who realistically drops her ermine cape, evening gown and finally, under the familiar purple spot, gets down to her G string. A tiny grand piano is furnished for a colored puppet, who pounds away while a chocolate torch singer warbles *St. Louis Blues*. The final number is given over to a skating pair, who glide over the stage to *Skaters' Waltz*.

The Roxettes begin the stage show, as usual, introducing Geraldine and Joe, young artists who should wind up in musical comedy shortly. Their acrobatic and eccentric comedy routines are highly effective, and Geraldine, when on the stage alone, has a very competent voice. She did a cute song in French, giving Joe time to change, and then the two exhibited more of their dancing. Joe does a sensational spin on the top of his head to wind up the act.

Next scene shows exterior of *The Bonnet Shop*, out of which file the Roxettes, each bearing a transparent hat box. After donning the new hats the girls do the most difficult routines yet attempted by this group, tapping and kicking to the pit's rendition of *Poet and Peasant*. The costumes are very effective, too. At the conclusion of the number the girls retrieve their hat boxes, revealing letters on the box bottoms, which spell out this week's headliner—Mary Small.

Two numbers, *The Woodpecker Song* and *When You Wish Upon a Star*, show the timber of Miss Small's voice. She follows with a medley composed of *South American Way*; *Say, Si Si*, and *La Conga* to go over in sock fashion. Her last number, *Ol' Man River*, has the audience calling for more but she had to beg off due to the show's schedule.

A *Bike Shop* scene gives the Roxettes a chance to pedal their way around the stage and thus introduce Joe Jackson Jr., who does that old favorite pantomime

**State-Lake, Chicago**

(Reviewed Friday Afternoon, April 12)

For solid entertainment value, this is one of the best stage bills in many weeks. Clyde McCoy and his Sugar Blues Orchestra, playing their first Chicago engagement in a long time, got a big reception and reciprocated by giving the customers a succession of swell tunes—nearly a score—ranging from *Tear It Down* to Ravel's *Bolero*, the maestro himself giving aplenty on his trumpet.

Audience ate it up and continually called for more. Band carries four vocalists—Wayne Gregg and the Bennett Sisters. Gregg, an excellent tenor voice, won riotous applause with his singing of *Gauche Serenade*, *It's a Blue World*, *Starlit Hour* and other sentimental ballads. The Bennett trio has improved greatly in voice and showmanship. The girls sang *Don't Look Now*, *Playmate*, *You Beautiful Son-of-a-Gun* and, with Wayne Gregg, *Mutiny in the Nursery*, and got a big hand. They are pretty, have a pleasing personality and in addition to singing are on for an entertaining dance session.

Vaude portion of the bill is very good. George Moore, in top hat and tails, makes a fine appearance and is a talented dancer. Has an individual style, with occasional reminders of George M. Cohan. Offers a varied routine, ending with a cakewalk classic to *Darktown Strutters' Ball*.

A sure-fire juggling act is that of Munro and Adams, man and woman. Munro, in addition to his straight ball-juggling routine, plays an accompaniment on a drum with balls, and as a finale the two juggle tambourines in perfect accompaniment to the band. Novel and pleasing.

Joe and Jane McKenna are exceptionally clever comedy artists with a hilariously funny routine. Joe does a drunk session that is a classic and takes its place with the best of them. The duo's burlesque adagio garnered roars of laughter. The stockily built Jane knows comedy values and her antics on the piano sell the act solidly.

On the screen *Adventure in Diamonds*, a first run. Very good house at mid-afternoon show. Nat Green.

**Palomar, Seattle**

(Reviewed Monday, April 8)

Paced by George Riley, of Heller and Riley, the new show with the film, *It All Came True*, got off to an excellent start with a good house opening day. Riley emceed, then worked with Helen Heller in songs and comedy.

Ruton's Canines were paced by the Rutons, she a stalwart blond and both in red English coats, caps and white trousers for "riding to the hounds." Opened the show that returned vaude here after a brief suspension. They had worked in Shirley Temple pictures and were much applauded.

Tommy Collins, "sound man," won ringing applause for his fog-horns, zooming airpines, Pop-Eye and other splendid imitations, capped by an impersonation of a girl rising in the morning and dressing before a mirror—all extremely realistic.

"Margot," as a fluorescent mermaid, gave a colorful and sinuous dance, in serpentine fashion, against a scenic drop showing submarine life. But the main act was Heller and Riley, when Riley paused in his hilarious emseeing to stage his own act with his beautiful brunet partner in excellent operatic voice. Singing *Make-Believe* and *Melancholy Baby* in true but bellowing voice he brought down the house; his partner won encores for her classic number which showed excellent voice range. While Riley's jokes were off-color and rough, they were what the customers wanted.

Novak and Fay closed the show with further comedy in a dual male adagio and balancing act that brought gales of laughter when the stiff-faced comedy acrobats could not untangle arms and legs. C. M. Littlejohn.



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**Possibilities**

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

**For FILMS**

**NORMAN CORWIN**—CBS writer and director, whose ability in both fields has been proved many times. His sense of drama and great imagination have often shown themselves to great advantage in his radio work, which ranks among the best on the air. Judged by his past work, he'd make an interesting and forceful writer and director for films.

**"SO YOU THINK YOU KNOW MUSIC"**—radio quiz over CBS which deals with music. Emceed by Ted Cott, the show has much more ingenuity than the average radio quiz, and besides, it is amusingly run. Leonard Lieblich, music critic who acts as judge, also contributes entertaining comments. Produced as a series of shorts, a *Information Please*, it has possibilities of becoming widely popular on the screen, providing the questions are chosen astutely, with popular appeal in mind.

of the friendly hobo who has troubles with a trick bicycle.

On screen, *Too Many Husbands*, completing a pleasant bill. *Edgar Jones.*

**Towers, Camden, N. J.**

(Reviewed Wednesday Evening, April 10)

Dispensing with the house line of girls, revised policy gets off to an auspicious start with Dave Elman and his *Hobby Lobby* unit. Just winding up his three-year radio stretch, Elman aims to cash in on his air rep with a group of hobbyists culled from his network shows. Save for a ringer or two, it's strictly an amateur set-up. Elman has definite entertainment to offer.

Attempts to emulate broadcasting style result in the hobbyists all playing to the mike and Elman himself reading all his lines from a script. Hobbyists all seated on the stage, Elman's interviews leaning on the sob sister stuff. However, they all acquit themselves admirably.

First tyro is an aged colored gent, who makes music out of a set of soup dishes with a pair of shoetrees. Hardy Whitely is a potent laugh-provoker with an assortment of sneezes.

Next called up a local lad from the audience, Arthur Williamson, who can still pound out an expert tune on the piano in spite of loss of digits on both hands. Ken Harvey, a professional, makes banjo plucking his hobby, getting the best response when at his vibra-electron, an electrified banjo, for *Rhapsody in Blue* and a musical cross-country tour with tunes.

Glen Camp, a grocery clerk, brings on two dogs, one blind. One hound picks out *Home Sweet Home* on an improvised piano, while the blind one bangs the drums and cymbals. Other also acts as a "seeing eye" for its mate. Along with the spiel, it's strictly old-folks-at-home stuff that registers heavily.

Lyn Borden's hobby is collecting unfunny jokes. A dead-pan, he proves his belonging among the pro comics by mugging and getting in off-sides thruout the show. A welcome and refreshing comedy relief.

Curtis White brings on a grotesque electrical mechanism, amplifying sounds such as the turning of a worm, an ant walking, a swallow and such like.

Gina Valenti, six-year-old, is the show-stopper, playing her original songs on the piano with plenty of rhythm, clinching the impression with accordion pushings. Idabelle Williams Porbey, short story writer and the only adult fem appeal in the unit, is a 98-pounder defying anyone to lift her off the floor. Offered a \$50 prize to anyone in the audience, but the money is safe.

Frank Luther, NBC singer, sang old-time songs he collects. Short on the click, despite the singing of *Barnacle Bill the Sailor*.

Two standard acts added, Large and Morgner, males, one-legged acrobats, and mixed team of Nash and Evans, ropewrangling hoofers punctuated with homey gags. Both teams please.

Joe Millikoff's house ork (8) on stage. Screen supports with *Escape to Paradise*. Biz fair when caught.

M. H. Orodnenker.

**Roxy, New York**

(Reviewed Friday Evening, April 12)

A balanced stage show topped by Mary Raye and Naldi, supporting the screen attraction, *Johnny Apollo*, which should draw better than average. It is nicely produced and has few dull spots.

The Gae Foster Girls open with a trim jockey routine, using hurdles for good sight formations, followed by the Four Sidneys, flashy cyclist turn. The three girls and man, in cowboy hats and white outfits, use both one and two-wheel contraptions for clever acro and posing tricks.

The Lazanders (three men and a woman), knockabout acrobats, offer the usual melange of falls, slaps and novelty stunts to draw applause.

Raye and Naldi have the line girls and Ann Marlowe vocalizing *I Concentrate on You* to furnish a colorful introduction for their numbers. Team has talent, sweep and commercially built turns.

While their projection would be sharper in more intimate environs, still the act as a whole can be appreciated in a theater of this size. Offer a waltz, Spanish folk dance and an interpretation of *Sylvia*, during which a recorded recitation of the poem is employed.

Senor Wences, creator of amusing voices, went big with his unusual act. Shaping a little man out of his left hand and the body of a doll and using a head-in-a-box contrivance for his gruff-voiced characters, he tailors a talking act that has few comparisons.

Theme of *Indian Summer* is used in the finale, with a good vocal dramatization furnished by Ann Marlowe and a striking Indian spectacle staged by the trained line.

Paul Ash and his orchestra play excellently. Business good last show opening day despite unseasonal blizzard.

Sam Honigberg.

**Chicago, Chicago**

(Reviewed Friday Afternoon, April 12)

This week's bill is a letdown from the shows of the last two weeks. While there are entertaining acts, the show as a whole lacks punch. Possibly the screen fare, Warner Bros.' *Virginia City*, with Errol Flynn and Miriam Hopkins, is counted on to make up for the average stage bill.

Billed as a *Springtime Revue*, the show opens with the always-good Helen Reynolds Skating Girls, an octet that does just about everything possible on rollers. In flashy costumes, the girls execute all sorts of difficult routines with marvelous speed and precision, winning a great hand.

The Tunesters, eight men, have some good voices among their number. They offer several selections, best of which is their military number. They were well received, but seemed to lack the showmanship that would make them a solid hit. Their final number was *Lilac Time*, a come-on for the springtime ensemble grouped as a lilac bush in a garden setting, followed by some pretty flower garden routines, beautifully costumed.

Howard Nichols, juggler, is a wizard in the manipulation of large and small hoops, which he causes to do his bidding with uncanny accuracy. His top trick is rolling the hoops around the stage to come to rest in a tiny tepee at center stage. Received one of the biggest hands of the show.

Masters and Rollins, patter and dance team, garnered some laughs with their quips and burlesque dancing, which included a comedy takeoff of Fred Astaire and Ginger Rogers. Contortionistic antics of the woman won her a good hand.

Finale on dark stage, was a clever bit by the ensemble titled *The Little Man Who Wasn't There*, in which the bodies, hats and canes disassemble and move about in eerie fashion. Picture, which is very good, and stage show probably will remain a second week. *Nat Green.*

**Vaudeville Notes**

URB SIEGAL is working Miami, Fla., houses with the Ozark Mountaineers.

FRANK WOLF, of the Missing Brothers act with Solly Childs' *French Follies*, and Stanley Stowe, truck driver, were injured, but not seriously, when the show's truck skidded into a ditch near Yakima, Wash., March 29. Damage to the truck was \$150. . . . CHARLES NOLAN, eccentric dancer-juggler, is now on tour with Owen Bennett's *Vanities of 1940* on the Kemp Time in the South. . . . REX, trained bulldog with Harry Berry's *Sunkist Vanities Revue* for the past 10 years, died recently at the Ritz Theater, Muskogee, Okla. Rex was known on the stage as Fanny Drizzlepus.

BOWERY CARNIVAL, new act created by Mike Levy, is going into rehearsal. Show features big dive into water tub from a Brooklyn Bridge prop as a reenactment of Steve Brody's historic stunt. . . . ELLA SHIELDS, who left Australia when the war broke out but stopped off in New York on her way to England, opened last week at Jimmy Dwyer's Sawdust Trail club, New York. Her first New York date since the Palace days.

BOB HOPE goes into the Chicago Theater, Chicago, May 17. . . . ANDREWS SISTERS, Red Skelton and Hattie McDaniels open April 25 at the Chicago, Chicago, and Hal Kemp Band goes in May 24.

DIRK COURTENAY is now press agent for Gower and Jeanne in *Streets of Paris*. . . . AL BORDE's *Uncle Tom in Swing* is undergoing drastic renovation.



ARTISTS BOOKING BUREAU, INC.  
PARAMOUNT BUILDING, TIMES SQUARE, NEW YORK, N. Y.

April 1, 1940.

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Paramount Building  
New York, N. Y.

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## MH 100G; Dorsey 169G in 4 Weeks; Strand Slow Start

NEW YORK.—With a good break in weather and good shows, Broadway vaudefilers came thru with plenty of money the past week. Music Hall did an outstanding \$100,000 with *Rebecca* for the second week ended Wednesday (10). This is the MH's own figure and compares with \$116,500 for the first week. Pic and flesh bill are set for a four-week run. On the stage, Rosita Ortega replaced Betty Bruce after the first week, Miss Bruce going into a legit show. Remainder of stage show is intact.

Loew's State scored another good gross, \$24,000, for the week ended Wednesday (10). On the stage were Count Basie's Band, Stan Kavanagh, Benny Ross and Maxine Stone, and Mann, Dupree and Lee. Pic was *Shop Around the Corner*. Previous week, State grossed \$19,000 for the second week of George Jessel and pic, *House Across the Bay*. State's new show opened Thursday (11) with stage bill including the DeMarcos, Salici Puppets, Three Slate Brothers, Ruth Petty and Clare and Sana Sisters, plus pic, *I Take This Woman*. Should do fair.

Roxy, for the third week ended Thursday (11), did a very good \$30,000 with the pic, *Primrose Path*, and a stage bill including Bob Ripa, Con Colleano, Walter Cassel and Raymond Wilbert. New show opened Friday (12), with *Johnny Apollo* on the screen and stage bill including Mary Raye and Naldi, Senor Wences, The Lazanders, Four Sidneys, Ann Marlowe. Fair business opening day and house seems to be heading for a \$40,000 to \$45,000 gross.

Paramount, for the fourth week ended Tuesday (9), did a good \$27,000 with Tommy Dorsey on the stage and *Road to Singapore* on the screen. Grosses for the first, second and third weeks of this bill were, respectively, \$56,000, \$48,000 and \$38,000, totaling \$169,000 for the run. New show went in Wednesday (10) and is expected to do between \$42,000 and \$45,000. It has Lupe Velez, Mitchell Ayres Orchestra and Red Skelton on the stage and *Dr. Cyclops* on the screen.

Strand, with Eddy Duchin Band on stage and *It All Came True* on the screen, did a so-so \$32,000 for the week ended Thursday (11). Previous attraction, *Virginia City* on the screen and George Olsen on the stage, did \$40,000 and \$29,000 for its first and second weeks. Duchin is doing a record quick repeat in nine months at the Strand, but his popularity is apparently offset by the weakness of Ann Sheridan's first starring film.

## Tower, K. C., 6G

KANSAS CITY.—Tower hit its average of \$6,000 on the nose for the week ended April 4.

Stage bill included Norvel, Stevens Brothers and Big Boy and Martin and Allen. Pic, *Mutiny in the Big House*.

# Vaudefilm Grosses

## Sullivan Unit 17G, Best of Columnist Shows at Stanley

PITTSBURGH.—Ed Sullivan's unit fared best of the three troupes brought to the Stanley by Hollywood columnists the past few months. His \$17,000 gross was slightly above average, despite little accredited help from the film, *It All Came True*. The troupe included Arthur Treacher, Bela Lugosi, Peg Leg Bates, Marjorie Weaver, Helen Parrish, Betty Jaynes, Douglas MacPhail and Vivian Fay. The unit cost the Stanley \$7,500.

An experiment in stage shows for neighborhood theaters, begun this week by Harris Amusement Co., is mediocre so far. With six houses outside of its downtown Alvin and Senator, the Harris Co. has slated four weeks of vaude, to play one day in each of the six nabes, Liberty, Beechview, William Penn, Perry, Denis and the Jeannette Manos. First in is the *Hollywood Doubles* unit, reported by Harris Co. to be "doing well in some houses, not so good in others." The bill, running 35 minutes, includes eight acts.

Slated for the next three weeks are Emerson's NBC Mountaineers, Cappy Barra's Harmonica Band and Radio Rubes. Unless the next three weeks draw more heavily than the opening stanza the test in the smaller houses will end May 4.

The last Harris venture into vaude was at the Senator, for three weeks four months ago. It flopped, attributedly to high music costs, lack of name acts, low prices (25 and 40 cents) and public refusal to walk to end of downtown sector for miscellaneous stage bills, when the Stanley was playing radio name orchestras and top draw talent in the heart of the Golden Triangle.

Warner houses in Greensburg, Erie, Johnstown and Morgantown usually play vaude one night weekly, as do several independent theaters in the Tri-State.

## Marcus Unit 13G Tops Denver Record

DENVER.—Proof that a good flesh show can draw capacity houses was the \$13,500 gross drawn by the A. B. Marcus unit, *La Vie Paree*. The unit will be held over another week, with a new show, *Continental Revue*, starting Wednesday (17). The Denham is off the main stem and the picture, *French Without Tears*, was just a filler.

The Marcus unit's second week makes four weeks of successive stage presentations in Denver, and a fifth, Count Berni Vlci unit, is booked for the first week in May. Prices were scaled at 30, 40 and 50 cents.

Following its engagement here the Marcus unit goes to the Coast and then to Mexico.

## 3 Stooges Weak 73C in Dayton, O.

DAYTON, O.—The Three Stooges pulled down a meager \$7,300 when they headed what was to be the season's final vaude bill at the Colonial, as against \$10,200 the previous week for Ed Sullivan's Hollywood unit. The stage show season has been extended a week with the engagement of Ted Lewis, a favorite here.

## Sports Show Cuts Milwaukee Gross

MILWAUKEE.—An indifferent \$5,800 was chalked up at the Riverside Theater for the week ended April 11, with a sport show sponsored by a local daily in Milwaukee Auditorium cutting into theater revenues. Show included Willie Shore, Ginger Harmon, Anthony, Allen and Hodge, Howard Nichols and Seymour and Elliott. Regular 25-30-35c admissions prevailed. Average biz is \$7,000. Pic, *Thou Shalt Not Kill* (Rep.).

## Stooges Weak in Detroit; McCoy's Band Looks Better

DETROIT.—Despite the post-Easter spread of vaude locally, with four neighborhood theaters adding a half week each, business at the Colonial, only house playing names, has taken a slump.

The Three Stooges drew only an average week's business of about \$6,000. Clyde McCoy's Band, current, should gross around \$7,500.

No reason for the slump is apparent, as the new neighborhood shows do not appear to have detracted in any way from the demand for ranking vaude attractions.

## Levey Vaude Bills Okeh in Spokane

SPOKANE, Wash.—Manager William L. Evans reported a gross of \$2,100, \$350 over average, and "lots of good audience comments" for Bert Levey circuit vaude at the Post Street week-end of April 5 to 7. The gross equaled the best so far this year despite rain third day.

Acts were Novak and Fay, Rollet and Dorothea, Chick Thomas, White and Stanley and Margo. Pics were *Torpedo Raider* and *Legion of the Lawless*.

His gross for previous bill, March 29 to 31, was \$1,900, or \$150 over average. Show consisted of Ada Brown and Co., D'Espy Trio, Page and Nona, Joyce Carlton and Frank Evans plus pics, *The Headleys at Home* and *The Llano Kid*.

## Elman Pulls Fair 68C in Camden, N. J.

CAMDEN, N. J.—David Elman, playing his first break-in stand with a *Hobby Lobby* stage unit designed along the lines of his former CBS air show, cornered only a fairish \$6,800 for the straight seven-day week ended Thursday (11) at Towers Theater. Heavy promotion and weather breaks didn't help much.

Paced by Elman himself, unit included Jimmy Smith, Hardy Whiteley, Arthur Williamson, Glenn Camp, Lynn Borden, Curtis White, Dina Valenti and Idabelle Williams Porbey, all culled from his radio shows, and pros, Ken Harvey and Frank Luther, padding. Two standard acts added Large and Morgner and Dick Nash and Janet Evans, along with Joe Millerkof's house ork. Screen show, *Escape to Paradise*.

## "Bombay Nights" Good in Springfield

SPRINGFIELD, Mass.—*Bombay Nights* unit drew a good crowd to the Court Square three days ended Saturday (6) and, altho there were no street lines, the house was filled to near capacity.

Feature was Sahib Gibson & Co., Australian knife throwing act. Also Jean Lee, Eddie Stanley and Denny Gill, Fortunello and Cirilliano, Stanley Simons, Harry Evans and Jean Wade, Leo and Rita and an eight girl line.

Picture, *Slightly Honorable*.

## Lyric, Ind'p'l's, 7G

INDIANAPOLIS.—Lyric Theater, for week ended April 5, grossed \$7,700 with stage bill including Edgar Kennedy, Three Romeos, the Great Ballantine, Whitey and Ed Ford, Irene Vermillion with Hester Bally girls.

Picture was *Shooting High*. House average is \$8,000.

## Fidler's Okeh 14G

CLEVELAND.—RKO Palace, with the Jimmie Fidler unit on the stage and *The Man From Dakota* on the screen, grossed \$14,600 for the week ended April 4.

House average is 14 grand.

## Chi Stage Show Is Weak; McCoy OK at State-Lake

CHICAGO, April 13.—With a good picture, *Virginia City*, but just an average stage bill, the Chicago Theater's gross may tumble unless the pic proves a big draw. Springtime revue idea is good, but show as a whole seems to lack something. Gross may hit around 36G. Week ended April 11 registered a very good \$39,000, with Wayne King and his band as the chief draw. King went big with old and young, and there was not a larry among the vaude acts.

State-Lake, with Clyde McCoy and his Sugar Blues Band and a good three-act bill should do a better-than-average \$16,000. On the screen Paramount's *Adventure in Diamond* is only fair. Last week, ended April 11, *Uncle Tom's Cabin in Swing* failed to register. Poorly presented, it packed little entertainment value and failed to draw the customers in any large numbers. The week's gross fell considerably below the average \$12,000.

## Bowes' 84C Sock For Philly Carmen; Parks 74C at Fay's

PHILADELPHIA.—Major Bowes' *Jamboree of 1940* unit drew socko at the box office for the week ended Thursday (11) at Carmen Theater, piling up \$8,400, with Ted Mack pacing the proceedings. Unit included Francis Gibby, Phil Wayne, Joan and Dean, Sammy Birch, the Harmonica Kings and Louis Basil's house band. *Charlie Chan in Panama* on screen, but the stage takes the credit this time.

At Fay's Theater, for the week ended Wednesday (10), *Girls, Gags, and Gaiety*, with Valerie Parks, strip headliner, handed in a neat \$7,450. Broad portion lined up Marty May, Barr and Estes, Doris Mae, Motter and Davis, Harry Cohen's house ork and a house line. *The Man Who Wouldn't Talk* on the screen.

Diana Logan and Crystal Ames, sexy sirens highlighting the current *Beau-Getters* house review, are figured on a lighter \$7,100 on the week, being hit by bad weather over the week-end. Vaude's share to the bill includes Eddie White, Nina Olivette and Dimitri, Pattie Payne and Carlisle Foster, Martin and Allen and Larry Best. *Charlie Chan in Panama* on the screen.

## Dorsey, Wheeler Open Okeh Despite Buffalo Snowstorm

BUFFALO.—A belated and unexpected heavy snowstorm did its share in hurting vaudefilm biz last week. Grosses held up fairly well, however, with the Century clocking a good take.

The Buffalo opened week of April 12 to fair attendance, considering the poor weather, with a strong vaude attraction and picture, *Stardust*. Tommy Dorsey and band should be a good drawing card, especially coupled with Bert Wheeler. An added feature was the spring exhibit of the Buffalo Art Institute on the mezzanine. Gross is expected to reach and top, weather permitting, \$16,000.

For the week ended April 11 the Buffalo did not measure up to expectations with a gross of \$12,700, which is only \$200 above its average. Stage layout, with D'Artega and house band, plus Gertrude Lutzi, Peggy Stewart and the Eight Ben Yost Varsity Singers, was a holdover bill. Next attraction penciled into the Buffalo is Wayne King with band and show for early May.

The Century did well with the strong picture, *Primrose Path*, for week ended April 11. Making good Manager Richard Kemper's anticipations, house came thru with a fine \$11,200. Second picture was *The Marines Fly High*. No vaude.

Show is being held over and \$8,000 is expected the second week.

Blue Barron with band and show is set for April 26 week at the Century, but other vaude bookings are indefinite as yet, due to an attempt of the management to adjust a controversy over musicians' wages.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**C**ARDINI is set the next two weeks at the Hotel Walton Roof, Philadelphia. GENE CLAYTON, magical emcee, is current at the Green Shay, Lancaster, Pa. . . . BEN PARDO, as the Great Lorenzo, last week began his 11th season with the Pete Kortess side show on the Beckmann & Gerety Shows in Atlanta. He's doing his mental turn. . . . BALANTINE AND BURNETTE have split, with the former (Carl Sharpe) still plugging along with a comedy magic turn, while the latter has quit the game to study art in Los Angeles. Ballantine is presently in the Chicago sector. . . . EDDIE DECOMA, magician, ventriloquist and puppeteer, winds up his school season May 17 at Tuscola, Ill., after a run of 21 weeks thru Indiana, Kentucky, Tennessee, Missouri and Illinois. After a fortnight's vacation, DeComa joins the Rowe Bros.' Circus for the summer. He infos that his present agent, J. C. Admire, will be back with him next season. . . . CHARLES RUBENS, the Duluth deceiver, is with Craft's 20 Big Shows in California. . . . MAGICIANS' ALLIANCE of Eastern States will stage its annual convention at Hershey, Pa., September 27-28. . . . COLTA AND COLTA have put in a busy winter in and around Harrisburg, Pa., with their magic and marionettes. . . . SIR EDWARDS, mentalist, has begun a three-week stand at the Bolton Hotel Club, Indianapolis. . . . CALVERT'S Egyptian Follies, 25-people magic and girl-show combination, played the Rialto Theater, Cincinnati, Sunday, April 7, and was tagged the solidest unit output to play the house in several years. Marvelo (Lester Lake) emceed the show with only a day's rehearsal. Some 50 years before, almost to the day, Kellar played the same theater, then known as Heuck's Opera House.

**T**UNG PIN SOO (Al Wheatley) uncorked his bag of tricks at Cleveland's Hollenden Hotel April 8. He's in for two weeks. . . . THE GREAT RAYMOND, veteran magish, now has his mystery opra in the Middle West. Hippodrome Theater, Newport, Ky., had him April 14 and 15. . . . LEE NOBLE, after a week at the new Wonder Bar nitery, Cincinnati, played the Platinum Grill, Chillicothe, O., last week for Pete Foster, of Columbus, O. Noble is carded to return to the Cincy area this week. . . . PATRICIA HOLTON, kid mentalist formerly known as Princess Pat, recently played a week at the Orpheum, Los Angeles. She is being piloted by her mother, Madam Nell Holton. . . . HARRY McDANIEL infos from Dallas that Harry Blackstone, on his recent engagement at the Majestic Theater there, packed 'em in for six nights, with the *Gone With the Wind* flicker competing next door. . . . C. THOMAS MAGRUM, currently presenting his magic thru Illinois and Iowa, shoots a batch of laudatory comments on Loring Campbell and Huntington, whose performance he caught recently. In part, he states that Campbell's ventriloquist turn is the best he's ever seen, and that Huntington is a master when it comes to dramatizing an effect. . . . MYSTIC CLUB of Montreal turned out en masse recently at the home of Mr. and Mrs. Howard McLeod for a farewell party in honor of Sydney Levine, who recently left Montreal to settle in Gaspe, Que. Among those who took in the gala shindig were Mr. and Mrs. Arthur Garinther, Mr. and Mrs. G. W. Clarke, Norman Clarke, Mr. and Mrs. Fred Rider, Dorothy Rider, Paul Collins, Winni Lockhead, Mr. and Mrs. Reg Knight, Mr. and Mrs. Amil Watson, Mrs. F. W. Ring, Mrs. J. Lawson, Arthur Schalek, Mr. and Mrs. Howard McLeod and Sid Levine. . . . KNIGHTS OF MAGIC staged their 19th annual "Night of Magic" at the Central Branch YMCA Auditorium, New York, March 27, to a sell-out crowd. Jack Malon emceed the show, which included Harry Berns, Al Flossio, Lester Weeks, Irving Katz, Zovello, Lew Dick, Ben Sylvan, Stanley Burns, Rose Malon and Wally Walters. . . . FLORETTE AND BOYETTE, after an engagement with George Hamilton's Music Box Music in the Empire Room of the Schroeder Hotel, Milwaukee, have transferred their activity to the Esquire Club, Sheboygan, Wis., for two weeks. Boyette advises that he has just joined the IBM, and considers himself a full-fledged magish now.

## One Man's Family

PITTSBURGH, April 13.—Jackie Heller, pint-sized singer who invested some coin in the Yacht Club here, has a number of active relatives on the payroll. . . . Brother Sol is one of the co-owners, sister Shirley is the vocalist with the band, brother-in-law Herman Middleman is the orchestra leader, while an uncle is back in the kitchen in charge of service. . . . And Jackie, to help the budget, stars in the show.

## Hirst Unit Review

### Maid for You

(Unit 23-B)

(Reviewed at Troc, Philadelphia, Monday Afternoon, April 8)

Fred Binder and Jack Rosen run riot thru this unit, making it one of the best laugh-provokers here in many a week. Work together in all the scenes, each one a standout. Rosen aping Chaplin in appearance and mannerisms and Binder going heavy on the Hebe dialectics, have an excellent show-case in this vehicle. Their funniest is a travesty on *Dan McGrew*.

Associate comic assignment goes to Al Pharr, whose few appearances on stage are entirely smothered by the antics of the Binder-Rosen duo. Pat Paige is excellent as fem foil and the boys don't spare her. Also excellent is Franklyn Hopkins, handling straight alone. Assists are scattered from Bobby Burns, Marty Wayne, Helen Green and Eileen Huber.

Strip set-up packs plenty of punch, with Margie Hart wiling them. Helen Green, first on, talks a song and then accelerates the motions while shedding. Jean Carroll adds a plaintive appeal to her peeling that makes it very appealing.

Chorus of 15, nine doing show duty, stands out for its footwork. Dance numbers are fashioned by Eileen Huber, who captains the line, with Johnny Kane handling the scenes. Off-stage tenor voice of Bobby Burns gives story body to the ballets. However, lack of dance specialties to enhance the ballets is felt.

Only vaude specialty is Marty Wayne's rhythm tap and an imitation of a tap dancer at home (taking his steps over two chairs) in expert fashion.

Merrick Valinote supplies the pit musical incentives. Biz fair when caught, early matinee opening day. Hinda Wassau heads the next unit in.

M. H. Orodener.

## Midwest Unit Review

### Road Show No. 34

Joe DeRita is a funny guy. His gestures are 100 per cent expert and calculated to draw belly laughs from a robot, and he has an able straight in Frank Scannell. Material isn't new, but whoever heard of a burlesque comic with fresh stuff? This audience got one of its major boots out of the ancient \$10-for-\$1-quiz-exchange.

Another good piece of work was done by Harry Meyers. He deserves credit for two scenes, the *Interference* bit and the tavern skit. It's usually funny to see seltzer water fizzed upon an unsuspecting fellow human, but somehow it's funnier when Meyers and DeRita do it.

On a par with the best in the show was Kenny Brenna and Jack Buckley's artist studio scene. This was good because (1) Brenna's off-stage narrative was spiced with his own homely humor; (2) Buckley's pantomime painted a good caricature; (3) Dolly Dawson is pretty enough to make even a critic anxious to know what is going to happen to her, and (4) the nude poses revealed as portraits of the artist were an integrated part of the story, unifying the skit and flesh aspects of burlesque.

Comparable to this and likewise to be commended for good showmanship is the trick of staging the entrance of a specialty by framing it in a production number. Fred Clark put cellophane to a new and effective use by equipping each girl with sticks from which flew streamers of scintillating, transparent cellophane. Now it looked like a silver forest rustling in the breeze, then it became a rolling waterfall. Anyway, emerging unexpectedly from this brilliant setting came Joyce Breazelle to do her specialty dance, practically in the nude. Her dance was artistic and laudable in itself, but the use of the production as an introduction

# Good Show at Follies, L. A.; Only Burly in Southern Calif.

LOS ANGELES, April 13.—This spot turns out consistently good burly fare, and with business on the upgrade for the first time this year, more effort is being made to give shows some class. Stage Manager George Clark and producer Paul Locke have lined up salable routines for *Red Hot and Blue*, this week's show. For the first time in months, line girls are nearly all in the looks category. They work well together and make a better than average burly house appearance.

Show (caught April 2) opened with Rocket scene, featuring Jack Murray and Rita Cummings. Murray's voice is adequate and Miss Cummings manages to sell her stuff consistently. Scene was well-timed and mounted.

New male warbler, Leon Murray, no relation to Jack, is one of the best this house has ever had. His *Without a Song* called for encores, something unusual here.

Comics are okeh with Billy Reed grabbing top honors. He's the best seen around here since Joe Yule bowed out for an MGM spot. Other laugh-getters are Jack Romig and Gus Schilling. Straight stuff is handled by Bob Free-

man, Jack Murray and Palmer Cote. This bunch works well together and manages to give the blackouts an extra lift.

Betty Rowland, winding up a solid year at this spot, is still head stripper. Management claims she's the best draw house has ever had. Other strips are Ginger Britton, Conchita and Nazarro. All the gals are lookers and put on a nice show.

Newcomer is Jean Henry, who graduated from the line. She has a style that is different. If she keeps her individuality she should go far. Talent scouts wouldn't waste time by giving this gal the once over.

King and Roche's "Dance of Death" was strictly class stuff, far above the average for burly teams.

With the Follies dishing out the only burly fare in Southern California, now that the Burbank has folded, this Dalton house should be in for a good season.

Grover Webb is house manager, with Milton Stein handling p. a.

Roy Dalton, owner, is bringing in within the next few weeks Dorothy Wahl, Marian Morgan, Al Rio and Zandra.

Dean Owen.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

MARGIE HART is looking forward to a summer's vacation at her 126-acre farm property near Kansas City, Mo. She purchased it outright for the family. . . . EDDIE INNIS, former juvenile, now a comic, will change his name to Eddie Wiley. . . . MARIAN, daughter of the late Frank Wakefield, is back after three years with Erin Jackson, now retired, and the family in Texas. She is doubling in scenes and the dancing line at the Gaiety. . . . HIRST SHOW, *Follies of Pleasure*, had featured week of April 1 at the Howard, Boston, Vickie Welles, Maxine DuShon, Peaches, "Stinkie" Fields, "Shorty" McAllister and "Bozo" Snyder. . . . THE CARRS, Bert, comic, and Beverly, producer, are soon to become Miami, Fla., property owners on home sites near those of Nat Mortan, booker. . . . NATALIE CARTIER, producer, to relieve Jack Montgomery next week at the National, Detroit. First Cartier show opens April 19. Already slated to put on summer stock at the Globe, Atlantic City. . . . DIANE KING opened April 12 for a fortnight at the Gaiety, Boston.

JOAN RYDELL was birthday-partied at the Claridge last week, with Lloyd Muller and Irving Engel baking and contributing the cake. . . . PETITE CARROLL, new at the Gaiety, April 5, from off the Midwest Circuit and Chicago niteries, has decided to call herself Petite Petty. . . . VERA WILDMAN, still another Natalie Cartier protege, has been elevated to strip-tease principal via the Eltinge, opening April 12. . . . LOVEY LANE, Lionel Murray and Rio and Rita were last minute bookings April 12 at the Eltinge. Diane Logan and Lilli Dawn come in April 19. . . . AMY FONG and Pinky Lee relieved Joan Carroll and Eddie (Nuts) Kaplan at the Gaiety, April 12, with Joan moving to the Midwest Circuit, opening in Toronto April 13. . . . UNO.

FRANCES PARKS, producer at the Gaiety, Cincinnati, is sporting a new Scotty purp, which she has tagged with the atrocious label of Flitter Loch Lommond.

YOUNGSTOWN, O., April 13.—Burlesque was revived at the Grand Friday (5) for the third time in as many months. Policy is grind 12:30 till 5 p.m. and 6:30 till 11 p.m. daily, with the usual midnight jamboree.

In the new stock company are Conchita, Joan Wrea, Viola Spathe and Sonja La Dare, disrobers; Jimmie Walters and Jimmy Stewart, specialties; "Bimbo" Davis and Irving Harmon, comics. Opening bill titled *Tropical Treasures*.

Jack Kane continues in charge of the house.

BRIDGEPORT, April 13.—Burlesque closes at the Loew-Poli-Lyric after a four-week run. House closed during Lent after a 16-week run, but couldn't seem to get going after its reopening.

House Manager Lester Al Smith says the house will reopen early in September, probably with Hirst shows. "Shorty" McAllister, playing on the last show with "Stinky" Fields, celebrated his 15,000th performance in burlesque Tuesday.

Renee, a tall gal with bright red tresses, was featured at the climax. She does the conventional strut, her main asset being a beautifully formed figure, which she knows how to show off. Dolly Dawson, whom we mentioned before, also did a strip. Clitoria, a little on the thin side, was good, her main offering being what we might term a shake-tease.

Norman Modell.

gave her a send-off, with the interest of the audience aroused, that wouldn't have come with cold, transitionless entrance.

CHICAGO: HAMP AND BECK, Jack O'Malley and Kay Johnson opened at the Empress, Milwaukee, Friday (12). . . . CAUGHT IN THE ACT, a French melodrama produced by Arthur Clamage, did exceptional business at the Grand Opera House, St. Louis.

FROM ALL AROUND: "SLIDING BILLY WATSON" may ready another *Beef Trust* revue for Hirst. . . . TROC, Philadelphia, takes the air to build patronage, buying a series of spot announcements on WCAM, Camden, N. J. . . . GEORGE NONEMAKER, who handles the advertising and publicity for the Troc, is also p. a. for the motion picture exhibitors' association here. . . . MARGIE HART, heading the *Maid for You* Hirst unit, is working on a story for *True Confessions* magazine, in which she will name five movie stars who would have made good strip-teasers.

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## Detroit VFW Plan a Tenter

Project hinges on city council's action this week—tentative opening May 8

DETROIT, April 13.—Plans for an 18-week season of tent shows, sponsored by the Veterans of Foreign Wars, Wayne County Council, are being made for Detroit this summer. Final decision is dependent upon approval of the city council next Tuesday.

Plans are being arranged for the VFW by George Dorr, with Allan Miller handling the bookings. A 1,500-seat tent theater is planned. The big top is to be erected on the West Side circus lot at Livernois near Elmhurst avenue, played by the Ringling show last season.

A dramatic show, with weekly change of program, is planned, plus four acts of vaudeville spotted between acts. Professional talent will be booked thru regular booking agencies, Dorr said. Opening is tentatively set for May 5.

If the plan materializes it will be the first tent show to play locally under sponsorship within the memory of local showmen and the second to play the Detroit territory in the past dozen years.

## Mae Desmond Players Set for "Tom" Revival

PHILADELPHIA, April 13.—Mae Desmond Players, only rep company in this territory, are offering a revival of *Uncle Tom's Cabin* at the Drexel Hill Playhouse, Drexel Hill, Pa., April 18, 19 and 20.

Frank Fielder will do Uncle Tom; Mae Desmond (Mrs. Fielder), Topsy; Regina Herman, Little Eva; Jay Van Arden, Marks; Adelaide Hykes, Chloe; Cameron Forness, Eliza, and Kathryn Silverhorn, Mrs. St. Clair.

Others in the cast are Martin Himmelsbach, Andrew Wollersheim (Legree), Grant Smith, Viola Merryman, William Dix, Helya C. Wood and Willard Rice.

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## FAMOUS MINSTRELS WANT

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### AT LIBERTY

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## FOR SALE OR LEASE

Complete Tent Show Outfit, ready to put up and go. Everything in first-class condition. Tent, 50x110; four V8 Ford Trucks, Packard Sound Car, one Public Address System, Covered Wagon House Trailer, seating capacity nine hundred, new Delco Light Plant; color scheme, red and cream. Will consider a partner who knows the show business and has some capital to invest.

NATHAN OBAN, 11 Fulton Street, Nashua, N. H.

## BERT RUSSELL WANTS

Specialty Team, change strong singles and doubles for week. State age, height, weight and lowest salary. Those with house trailers preferred. Open April 22 under canvas. Pay own. Address: RIDGEWAY, S. C.

## 'Tom' Good Reading, But Chance For Revival Slim, Says Blondin

Oklahoma City.

Editors *The Billboard*: It's a lot of fun to read the articles on "Tom" and what different people think a fellow with a bank roll could do with the old fellow. If I were so positive I would put it out, keep still and clean up before anyone got wise. No matter what they say, I'm against it.

Ben Wallace staked a high-powered contracting agent, Edward F. Davis, to a "Tom" show. It played the big ones and was the first show I ever knew of playing two matinees, one night show and a concert. This was before Leon Washburn, Billy Kibble or Al Martin were ever heard of. The show mopped under the title of Edward F. Davis' *Uncle Tom's Cabin*; then they began to pop up all over the country. A few seasons later he went them one better and it was called Cook Twin Sisters' Big Double *Uncle Tom's Cabin*, Two Marks and Two Toppies.

He took Corse Paytons' 10-20-30-cent idea for Eastern cities, in the Middle West he went for 25-30-40, on the Coast 50-75-\$1 and spots like Reno, Virginia City, the Manor Gauge in Colorado and Canada high as \$5 top.

Davis got his "Tom" ideas from O. Q. Setchell, who operated Terry's U. T. C., one of the greatest money-makers that ever sent Eva up. That show was the first to introduce a bale of cotton to the natives. It caused more attention than anything ever introduced to the people at that time except Charlie Baylies' electric light plant years later. Baylies called his show Burks' U. T. C. Co., and Ad Aulger broke in on this show. Outside of Jeane Mack I don't think there was a better street corner player than Aulger. He could crumble the bricks.

Now back to Ed Davis, for he was the

daddy of them all. First in everything. Here are some "Tommers" who trouped with him: Jay Huntington, Dot Huntington, Mrs. Del Gresham, Don Franc (director), Del Gresham, Russell Graham, Mabel Conners, Mrs. E. E. Nickerson, Clyde Bates, Charlie (Pop) Swan (assistant manager), Charlie Mainard, E. E. Nickerson, Charley Foot, Gaylord (Midge) Lauman, Marie Conners, Maud Sutton, J. G. Stutts, Pop West and others I have forgotten.

What was I doing? Well, I beat bass drums, made the concert announcements, had charge of the tickets, sold song books, did a wire act in the concert, single traps, a black-face monolog, did the buying for the dining car and if we were short any place in the cast I went on. We had a special car. I think they bought 25 tickets but the bills said we had 50 people. I never counted them but I bought for that many.

Poor Uncle Tom is dead. He died a natural death. Some claimed Harriet Beecher Stowe's novel started the war. It's over! So let's let poor Old Tom rest peacefully. LEO BLONDIN.

## Rep Ripples

POSSUM GILL postals from Atlanta under date of April 9: "Just like home to be here, where I met such oldtimers as Happy Ray, Sunshine Pritchard, Cotton Watts, Billy Beard, Bill Lewis, Jack Crawford, L. Verne Slout and Little Red Mack. What an opra that would make. The war department (wife) and I have just finished another season of insane wards (night clubs) in Detroit, Buffalo, Cleveland and Akron. Now back in (See REP RIPPLES on opposite page)

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Ross Off to Flying Start In N. M.; 20 Couples Open

ALBUQUERQUE, N. M., April 13.—Housed in the former TWA airport building, three miles out of the city, the Hal J. Ross Walkathon got away Thursday (4) with 20 teams on the floor. The building has a seating capacity of 3,000. Contest is playing to fine crowds. Three daily broadcasts go out over Station KOB, handled by Monte Hall and Lenny Paige. Others on the staff are Duke Hall, publicity, also assisting on the stand; Jimmie Passo and Walter Gross, floor judges. Don King and his Rio Grandians furnish the music, with Jane Shannon handling the vocals. Ten teams were sponsored the first week.

In the running are Sammy Allen and Pat Gallagher, Billy Steele and Maxine Lang, Lee Sullivan and Marge Clark, Tommy Tucker and Lillian Murphy, Gordon Haring and Jean Lang, Johnnie Crowder and Roma Terry, Johnny Reed and Chad Alviso, Hughie Hendrixson and Rella Finney, Mario Allesandro and Margie Van Raam, Tommy Loring and Rose Goetz, Bobby Sells and Buttons Slaven, Joe Nlaty and Cloris Wears, Joe Ellis and Jessie Adair, Billie Smith and Mickey La Della, Harry Hamby and Helen Tyne, Ervin Thomas and June York, Johnny Makar and Opal Ferdig, Jack Kelley and Bessie Yound, Mack McCluskey and Sybil Matthews and Dannie Ray and Marijo Combs.

Rock, Marvin and Jean Hobaugh and the Thayer twins, Eileen and McKay, winners of the Jitterbug Jamboree held here recently. Eddie Leonard tops the emcee stand, assisted by Johnny Dillon. Pete Scott takes over the midnight chores. Comedy is being handled by "Wiggles" Royce and Marvin (Hobo) Hobaugh. Lou Barnett is chief judge, with Ronnie Reed working the day shift.

Chuck Lombardo and wife are in charge of concessions. Polly Starr Scott is head dietitian, assisted by Pop Rock. Bill Harris is in charge of publicity and advertising.

JIMMIE HORAN and spouse and Bob Douglass spent Easter vacation in Minneapolis, but add that they were glad to get back to Hollywood, as the Minneapolis weather wasn't warm enough for them.

ART GETZ, one of the column's fairly regular correspondents and an avid walkie fan, writes from Chicago that he is going to cast his lot with the endurance game. At present Art is angling around for a femme partner, hoping to crack the next new contest in the Windy City or thereabouts.

FEMME FANS query from Silver Springs, Md., as to what happened to all the contestants in the last show there. They say they attended nearly every night, in a body, six strong, and put out plenty of lung power during the run of

## Charleston Gives Bryants Big Biz

CHARLESTON, W. Va., April 13.—Presenting a military satire on *Gone With the Wind*, which Capt. Billy Bryant has dubbed *Gone With the Breeze*, the Bryant Showboat this week experienced its biggest business here since the craft first started making this town an annual stopping-off place many years ago. The showboat players have been showing to stand-up business nightly. In speaking of the vehicle, Captain Billy stated: "Of course, it's trashy and stinks, but they love it." Next week the troupe will do *Carmen*, with "special scenery."

Following the local stand, the Bryant floating theater moves to Huntington, W. Va., for a two-week stop. The boat opens at the foot of Lawrence street, Cincinnati, for its 11th consecutive summer season there around June 1.

The showboat personnel comprises the five Bryants—Sam, Violet, Billy, Josephine and Betty; Billy King, Carl Adamson, Bobby Watson, Lester Clark, Benny Wullkotte, Gordon Ray and a steamboat crew of four.

Frank Barton and members of the Spain Family Show were visitors on the boat Monday night. They open in this vicinity soon.

## Wilson Heads New Play Brokers' Assn.

KANSAS CITY, Mo., April 13.—The newly formed Play Brokers' Association, at a regular meeting early this week, selected Al C. Wilson, of the ABC Theatrical Exchange here, to serve as president for the ensuing year.

Other officers chosen were Kenneth Wayne, Wayne's Theatrical Agency, first vice-president; George Gatts, Hollywood play broker, second vice-president; Glenn Harrison, Harrison Play Bureau, Denver, third vice-president, and Bill Bruno, Bulletin Play Bureau, secretary. Group holds weekly meetings at the office of ABC Theatrical Exchange here.

Association, acting thru its attorneys, this week was slated to bring action against several Midwestern show managers accused of play pirating and of failure to return scripts after the rights period had expired. If this action fails to bring results the brokers' body plans to turn the cases over to the federal authorities, it was announced.

Play pirating has run rampant in Midwest repertoire and tent show circles in recent years.

## Kinseys Will Augment For Under-Canvas Trek

CANTON, O., April 15.—The Madge Kinsey Players ended a month's stay at the Grand Opera House here last night and moved today to Fostoria, O., to begin rehearsals for the annual trek under canvas thru Ohio.

Personnel will be augmented for the summer tour, which will embrace some new towns, according to Harry Graf, business manager. *Love 'Em and Leave 'Em* was the final bill. House will remain dark until fall, only one of 10 theaters here inactive.

the show. "We would also like to know," ask the gals, "if anyone has any idea when the next contest will play in our vicinity?"

PHIL CHRIS pencils that he is chef at Bixby's restaurant, Woodridge, N. J., but is getting itchy feet and looking for a good show. Phil, whose last show was with George L. Ruty in Salisbury, Md., is anxious to read notes here on Itsy Bacharach, Bobby Allen, Louie Meredith, Johnny Makar and Eddie Begley.

## ATTENTION, CONTESTANTS LAST CALL

Can use a few more high-class Teams. I am positively opening May 4th. Large modern, airy building; clean showers, clean quarters and good food. Right kind of treatment. All those who haven't contacted me do so at once. Will take care of all contestants after April 25th. Do not come on before that time. If you know Mickey Brennan, Jimmy Smith, myself or can come recommended, let me hear from you. Remember, this show is fully financed and will run to a natural close. Don't forget, prize money is up to \$2,000.

SHEP SHAPIRO, 1424 Chapin St., N. W., Washington, D. C.

# What To Buy in a Projector

*Editor's Note: This is the second part of an article written by one of the foremost authorities on non-theatrical equipment in America. Last week he dealt with the three classifications of projectors and the need of drapes. In this installment he discusses other important angles. For personal and business reasons, he has requested that his name be withheld.*

Last week we discussed price ranges and the types of projectors as I have classified them for my own use. The classification was based upon the size of the audience to which the roadshowman expects to play. This factor must be determined before serious consideration can be given the purchase of a machine.

It is important that roadshowmen know and understand their projectors. When buying a machine, always check with the manufacturer's representative to learn the total amount of power the machine will consume. Also learn amount of current motor and lamp will consume separately from amplifier. The reason for this is that, if the equipment draws 15 amperes and is plugged in a 10-ampere circuit, the fuses will blow. When this condition exists, divide the load between two different circuits—that is, two different outlets.

Another important point to remember is that all amplifiers use AC current. Lamps operate on either, and motors are generally universal, operating on either AC or DC. Since amplifiers operate on AC, to hook them on a DC circuit immediately burns them out. This repair job runs into money and a little care can save the operator about \$25 or \$30. When operating in a new locality, inquire of someone who knows about the power supply. A roadshowman must know beyond doubt the type of current, voltage and frequency used in the building. A sure way to get this information is to consult the local power company.

### Check Current

There are areas in AC districts that use DC current and there are also buildings in towns generally supplied with AC that generate their own power, which might put these structures on a DC line. A roadshowman was scheduled to put on a show in a small hotel. He was told that the municipal power supply was AC and thought no more of it. When he was ready to show that night, he learned that a brewery next door generated its own DC power and supplied the hotel. This operator was forced to scurry around to get power from an AC source.

Hotels and many large buildings employ trick and polarized plugs. Since these are not standard equipment, operators should check them in ample time to make changes before the show.

Frequency and voltage play an important part in the roadshowman's business. An operator should carry a voltmeter for checking voltage. Where hydro-electric power is used the frequency may be 25 cycles. If the machine operates on 60 cycles the motor will run, but low frequency will affect the amplifier. If the voltmeter shows the current rating 110 and the lamp is for 110 volt line, there will be 100 per cent illumination efficiency. The same size lamp on 125 volt line will cause the bulb to burn out quicker, but will give more light. If the same bulb is used and the current rating is 90 volts, the proper illumination will not be obtained. Some machines have voltmeters and rheostats as standard equipment, which will take care or normal fluctuations and allow the projection lamps to operate at all times at their proper rating.

### Screen Important

Many times roadshowmen make the

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## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by KEVIN BRENNAN, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

mistake of blaming bad projection on the machine when in reality it is the fault of the screen. Operators should always have their own screens, which may be either beaded or opaque. If the show is to be presented in a long narrow building, the beaded screen will serve the purpose well. However, these beads are attached to the screen and sometimes chip off when the equipment is being moved from one place to another. If the building is wider than it is long, the matte type screen should be used. This will give clear vision to those sitting to the sides of the screen. Beaded screens in this latter type of building give a dull picture to those who are forced to sit at the sides. For all-round use, the matte type screen is the most practical.

When buying a projector, don't overlook the importance of good lenses. A two-inch lens, which is standard equipment with most machines, gives about a 6 by 8-foot picture at 45 feet. If the roadshowman wants this same picture at 80 feet, it will be necessary to use a three-inch lens. Operators will do well to carry two, three and four-inch lenses and then he will be set for almost any showing in halls from 50 feet to 100 feet in length. Here is a schedule that I follow: two-inch lens at 45 feet gives a picture approximately 8½ feet wide and 6½ feet deep; to get this same picture at 65 feet, use a three-inch lens; at 90 feet, a four-inch lens.

### Film Capacity

While it may not seem important to most roadshowmen in the market for their first projector, the fact that a machine carries a reel arm sufficient for handling a 1,600-foot film must be given consideration. Since many features run about eight reels, an arm that will carry 1,600 feet of film is necessary. This allows the show to run 40 or 45 minutes without a break, and then there is only one break in the show. Rewinding work is also reduced to a minimum.

When purchasing a projector, if a roadshowman wants to do it properly, it would be well to get a film with which he is familiar and run it on the several makes considered. By doing this, a fair test of projection and sound qualities is made. Even in using this plan the roadshowman must allow for the acoustics of the projection room, as some firms have better equipped ones. If a roadshowman goes from one firm to another, it is quite possible that at one or two places films with exceptional sharpness and excellent sound are run. But when the general run of films is made the machine may not be as capable of as good performance as might be turned in by another make or model.

### Summarization

While it was stated at the outset that no cut and dried formula exists for buying a projector, these points are considered important in making a selection:

1. Determine as close as possible maximum audience.
2. Check portability of equipment.
3. Check accessibility of parts, especially projection and exciter lamps and take-up belts.
4. Determine number of outlets manufacturer has in area, as this is necessary for service and repairs.
5. See that speaker is equipped with sufficient cord to reach from projector to screen via an indirect route.
6. Since projection is generally in room with audience, select a machine with little operation noise.
7. Have film run to test light and sound.

No matter how much a roadshowman pays for a projector, certain auxiliary equipment is needed. I would suggest that extra lenses and lamps and a small converter to handle amplifier in cases where it is necessary to have AC current in DC locations. If roadshowmen will look for the things I have pointed out, they will have little trouble from their equipment. The manufacturers know the roadshow field and have designed their projectors to serve the business well.

### NEW PLAYS

(Continued from page 16) subterfuge, gotten her to corroborate her story, Sir Hugo's final acquiescence

would be more believable; the first act is dull and uneventful, and the second follows suit except for the poignant and exciting moments at the end when the mother is driven to give herself away. But those moments, together with the mother's frantic verbal twisting and turning in the last act, create the most gripping and exciting mental melodrama that we have had in several seasons. And Miss Pauline Lord, in the starring role, brings to the aid of the part all the psychological horror that Miss Flora Robson so strangely fails to suggest in *Ladies in Retirement*.

Miss Lord is really marvelous. Always a mannered actress—and in any role not strictly up her alley a highly annoying one—she is practically perfect in this. All of her stylized playing adds to the effect, building up the woman's strangeness, her terrors and fears, the twists of her harried mind, and the lurking madness ready to spring terrifyingly to the surface. It is a beautiful job, one of the best so far to grace the season.

Arthur J. Beckhard's direction is alternately suave and dramatic, and does much to build up tense and foreboding overtones that help to smooth over the dull passages early in the play. Frederic Worlock as Sir Hugo is, as usual, excellent; a lass named Jane Lauren offers beautifully right playing as the girl in the case; Wallis Clark is straightforwardly effective as the girl's father; Mary Servoss is largely wasted in the small role of Sir Hugo's wife; and Barton Hepburn manages to avoid doing any really appreciable damage to the role of the boy. Grayce Hampton, on the other hand, acts a bit like one of the witches from *Macbeth* (only more sinister) as the old servant; and an incidental vicar is played by a little man named Robert DeBruce, who possesses a voice that sounds like a mismanaged flute. His performance is distressingly coy.

### REP RIPPLES

(Continued from opposite page) houses and what a relief! Leon Harvey, the Columbus, O., cigar boy, is my agent." . . . ARTHUR C. ANDERSON has recently completed a successful season with a 16mm. Swedish picture show and lecture tour in Maine. . . . MARION ANDREWS is back in the line-up of the "SeaBee" Hayworth Players in North Carolina after an attack of laryngitis. . . . JOSEPH L. HALL and Tipp Walkers opened with the Hayworth opy April 15, the latter replacing John Fox. Art Vernum closed with the circle last Saturday (13). . . . JOE HAYWORTH, young son of "SeaBee" and Marion Hayworth, proved himself a chip off the old block recently when he did black in a school play, his work in the vehicle getting him the front page and a picture in the High Point, N. C., newspaper. . . . RUSSELL MURDOCK'S new play, *Toby and the Nazi Spies*, is being presented by "SeaBee" Hayworth North Carolina circle this week, with the Wilby-Kinsey theaters putting out plenty of publicity on the bill, according to Hayworth, who claims to be the first to put on the bill on any stage.

ERNEST BESTE, formerly of the Beste Bros. Novelty Show, reports good business with his 16mm. picture outfit in Maryland's coastal towns. He's showing a religious film. . . . HENRI LA TENNA isn't squawking on business being garnered by his small trick in Eastern Canada. . . . JUST AT A TIME when it was pretty generally believed that the floating theaters were gradually easing out of the picture, along came Al Cooper last season to introduce his new Dixie Queen Showboat. And just the other day we saw what seemed to be definite proof that another new showboat will make its debut on the Ohio River and its tributaries this summer. Work on the boat's superstructure gets under way this week. . . . C. O. BERRY'S Original Toby's Comedians opened the season recently at Imlaystown, N. J., with an entire new show. . . . RUTH KEELAN, Lincoln, Neb., ingenue, has joined the Christy Obrecht Players in Minnesota for the summer. She was formerly with the Chick Boyes tender. . . . SAM BRYANT, of the Bryant Showboat, rejoined the boat last week at Charleston, W. Va., after a trip to New Orleans. Could it be that he visited the Crescent City in an attempt to purchase the Dixie Queen Showboat playing there?

GEORGE B. FLUHRER has been engaged to direct the A. D. Sharpe Show this season. His wife, Mary Welbon, will also be with it. . . . CAPT. W. L. SWAIN, who for 56 years operated his own tent opy, is now in Elkhart, Tex. In a communication to the home office of *The*

# 46th YEAR The Billboard

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Vol. 52 APRIL 20, 1940 No. 16

Billboard last week, Swain recalled when he received his first copy of *Billyboy* from its founder, W. H. Donaldson, 45 years ago. "Haven't seen a drunk in two years," the Captain pens. "I had my worries with them in my 56 years with my own show."

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Sloane, Midge
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Smith, Pearl
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Stringer, Miss
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Cody, Capt. J.
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McNarman, Bingo
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Mahoney, Daniel F.
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Moore, Harry E.
Moore, H. J. Blue
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Mori, Wilbur H.
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Morris, W. G.
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Mortou, Vincent
Moshier, Wm.
Mott, Luckey
Moyer, Dutch
Mudd, Noland
Muller, Geo. W.
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(See LETTER LIST on page 65)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

# The Final Curtain

**ARRIOLA**—Alfred, 57, director of the Golden Gate Park Band and a member of the San Francisco Symphony Orchestra, at Franklin Hospital, San Francisco, April 6. His musical honors included a decoration by the Egyptian government. Survived by his widow, Margaret, and a son, Alfred Jr.

**BARTLETT**—Joseph R., 83, a pioneer in the development of Atlantic City as a resort, April 6 at his home in Ventnor City, N. J., of a heart ailment. Survived by his widow, Ida May; a son and daughter.

**BECKER**—Mrs. Bertha S., for 27 years with the act, the Aerial Leons, at her home in Bernharts, Pa., April 4 of a cerebral hemorrhage. Survived by her husband, Leon, and son, William.

IN MEMORY OF  
**MRS. E. R. BRUER**  
Who Died April 15, 1939

Never shall we cease to love you,  
Never shall your memory fade;  
Sweetest thoughts forever linger  
Around your sweet and peaceful grave.  
Husband, E. R. BRUER  
Daughter, MRS. MAX MONTGOMERY

**BEHRENS** — Frederick William, 65, singer and member of the DeKoven Quartet, of Bridgeport, Conn., in that city April 4 after a brief illness. He was a former mayor of Bridgeport.

**BURTON**—Dr. Richard, 79, editor of screen literature for Warner Bros. Pictures and in 1914-'15 president of the Drama League of America, at Winter Park, Fla., April 8. Dr. Burton was also a teacher, critic and poet, and since 1933 had been professor of literature at Rollins College. Survived by his widow, Mrs. Ruth Guthrie Harding, of Paterson, N. J.

**BURTON**—George, owner of Burton Bros. Circus, April 7 of a heart ailment at the show's quarters near Utica, Mich. Survived by his widow.

**CHAPMAN**—C. C., 52, many years superintendent of beef cattle departments of Louisiana State Fair, Shreveport, and nationally known cattle judge, April 8 in a Baton Rouge, La., hospital. For several years he was largely responsible for growth of the South Louisiana Fair Association. Survived by his widow, Ruth Michael Chapman; two sons, Prof. J. C. Chapman and Jeff Martin Chapman, and a daughter, Margaret, Hope Villa, La. Services April 9 in Hope Villa, with burial in Roselawn Memorial Park, that city.

**CLAYTON**—James Lester, 52, for the past 23 years president of Rockingham Fair Association, April 7 in Leaksville, N. C., of a heart ailment and pneumonia. A native of Roxzoro, N. C., he had been a resident of Leaksville 30 years. For the past two years he had been secretary of Henry County Fair Association, Martinsville, Va. Survived by his widow.

**DEER**—John J., 79, well-known Indian rider, son of the late Chief Running Deer and brother of the late James Deer, of pneumonia at his home on the St. Regis Reservation March 31. He and his deceased brother were known as the Deer Brothers, Indian trick riders featured with Adam Forepaugh, Barnum & Bailey, Walter L. Main, Scribner & Smith, Stowe Bros., Col. Frederick Cummings' Wild West, Oklahoma Wild West, Deer Bros.

Wild West Shows and with the Texas Jack Circus in South Africa. They were also featured with circuses in Germany, Russia, Poland, Denmark, Norway and Sweden. With their vaudeville sketch, *Indians of the Past*, they had played in England, Ireland and Scotland and appeared with several dramatic companies in this country, including *Daniel Boone*, *Checked Life*, *The Great Train Robbery*, *The Scout*, *Heart of the Klondike* and *The Flaming Arrow*. They were in several motion pictures. In 1884 the brothers were scouts for the British Army in Egypt under Lord Wolsey and were decorated by England and Egypt. Deer's last appearance was with the Al G. Barnes Circus at the age of 75. Survived by a daughter, Leah (Little) Deer.

**ESSICK**—Charles E., 78, retired theater manager, April 8 at his home in Lakewood, O. A native of Greenville, O., he went to Cleveland from Dayton, O., 25 years ago as superintendent of the Platt Iron Works Foundry. Before his retirement 10 years ago he managed the Ezella, Rialto and Madison theaters in Cleveland.

**FOSTER**—Con H., 65, former mayor and city commissioner of Traverse City, Mich., and founder of the city's waterfront park, suddenly in that city April 3. Born in Boston, Foster started in the theater at the age of 14. He joined the Barnum & Bailey Circus and became assistant treasurer of that show before entering the motion picture field. In 1921 he went to Traverse City as manager of the Fitzpatrick McElroy theaters and remained with the Butterfield Theaters, Inc., when that firm took over the McElroy interests. Survived by two daughters. Services and burial in Traverse City.

**HARRINGTON**—Ernest A., 71, repertoire show owner and manager over 50 years, in San Antonio March 31. Beginning his career with a wagon circus, he later entered the repertoire field with his father, the late William A. Harrington, touring Indiana, Illinois, Missouri, Kansas, Oklahoma and Texas with the Beatrice Harrington Stock Co. He next played theater dates with *Two Merry Tramps*, a musical comedy out of Chicago, followed by a theater tour in *Peck's Bad Boy*, using this play when he put out the first motorized one-night stand tent show. Subsequently he toured two seasons with the motorized *Jiggs and Maggie* company, then back to one-nighters with *Uncle Tom's Cabin* for several successful seasons. Harrington then put out *Abie's Irish Rose* as an under canvas one-nighter. He built and managed the Harrington Nickel Plate Circus, which he sold three years ago on account of ill health. This was his last venture in show business. Deceased invented the New Tone Calliope, with factories in Los Angeles and Kansas City, Mo. Survived by his widow, Beatrice; a daughter, Mrs. Millie Andrews, and a grand-daughter, Patsy Bee Andrews. Services in San Antonio April 3, with burial in City Cemetery No. 6, with Lodge No. 216 of Elks officiating.

**HARRIS**—George F. (Doc), 59, one of the founders of the first company to produce talking pictures in the Philippines, in St. Luke's Hospital, Manila, Philippine Islands, recently of injuries sustained in an auto crash March 24. At one time Harris was secretary of the

## MRS. PATRICK CAMPBELL

Mrs. Patrick Campbell, 75, one of the foremost actresses of the Edwardian period, and whose glamour and wit, surpassed by few, made her internationally known, died in Pau, France, April 9.

Almost as equally famed as a wit as an actress, she made her professional debut at the Alexandra Theater, Liverpool, England, October 22, 1886, as Sophia Moody in *Bachelors*, in Frank Green's Company. Building up to a small success in a number of preceding roles, her smashing performance in the title role of Piner's *The Second Mrs. Tanqueray* at the St. James Theater, London, in 1893, established her as a star. From then on her meteoric career carried her around the world in some of the theater's greatest roles, becoming almost as well known on this side of the Atlantic as in England.

George Bernard Shaw, who wrote *Pygmalion* for Mrs. Campbell, in which she starred in 1914, believed her to be the greatest actress of all time.

She appeared in some 400 plays in her time, some of her latter-year successes being in *The Adventurous Age* in 1925, and *What Might Happen*. Returning to England in 1927, she toured as Madame Kuranda in a play of that name, followed by portraying Mrs. Alving in *Ghosts* in March, 1928, and in *John Gabriel Borkman*, May, 1939. Mrs. Campbell played with Beerbohm Tree in *John O'Dreams*, and with John Hare in another Piner play, *The Notorious Mrs. Ebb-smith*. She played Juliet opposite Sir Johnstone Forbes-Robertson and made her first visit to America in 1901 under the management of Liebler & Co., for six months of repertory. She again came to this country in 1902, appearing in *The Joy of Living*, *Aunt Jeannie* and *Magda*. Her last appearance in this country was in 1937, when she played in a Summer theater in Milford, Conn., in *The Thirteenth Chair*. Her attempt at film work was not marked with any great success.

Her first husband, Patrick Campbell, was killed in the Boer War, leaving her with a son and daughter. She was later married to William Cornwallis-West. They were separated soon afterwards, and he died a few years ago. Her son was killed in the World War and she became estranged from her daughter, Stella.

Walter L. Main Circus and also had been connected with the Sells-Floto Circus. He was also formerly associated with Frank Capra, Hollywood movie director, in making shorts. Harris and Stewart (Eddie) Tait, prominent Far East showman, organized the Philippine Films Co., which was bought by the Amado-Araneta Placido Mapa interests last year. They made *Zamboanga*, the only film produced in the Far East that has been given a worldwide release. He leaves his wife in Hollywood. Crematory services in Manila March 31 under auspices of the Elks.

**HARTMAN**—DeGlenn, 65, many years an eat and drink concessioner at Brady Lake (O.) Park, April 10 at his home in Ravenna, O. He was a member of the Masonic Lodge. His widow survives. Services in Ravenna Methodist Church, April 12, with burial in that city.

**HAWLEY**—John Habberton Sr., 66, account executive with Young & Rubicam Advertising Agency, and founder of the Hawley Advertising Co., which merged with Young & Rubicam, at his home in New York recently after an illness of five days. Survived by his widow, Mrs. Florence Louise Hawley; a daughter, Mrs. Marion R. Gray, and three sons, John H. Jr., Richard Gardner and Thomas Peck.

**HEACOCK**—Francis, 35, studio publicity agent, in a Hollywood hospital April 6. He sustained a skull fracture in an auto crash April 2.

**HOGAN**—Ronald T., 35, manager of the Capitol Theater, St. John, Newfoundland, for the past five years, in a hospital there recently. He had been in theater work about 12 years. Survived by his mother, two sisters and two brothers, one of whom is P. J. Hogan, manager of the Paramount film exchange, St. John, N. B.

**KANE**—Billy, 58, well-known tab show and minstrel producer and manager, formerly associated with the Raynor Lehr Co. for nine years, in Bethesda Hospital, Zanesville, O., April 9 after a lingering illness. His real name was Clarence J. Saettie. Kane, whose first engagement was with J. A. Coburn's Minstrel in 1905, had been with Al G. Field Minstrels five years and at one time managed that company. He had been with Brown & Bowers Minstrels, spent a number of seasons with musical comedy tabs and played in vaudeville four years. He also was associated with Eddie Mason's country store for several years. Failing health forced his retirement from the merchandising business in Zanesville over a year ago. Survived by a brother and sister.

**KELLEY**—Russell George, 55, comedian who toured with vaudeville and minstrel shows until 1922, of a heart ailment at his home in Saranac Lake, N. Y., April 6. Survived by a brother, Richard.

**KONSTANCE**—Mrs. Mary A., 78, mother of William and Howard Konstance, orchestra leaders of Bridgeport, Conn., in St. Vincent's Hospital, that city, April 6 after a brief illness.

**McKEAG**—Mrs. Mary Jane, March 19 at her home in Winnipeg, Man., Can. She was the wife of C. G. McKeag, showman and member of the Showmen's League of America. Thru an error it was stated in the April 6 issue that C. G. McKeag had passed away. McKeag is alive and well.

**McKENDRY**—Charles, 57, formerly connected with operation of a theater in Lynn, Mass., and lately associated in the

theatrical business with Harry Browning, of a heart ailment at Arlington, Mass., April 10. Survived by his widow and two children.

**MACDONA** — Mrs. Charles, wife of Charles Macdona, noted English producer of Bernard Shaw's plays, March 16 at her home in Brighton, England. Under her stage name of Nellie Hodson, she made a hit in *Tilly of Bloomsbury* some years back.

**MARQUARDT**—Frank C., 58, an executive of the Scranton Record Mfg. Co., Scranton, Pa., in that city April 6. He formerly served as general manager of the Scranton Button Co., which moved to Bridgeport, Conn., several years ago. His son, Roy, is an official of the Scranton Record plant.

(See FINAL CURTAIN on page 61)

### IN MEMORIAM

Of a Loving Husband

**J. L. LANDES**

Who Passed Away

April 16, 1939

**PEGGY LANDES  
CHAPMAN**

### IN MEMORIAM

OF  
**J. L. LANDES**

A Friend—a Pal and a Brother.

**FRANK DELMAINE**

and

**LOUIS ISLER**

### IN MEMORY OF

**J. L. "LOUIE" LANDES**

Who Passed Away April 16, 1939.

BELOVED BY ALL AND NEVER FORGOTTEN.

**MR. AND MRS. CHAS. ROTOLO**

In Memory of a  
WONDERFUL FRIEND AND PAL

**J. L. "LOUIE" LANDES**

Who Died April 16, 1939.

**MR. AND MRS. CHESTER I. LEVIN,  
EDWARD JOHNSON.**

MIDWEST MERCHANDISE CO.

## WILLIAM FAVERSHAM

William Faversham, 72, actor-manager, who was acclaimed during the 1900s as one of the greatest matinee idols of all time, died of coronary embolism April 7 at Bayshore, L. I. During the last few years he had resided at the Percy Williams Home for Actors in East Islip, L. I.

Faversham was born in England but his stage success was made in the United States. He came to this country in 1886 with the play, *Pen and Ink*, and shortly thereafter worked for Daniel Frohman with the Lyceum Stock Co. He scored his first success as Valentine Day in *Featherbrain*, presented by the late Mrs. Minnie Maddern Fiske. In 1893 Charles Frohman contracted Faversham for the Empire Theater Co., with which he first played Shakespearean roles. By 1901 Faversham left Frohman to star in *A Royal Rival* and was already well established.

A few years later Faversham made a sensational success in Edwin Milton Royle's *The Squaw Man*, which ran from 1905 to 1907 and was later done in vaudeville.

Others of his plays were *The World and His Wife*, in which he debuted as actor-manager in 1908; *Julius Caesar*, 1912, and *Her Friend the King*, 1929. In 1932 he played stock with the Montclair Theater, Montclair, N. J., and in 1934 played Jeeter Lester in a road company of *Tobacco Road*.

Late in his career he appeared in several pictures, among them *Becky Sharp*, produced with Miriam Hopkins in 1935.

Faversham was divorced from his first wife, Marian Merwin. In 1902 he married Julie Opp, an actress who died in 1921. His third wife, Edith Campbell, survives him. Two sons by Julie Opp, Philip and William Faversham Jr., also survive.

Services April 9 at the White Funeral Home, Bay Shore, with interment at the Huntington, L. I., Cemetery.

## Big One Threatens To Best Last Year's Take at Garden From 18 To 25%; AGVA Protests Picketing

NEW YORK, April 13.—Completing the eighth of its 26-day run at the Garden last night, Ringling-Barnum circus moved into position to threaten last year's take by a tilt of between 18 and 25 per cent. While admitting that the '39 full run ran well behind the previous year and that better conditions this year call for more customers, an attache of show pointed out that the current engagement started several weeks after Easter, a period which has invariably brought capacity afternoon and sizable evening turnouts. Big One premiered last Friday (5) with one of the best crowds in a good 10 years, went into an excellent week-end business and started the first half of the week lightly, but a sharp pick-up commenced with Wednesday's matinee and advance sale is reported soaring into fancy money.

Circus-carnival workers' union is still picketing Garden entrances, but its placards have been changed to stress "lock-out" instead of "strike." Its signs charge that "bona fide AFL union members" have been locked out, "while company-controlled workers with no labor affiliation hold our jobs" with the circus. Ralph Whitehead, president of the union, issued no statements to the press this week following his avalanche of last week on the eve of show opening. He departed for Boston late this week and no one in his office was prepared to make any official or unofficial comment. Whitehead's presence in the Hub is linked by some with the Big Show's run there following the local engagement which ends April 30.

Meantime, Hoyt Haddock, executive secretary American Guild of Variety Artists, also affiliated with the AFL, protested picketing of the show by another AFL body and demanded the removal of Whitehead from the trade union field. Protest and demand were in the form of a letter

to Frank Gillmore, president of the Four A's, parent body of performer unions. Gillmore is known to be preparing a brief for the attention of AFL president William Green, who chartered the Whitehead union. Guild and circus representatives met on Wednesday to confer on a circus contract for AGVA but no formal agreement was ratified and discussions are to be held later.

Four men who said they were members of the Circus, Carnival, Fair and Rodeo International Union were arrested yesterday and charged with defacing a (See **BIG ONE THREATENS** on page 63)

## 11 Animals Die As Quarters of Harper Show Burn

LINCOLN, Neb., April 13.—Winter quarters of Harper's Dog and Pony Circus burned to the ground last week-end, taking the lives of 11 animals, including ponies, a mule, dogs and a pair of monkeys. No source has been disclosed for the blaze, and the quarters were not insured.

Fred Harper, owner and trainer, saw the blaze from his bedroom window in the early morning, but being on a farm a short way from Bennet, Neb., it was impossible to get fire-fighting equipment to the scene in time to save anything, except six dogs, which were slightly burned, and a pony, also slightly burned.

Harper was booked at several Nebraska picnics and fairs for the summer.

## Trapezist Injured In 65-Foot Fall

HUNTSVILLE, Tex., April 13. — Mrs. Bette G. Allen, member of the Eaton Sisters, trapeze performers, fell 65 feet from the top of the tent of the Altex Show here last Saturday and suffered a broken thigh bone and possible fracture of the left arm. Another sister of the act was killed in the same kind of performance a year ago.

John C. Allen, the woman's husband, saw her fall and made a futile attempt to catch her. She fell to the wooden floor of the stage.

## Lulu Not Returning to R-B

LONDON, April 6.—Lulu will not return to the United States to resume with the Ringling-Barnum circus owing to her husband, Albertino, receiving instructions to stand by for military duties.

## Buffalo Shrine Tops Last Year's Record by 12,350

BUFFALO, April 13.—The seventh annual Shrine circus of Ismailia Temple, featuring the Hamid-Morton Circus Co., was declared the most successful circus venture in the history of the local Shrine. According to Henry P. Bronkie, director-general of the show, attendance and receipts topped last season's record-setting event. Attendance was 82,350 for the six-day stand, March 25-30. Last year the attendance was 70,000.

Admissions were scaled at 35 to 40 cents and up to \$1.10 for boxes. The Broadway Auditorium, where all indoor circuses have been held thus far, seats 5,000 persons. SOR signs were out at every performance, according to Bronkie, and on Tuesday, Wednesday, Thursday and Friday people had to be turned away both afternoon and evening.

The success of the show may be attributed to exceptionally fine attractions, including Clyde Beatty's unit and other top-ranking circus acts, coupled with splendid advance publicity which was handled by Bob Morton himself. The gift of a camel to the local zoo in connection with the three-ring event also helped build up public interest. Carl Elyon was assistant director general of the



OVA THORNTON is in her second season as secretary-treasurer of the Yankee-Patterson Circus. She is the wife of Bob Thornton, co-owner of the show. She was formerly with the Al G. Barnes and John Robinson circuses.

## Wirth's First Indoor Show in Wash. in Years

WASHINGTON, April 13. — Frank Wirth's three-ring circus will open here April 15 for a week's engagement, under auspices of the Children's Hospital, at the Riverside Stadium, home of Washington semi-pro ice hockey team, providing the city with its first indoor circus for 15 years.

Publicity for the show has been profuse, given freely by local newspapers and radio stations. Handling promotional activities is Jerome T. Harriman, who in association with Admiral C. Russell Train (USN ret), Rear Admiral David Foote Sellers (USN ret) and Harry C. Butcher, vice-president of the Columbia Broadcasting System, has been whipping up public enthusiasm for the venture. Advance sales have been above expectations and whole blocs have been taken by civic organizations and clubs. Rotarians, Kiwanis, Lions and similar organizations have purchased sections.

Harriman is ably supported by Harry Allen, who has taken charge of local billing. Almost every lamp-post in the city carries large placards announcing the affair and displaying pictures of the Wirth show.

Melvin Hildreth, former president of the Circus Fans, reserved several box sections for the opening night to accommodate local CFA members.

circus. Another Hamid-Morton indoor event for next spring is definitely decided on, but the exact location and date have not been set.

## Two Mishaps

One of the most beautiful and best trained lions of Clyde Beatty's act succumbed to a complicated intestinal disturbance after the completion of the last performance. The skin was sent to Fort Lauderdale, Fla., where the Beatty Wild Animal Farm is in operation.

Rose Behee, of the Flying Behees, injured her arm and side at the first evening performance when she fell into the net. Altho the injuries were not serious, she was unable to perform her special stunt, the two and one-half somersault while blindfolded. During the week she only performed parts of her act. At the last performance she did the somersault stunt successfully.

Ludwig Berisini, of the high-wire Berisini Family, was injured last year and is still laid up in near-by Perrysburg in a sanatorium. Fracturing both ankles and sustaining other injuries, Berisini is now suffering from an attack of tuberculosis.

## Cold Opening For Anderson

**Biz satisfactory despite weather—Governor, editor are honorary ringmasters**

EMPORIA, Kan., April 13.—The Bud E. Anderson Jungle Oddities and Circus opened here yesterday to very satisfactory business despite wintry weather. Hundreds of people lined the streets at noon to watch the parade.

Kansas's governor, Payne H. Ratner, and the noted Emporia editor, William Allen White, were honorary ringmasters. Emporia's mayor, Frank Lostutter, issued a proclamation declaring April 12 and 13 as Bud E. Anderson Days. The town was in a festive spirit. Flags adorned the streets, schools were dismissed, and some of the larger business firms closed.

The color scheme used in the big top is consistent with the atmosphere of the show—red, white and blue, with silver trimmings in the modern touch. The big-show performance was in the inimitable Bert Rickman style, a fast tempo, and building to a climactic finish.

## Applause for Spec

Opening the show was the exotic spec, *American Cavalcade*, which brought the audience to its feet with applause and cheers. Spec shows the historical growth of America in pageantry with a background of color and music. Clifford S. Brooks and his band were acclaimed by the audience for excellent rendition of international airs during the pageant.

The headliner of the animal acts was Mac MacDonald's presentation of India, a baby elephant which rode and pedaled a tricycle around the hippodrome track and walked a steel rail mounted high above the track. Mat Laurish gave an unusually fine performance with the show's nine menage horses in an equestrian ballet, and he scored another hit with Liberty horses.

The clowns were headed by Jimmy (See **COLD OPENING** on opposite page)

## Y-P Breaks in New Monterey Park Lot

MONTEREY PARK, Calif., April 13.—The Yankee-Patterson Circus broke in a new lot here April 5. Up until 1939 this spot was considered a poor circus town, but for the past two years it has been different due to fine publicity by the show and the local Parent-Teacher Association.

Mabel Stark closed her engagement with the show here, as she had to leave to fulfill a contract at the Benson Wild Animal Farm, Nashua, N. H.

The Clarkes have bought a fast horse from Jack Joyce and are breaking it for Miss Ernestine.

Mitzi Laform joined Fred Foster's animal act at Monterey Park. Ruby Wood is greatly missed on the show. She is at home on crutches. Herman Ebert is in charge of the front door.

Among visitors were Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Jake Posey, Jim Turney, Mr. and Mrs. Frank Chicarelli, Mr. and Mrs. George Singleton, Henry Lehman and George King.

## Mills Staff Members Arriving for Opening

TALLULAH, La., April 13.—Jack Mills, owner of Mills Bros.' Circus, in winter quarters here, says everything is going along fine and that he will have one of the finest little shows on the road. The town has been heavily billed, equipment painted and the new cookhouse completed. Ernie Sylvester arrived this week and will letter the trucks.

Jake Mills, band leader, and Harry Mills, superintendent of concessions, are expected to arrive the end of the week, and Mrs. Mildred Myers, who will have the banners, will arrive soon from Akron, O.

Among others who will be with the show are Richards and his elephant, Maxine; Myrtle McGuyre, traps and muscle grinds; Hazel LeBeouff, iron jaw and web; Miss Hayes; Major Warr, midget clown; Bill Nippo, clown.

## New Series of

### Legal Opinions

In the next issue will appear the 27th of a new series of legal opinions. It will be titled *When Doctrine of Res Ipsa Loquitur Applies to Injury Suits*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



## With the Circus Fans

By THE RINGMASTER

President  
WILLIAM H. JUDD  
25 Murray St.,  
New Britain, Conn.

Secretary  
W. M. BUCKINGHAM  
P. O. Box 4,  
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., April 13.—Bill Brinley, of Wallingford, Conn., member of the Bluch Landolf Tent of Hartford, exhibited his miniature circus at the 11th annual Home Progress and Foods Exposition at New Haven, Conn., week of March 25. Exhibit was on a platform 20x20 feet. One night the crowd was so large around the circus that the protecting fence was pushed down, but no damage was done to the miniature.

John T. Benson, honorary member of the CFA, who runs the animal farm bearing his name in Nashua, N. H., has been very ill and is still confined to the Nashua Memorial Hospital. He would enjoy hearing from friends. The many Circus Fan friends of Mabel Stark will be glad to know that she will be at the Benson Farm again this summer. She left Los Angeles April 8 to begin her summer's work there.

Harry W. Hatsing and wife, of New Britain, Conn., are vacationing in Pinehurst, N. C. Hatsing postcards that they are having some real circus weather, but no shows in sight. Before returning home they plan to see the Big One in New York City.

A number of Fans attended the opening of Ringling-Barnum. William H. Judd, president, of New Britain, Conn.; Melvin D. Hildreth, Washington, D. C.; Dr. J. M. Ganey, New London, Conn., and L. Perry Raymond, of Norwich. Hildreth attended the dress rehearsal and was asked to broadcast from the track on Station WNEW. Beverly Kelley arranged for him to discuss the Circus Fans' Association, its purposes and its work.

Three past presidents of the CFA, Harper Joy, of Spokane, Wash.; Frank H. Hartless, of Chicago, and Harry Hertzberg, of San Antonio, Tex., gathered in San Antonio for a circus pow-wow April 4. Joy and Hartless were entertained by Hertzberg at a dinner given to Fans at the St. Anthony Hotel.

Walter B. Hohenadel and Melvin Olson, of Rochelle, plan to attend the Stadium Circus in Chicago April 21.

Charles E. Davis, elephant biographer, member of the Bluch Landolf Tent of Hartford, Conn., saw the elephants at the Shrine Circus there a number of times. He met his old friends, Capt. William Spain, Nickolis James Jr., and Frankie Smiley, who were in charge of the bulls. Spain presented Davis with a hook from India; also a piece of tusk from Old Snyder, for his collection.

## Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

NEW YORK, April 13.—Interesting letter from Billy S. Garvie states that he found a few nice items in the old Hartford Times file. In the November 1, 1887 issue he found an account of the burning of the Barnum & Bailey winter quarters at a loss of \$700,000, and in the April 8, 1891, issue an account of Barnum's death, funeral and last will and testament.

P. M. McClintock has a collection of circusions that holds its own with any other, excepting that of Harry Hertzberg. Out of P. M.'s collection comes a copy of the re-issue of the Sells Bros.' route book that goes way back. Stark's Coin Co., of New York City, has on exhibit in one of the Seventh avenue eateries the collection of commercial coins used by P. T. Barnum for exploiting the midget, Tom Thumb. They are of several sizes and there are about seven in the collection. It would be interesting to know how many other showmen did their advertising in this manner. We know that Yankee Robinson did it. Any others? If all collectors would send lists of what was in their collection to one central point and a committee got together and co-ordinated and combined these items in some chronological order or in some classified way, then other collectors would know what to shoot at.

Staunton, Va., is still talking about

## J. R. North Gets the Works; a 3-Ringling Lampoon by CSSCA

NEW YORK, April 13.—John Ringling North, bossman of the Ringling-Barnum show, was put thru the wringers Wednesday and hung up to dry and is probably still there trying to figure out what hit him when he wasn't lookin'. He couldn't have been looking because he was enshrouded in and weighted down with a replica of Gargy the Great, the terrible terror, who may be a monkey but he knows enough to get himself an air-conditioned domicile, credit Carrier. It was guerilla warfare a la Villa, the Mexican bandit feller.

About 700 of New York's elect humanity trotted out \$2.50 each to watch the 37-year-old Big Show chieftain take it on the chin and come up smiling with a neat speech to prove that his faculties were still in A No. 1-plus condition despite the ordeal.

It all happened at the monthly luncheon of the Dexter Fellows Tent, Circus Saints and Sinners Club of America, and the theater of hostilities was the usual Astor Hotel, under the big top thereof, complete in every detail of prop, lighting, signs, peanuts, lemonade with a punch, turkey eats—and what more do youse want for two-and-a-half snackers? Tex O'Rourke, the masterful word juggler, told the gathering of headliners, captains of industry, theatrical executives, artists, writers, sportsmen, explorers, adventurers and just plain people—he told them all about young North and a little more besides, thrusting some subtle and some not so subtle shafts of satire in the direction of the "Fall Guy." A complete bill of acts was put on, including dogs, acrobats; Will Ferry, the famous vaudeville Frogman; tries and duos of lampoonists with stuff that won't pass censor, and so far into the afternoon. Frank Buck was on North's side thruout the proceedings, but it didn't do the latter any good, as Buck tried his best not to bring him back alive.

Former Governor Harold G. Hoffman of New Jersey, president and chairman; F. Darius Benham, a founder of the CSSCA, and others used the occasion for a collection with which to complete purchase of a monument for the grave of Dexter Fellows, Big Show press agent, with official ceremonies to be held in the cemetery in New Britain, Conn., on Wednesday, April 24. About \$500 was produced. A large delegation of CSSCAers and others is expected in New Britain on that day.

Charles Somma, secretary Virginia State Fair, Richmond, and member of the Workman Tent, CSSCA; George A. Hamid, the booker; Max Linderman, general manager World of Mirth Shows; Lew Dufour, World's Fair showman; William P. Dunn Jr., Frank and Paul Miller, of the circus, and Clem Schmitz, the outdoor insurer, were among those in attendance.

the initiation of Lyle G. Weller, A. V. Keeley and R. N. Lineweaver Jr., into the Hugh B. Sproul Tent. One of the more serious high spots was when Saint Dr. Guy R. Fisher offered a prayer.

Dexter Fellows Tent Chatter: Klondike Mike Mahoney attended one of the executive committee meetings recently and in all seriousness talked about starting a CSSCA igloo in Alaska. . . . Dates have already been fixed with the Hotel Astor for the 1940-'41 season and it looks as if we will have the Grand Ballroom often for our luncheons. New members coming in recently are Joseph H. Dixey, vice-president Transit Mix Concrete Co.; John Francis Braam, vice-president General Railway Signal Co.; Frank A. Tichenor, Aeronautical Digest Publishing Co.; Edwin S. Higginbotham, district manager Tokheim Oil Tank Pump Co.; Edward S. Callahan, president Consolidated Telegram and Electric Subway Co.; Alphonse J. Donahue, president Slide Fasteners, Inc.; Peter F. Masse, assistant vice-president Sprague Terminal, Inc.; William Poy Lee, national secretary Chinese Citizens Alliance; Albert Rcese, insurance executive, William L. Newton, sales manager Republic Fireproofing Co., and Jack Stutz, president Game Cock Restaurant. A vote of thanks to Sinner Jim Strobbridge for the 16 and 20-sheet posters mounted, a fine addition to our props. A hard gap to fill will be Tex O'Rourke's absence from the May 8 meeting. Reports from the many members who attended the Big Show thus far say it's a wow and all we can add to what they say is a big "you're right." It's a revelation in circus color.

## Jacobs' Troupe Off To St. Louis, Then San Francisco Expo

PERU, Ind., April 13.—Terrell and Dolly Jacobs, with 50 crates of mixed wild-cat animals, lion-riding horses and props and Roy Chronister, menagerie superintendent; Jack Bresnahan, George Churchill and Jack (Cowboy) White, assistants, left by rail this week for St. Louis for a two-week engagement at the Police Circus.

From St. Louis Jacobs and his troupe will move to San Francisco, where they are contracted for 22 weeks at the Golden Gate International Exposition. With the close of the fair Jacobs will return to Peru and occupy a newly acquired farm at Twin Bridges, Ind.

To *The Billboard* representative Jacobs said that on his return from the Coast contracts will be let for steam-heated buildings to house his animals during the winter. Practice barns will be erected and artificial lakes made, and by the spring of 1941 a large collection of wild animals will provide the nucleus for a zoological garden and recreation park. Site is located on Pipe Creek. For a long time it has been a pleasure resort, drawing thousands of sportsmen from all parts of the nation.

Elephant Rock, in center of the Mississinewa River in front of the Ringling quarters since 1901 and upon which Charles Hoffman, Wallace superintendent of bulls, was crushed and held under water by Charley, elephant, was removed from the stream thru the courtesy of Jess Adkins and Zack Terrell by John Sullivan and elephants Babe and Jenny and transferred to Jacobs' new home, where it will be mounted. A copper plate will give the history of the killing. Mr. and Mrs. Charles M. Jacobs, parents of Terrell, will reside on the estate until fall.

## COLD OPENING

(Continued from opposite page)

Hackensmitz. Some of their gags were entirely new and diverting and gave the audience many laughs.

Everett Corriell, of the Corriell Troupe, had the crowd hushed in suspense when he climbed and descended a series of steps on his head. The Henry Duo, Arthur and Marie, turned in their usual brilliant performance. The Echo Yashada Troupe, Escalando riding act, Henry Duo and Corriell Family are outstanding in the performance.

Leon Bennett, manager of the side show and animal show, reported a good opening business. His staff includes: Lecturer, Larry Benner; ticket sellers, Elmer Myers and Neil McCrea; side-show band, William Phillips, and Frances Livingston, in charge of girl chorus.

## The Program

Display No. 1. Spec. American Cavalcade, under the direction of Bert E. Rickman.

No. 2. Introduction of Bud E. Anderson.

No. 3. Mat Laurish's pony drills, assisted by Phil Daniels and Mary O'Brien.

No. 4. Traps, featuring Arthur Henry, Dora Widener and Irma Christensen.

No. 5. Elephants, five babies, worked by Mac MacDonald; Evelyn Mitchell working Babe, and Bud E. Anderson working Eva in end rings.

No. 6. Web and cloud swings, Corriell, Irma Christensen and Dora Widener.

No. 7. Contortion, Arthur Henry. Jugglers, Charles Dryden and Thomas Lane.

No. 8. Menage, Frances Widener, Mat Laurish, Mary O'Brien, Phil Daniels, Mateel Should and Mac MacDonald.

No. 9. Great Eva, worked by Bud E. Anderson.

No. 10. Hand-balancing, Echo Yashada.

No. 11. Rolling globe, Henry Duo.

No. 12. Risley and tub, Echo Yashada Troupe.

## White Top a Misnomer? Russell Has Green One

EL DORADO, Ark., April 13.—"When is a white top not a white top?" Answer: "When it is green."

That is what the circus-goers of El Dorado decided when Russell Bros.' Circus exhibited here last Monday (8) and placed a new big top in use for the first time. For the canvas, instead of being the traditional white, was a vivid and unmistakable shade of green, trimmed on the inside with red and blue. "A concession to changing time," the management announced.

Receipt of the top coincided with the launching of the regular season, the show since opening in lower Texas early in March and up to this date having been presented on a reduced scale in the menagerie top.

- No. 13. Liberty horses, worked by Mat Laurish.
  - No. 14. Riding act, Escalando Troupe.
  - No. 15. Head slide, Everett Corriell.
  - No. 16. Swinging ladders, Ollie Corriell, Dora Widener, Irma Christensen.
  - No. 17. Elephant India, worked by Mac MacDonald.
  - No. 18. Tight-wire, Henry Duo and Marvело Troupe.
  - No. 19. Perch, the Yoshados.
  - No. 20. Teeterboard and acrobats, Corriell Troupe, Marvellos and Yoshados.
  - No. 21. Fire-jumping horses, Mat Laurish, Frances Widener, Mateel Should, Phil Daniels, Mary O'Brien.
- Clown numbers between displays were produced by Jimmy Hackensmitz, assisted by Charley Dryden, Tony Venzici, Hal Burton, Jack Nestor, Tommy Thomas and Arthur Henry.

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# Under the Marquee

By CIRCUS SOLLY

RINGLING-BARNUM will be in Cincinnati on the Cumminsville lot June 8 and 9.

THE J. ALEX BROCK Troupe, aerial bar performers, will be with Cole Bros.' Circus.

EDYTHE SIEGRIST, aerialist, now at her home near Canton, O., may not troupe this year.

PAUL JEROME, who has been on the sick list, is back in clown alley again with Ringling-Barnum.

HOMER B. PHILLIPS will have the banners on the Al G. Kelly-Miller Bros.' Circus. He had a jitterbug show on the road the past winter.

JUSTUS EDWARDS, of Russell Bros.' Circus, caught the St. Louis Police Circus and visited Terrell and Dolly Jacobs and a number of other friends.

E. DEACON ALBRIGHT, who has been seriously ill, is slowly recovering at his home, 323 Jefferson avenue, Evansville, Ind. His mother died April 8.

T. LEO MOORE, connected with Downie Bros.' Circus last season, was elected mayor of Electra, Tex., April 2. He is a brother to William Moore, who was manager of the show in 1939.

ART MILLER, last season with Downie Bros.' Circus, recently visited friends at Macon, Mo. The Seils-Sterling Circus wintered there in 1935, at which time Miller was with it. He called on Walter Hohenadel, CFA, at Rochelle, Ill.

ROY G. VALENTINE advises that Valentine's Aerial Romas presented a new trick for double trapeze acts, known as the stomach drop, at the Tangier Shrine Circus, Omaha, last week, and received a spot announcement.

GEORGE FICKETT and Rube Simmons are producing clown numbers this week at the Armory in Waterbury, Conn.,

with Frank Wirth's Indoor Circus. Dates at New Haven, Conn., and Holyoke, Mass., follow.

FRANK B. HUBIN, showman of Atlantic City, attended the opening of Ringling-Barnum in New York. He met many old pals of the seasons 1894-'95, when he tramped with the Ringling show.

BEN BENO, who was injured in a 50-foot fall at Playland, Rye, N. Y., last June, will never be able to perform again. It is necessary for him to wear a steel brace the length of his back. He is now retired in Los Angeles.

JEAN SULLIVAN is at her home in New Philadelphia, O., for a two-week visit, after spending the winter at the Parker & Watts Circus winter quarters in Fort Smith, Ark. She has signed a contract with Cole Bros.' Circus for ladder and menage work.

CHARLIE CAMPBELL, CFA of Sylva, N. C., visited the quarters of Wallace Bros.' Circus at York, S. C., and reports that it will be a flashy motorized show. Big show will feature Lee Powell, the Original Lone Ranger, and the side show, Baron Nowak, midget.

HORACE LAIRD, Albert Powell, Happy Kellems and Van Wells, who were at the Olympia Circus, Indianapolis, were entertained at a spaghetti supper at the Garden of Italy night spot by Eddie K. Zolar. Jess Willard, former heavyweight champion, also was there and recognizing the performers recalled his circus days with them on the Sells-Floto Circus.

WHILE PLAYING the Municipal Auditorium, Savannah, Ga., recently, Eddie Jackson, press representative of *Silas Green From New Orleans*, large colored musical, was visited by Russell Ewing, late drummer of Merle Evans' Band with the Ringling-Barnum show. Ewing has forsaken the white tops for the carnivals and is now owner and manager of the *Darktown Revue* with the States' Shows.

AUSTIN KING while at sea, two days out of Honolulu en route to Australia, penned this note to Solly: "We received a real Hawaiian welcome in Honolulu upon our arrival there March 4. Lou Berg, former superintendent of the Al G. Barnes' Circus, who now lives in Honolulu and owns and operates the Berg Tent and Awning Co., met our boat, the S. S. Monterey, with the local Shriners. We were taken to the crippled children's Shrine hospital, where we put on a small show for the kiddies."

ROY BARRETT, clown, after playing the Minneapolis and Hartford (Conn.) Shrine dates, went to New York and caught the opening of the Big Show. He played Newark, N. J., last Saturday (See UNDER THE MARQUEE on page 61)

## Little Rock Okeh for Russell Despite Weather

LITTLE ROCK, Ark., April 13.—Russell Bros.' Circus encountered a hard rain before and after its arrival here and by mid-afternoon it turned very cold. The matinee, however, saw a half house and a near capacity crowd came out at night. The natives witnessed a fast moving, snappy performance.

Innovation was an apple-green big top. The color is easy on the eyes and is bound to create favorable comment along the route.

Among visitors were Ira M. Watts and wife, and George Myers, of Parker & Watts Circus, wintering at South Fort Smith, and R. B. Dean.

## R-B Bills Boston

BOSTON, April 13.—Billing has begun for the Ringling-Barnum circus, which opens here for a week beginning May 6. According to the Boston Garden management, the advance interest in the circus is higher than at any time since 1930 and indicates a sell-out for at least four of the six nights.

While the show is here a morning performance will be given at the Hospital for Crippled Children by a number of the acts. The show will be visited by Frank Ford, oldest of Boston Circus Fans.

# Peru Pick-Ups

PERU, Ind., April 13.—Two baggage cars with five elephants in charge of Superintendent Alonzo Dever and George Schuitema; 12 Liberty horses and pony troupe in charge of Red Hunter, superintendent of ring stock; John Smith, trainer and worker, and Jack Beatty, groom, arrived here from the St. Paul Shrine Circus. A 12-Liberty horse and pony act was routed to Omaha for the Shrine Circus date.

Larry Godfroy, former Hagenbeck-Wallace timekeeper and Indian Wild West riding star, is still on crutches from a fall from a house roof several months ago. He received court settlement for injuries the past week.

Charles Confer, Ringling farm attache, is in charge of the harness shop at the farm.

John Shestanoski, veteran circus blacksmith, is with a downtown repair shop.

Mr. and Mrs. Zack Terrell were here from a stay at Owensboro, Ky. Terrell inspected the Cole property at the farm and then went to Rochester, Ind.

It is stated that Lotus, giant hippo at Sarasota, Fla., will be with Cole Bros.' Circus.

Harry Jones, veteran cookhouse man, was here recently and renewed acquaintances.

Claude Elder, circus fan of Missoula, Mont., visited the farm and Mr. and Mrs. Fred Young and daughter, Virginia. Elder was on his annual visit to various circus quarters.

Fred C. Hawks, former circus biller, visited the farm and Terrell Jacobs. Is now representing a Chicago concern on the road.

Harry Parkhurst, bull superintendent, is seen daily at the farm, relating incidents of yesterday. Other bull men, regular visitors at farm, are John Riley, H.-W. bull pusher, and Ollie Miller, off the road and connected with Wabash Railway.

Ralph Clark, Cole cowboy, is here from a winter stay at Marion, Ind.

Waxy Dykes, harness maker, is here from Rochester, Ind., measuring head-mounting elephant props.

Joe Wallace, boss hostler of Cole show, is here greeting trouper.

Jerry Grant, circus attache for many years, has been visiting friends. He is at the Fulton County Hospital, where he has been since having his head crushed while crossing under a railway bridge.

Thomas F. Whiteside, who has been wintering at Kokomo, Ind., was here the past week. Whiteside, who is on crutches, states that his troupe may be with Cole Bros.' Circus.

# The Corral

By ROWDY WADDY

FIRST ANNUAL championship rodeo, sponsored by Pete Tyrell, of Arena Management Corp., Philadelphia, will be held at the Arena there soon, presenting six night and two matinee performances.

CARL R. WENDLER, trick roper, of St. Joseph, Mo., which recently celebrated the anniversary of the pony express, says that the barns there where the riders started are kept in excellent shape.

NAT D. RODGERS last week closed negotiations with T. E. Robertson, rodeo producer, to handle the advance ticket sale for the championship rodeo to be held at the State fairgrounds, Shreveport, La., under Robertson's direction.

TEXAS O'ROURKE, formerly of 101 Ranch Wild West Show, visited Ralph and Edna Alee at Vermont Sportsmen's Show in Burlington April 6. From there Ralph and Edna went to Houston, where they will present their shooting act at the local Sportsmen's Show.

MARY CARTER infos from Mexico City that the recent rodeo there showed to good crowds. Some of the riders were Ray Pirtle, Opal Woods, Earl and Jan Sutton, Harold Ridley, Jane Burnett, Everett and Clarence Vasser, Mike Sims and Willey Elliot.

CLIFF McDOUGALL is in Los Angeles working on the 15th Annual Newhall-Saugus Rodeo to be held soon. Tom Mix, recently elected president of the Newhall Rodeo Association, and Buck Jones will appear. Officers of the association are Major Monte Stone, Frank Muller, Ralph Singer, Arthur C. Miller,

Roland Riedel, Leo Carillo, Harry Carey, Abe Lefton and Andy Jauregui.

REESE B. LOCKETT, former vet cow hand, was elected mayor of Brenham, Tex., for the third successive time April 2, reports Eddie Brennan, of the Musical Brennans. Reese is well known in rodeo circles as an efficient arena director and performer. He was one of the leading performers with the Tex McCleod combination which went to England some years ago. He's also secretary of Southwestern Rodeo Association.

ABOUT 25,000 attended the first annual rodeo in connection with Southwest Louisiana Fat Stock Show in Lake Charles, La., April 4-7 despite two days of rain. Final winners were: Bronk Riding, Vic Schwartz; Bulldogging, Mike Fisher; Calf Roping, Buck Goodspeed; Bareback Bronk Riding, Kid Fletcher; Wild Brahma Bull Riding, Dick Griffith, \$127.20. Others winning finalist purses were Jerry Ambler, Milt Moe, Chet McCarty, Herschel Ross, Dick Truitt, Lonnie Allen, Jiggs Burk, Jess Goodspeed, Buck Echols, Tom Knight, Duward Duncan, Dale Adams, Hughie Long, Hoyt Hefner. About 100 cowboys and girls participated in the 10 matinee and night events.

Buck Goodspeed did a 13.1 seconds for the best calf roping time, while Norman Person and Carlos Green tied with 5.1 seconds in bulldogging. Show Producer T. E. Robertson was injured when butted against a chute by a Brahma bull and John Lindsley, clown, sustained sprained foot when stepped on by a bronk. Contracted performers included Chester Byers, Junior Eskew, Donald and Gene McLaughlin, Logan Jernigan and Earl Strauss, trick roping; Pauline Nesbitt, Don Wilcox, Vivian White, Cecil Cornish, Earl and Veldene Strauss, trick riders. Clowns were Jimmie Nesbitt and John Lindsley. Cecil Cornish presented his Roman hurdle jump with his two Palaminos and his educated horse, Smoky. Tony Martin's concert band provided the music. Officials were Eddie Curtis, arena director; Lynn Beutler and Hughie Long, assistant arena directors; Peggy Long and Tom Hogan, timers; Pete Adams, announcer; C. A. Studer, arena clerk and secretary; Leo Murray and Lynn Huskey, judges.

Day Money Winners: Calf Roping—First go-round, Jiggs Burk, Hub Whiteman, Ike Rude, Leo Brannon; second go-round, Jess Goodspeed, Ike Rude, Hub Whiteman, Homer Pettigrew; third go-round, Jiggs Burk, Buck Goodspeed, Dick Truitt, Frank Autry; fourth go-round, Buck Goodspeed, Jack Skipworth, Jess Goodspeed, Homer Pettigrew. Finals, Buck Goodspeed, Jiggs Burk, Jess Goodspeed, Buck Echols. Bull Riding—First go-round, Hughie Long, Buttons Yonnick, Dick Griffith, Bob Murray; second go-round, Dale Adams, Dick Griffith, Hoyt Hefner, Smoky Snyder. Finals, Dick Griffith, Dale Adams, Hughie Long, Hoyt Hefner. Bronk Riding—First go-round, Tommie Wilson, George House, Milt Moe, Jerry Ambler; second go-round, Cecil Henley, Chet McCarty, Vic Schwarz, Jerry Ambler; third go-round, Milt Moe, Vic Schwarz, Jerry Ambler, Gerald Roberts, Chet McCarty. Finals, Vic Schwarz, Jerry Ambler, Milt Moe, Chet McCarty. Bareback Bronk Riding—First go-round, Cecil Henley, Kid Fletcher, Chet McCarty, Mitch Owens; second go-round, George Mills, Speedy Densmore, Tom Knight, Fritz Becker, Finals, Kid Fletcher, Tom Knight, Chet McCarty, Duward Ryan. Bulldogging—First go-round, Lonnie Allen, H. D. Binns, Hub Whiteman, Bill McMacken, Mike Fisher; second go-round, Mike Fisher, Norman Person, Carlos Green, Herschel Ross; third go-round, Bud McMacken, Herschel Ross, Mike Fisher, Carlos Green. Finals, Mike Fisher, Herschel Ross, Dick Truitt, Lonnie Allen.

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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

NUMEROUS early arrivals are in Cleveland for the 1940 United States Amateur Roller Skating Championships and third annual convention of the Roller Skating Rink Operators' Association of the United States, under whose sanction contests will be conducted in Public Auditorium on April 17-20. If reservations are a criterion, this year's events will again be successful in further development of co-operative spirit among rink operators and promotion of higher forms of skating. Association members from as far west as Oregon and east to Long Island signified their intention of attending and entering representatives in contests which will be conducted for compulsory school figures for junior, novice and senior men and women, speed races in junior and senior classes of men and women and novice and senior skate dancing and pair skating. On the night of April 20, national champions will be presented in a special program.

New Bay Ridge Roller Rink, which opened on February 8 in a remodeled building at 62d street and Seventh avenue, Brooklyn, has been recording excellent business at daily afternoon and night sessions, reports Art Launay. Rink is equipped with 1,600 sets of Chicago skates, 200 pairs of shoe skates, sound-

proof maple floor, air-conditioning system for year-round skating, 86 by 208-foot skating surface; electric organ, with Ruth Eisenberg at the console; soft drink bar and lounging rooms for men and women. Weekly programs include beginners' classes, Monday; women's prize night, Tuesday; free instruction in advanced skating and door prizes, Wednesday; prize contests, Thursday, and door prizes, Sunday.

FINALS in a graceful skating contest will be held in Mammoth Gardens Roller Rink, Denver, on April 23, when champions from other State rinks will compete. According to Mrs. H. B. Wilson, proprietor, prizes will be awarded. Week ending April 6 was best in the rink's history, Friday night being a sellout.

ROLLER skating acts were recent floor-show highlights at two Philadelphia night clubs. Wayne King and Rex and Betty Powers were at Club Del Rio of Manoa Inn and Niles and Joanne danced on rollers at the Stork Club.

PLAZA Roller Rink, Wildwood, N. J., promoted a gala night on April 5 when it was host to Wildwood High School's basketball team, winner of the State championship. Featured was a basketball game on skates. Management presented players with a year's pass and pen and pencil set to team's coach. Largest crowd of the year turned out for the event. Basketball and hockey on skates is a weekly feature at the Plaza.

WARNER Park Roller Rink, Chattanooga, has had a record winter season, said Mr. and Mrs. Jack Britton, managers. Party bookings have been heavy. Increased interest has been shown in fancy skating and skate dancing has become popular. The Brittons are former professionals. They recently completed construction of a 65 by 130-foot portable. It is scheduled to open in Shelbyville, Tenn., on about May 1 and the Brittons plan to operate both rinks during the summer.

ROLLER skating sessions will be held three nights weekly in the 60 by 100-foot dance hall of Eldorado Springs (Colo.) Resort, said Manager Jack Fowler. Public-address system will be used on skating nights.

PRELIMINARY arrangements have been made for organization of a club at Mile Hi Roller Rink, Denver. Entry fee will be \$1 a year, entitling members to skate twice weekly at a five-cent reduction in admission price. Mrs. W. L. Johnson, president-treasurer, was ill several days, but has returned to her post in the box office.

C. G. MIKULANEC announced he will construct a \$2,500 roller rink on an undeveloped park site in Indianola, Ia.

FORMER concessioners with Kay Bros. Circus, Mr. and Mrs. Frank Peters report they have taken over management of Sea View Roller Rink and its concessions in Salisbury Beach, Mass.

WAL-CLIFFE Roller-drome, Elmont, L. I., recently completed a 14-step contest, reported Manager A. Headley Jr., respective gold, silver and bronze medal winners being Eva Hempel and Carl Hofmeister, first; Betty Nelson and Fred Fleischmann, second, and Evelyn Kelly and Dan Boldrin, third. Winning couples recently represented the rink in New York State championships in Earl Van Horn's Mineola (L. I.) Rink. Barney Fluke, former pro at Mineola, is instructing Wal-Cliffe skaters in figures and dancing.

ROCKAWAY Roller Rink, Edgemere, L. I., has completed a circle waltz contest, gold, silver and bronze medal winners being Charles Wonsor and Kathryn Reinbolt, first; Jack Bowers and Florence Murphy, second, and Milton Woll and Doris Oesterle, third, reported the management. Organist Frank Exposito was crowned waltz king on April 2. J. Seefreed, figure-skating instructor, has added two teachers to take care of increased demand for instruction. Installation of a suggestion box has brought a number of contributions which have resulted in change of program and gratifying results. Under new set-up door

prizes are awarded on Mondays. On Tuesday bank night is held and an extra half hour is devoted to instruction in skate-dance steps. Bingo and extra instruction in dance steps are featured on Wednesdays. Games are programmed for Thursdays. Dancing is principal attraction on Fridays. Shoe skates are awarded winners of skidoo on Saturdays. Rock-away swing waltz contest is to start on April 23.

BUSINESS continues good in Beachland Park Roller Rink, Racine, Wis., now being redecorated, reported General Manager Reg Freeman. Many new skaters attend Tuesday nights when 10 instructors teach beginners and waltzing. Rink also operates Friday nights and Sunday afternoons and nights. About 70 per cent of regular skaters are good waltzers, about half of whom own shoe skates. Parties are staged Friday nights for high school students, when games and competitions are featured. Following regular session roller socker is played. Game has attracted much attention. It is played by six-men teams with a soft rubber 12-inch ball. Recorded music is furnished over a sound system and by Mrs. Freeman on a calliophone. Sticker club has been organized.

ROBERT MACKEY, president of Mentor (O.) Roller Rink Club, reports the rink operates nightly and Sunday afternoons, writes Armand J. Schaub, of River Garden Roller-drome, Healdsburg, Calif. Personnel includes Fred Hoffman, owner; Charles Brass, manager, and Ted Warner, organist. Floor measures 60 by 168 feet. Club meets monthly and visits rinks every two weeks. After Friday night sessions waltz classes are held. Other club officers are Arthur Keske, vice-president; Betty Crill, treasurer, and Merle Shaefer, secretary.

JOE (BUDDY) SOVA, formerly of Jack Wythe's Alhambra Roller Rink, Syracuse, reported he made a nationwide tour during the past eight months, visiting about 150 rinks.

ENTRIES in a 26-mile, 385-yard marathon to be held in Chicago Army Roller Rink on April 20 are so heavy that Joe Laurey and Bill Henning report they are holding qualifying heats. More than 20 teams will be entered. Medals will be awarded first-place winners. Waltz contest is slated to begin on April 21. The 202d tramp contest closed on April 14.

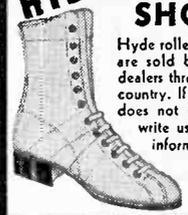
NINETY members of Silverleaf Roller Club, Springfield, Ill., were guests of Danceland Roller Rink Club, Decatur, Ill., on April 1, reported Noble L. Galligar. Waltz and two-step contests were held and refreshments served. Danceland club membership is now 825 and since joining the roller skating rink operators' Association of the United States has studied skate-dancing intensively.

J. BAUMAN'S Riverview Roller Rink Club, Milwaukee, will stage a skating carnival on June 5-8, reported Bob Hageman, emcee. Prize costume party will be held the first night, followed by kick waltzing and two-step contests on the second. On the third night races and another costume party will be featured. Waltz and double-fly contests will be held on the final night, to be followed by a midnight party, when contest winners will be awarded prizes and souvenirs will be distributed. Dan Vollmar is carnival business manager. Club

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staged a sweetheart party on April 2 and recently scheduled a trip to Swank Roller Rink, Chicago.

LEASE on River Garden Roller-drome, Healdsburg, Calif., has been taken over by Armand J. Schaub Sr., who reported ambitious plans. He proposed organization of a club open to all and a club for waltz and figure skaters. Programs will be alternated weekly. Rink will operate nightly, except on Sundays, when matinees will be held. Monday nights are to be reserved for private parties and Saturday afternoons for children. Staff includes Howard Anderson, floor, and Phyllis Sousa, cashier and concessioner.

CONCLUDING its 1940 season with a two-day ice festival, beginning with a children's costume carnival and ending with contests for possession of the Robinson Cup, Skating Club of Boston wound up its most successful season in years. Club plans to enlarge seating capacity of the rink before next season. It is located near Harvard University.

GREYSTONE Skateland, Columbus, O., held competitions on April 8 to decide representatives to go to national championship meet in Cleveland on April 17-20. Competitions were for figure, free style, pair and skate dancing and were sanctioned by the Roller Skating Rink Operators' Association of the United States. Winners were Eloise Burrows, Bobby Ryan, Nickey McMichael, Henry Chase, Betty Jean Yarrington, Shirley Snyder and Jackie Ferrart.

MADISON GARDENS Rink, Detroit, has had the biggest season in five years, Manager Orville Godfrey reported. Better industrial employment conditions are credited and the rink has used extensive advertising over the metropolitan area. Joan Lee, organist, played a program direct from the Gardens over WJBK every Wednesday. Godfrey is reopening Edgewater Park Rink on April 19 for summer, after extensive remodeling. Rink is to be rebuilt during summer to provide year-round skating. New sides will be so constructed that they may be removed in summer, providing indoor skating for winter and an open outdoor-type rink for summer.

WONDER Roller Rink, Detroit, has been sold, Owner Carl Couyoumjian reported, and closed permanently on April 15. Building will be used as a church. Couyoumjian, who has started looking for a new site, is keeping all the rink equipment.

AIR-CONDITIONING equipment has been installed in Portland (Ore.) Roller-drome.



**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
**The Best Skate Today**

**SKATING RINK TENTS**

SHOW AND CONCESSION, NEW & USED TENTS.

**CAMPBELL TENT & AWNING CO.**  
Monroe at Third, Springfield, Ill.

**OMAHA HOCKEY FIBRE RINK SKATE WHEELS**

FITS EVERY MAKE OF RINK SKATES  
Only \$1 Per Set (8)

MAPLE WHEELS | BALL BEARINGS  
75c Per Set | \$1.25 Per 1,000

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**DUST BOWLS ARE DOOMED!**

To meet young America's growing demand for healthy recreation, Roller Skating offers an ideal participant sport when dust is eliminated. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. In 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order. Balance C. O. D.

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have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.

**TRAMILL PORTABLE SKATING RINK CO.**  
3900 East 15th Street, Kansas City, Mo.

**FOR SALE**

Roller Rink, now in operation, with portable maple floor (in sections), approx. 47'x16', approx. 150 lbs. Chicago fibre wheel skates in good condition, automatic music outfit with mike and other auxiliary equipment. Rink located here and is live proposition. Do not contact me unless interested. Asking price, \$850.00 cash. DAN KERNODLE, P. O. Box 534, Burlington, N. C.

**WANT**

Portable Roller Rink Floor and Tent. I have Skates and Mammoth Organ, also Loud Speaker. Floor about 50x120 ft. Buy or percentage. Near Buffalo, live location. Summer season only. Apply **FRANK KLEIN**, Care Billboard, Cincinnati, O.

**Ladies' and Men's Shoe-Skates**

Trade Mark "VELVET-TREAD" on every tongue

Prize Winners

Demand This Quality Outfit  
Serviceable and Classy

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**"CHICAGO"**  
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in the Long Run. Ask Your  
Rink Manager.



No. 886

**CHICAGO ROLLER SKATE CO.**  
4427 W. LAKE ST., CHICAGO, ILL.

# New Policies Heavy on Acts

## Lincoln Hits High on G. S.

Board cuts poke strings in lining up B-C show—reply to howls about duplication

LINCOLN, Neb., April 13.—Barnes-Carruthers Fair Booking Association was awarded the highest priced grand-stand contract for Nebraska State Fair here when Jimmie Lynch's Thrill Show, and a revue, *Music On Wings*, was bought by the board, announced Fair Secretary Perry Reed. This will be the biggest show to front the grand stand since 1930, when the John Robinson Circus appeared. Lynch's crew is set for one performance only, after which it moves on and leaves the job to the musical. Graham's Western Riders get an encore from last year for both grand stand and Horse Show, and also booked was Hoaglan's Hippodrome.

The deal, completed by M. H. Barnes and Jack Polk, is largest ever made by Barnes-Carruthers here, and is lauded in fair circles as an effort on part of the Nebraska board to come up to a par with other State fairs in the territory. It also represents the first loosening of purse strings here in a decade during which many customers howled about duplication of county-fair acts at the State Fair. Rising income from pari-mutuels gives annually more than \$30,000 to the fair, altho the board is still cramped financially by \$250,000 in grand-stand debentures bearing interest of about \$13,000 annually which must be paid (See **BIG LINCOLN BILL** on page 57)

## Ottawa Canceled Because of War

OTTAWA, Ont., April 13.—Directors of Central Canada Exhibition here voted on April 10 to cancel contracts for a 1940 fair as a result of Canadian participation in war. Since outbreak of war grounds and buildings have been used for military purposes and indications are that they will continue to be utilized by the army.

Cancellation of the fair means considerable loss in revenue to merchants and concessioners, since the exhibition attracts thousands from surrounding territory. About three months ago contracts for midway and grand-stand show were awarded to Max Linderman's World of Mirth Shows and George A. Hamid, Inc., respectively.

It is understood that both contracts, in view of war conditions, were let with the understanding that they could be canceled upon three months' notice.

## Abbott Back in Harness

EDMONTON, Alta., April 13.—Recovered from illness which forced him from work last fall, Percy W. Abbott, managing director of Edmonton Exhibition and a past president of the International Association of Fairs and Expositions, returned from the Pacific Coast where he spent 10 weeks. Previously he spent several weeks in Florida and before that he had 10 weeks in Vancouver. He is supervising the annual Spring Stock Show.

## New Series of

### Legal Opinions

In the next issue will appear the 27th of a new series of legal opinions. It will be titled *When Doctrine of Res Ipsa Loquitur Applies to Injury Suits*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



MRS. CHARLES HOWARD FOGLE, formerly Cloe Wilson, daughter of Mr. and Mrs. Clif Wilson, will be associated with her mother in management of the Wilson Monsters attraction at the 1940 Golden Gate International Exposition, San Francisco. The Fogles were married in Tampa early this month. The Wilsons will also operate units at the New York World's Fair and on Royal American Shows. Photo by Dadswell.

## Jewell Is Chosen Louisville Manager

FRANKFORT, Ky., April 13.—Robert Jewell, of Wilmore, Jessamine County farmer and trotting-horse breeder, was appointed manager of Kentucky State Fair, Louisville, by the newly organized State Fair board. He succeeds Horace Cleveland, Franklinton.

The new board, created by the 1940 General Assembly, will issue \$300,000 in bonds to improve the State Fair grounds. Governor Keen Johnson said it would take about 60 days to complete arrangements for the bond issue.

## Fair Men at Chapman Rites

SHREVEPORT, La., April 13.—Honorary pallbearers for C. C. Chapman, superintendent of beef cattle departments of Louisiana State Fair here, who died on April 8 in Baton Rouge, La., were Secretary-Manager W. R. Hirsch, Louisiana State Fair; R. S. Vickers, Donaldsonville, La., President P. M. Hebert, Louisiana State University; Dean J. G. Lee, State College of Agriculture, and Harry L. Wilson, State Department of Agriculture commissioner and president of Louisiana State Association of Fairs. Details in Final Curtain.

## Michigan Solons Repeat on Aid; Detroit Will Retain Name Bands

### Legislature Acts

CINCINNATI, April 13.—"Legislature appropriated the same amount of money as last year for fairs," Secretary-Treasurer Harry B. Kelley, Hillsdale, of Michigan Association of Fairs, wired *The Billboard* from the capital, Lansing.

DETROIT, April 13.—Michigan State Fair will continue the policy of using name bands which have been outstanding features for the past three years, said Dr. Linwood W. Snow, fair manager. Contract has been signed with Music Corp. of America for three bands, which will probably be those of Dick Juergens, Horace Heidt and Tommy Dorsey. Contract names two other bands which may be used as alternates.

Sum spent for bands is being cut in half from last year. Dr. Snow said. The fair board is definitely operating on a reduced budget due to expected absence of State aid this year. The bands will carry lighter programs than in past years, justifying the cut by absence of the two big shows put on daily in the Coliseum. Latter will be used for a rodeo and the bands will probably be spotted

## Ida. Spot Gets Thriller, Revue

Blackfoot budget upped to set stellar bill for Eastern State's grand stand

BLACKFOOT, Ida., April 13.—Heftiest grand-stand program in years was shaped for the 1940 Eastern Idaho State Fair here, said Manager Eric Sundquist, by the fair board on April 6, with Fred H. Kressmann, of Barnes-Carruthers Fair Booking Association. Fair will open a day earlier than previously with a night Thrill Show by Jimmie Lynch and His Death Dodgers, who will repeat on an afternoon later.

Upped budget of \$12,000 made possible a bill to feature *Shoot the Works*, musical revue; the Marions, high act; Monroe Brothers, acrobatic clowns; the Juvelys, equilibrists; Red Carter, clown; Novak and Fay, knockabout comedy team, and Six Cressonians, teeterboard. An almost complete change of program is contemplated in mid-week. Monte Young was signed to furnish the midway.

H. L. Lowe, Aberdeen, was elected president, succeeding N. E. George, resigned, and Ival Warchow, Idaho Falls, was named a director; Eric Sundquist, manager; Paul Nash, Pocatello, treasurer; Willard Bowen, Pocatello, auditor; Louella Murdock, secretary.

## Disney Attraction Hangs Fire at GGIE

SAN FRANCISCO, May 13.—Three locations are being considered for a Walt Disney attraction, most important show still in process of negotiation for Golden Gate International Exposition. After two weeks of discussion with fair execs, William Stein, Music Corp. of America, said to be representing backers, is in Los Angeles for further instructions. Plan is to show the cartoon movies and how they are made.

All except 20 feet of concession space has been allocated. John Robinson's Elephants will be one of the attractions, deal being closed this week.

Sally Rand is reported to be doing fine with a troupe of blondes in Mexico City, but her contract ends on May 18 and she will be at the expo in the flesh with some sort of a show as yet undecided.

Midway ops are trying to figure this one out: Plan is to concentrate all (See **DISNEY AT GGIE** on opposite page)

## Wis. Inspectors Are To Gumshoe

PLYMOUTH, Wis., April 13.—Secretary James Malone, Beaver Dam, Wisconsin Association of Fairs, told representatives of 18 county associations, meeting on April 4 in the city hall here, that State inspectors will attend county fairs unannounced this year. He explained that since the former type of inspection has lost its effect, inspectors will now attend fairs without giving notice, will not contact fair officials, who will be trusted with compliance to rules and regulations, but will report directly to the department. Officials were advised by Secretary Malone to follow rules and regulations as they did last year.

Herbert Smith, De Pere, declared that fairs cannot attract large attendances "unless we have the right kind of attractions, such as horse races, Thrill Days and a variety for wide appeal. When you can get crowds every day, you've got a fair, but don't spend more money than you can afford."

Delegates were told by State Senator Taylor G. Brown, Oshkosh, to be conservative on premium offers and not to count too heavily on the increased

(See **WIS. INSPECTORS** on page 57)

## Hoosiers Marking Time on Race Rule

INDIANAPOLIS, April 13.—Indiana Association of County and District Fairs will "let things ride" in respect to the recent so-called "outlaw" ruling by United States Trotting Association. Members of the association met here on April 8 in the Hotel Claypool to discuss the ruling which caused considerable discussion at a recent meeting of Northern Indiana Fair and Racing Circuit.

During the Indianapolis meeting the USTA ruling, which refuses entry to its meetings of horses raced under sponsorship of American Trotting Association except in free-for-all events, was soundly criticized but no action was taken. Members feeling that the racing season was too close to make any protest effective. A resolution was introduced, but was not voted upon, to form a State racing organization which would control the sport in Indiana and which would be liberal enough to permit horses from other States to enter.

Henry Knauf, Ladd, Ill., assistant executive vice-president of USTA, explained that the "outlaw" ruling had been imposed because ATA had refused to cooperate in publishing the annual trotting handbook. C. H. Perry, Chicago, secretary of ATA, denied that his group had refused co-operation and charged that ATA had never been asked to contribute to expense of the publication. Later in (See **HOOSIERS WAITING** on page 57)

## North Iowa Plant Taken Over by New Organization

MASON CITY, Ia., April 13.—A new organization has taken over North Iowa Fair here, articles of incorporation of North Iowa Fair Association being filed with the county recorder after directors of the old association voted to lease the plant to the new group.

R. D. Robbins, Clear Lake, member of the county board of supervisors and president of the old board, heads the new set-up. Harlan W. Girton is vice-president and R. C. Wilkinson, Rock Falls, secretary-treasurer. Corporation will be managed by 24 directors.

The new organization had raised nearly \$3,000 of \$4,000 needed as new capital for a 1940 fair thru subscriptions. An additional \$1,000 is being raised in rural sections.

## G. F. Annual Incorporated

BISMARCK, N. D., April 13.—Greater Grand Forks State Fair has been organized as a non-profit corporation by nine Grand Forks directors. Articles were filed with the secretary of state authorizing the corporation to hold fairs and expositions in Grand Forks for promotion of "agriculture, horticulture, mechanics, manufacturing, stock raising and general domestic industry and trade." Directors are Theodore B. Wells, H. C. Timmes, Harvey W. Johnson, Ralph Lynch, W. T. Borden, C. E. Garvin, Oscar Lunseth, Henry Haugen and D. C. Kelly.

## '40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 13.—The 2,000,000 souvenir tickets were sold in 10 days, a sellout by Ted Rosequist, who devised the ticket and managed the sale. Tickets represented 200,000 books of five gate and five show admissions. Efforts of Ted and crew are being concentrated on sale of season tickets and children's books. Mr. and Mrs. Fred McFalls, who left by auto to get their Lake Worth, Tex., concessions ready for opening, will return about the middle of May. My good lady is in Children's Hospital recovering from a major operation. Walter Stutz, of Stutz Bros., San Diego, closed a deal with the expo for building a Fun-house, using the old Dancers of the World building. Harry Goodman in from the Orange Show in San Berdu, where he had a ham and bacon wheel that did not do so good because of the early Lenten season. As it will be over 200 years before Lent will overtake the Orange Show, Harry booked for next year.

Mike Healy and Joe Troscey cleaning up with radio punchboards in metropolitan San Francisco, awaiting the opening. Ben Black, of Fanchon & Marco interests working on a "Hollywood Double" deal. Frank Zambreno has had work started on rehabilitation of the Believe It or Not attraction. Claude Bell and wife arrived from Miami, where he has a sand sculpturing business. Mr. and Mrs. Barry Gray, spending the pre-fair season in Monterey, Calif., will be back with Dufour & Rogers Life show. Marshall Dill, president of the expo, is guest speaker at almost every dinner and banquet held around here and it is conceded that he has been one of the prime factors in selling the '40 expo. Bob and Sally Westcott, who returned from L. A., where they were operating a lunchroom which they have sold, will be with one of the major attractions on the Gayway. Tom Wolfe's Glass Blowers of the World front has been rebuilt into one of the most attractive on the Gayway. Giant Crane has been assigned a new location. A syndicate of San Francisco business men, headed by Ray Smith, will finance and operate the frankfurter and hamburger concession, World a Million Years Ago, Terrell Jacobs' Trained Wild Animal Show and Pantheon de la Guerre. Contracts have been signed and building of attractions started. Amos Centalli designed the fronts of these shows.

A giant tower is being built into the Sportland building and the front is being redesigned with 3,000 feet of neon to illuminate the facade. An entirely new aspect will be presented by the Gayway. All additional wiring is installed, with cross streamers hung, rotating fins on light poles, cement foundations laid for the three great neon signs at the Gayway exits and the beautiful entrance has been started. Julian Harvey made his last trip to Los Angeles to pick up all necessary equipment for his two new shows and various concessions. The '40 fair must look good to him, as he is putting about \$25,000 more into it. J. B. Lane contracted space in the Foods building for a frozen custard plant, a combination machine demonstration and selling concession. Fred Salih, who is not only a showman of note but also a contracting engineer, who has been busy for years building movie houses from San Diego to Seattle, has quite an engineering feat on his hands in rehabilitation of Television City, as he is to move two large theaters. Adolph (Red) Vollman has about completed organization for his spectacle, America, Cavalcade of a Nation. He is producer and director general; general manager, Joe Brandon; Art Linkletter, author and assistant production manager; Gus Schneider, designer and chief artist; Benny Rogers, chief technician; Joe Johnson, costume designer and chief of apparel; Sam Newman, master builder; Bernie Meyer, general superintendent; Phil Whitney, director of pantomime; Stewart Blythe, assistant to director general; Byron Walter, master of transportation; Ed Vallejo, business manager; C. C. Longvin, chief of auditory equipment; Lloyd Kerr, master of music and orchestra leader; Emil Gertzenberger, composer of music for the show; Pat Paterson, superintendent of utilities; Herbert Lehnhardt, chief of promotion;

Al Slonaker, chief of publicity. Harry Taylor in from San Bernardino, where he operated frozen custard successfully at the Orange Show. Doc Curtice, manager of the Life show for Dufour & Rogers, started reconstruction on the attraction. Fred Davis, of Ripley interests, is superintending reconstruction on Believe It or Not. Work on the Sally Rand Nude Ranch, said Kenneth Dailey, of the operating company, will include changing the entire interior, motif being rising sun over mesas.

### Forest, Miss., Stock Show Doubles Its Gate to 35,000

FOREST, Miss., April 13.—Southwest Mississippi Live-Stock Show here on April 2-6 more than doubled last year's attendance by a five-week publicity campaign, exploiting street pageantry, carnival attractions and stock exhibits, directed by Craddock Goins, vet freelance writer, who conducted the build-up thru 26 weeklies and six dailies in 13 counties. Attendance was more than 35,000 against 15,000 last year. A beauty pageant proved an attractive feature. Float parade was headed by Gov. Paul B. Johnson.

For the third consecutive year officials booked Buckeye State Shows, popular in this section. Charley Phillips presented a rodeo, schedule calling for nine performances, one of which was rained out. Rodeo arena on the 20-acre grounds with seating capacity of 2,800, was filled at more than half the performances. Show is one of five regional live-stock exhibits provided for by the Legislature, which appropriated \$3,000 for premiums for each show. Officials raised additional funds thru a catalog which this year grossed \$3,500, a 172-page book with illustrated cover. Buckeye Shows provided promotional window and car-bumper signs. Show officials are R. L. Goodwin, Forest, president; W. A. Spiva, Newton, vice-president; Vernon R. Lackey, Forest, secretary; C. G. Boone, Forest, show manager.

### Blue Hill Books Features

BLUE HILL, Me., April 13.—Attractions have been signed for Blue Hill Fair, which is in its 49th year of operation, and officials anticipate a successful 1940 annual, said Secretary E. G. Williams. Fair will operate three days and two nights. Pine Tree State Shows have been signed. Free attractions will be furnished by American Fireworks Co.; Eleanor Leonard, of Beacon Entertainment Exchange, and Gratrix Radio Service. Liberal purses will be awarded for races and premiums are to be increased in all departments. Pulling contests, successful in 1939, will be repeated.

### Pa.-Jersey Circuit Elects

FLEMINGTON, N. J., April 13.—Pennsylvania-New Jersey Race Circuit was organized at a recent meeting and these officers elected: Major E. B. Allen, Flemington, president; L. J. Brooks, Hatfield, Pa., vice-president; Dr. W. H. Turner, New Hope, Pa., treasurer, and Harry J. Kelley, Chalfont, Pa., secretary. Circuit will include fairs in Flemington, Hatfield; Doylestown, Pa.; Allentown, Pa., and Trenton, N. J.

### Grand-Stand Shows

BURKE County Fair, Flaxton, N. D., has booked Aerial Christensens, Mann Brothers, Rio's Young Bakaroots and Milton Woodward clown act, reported Secretary Bruce B. Bair.

STUNT man with Satan's Pals Hell Driver, Bob Kill, was taken to Foote Hospital, Jackson, Mich., with fractured skull. L. W. Lot reported that Kill had swerved his motorcycle to avoid a collision while pleasure riding in Jackson.

### Fair Elections

MENA, Ark.—Polk County Fair Association elected J. A. Middleton president and Mrs. Jessie E. Hall secretary-treasurer.

FLAXTON, N. D.—Burke County Fair elected P. N. Lanthorn, president; Phil Christensen, vice-president; Bruce B. Bair, secretary-treasurer.

CENTRAL, S. C.—Pickens County Fair Association re-elected G. Max Perry,

president; W. L. Merck, vice-president; L. S. Griffin, secretary-treasurer.

COATICOOK, P. Q.—Ayers Cliff Fair Association elected Hugh McClary, president and H. G. Curtis secretary-treasurer.

### Fair Grounds

ROGERSVILLE, Tenn.—R. G. (Doc) Felmet, manager of Crystal Exposition Shows, was elected president of Hawkins County Fair here for five years at a Parent-Teachers' Association meeting on April 9 and awarded midway contract for the 1940 show, reported Spurgeon Akers, who with J. Fred Sheets will handle publicity. Last year's fair, under direction of Felmet, was first here in 10 years. Plans for 1940 include housing of exhibits in a 250 by 500-foot warehouse, erected last year on 10-acre grounds, and horse show. Several free acts have been booked. Other officers are Hal Haynes, general manager; Mr. and Mrs. A. D. Long and Mrs. W. C. McHarris, vice-presidents.

VINTON, Ia.—Art B. Thomas Shows have been booked for Benton County Fair here, said Secretary W. J. Campbell. There will be four night and three day programs, including a large stock show, sports and harness, running and midget auto races.

ESTEVAN, Sask.—Improvements for the 1940 Estevan Fair include better grand-stand amplification, with six loud-speakers. New sections were added to the premium list to broaden scope of the fair. It was decided to continue camps for farm boys and girls and junior swine and grain clubs. Construction of barns to replace those lost by fire will start soon.

BIRMINGHAM.—The 1940 New York World's Fair "belongs to everybody," said Leo Casey, publicity director, to a group of Birmingham civic leaders at a luncheon on April 8. After his talk technicolor movie scenes of the fair were shown. John S. Coleman presided and Karl Landgrebe was toastmaster. Among others at the speakers' table were J. Warren Leach, executive vice-president of Alabama State Fair; Ed Norton and Thad Holt, radio executive.

MEMPHIS.—Mid-South Fair Association, under a new five-year lease on buildings owned by Memphis park commission, agreed to pay for half of insurance on buildings, and a clause calls for mutual agreement on renting of grounds for other uses. Buildings are to be used exclusively by the fair association for 30 days of a year.

MOBILE, Ala.—Dates for the 1940 Greater-Gulf Coast Fair were announced by President Fournier J. Gale, who said the Royal American Shows had been signed. Many improvements are planned and there will be a number of free acts and a more diversified agricultural show. Annual will again be held on Arlington fair grounds.

COLUMBUS, O.—Continuation of All-Ohio Boys Band and reappointment of Louis E. Pete, Ashland, as its director, as an attraction at the 1940 Ohio State Fair here was announced by Fair Manager Win H. Kinnan. Last year the band comprised 285 boys assembled from 117 towns and cities in 74 of the State's 88 counties.

NORTH MANCHESTER, Ind.—John Isenbarger, who served as secretary or president of old North Manchester Fair 27 years and was a member of Indiana State Fair board 13 years, is now postmaster here and tho no longer active in the fair field, he still enjoys reading

The Billboard he reports. Following sale of his fair grounds as a site for an old folks' home, he became interested in real estate and loan business.

COATICOOK, P. Q.—Plans for an enlarged three-day Ayers Cliff Fair are being made for 1940, reported Gordon H. Beerworth, editor of The Coaticook Observer, who has been appointed a director of the fair and to its reception and publicity committees. Grand stand and industrial hall have been enlarged and new floral and dining halls are additions. Beerworth recently organized a booking agency. Wallace Bros.' Shows will furnish midway attractions and free acts have been booked thru National Booking Office

### DISNEY AT GGIE

(Continued from opposite page)

cept two) girl shows in last year's Scottish Village and to rename it The Bowery. Don Nicholson owns the village, and the two girl shows which would stay out on the fun zone would be the Sally Rand Nude Ranch and Miss America, controlled by Nicholson.

Three acts signed for opening day are A. E. Selden, "The Stratosphere Man"; Fearless Greggs, human cannonballs, and Peaches Sky Revue, aerialists.

A suggestion for establishment of daylight saving time during the fair is opposed by the board of supervisors. Plan has been repeatedly defeated by the voters.

*Selden*  
**THE STRATOSPHERE MAN**  
TRADE MARK  
WORLD'S HIGHEST AERIAL ACT!

**NOW BOOKING**  
**1940 DATES**

Write for complete details and illustrated circular describing this sensational grandstand attraction. **PERMANENT ADDRESS: Care THE BILLBOARD, CINCINNATI, O.**

**50th ANNIVERSARY**

**THE GUS SUN**  
BOOKING AGENCY

Sun's Regent Theatre Bldg.,  
SPRINGFIELD, O.

**BUY NOW SAVE**

**"SUN BOOKS**  
*Everything*  
**UNDER THE SUN**

EDNA ACKER, America's Foremost Indian Expert and Her Original

**CONGRESS OF AMERICAN INDIANS**

GREATEST FREE ATTRACTION TODAY.  
Wire or Write for Open Dates to Managers,  
SYMPHER & LEVY,  
Evans Building, Washington, D. C.

**Large Carnival Wanted**

FOR VANCE COUNTY COLORED FAIR,  
OCTOBER 21-26.

Shows, Rides and Concessions. Write or wire  
ROBERT HAWKINS, Pres. & Mgr., Vance County  
Colored Fair, Henderson, N. C.

**"America's Premier Exposition"**

SPRINGFIELD, MASSACHUSETTS

SEPTEMBER 15-21, 1940

**EASTERN STATES EXPOSITION**

Several desirable locations open for Lunch and Refreshments and Dining Halls.  
Only high-class operators need apply.

Write MILTON DANZIGER, Supt. of Concessions, Box 1448, Springfield, Mass.

# NAAPPB MEET BACK IN CHI

## Opens on Dec. 2 In Hotel La Salle

Hostelry change is seen by Gurtler and Hodge as aid to IAFE and SLA sessions

CHICAGO, April 13.—President Arnold B. Gurtler, Denver, National Association of Amusement Parks, Pools and Beaches, after a month in New York conferred in the executive offices here with Secretary A. R. Hodge, completing arrangements for the 1940 annual meeting of the NAAPPB, to be held the week of December 2 in the Hotel La Salle here, where, they said, exceptionally adequate convention facilities will be provided.

Since the 1939 convention in the Hotel New Yorker, New York, there have been discussions between officers of NAAPPB, American Recreational Equipment Association and Showmen's League of America for a jointly sponsored exhibit in 1940, and President Gurtler consulted on numerous occasions with N. S. Alexander, (See NAAPPB BACK TO CHI on page 57)

## Tuscora Ops Faced With Lack of Funds

NEW PHILADELPHIA, O., April 13.—As a result of defeated tax levies for maintenance of municipally-operated Tuscora Park here, the resort is faced with permanent closing, Park Commission Chairman Dean Severs told city council. He said that unless \$712 is raised before May 1, dance pavilion, bathhouse and many concession buildings will not be reinsured against fire and wind damage. Council's finance committee is studying the problem.

An effort will be made to keep the park operating until after an August (See TUSCORA PROBLEM on page 57)

## Pre-View Days Repetition Skedded for Cincy's Coney

CINCINNATI, April 13.—Pre-View Days, which proved popular at Coney Island here the past two seasons, will be repeated this year, said President and General Manager Edward L. Schott. Dates are May 4 and 5 and May 11 and 12, with park's regular opening scheduled for May 18.

All attractions will be open, including reconditioned Moonlite Gardens. President Schott has engaged Count Basie and his Orchestra for first of the week-end affairs.

## Ohio Outings To Increase

CHIPPEWA LAKE, O., April 13.—Leo Mayntner, in charge of bookings and promotion for Chippewa Lake Park, reports picnics already listed indicate a better year than last and the largest number of outings in several years. Several industrial concerns which had discontinued annual picnics are resuming the feature.

WILDWOOD, N. J., April 13.—Sportland, one of the largest Boardwalk amusement enterprises which has been in litigation over a year, is now owned by the city, announced Mayor George A. Redding. Foreclosure proceedings for back taxes of \$48,518 instituted last year were not cleared until this week. Center takes up an entire Boardwalk block.

### New Series of

## Legal Opinions

In the next issue will appear the 27th of a new series of legal opinions. It will be titled *When Doctrine of Res Ipsa Loquitur Applies to Injury Suits*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



POINTING OUT to Edward J. Carroll (right), owner of Riverside Park, Agawam, Mass., the advantages of clambake grounds for coming conventions is Adrian L. Potter, secretary of Springfield, Mass., Chamber of Commerce convention bureau. Shot was made at Riverside's booth at Forward Springfield Exhibit, sponsored by the chamber on April 1-4. An estimated 60,000 visited the booth exploiting the park's features.

## Colo. Spot Adds Features; Good Season Is Anticipated

ELDORADO SPRINGS, Colo., April 13.—Several important changes have been made in Eldorado Springs Resort, which is expecting a record season as result of a large number of picnics booked to date, said Manager Jack Fowler.

There will be three nights of roller skating and dancing each in the 60 by 100-foot dance hall this year and parking and picnic grounds are being enlarged. Swimming pool has already been put in condition for opening. To aid Sunday afternoon lulls Manager Fowler plans staging of miniature auto races. Series of motorcycle hill-climbing races has been set and there is a possibility of State championships being held here.

## Pitt's Kennywood Gets Face Lifting

PITTSBURGH, April 13.—Kennywood Park here is to open tomorrow with two new rides, more than 12 modernizations, new street car entrance and schedule of picnics already larger than last year's.

New rides are both aerial, Dipsey Doodle and Rocket, the latter erected on the island in the park lagoon. A bridge connects it with the mainland. In Sportland a kicking donkey has been installed. Penny arcade has been enlarged and Little Dutch Mill has been moved from the lake to another spot. More walks have been paved with composition material, a continuation of last (See PITT'S KENNYWOOD on page 57)

## Dividends Up Participants in Risk Plan of NAAPPB, Declares Hodge

CHICAGO, April 13.—A check of offices of brokers handling the risk plan of the National Association of Amusement Parks, Pools and Beaches in co-operation with the Associated Indemnity Corp. of California reveals that more inquiries have been received to date than in any previous season and that practically all of last year's policyholders have renewed their coverage for the 1939 season, said NAAPPB Secretary A. R. Hodge.

In explanation of the unprecedented interest in the plan, he said, "The recent release of the information that during four years of operation over \$148,000 has been saved members of the NAAPPB in actual premium cash thru participation in this plan has in itself stirred the industry. Added to this, the information which has just come out that participants in 1938-'39 will be receiving (See NAAPPB RISK PLAN on page 57)



LITE-A-LINE GROUP GAME which has been operating in Ocean Park, Calif., to large crowds since last November 1. Douglas R. Wisner, of Pacific Electro Products Co., maker, reports operators like the public appeal of the new idea in recreational equipment. The intriguing skill game was originated and built by engineers and craftsmen with many other successful amusement devices to their credit.

## Detroit Makes Early Bid for Biz of Outings

DETROIT, April 13.—Detroit's park season will be under way next Friday, with pre-season opening of Eastwood Park and Edgewater Park. Eastwood has large installation of new colored neon lighting and a number of changes in concessions, including a new type of shooting gallery designed on the No Man's Land idea.

Ballroom is opening for indoor dancing and the big outdoor gardens will open on May 24 with name bands again as permanent policy. Ballroom will be used for popular-priced indoor dancing, with smaller bands during summer months. Park is again under management of Henry Wagner and Max B. Kerner.

Edgewater Park, managed by Paul Heinze, is slated to open at the same (See EARLY DETROIT BID on page 57)

## Frankels Sell Out Des Moines Stock

DES MOINES, Ia., April 13.—Central Service Co. has purchased remaining interests of Abe Frankel and sons in Riverview Park here and now holds a majority of the stock, it was announced. Service company held a minority interest before Frankel and his sons, Harry and Milt, disposed of their stock.

This will be the first season in more than 25 years that one of the Frankels has not been connected with the park management. Last year Abe Frankel relinquished management to Irving H. Grossman.

Manager Grossman said the annual May Day Frolic will be held by Junior Chamber of Commerce on May 18, the park probably opening on the following Friday.

## N. E. Spots Prep for 1940

BOSTON, April 13.—Preparations for 1940 are being made in the Revere Beach amusement area and in Nantasket's Paragon Park. At Revere Beach several spots opened for week-ends. An estimated 100,000 visited the beach and boardwalk area on April 7. Painting is being done and Hurley riding devices are being renovated. It is not believed that closing of the narrow-gauge railway will in any way affect amusements, as bus service has been installed. At Nantasket Beach summer hotels are being dusted off and some are already operating. Paragon Park will have several new features and will be refurbished for its opening in May.

## Richwine Schedules Races

MECHANICSBURG, Pa., April 13.—Williams Grove Park here will reopen on May 4 with an indoor auto racing course with 20 new cars for the midget speedway. Manager Roy E. Richwine has returned from a vacation in Cuba and Florida. Nine rides and about 25 concessions will be operated. Nine AAA auto races and two motorcycle races are scheduled for the season. The dirt track, Williams Grove Speedway, is a draw because of low admission prices.

WILDWOOD, N. J.—New rides and funhouses are included in improvement program for Hunt's Ocean Pier, which will light up on Decoration Day. Guy Hunt and Bill Gerst, managing the pier, have started work on a House of the Monsters, fun walk-thru.

GALVESTON, Tex.—Galveston Beach Splash Day program on April 6 and 7 brought out about 25,000 on Sunday but the night was too cool. Concessions reported a fair day. Saturday was a rainout.

PHILADELPHIA.—Willow Grove Park will reopen on April 20, operating on Saturdays and Sundays until May 25, when it will go on daily schedule, said Manager E. E. Foehl.

## American Recreational Equipment Association

By R. S. UZZELL

In London, due to war regulations, amusement rides and attractions must run noiselessly. They are forbidden to produce any noise audible at more than 30 yards. This hush-hush order is to avoid confusion in case of an air-raid warning and to assure against panic in the neighborhood from "unaccustomed noises." Since they cannot be successfully muffled, all steam-powered musical instruments are muted.

"Barkers" must tone down or quit. Husky youths can prove their strength with sledge hammers, but the bell at the top of the pole wears a good muffler. To silence the Merry-Go-Round, the "barkers" and the mikes at Coney Island, N. Y., would produce a weird feeling that would show a marked decrease in business. But it is better to run silently than not at all. And how long this compulsion will last none are so brave as to guess.

Coney Island on April 7 got the first warm Sunday of the season. Independent operators open when they feel the urge. Palm and Easter Sundays usually see them on the job. This year had an unusually early Easter and unprecedentedly cold. None were open but Feltman's eating place and the now famous Merry-Go-Round which runs all winter because it is under cover and can be heated.

### To Popularize Museum

Shifting of the boardwalk at Coney brings it near the rear of the American Museum of Public Recreation so that some concessions can be rented in the rear of the building. W. F. Mangels is working on this innovation so as to popularize the museum, which can play to the boardwalk as well as to Surf avenue and also increase income. None but his own family will ever know what time and effort Director Mangels gives to your museum. We shall make another drive for visitors to this commendable institution when the New York World's Fair opens in May.

Luna Park, Coney Island, may be taking a new lease of life. An arrangement has been made with the new owners by which Milton Sheen takes it over for a period of years. He it was who succeeded the Rosenthal brothers at Golden City, Canarsie, where he was successful until it was wiped out by the city for public improvements. He will maintain a 10-cent gate but redeem the admission ticket at face value on any attraction in the park. He is repairing, repainting and working on new drawing cards. He is practical and knows the island well and will play for the crowd that throngs the place and just forget about the aristocratic park that Luna once was. Courage, hard work and persistency of which he is possessed may put the place back on the map.

Faithful "John," who was there with Baynton when it was Seal Gardens before Luna Park happened, is still on the job. More than 40 years on the one spot throughout all the changes is a fine testimonial of his true worth. About 20 managers in all have come and gone. All alike

found John indispensable. He has been on the job summer and winter. When there was nothing else to do, he took his shift as a watchman.

### Her Experience Counts

Miss Muldoon, who has served the New England park men's association so well and who had charge of the park office of Highland Park, New Brockton, for the late Harry C. Baker in 1938 and his office at the New York World's Fair in 1939, will direct the office of Riverside Park this year at Springfield, Mass., for the Stewart Amusement Co., Edward Carroll, president. Her services are going to be valuable to this new concern just starting in the amusement park business. It was a pleasure to recommend her.

The warm spring days just appearing are very late but surely welcome. Nothing like them to awaken interest in outdoor amusement preparations and the fast-approaching opening dates. One man said he could not realize how March got away so soon. The calendar waits not for weather but constantly marks the passing of time and weeps none for the unprepared.

## Outlook Stirs Op At Crystal Beach

CRYSTAL BEACH, Ont., April 13.—Considerable outlay for improvements in Crystal Beach Park, expected to open on May 30, has been approved by directors of Crystal Beach Co., and work is expected to start as soon as weather permits, said General Manager Harry Hall. He said he expects the 1940 season to be one of the best in years, basing his opinion on number of picnics already booked.

Largest expenditure will be on the ballroom, which is to be redecorated and equipped with a new ceiling to improve acoustics. Cost of ceiling, made of insulating material, is estimated at \$1,500. It will be installed by park workmen. Other changes include removal of band stand from a central position near the floor to one end of the hall and addition of fountains and potted plants for beautification. Harold Austin, who successfully managed the ballroom in 1939, will again be at its helm. Name bands will be booked again because of gratifying results last year. Austin's Band will also be used, in addition to a Canadian orchestra.

Improvements are to be made on rides and ticket booths and management expects to purchase two devices. Showboat Canadiana is being readied for early lake cruises, several bookings having already been made. Several extended cruises are also planned.

### Wagner Readies Concessions

FORT WORTH, Tex., April 13.—Altho May 10 has been set as summer opening date of Casino Park, Lake Worth, park and boardwalk will be open on week-ends for several weeks before. Al Wagner, owner-manager of Great Lakes Exposition Shows, will operate concessions on the boardwalk, with Danny Ferguson in charge for Wagner.

SEATTLE.—Roller rink is major attraction at Gaffney Grove on Lake Willdeness near here. Manager Kain Gaffney has booked Bus Riley's Orchestra for dancing.

## FOR SALE: A GOOD BUSINESS

A Battery of X-Ray Poker Games is the best paying concession and the leading money-maker in every Amusement Park, Boardwalk, Beach and Carnival.



Liberal Terms To Responsible Concessionaires

### PLAIN TALK:

Owners of X-Ray Poker Games are the most successful Concessionaires in America today. Many who started with one small outfit now own two, three and four large X-Ray Poker Stores and are leaders in the amusement industry.

Wire or Write at once for full details

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BROOKLYN, N. Y.

NOW COMPLETED — On Schedule for 1940 Season!

## OUR 61ST GRAVITY COASTER

The 4300-Foot "Cyclone" Ride — Lakeside Park, Denver, Colo. Equipped With Newest Innovations and Safety Devices.

Last Season — Coaster at Pontchartrain Beach, New Orleans.

MANAGERS! Benefit by our THIRTY-FIVE YEARS of experience in designing and constructing gravity rides! If you contemplate a new coaster, we are available for consultation and advice. A new gravity coaster can mean increased patronage and more profits for you!

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WEST VIEW — PITTSBURGH, PA.

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## KENTUCKY DERBY

FOR WM. H. BEASLEY TO BE INSTALLED AT THE 1940

## N. Y. WORLD'S FAIR

Write or wire for full details of this amazing group game

## SCIENTIFIC MACHINE CORP.

21-27 STEUBEN ST.

BROOKLYN, N. Y.

## Long Island

By ALFRED FRIEDMAN

Deferred issuance of seasonal liquor licenses by the State has resulted in some concern by managements of clubs and cabarets around the shore, who have waited two weeks for sanction to begin sale of drinkables.

Long Island State Park Commission attracted a big chunk of publicity with its announcement to give free assistance to motorists running out of gas or experiencing other difficulties on its parkways.

Rockaway's Boardwalk is being dressed up with many new benches and before work is completed there will be seating on the six-mile Walk for more than 20,000.

Here's 1940's Best Buy!



LUSSE BROS., INC., AUTO-SKOOTER RIDE WAKE UP Lazy Locations by adding 1940 GLAMOUR and PEP UP your receipts with the POPULAR and PROFITABLE AUTO-SKOOTER RIDE.

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## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Lament of a Locker Boy

Dear Joe: Gee! You oughta see me in my new get-up. I got a new overall outfit and tomorrow I start working. Nope, I didn't lose my job at the pool. It's just that all us fellas gotta pitch in and help paint the joint and make it ready for the season. So, you see, yours truly is still the bestest locker boy in the world—but I'm doin' a little painting on the side. Did I tell yuh about the terrible time I had this winter? Just couldn't get a job to stick except the last one. But then I chucked it to take my good ol' job at the pool. Pop said I'm nuts to give up a 20-buck job to take on a \$12.50 one and he keeps insisting there's no future in being a locker boy at an outdoor pool. But, boy, don't we have fun? Where could anyone go swimming every afternoon as a shipping clerk?

The boss certainly isn't his cheery self these days. Seems he was down in Florida for the winter and ran into the cold spell and now he's sore at the world. His wife keeps telling him it would have been worse if he had an outdoor pool there instead of just going for a vacation, but he keeps mumbling something about \$20 a day room rent over and over again, and we're all afraid he's getting cracked.

Then, as if that wasn't enough, I read in the papers about them building a big city pool about six blocks from ours and it's supposed to open next month. You shoulda seen the boss when he read that! He was fit to be tied. He kept yelling that he should have stayed in the herring business instead of loaning his brother-in-law some money to open a swimming pool, 'cause now he had to take over the pool and in doin' so he lost the herring business. He keeps telling me that if the government keeps building more pools it's goin' to ruin him and that he should have stayed in the herring business 'cause the government could never go into that business. Or could they? Say, Joe, do you think the government will muscle in on my profession? You know a lot of those politicians ain't sittin' so pretty anymore—and what's goin' to prevent 'em from taking away locker-boy jobs from guys like me. I wonder if we should start a union.

Write quick and lemme know how's things in the comedy diving racket. All

right, all right; don't get sore. But I still think comedy diving is a racket.

Swimmingly yours,  
DON.

### Rose 1941 Plans

Understand that Billy Rose is making arrangements to take his Aquacade show on tour in 1941 after this season at the New York World's Fair and the San Francisco expo. He plans to combine best features of each and, probably starring his better half and Johnny Weissmuller, will dispatch the pageant to more than 20 cities for one and two-week stands. Only hitch in the project at present is difficulty in carrying a portable tank. More than one miniature pool will be necessary, keeping one en route while the other is in use. Rose doesn't intend to show at pools or in parks because he feels that accommodations at those spots are not sufficient to handle the crowds he expects. So prelim plans call for the Aquacade to be presented in big ball parks and indoor arenas along the lines of the traveling Sonja Henie ice shows. While pool men, quick to sense opposition, may look upon Rose's touring water carnival as competitive for 1941, in our opinion such a tour will do more for the sport of swimming than anything has for a long time.

### Outdoor Season

Cascades twin tanks, in Manhattan and Bronx, respectively, will again be first to swing open gates for the New York season. Mack Rose said both plunges will bow on May 14, a week earlier than most other aquadromes in the neighborhood. Miramar pool will open on the following Saturday and New Jersey's Palisades Park natatorium, Steeplechase pool and others won't have inaugurals until Decoration Day.

### Men and Mentions

Walter Cleaver took a leave of absence from his managerial post at Park Central indoor tank, New York City, to take charge of ballet for Billy Rose's Aquacade. Floyd Zimmerman, who has returned from Miami (Fla.) Biltmore tank, is back at the Rose office and will soon leave for San Francisco to put on the water show there, while Cleaver does work Zimmerman did in New York last summer. Ken and Viola Blake write from St. Louis that they are still working their pop diving act and expect to start a tour of the Midwest within a fortnight. Broadwood indoor plunge, Philadelphia, certainly got itself a mess of publicity recently in all the Philly papers, as did London Terrace indoor plunge, New York City, when it staged the women's met swim champs. There's no comparison in the newspaper-space value of a women's meet as compared with a men's tourney. Or haven't you noticed?

## Riverside Booth Brings in Trade; WF Deal Is Made

SPRINGFIELD, Mass., April 13.—Novel display of Riverside Park, Agawam, on April 1-4 at the Forward Springfield Exhibit, sponsored by the Chamber of Commerce, gave the public its first chance to see actual layout of the new park and learn what will be offered. Greeting an estimated 60,000 visitors were Edward J. Carroll, owner and managing director, and his assistants, Harry Storin and Thomas Morrissey. Several clambakes were booked and Carroll reported much interest shown in roller rink, ballroom, animal farm, drive-in theater, name bands and Sunday shows, outdoor acts and speed boats on the Connecticut River.

Thomas P. Morrissey, constructionist, Springfield, has been added to the staff. Electric lighting poles have been sunk, and Green Gables Inn will be reconstructed by April 15. Rink will be ready by April 19, a new Hammond organ to be installed. Publicity is going strong and first electric bulletin board has been lighted in downtown Hartford.

Director Carroll visited the New York World's Fair grounds and has negotiated with Dufour & Rogers for some features from the fair. Contracts have been signed with George Hamid for attractions to start with opening of the park on May 29, acts to open on week-ends and continue thru each week until Labor Day.

HOUSTON. — Additions to Hermann Park Zoo here include a black ape from the Island of Celebes and a civet cat from Africa.

## Asbury Park, N. J.

Opening of the Cavalcade of Progress, commemorating the 70th anniversary of the founding of this resort, here on April 8 in Convention Hall on the boardwalk, fell considerably below expectations due to unexpected opposition in the form of \$100,000 Main Central Hotel fire which broke 15 minutes before show time. This, with heavy rain, kept down attendance to about 1,000. Meanwhile, some 10,000 spectators watched the free fire show a few blocks away. Boardwalk concessioners were heartened by a strong pick-up in business at the Cavalcade and along the walk on the following night. Tuesday night's attendance, estimated at 8,500, set the pace for box-office grosses, at 25 cents for remainder of the week.

Aside from using Ward Wilson, Beetle of the Phil Baker air show, as emcee on two nights, Cavalcade management relied for talent on women's club fashion shows and high school bands. A \$1,000 giveaway, spread over the run of the show, proved a strong attraction.

Casino Amusement Co., headed by Arthur Seger, has acquired additional boardwalk frontage in the "Gold Coast" section of the walk, north of Convention Hall, with a new pin game layout. This marks a new policy on the part of city officials.

Modernization of bath-house system, operated by Edward T. Mitchell under lease from the city, is under way with erection of about 500 new units in Third and Fourth avenue groups along the walk.

## Many British Spots Opened Along Lines of Peace Time

LONDON, April 6.—Except that most of them close before blackout time, seaside and other amusement parks in Britain are operating on lines much as in peace time. Those opened at Easter vacation include Butlin's at Bognor; Blackpool Winter Gardens, permanent building; Blackpool Pleasure Beach; Bellevue, Belfast, Ireland; Casino, Canvey Island; Butlin's at Clacton; Galaland, Birmingham; Hunstanton; Joyland, Bridlington; Kursaal, Southend-on-Sea; Blackpool Luna Park, permanent building; Butlin's at Littlehampton. Butlin's at Mablethorpe, Merrie England at Ramsgate, New Brighton Tower, New Brighton New Palace, Southport Pleasureland; Skegness Amusement Park, booth; Butlin's at Skegness, Butlin's at Southsea, Hewitt's at Worthing; Wonderland, Cleethorpes.

A notable absentee is big Dreamland at Margate but directors have hopes of opening it.

Equipment in these parks is much the same as in 1939, prospects of any new riding devices being poor. Importation of any from abroad is considered out of the question and home production would be hampered by war claims on necessary materials. This applies also to games.

## AC Beauty Pageant Plans More Pretentious Than Ever

ATLANTIC CITY, April 13.—With prelim contests under way thruout the country, plans are to stage the annual Miss America beauty and talent pageant here on a more elaborate scale. Miss New York will be selected at the World's Fair, Miss Northern California at the San Francisco Exposition and Miss Southern California in Hollywood.

Tentative schedule is for a Miss Atlantic City Ball on August 31, fireworks on the following night, reception for visiting beauties on Labor Day; bugle and drums competition at night, followed by a Mardi Gras on the Boardwalk; Festival of Floats on Boardwalk on September 3 with banquet at night; beauty and talent prelims next three nights, parade on Atlantic avenue on afternoon of September 7 and finals and crowning of Miss America 1940 on September 8.

For the first time the show will be in Convention Hall with seating for about 25,000. Bennett E. Tousley, Hotel Traymore manager, is general director, and Louis Cunningham, head of city press bureau, in charge of publicity.

RAYNES BEACH, N. B.—Preparations are being made by Mr. and Mrs. Bud Tippet, owners of Dominion Park here, for opening on May 24. Dance hall and refreshment stands will open about May 10.

## Denver Lakeside To Step Out With Outlay of \$95,000

DENVER, April 13.—When Lakeside Park here reopens on May 18 for its 32d season more than \$95,000 in improvements will have been completed since the 1939 season ended. A 4,300-foot gravity Coaster, the Cyclone, which replaced the 30-year-old Derby Racer, embodies latest developments of engineering and construction, Edward A. Vettel & Son being the builders.

Coaster, one of the longest in the country, is constructed in oval and straight-away courses, its design affording a score of bank turns and dips of varying heights and lengths, first achieving a 90-foot drop in a base distance of 100 feet. Loading station, with 200 feet of covered tunnel, is fronted with glass bricks, colored glass tile and neon.

General Manager Benjamin Krasner will offer a number of other innovations. The \$25,000 midget auto racing plant constructed last season is being remodeled and enlarged, with another new grand stand and curves of the oiled track banked higher. Old Seaplane, being remodeled, will be equipped with stainless steel rocket cars, its name being changed to Rocket Ships. A new Photomatic gallery and machines will be installed and new Chris-Craft speedboats will be added to the fleet on the lake.

Plans include extensive landscaping and lighting, especially at auto entrance, where new boulevard lights, trees and shrubs are being placed. Parking facilities are being enlarged, with total capacity of 8,000 cars inside the park and a new lighting system on parking grounds.

Policy of El Patio Ballroom, presenting 7 to 10 name bands during the four-month season, will be continued, with MCA booking. Ballroom operates on low single admission, all-evening price plan. General Manager Krasner believes that the combination of the new Cyclone with other improvements, use of name bands and what should be the best tourist season in several years, will chalk up one of the biggest years since the 160-acre park has been in operation.

## Glen Echo Displays New Administration Building

WASHINGTON, April 13.—Glen Echo Park, on the outskirts of Washington, began its 1940 season in chilly weather tonight. Improved facilities for parking and a new administration building featured the opening. A Flying Skooter with a raised platform replaces the Aero-plane Swing.

The \$80,000 administration building houses offices of General Manager Leonard B. Schloss and has cafe concessions on its two floors and a roof garden on top.

Paul Kain, orchestra leader for CBS Station WJSV, has augmented his band to provide music six nights per week in the ballroom. Swimming pool will open on May 25.

## With the Zoos

CALGARY, Alta.—St. George's Island Zoo added a hyena from San Francisco and another from Little Rock, Ark., making the zoo the only one in Western Canada with a pair of hyenas.

PHILADELPHIA.—May Day at the zoo on May 5 will be a gala event. Full-sized African village is nearing completion. Demonstrations will be given thruout the day of how animals are captured and transported. There will be prize contests for visitors and special features.

MILWAUKEE.—One female and five male black bears were purchased from Washington Park Zoo here by representatives of MGM at \$50 each for use in a film. Zoo Director Ernest Untermann said the money will be spent for other animals.

HERSHEY, Pa.—Hershey Zoo announced that two yaks from Canadian National Park, Calgary, Alta., will be received here.

NEW ORLEANS.—Officers of New Orleans Zoological Society were re-elected at the annual meeting, including President Marion Weiss. Development of Audubon Park Zoo during its 21 years (See WITH THE ZOOS on page 57).

## 1940 PENNY ARCADE

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In large Amusement Park for coming season. All in best locations in park! Anything worth while can get money. Wire or write

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ARNOLDS PARK, IOWA

New Series of  
**Legal Opinions**

In the next issue will appear the 27th of a new series of legal opinions. It will be titled *When Doctrine of Res Ipsa Loquitur Applies to Injury Suits*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

# Early Bows Get Spotty Biz

## West Coast's '40 Oakland Premiere Marred by Weather

OAKLAND, Calif., April 13.—West Coast Amusement Co., under management of Mike Krekos, inaugurated the season with a nine-day stand here beginning on March 23. Shows are going out this year as circus and carnival combined with a pay gate. Circus acts signed include Three Meteors, with Bob Cunningham, Maurice Lanning and Arleen Gordon, and Jack Joyce's Animal Circus. Good crowds turned out for opening, but Easter Sunday and remainder of stand were lost to rain and cold.

Opening day saw shows the recipient of a good-will banner from Pacific Coast (See WEST COAST BOW on page 55)

## Zacchinis' Gaffney Opener Good Draw

GAFFNEY, S. C., April 13.—Altho weather was cold at Zacchini Bros.' Shows' opening on the circus grounds here on April 5, organization managed to pull a fair crowd. With a well-filled midway Saturday night, shows, rides and concessions chalked brisk business. Kids' Matinee, Saturday afternoon, drew a huge crowd of school children and rides, operating at matinee prices, were kept busy. Emanuel Zacchini's human cannonball act proved popular.

Midway is illuminated with a battery of 45-foot steel light towers. Sunday (See ZACCHINIS' OPENER on page 59)

## Clark's Greater Scores In Zebulon, Ga., Debut

ZEBULON, Ga., April 13.—I. J. Clark's Greater Shows got under way here on April 2 to good attendance and excellent business, reports Jack White. D. Stack Hubbard has his newly equipped girl, posing, snake and Ten-in-One shows with it in addition to the Mickey Mouse attraction and three-ring circus. F. J. Lohney is talking on the girl show.

Lou Carpenter's Athletic Arena clicked. Mrs. I. J. Clark added a fishpond to her (See CLARK'S SCORES on page 57)

## Yellowstone Has Poor Start in Albuquerque

ALBUQUERQUE, N. M., April 13.—Yellowstone Shows wound up a nine-day opening stand here on April 6 to poor business. Weather was variable. With a free gate, crowds packed the midway, but spent little. Rides and shows got poor results, while concessions were blanked out. What little money was spent will be turned over to the com- (See YELLOWSTONE STARTS on page 59)

## Haverstick Death Is Now Ruled Accidental; Franks, Offering a Reward, Asks Further Inquiry

MACON, Ga., April 13.—Solicitor-General Charles H. Garrett, prosecuting attorney, has reversed the findings of a coroner's jury and has ruled that the death here on April 2 of George E. Haverstick, 74, showman, was due to an accident. An investigation conducted by the prosecuting attorney's office for several days after discovery of the body convinced the solicitor-general, he said, that "the murder theory cannot be supported." Several hours after the body was found on the sidewalk on one of Macon's principal streets a coroner's jury held that the elderly Penny Arcade operator had been murdered.

The solicitor-general said his opinion was based largely on testimony of a witness found after the inquest, a Negro girl, who said she saw Haverstick walking on the sidewalk alone. She said she saw him stagger and fall to the sidewalk, crushing his head on the edge of the concrete. Additional medical testimony



MURRAY A. PENNOCK, who recently signed as publicity man for Hennes Bros. Shows, an Amusement Corp. of America unit, is well known among circus and theatrical men, having joined the Norris & Rowe Circus in 1908 as candy butcher and ticket seller. Then followed engagements with Sells-Floto, Al G. Barnes, Bud Atkinson in Australia and Irwin Bros.' Wild West Show. From 1917 until 1924 he was 24-hour man, local contractor and general agent with the Barnes contingent. Some 15 years ago he was also associated with Public Theaters.

## Jones Enlarged Over Last Year

Coastal Empire Festival gives satisfactory send-off—biz above expectations

SAVANNAH, Ga., April 13.—Enlarged and modernized, Johnny J. Jones Exposition inaugurated its 1940 tour at Coastal Empire Paper Festival in Daffin Park here on April 1. New show fronts featuring plenty of chromium and neon, revamped and enlarged entrance arch and all rides glittering with paint and newness and unlimited lighting innovations upheld organization's "The Modernistic Show Beautiful" slogan. Departments have stinted neither labor nor material necessary to construct one of the most outstanding midways in the organization's history.

Much money has been spent in building new and rejuvenating old equipment. New wardrobe, new shows, new faces, modern stages and latest in wardrobes have replaced the old. Teeter Sisters and (See JONES ENLARGED on page 55)

## Fuzzell's United In Okeh Debut at North Little Rock

NORTH LITTLE ROCK, Ark., April 13.—Fuzzell's United Shows, which wintered in local quarters, opened the season on East Washington street showgrounds here under American Legion Post Auspices on March 23. Business was good, altho weather was cold first part of the week. Engagement ended March 30. Johnnie Reddick's Band opened activities by playing several musical selections under shows' new entrance arch surrounded by members of the Legion Post and Ladies' Auxiliary. Organization is well lighted and presents plenty of flash and local and Legion (See FUZZELL'S DEBUT on page 58)

## Ceremonies Mark West's Ala. Bow

TUSCALOOSA, Ala., April 13.—Altho official opening of West's World's Wonder Shows 1940 tour was scheduled for April 8, the arrival of show train early Friday morning prompted Frank West, owner-manager, to stage a preview showing of his reconditioned and enlarged midway on April 6. Some 5,000 turned out for the event, with Owner West receiving numerous compliments on shows' appearance. Official silver anniversary opening was held Monday night with appropriate ceremonies at the main entrance, with mayors and prominent city officials (See WEST'S PREVIEW on page 59)

## Scholibo Leaves Sheesley

HOUSTON, April 13.—Joe S. Scholibo, who has been general representative and traffic manager of the Mighty Sheesley Midway since last November, has resigned and reports he is now enjoying a new home which he purchased here shortly before going back on the road for Manager John M. Sheesley. Scholibo does not plan to troupe at present, but will devote some time to pre-convention activities for Houston Elks, who will stage the 1940 grand lodge meeting here in July.

## Luxora, Ark., Date Sends Large Away on Right Side

LUXORA, Ark., April 13.—Carrying six rides and concessions, H. P. Large Shows opened the season here on March 30 to fair business under Luxora Fire Department auspices. Weather was good. All rides were repainted and much new canvas prevailed and shows met with the approval of local citizens. Many members of the Great Sutton Shows, wintering in near-by Osceola, visited (See LARGE GETS AWAY on page 58)

## PCSA Folk Guests Of Coe's Shows at Inglewood, Calif.

INGLEWOOD, Calif., April 13.—Mr. and Mrs. E. W. (George) Coe, of World's Fair Shows & Coe Bros.' Circus Combined, played host to a large group of members of the Pacific Coast Showmen's Association and Ladies' Auxiliary and other showfolk friends at the lot here last Sunday, final day of organization's opening stand. Receiving the guests were Mr. and Mrs. Coe, Mr. and Mrs. Harry B. Levine, Mora Bagby, Ruby Kirkendall and Mother Minnie Fisher.

Guests assembled at Mr. and Mrs. E. J. Lahey's cookhouse at 2 p.m. to partake of a specially prepared luncheon and special entertainment was provided at Follies of 1940 and M. E. Arthur's Circus Side Show. Olga Celeste and (See COE PCSA HOST on page 54)

## Black Diamond First To Test D. A.'s Stand

UNIONTOWN, Pa., April 13.—First test of District Attorney H. Vance Cottom's stand on traveling carnivals in Fayette County will come week of April 20-27 when Black Diamond Exposition Shows will open in Republic, about 10 miles from Uniontown, under auspices of the Volunteer Fire Department.

After newspaper articles appeared stating Cottom could not legally keep carnivals out of the county (story appeared in *The Billboard*, April 13), the firemen's carnival committee called a special meeting and decided to hold its carnival as per schedule. Fire Chief Ralph Bill is chairman of committee on arrangements.

The Veterans of Foreign Wars in Uniontown have booked Johnny J. Jones Exposition for week of May 6. According to information given *The Billboard*, the show will play the town as it has for the past four years.

Bantly's All-American Shows, booked by the Eagles Lodge for the Eagles' convention in Uniontown week of June 6, have been canceled by the Eagles.

## Kaus Expo New Bern Bow In Satisfactory Wind-Up

NEW BERN, N. C., April 13.—Kaus Exposition Shows' opening stand of the season, which closed here on April 6 under Button Fire Co. auspices to good weather, proved highly satisfactory. Good crowds were on hand nightly and two children's matinees drew well. Visitors included Mr. and Mrs. Carl Lauther and Mr. and Mrs. Olson, of Cetlin & Wilson Shows; William Jones, James E. Strates (See KAUS IN NEW BERN on page 47)

## Goodman Changes Bow Date

LITTLE ROCK, Ark., April 13.—Because of extensive building on Goodman Wonder Shows the opening has been set back a week. Shows will open on April 26 instead of April 19 as originally scheduled. Since January 10 crew of 82 has been working in quarters and during the past three weeks the force has been increased considerably. Goodman says shows will be much larger than last year. Organization has what Goodman believes is the best route in its history. Some of the fairs booked are those at LaCrosse, Wis.; Owatonna, Minn.; Sioux Falls, S. D.; Lincoln, Neb.; Tulsa, Okla.; Hutchinson, Kan., and Amarillo, Lubbock, Abilene and Waco, Tex.

## Motor City Signs Green

LOUISVILLE, April 13.—Col. William E. Green, vet outdoor showman, said here this week that he has been appointed to the executive staff of Vic Horwitz's Motor City Shows for 1940.

## Cold Beats Sparks' Lawrenceburg Start

LAWRENCEBURG, Tenn., April 13.—J. F. Sparks Shows' opening here this week proved one of the worst in the organization's history, said Owner J. F. Sparks, who placed blame on weather, which kept patrons in overcoats every night. Mr. and Mrs. Sparks were pleased to learn that their daughter, Mary Elizabeth, a student at Sacred Heart Academy, Cullman, Ala., was awarded first prize in the bass violin division of the Alabama State Music Contest. Shows added another Ferris Wheel and new canvas in almost all departments. Equipment has been overhauled and repainted. Shows (See COLD HITS SPARKS on page 59)

## Al Baysinger Shows in Okeh Opener at Poplar Bluff, Mo.

POPLAR BLUFF, Mo., April 13.—Al Baysinger Shows bowed in the season here on April 4 to chilly weather and small but good spending crowds under American Legion Post auspices. Enlarged over last year, shows carry six shows, eight rides and 30 concessions. Management (See BAYSINGER SHOWS on page 55)

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We can accept only three more orders for May Shipment. And First come First served. Wire, phone or write about reservations.

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MODERN DESIGNS — NEW LINE  
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**FRED ROBISON, Printer**  
CURWENSVILLE, PA.

**Club Activities**

**Showmen's League**

**of America**



Sherman Hotel  
Chicago, Ill.

CHICAGO, April 13.—President Frank P. Duffield is still in New York, so Past President C. R. Fisher presided at the April 11 meeting. With him at the table were Secretary Joe Streibich and League Counsel Morris A. Haft. Since a number of members left to resume their summer's work attendance is gradually decreasing. Action has been taken to set May 2 as the date for the closing meeting of the spring. Movie reel committee has been busy and recent shots have been taken by Brothers Judd Goldman and Bernie Mendelson at American Hospital and by Al Schlossburg at Showmen's Rest. Brother Bob Lohmar announces he is shaping plans for the annual summer cemetery, home and hospital funds drive.

Past President Sam J. Levy was away attending to duties ament the Greater Olympia Circus at Indianapolis. A ventilator has been installed in card room. John Halligan and Art Radtke came in from Florida, Radtke leaving at once for Canada. Halligan will stay a few days. Al Kaufman and Dave Picard leave soon for Canada. Brother Simon Koven visited before leaving for the North. Treasurer Fred H. Kressmann was in for a day. George Terry returned from Florida. David Goldfen left to join Mike Rosen on Blue Ribbon Shows. Lou Leonard has established a headline shop in Louisville. Jack Duffield returned from New York to give attention to business here. Larry Hogan and Bob Lohmar were in and out of town on business.

Another dues notice was mailed this week. Please give them your attention. Nat Hirsch leaves soon for Hennies Bros. Shows, while Jim Campbell will go to Imperial Shows. John Lorman advises he will join Goodman Wonder Shows soon. George Lewis (Prince Omar) has been a regular at the rooms. Date for the 1940 banquet and ball has not yet been set. It will be either December 3 or 4 and the chairman will be named before the meetings disband for the summer.

**Ladies' Auxiliary**

Marie Brown was hostess at club's April 4 social in the Sherman Hotel. Beautiful prizes were awarded. Regular bi-weekly meeting on April 11 was held at the Sherman. First Vice-President Mrs. Joseph L. Streibich presided in the absence of President Ida Chase. On the rostrum with her were Mrs. Lew Keller, first vice-president pro tem; Mrs. Cora Yeldham, second vice-president; Mrs. Bert Clinton, secretary, and Mrs. William Carsky, treasurer. Invocation was rendered by Jeanette Wall, chaplain pro tem.

President Ida Chase left for California on an extended trip. Relief Chairman Bessie Simon reported Mrs. Al Miller very ill and Mrs. Doolan recuperating at home. Applications of Lena Schlossberg, Rac Hamil and Margaret Friese were approved. Members are planning a closing party on May 9. Club will hold a tour dinner at 6:30 p.m. at Better Home-Making Institute, 111 W. Jackson boulevard, Suite 912, with Mrs. Lew Keller officiating, on April 24. Tickets are 50 cents and available thru any member. Ladies were grieved to learn of the death of the father of Sister Margaret Friese, also the death of Anna Young's mother-in-law. A rising vote of thanks was given to Mrs. Leah M. Brumleve for the successful bunco and card party at the Sherman Hotel on March 29. A vote of thanks was also given Marie Brown for the social she conducted April 4. Both members thanked the ladies for their co-operation. Phoebe Carsky will be hostess at April 18 social in the Sherman.

**PIONEER SHOWS**

OPENING MAY 13TH

Want a Few More Concessions and Shows for Route of Firemen's Conventions and Celebrations. Have Positively the Best Route in This Territory Booked. Write or wire

**MICKEY PERCELL**  
Box 106, Waverly, N. Y.



**NATIONAL SHOWMEN'S ASSOCIATION INC.**

Palace Theater Building,  
New York.

NEW YORK, April 13.—Spring Festival Show and Dance was held in clubrooms Sunday evening, April 7, to capacity house. Organization's thanks are due Daddy Simmons and his House Committee members; Harry Kaplan for donating sound equipment and securing the services of artists; Jimmy Davenport for a very fine orchestra; also to Nick Elliott, Frank Wirth office, Fred LaReine, Joe Casper, Max Sharp; Alan Corelli, of the Theater Authority; Jim Harkins, Sam Shapiro, Billy Nealy, Joe Rose and Mollie Decker for the talent that appeared. Following artists donated their services: Billy Keaton and Bert Spence, who emceed; Harry Weber, Dave Vine, Willie Solla, Ajax Carroll; Dick Danan, Rags Raglund, Chet Atland; Herbie Fay, of Gaiety Theater; Al Flosso, Red Skelton, Whitey Roberts, Miss Lee Jackson, Mildred Ford, Great Lester, Ona Leona, Balzar Sisters and Charles Franks. It was a great evening and will be repeated in the fall.

First jamboree of the season for Hospital and Cemetery Fund will be held by the Art Lewis Shows on May 9 at Hawthorne, N. J. Sam Rothstein unfortunately missed his first meeting after returning from Florida due to illness. However, he is around again. Joe Rose starts with Bill Bloch's carnival April 15 and Bert Spence joined Art Lewis Shows as an assistant to Percy Morency.

President Max Linderman presided at April 10 meeting. On the dais with him were Past President George A. Hamid, Dr. Jacob Cohen, Attorney Max Hofmann, Accountant Herbert Levens, Treasurer Jack Greenspoon, Vice-President Jack Rosenthal and Executive Secretary John Liddy. Jack Rosenthal, in behalf of his brother Irving, who is chairman of the Banquet Committee, announced club's forthcoming Annual Banquet to be held at the Pennsylvania Hotel November 23. President Linderman reminded the body of NSA Day, to be held May 15 on the shows in the East; proceeds to be turned over to the NSA, which in turn will make a donation to the Canadian Red Cross. He also announced the last meeting of the season to be held April 24.

Brother Charles Somma, secretary Virginia State Fair, was introduced to the body. He seldom gets an opportunity to visit the clubrooms, was pleased with the progress the organization is making and promised his continued support. Billy Hamilton made a stirring address from the floor and told members how proud he was of the organization, the only outdoor showmen's association to succeed in the East.

George Hamid announced the closing social of the season, Saturday evening, April 20, to be known as "Palisades Amusement Park Night" in honor of the work the Rosenthal Brothers and their personnel have accomplished for the organization. Festivities will consist of a mammoth show, dance and refreshments for paid-up and prospective members. Refreshments will be taken care of by the Ladies' Auxiliary. Admission by paid-up membership card and guest cards, which must be requested in advance. New member: Lester Mack, proposed by Jimmy Davenport.

Birthday congratulations to: Aurel Vasyin, David S. Lindenbaum, Edward Elkins, April 18; Dave Rose, Louis Decker, Charles Rubenstein, Paul Benintende, Frank Clandorf, April 21.

Handicap Pocket Billiard Tournament final standings:

	Won	Lost
Al Baker.....	14	1
*Harry Rosen.....	6	1
Daddy Simmons.....	14	3
Leonard Traube.....	13	3
Mack Brooks.....	12	3
*Matthew Riley.....	3	1

**Pacific Coast Showmen's Assn**

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, April 13.—Meeting got a late start because of a lengthy board of governors session. Presiding were President Dr. Ralph Smith, First Vice-President Joe Glacy and secretaries Weber and Johnson. Soon after the opening ceremonies, President Smith relinquished the chair to Vice-President Glacy, under whose guidance communications from Austin King, Sol Grant, Pete Siebrand and Harry Chipman were read. Application of John A. (Captain Jimmy) Jamison was passed on. Board of governors reported a negative decision on renting club's assembly room for an outside organization meeting. They also set the second and fourth Mondays of the month for summer club gatherings and gave confirmation of a fall celebration of the 10th anniversary of the Ladies' Auxiliary. Richard Eyerber was elected to fill the board vacancy occasioned by the death of Brother Joe DeMouchelle.

Chairman Pat Armstrong, sick committee, reported Brothers Shanley, John M. Miller and Dad Parker in satisfactory condition, but stated that Brother Charlie Gubernan was receiving a build-up at the Cedars of Lebanon Hospital preparatory to undergoing an operation there. Visitors included Charles (Butch) Gegus, Tex Sherman and Alexander Oumansky. Bill Hobday, manager, Crafts Golden State Shows, received a Good Will Banner, with Mel Smith acting as emcee. Whaler Captain Barnett came up from Long Beach.

President Smith returned to the meeting in time to call intermission and see Harry Hargrave take first money in the distribution of awards. A detailed report from the Good Will Banner Committee showed its work is progressing nicely. Nick Wagner, house committee, was named to take charge of the annual inventory. Illness of Mrs. Wagner forced Nick to return from St. Louis, where he was agenting Pauline Lord. All agreed that the Sunday afternoon party staged by World's Fair Shows and Coe Bros.' Circus at Inglewood was swell doings.

**Ladies' Auxiliary**

President Nina Rodgers presided at the April 8 meeting, her last until the fall, with Babe Miller, first vice-president, and Vivian Gorman, secretary-treasurer, also on hand. Date also marked the 72d birthday anniversary of Mother Minnie Fisher, who has been mother of the auxiliary for seven years. Edith Bullock donated the cakes for the going away and the birthday parties and after the meeting members gathered around the table and stories were told and games played until late. On Tuesday Babe Miller played host at a dinner to a few friends at her Venice home. Edith Bullock was host to a number of guests at her apartment in Venice on Thursday. Maxine DeMouchelle was a guest at the club and house guest of Babe Miller in Venice. She came here from Portland, Ore., because of the death of her husband, Joe. Maxine has been a member of the auxiliary for many years.

Many suggestions for the good of the order were submitted by Edith Bullock and other members. All will be submitted to the board of directors. Nina Rodgers leaves for Utah to join Monte Young Shows and Babe Miller will preside in her absence. President Rodgers named Martha Levine, an ex-president, to officiate during the summer months, in case Babe Miller is absent.

*Sam Walker.....	7	3
*Harry Sandler.....	4	2
*George Rector.....	5	3
*Jack Carr.....	6	6
Sam Finkel.....	7	9
*John Liddy.....	5	8
*Jack Owen.....	3	5
*Frank Pisa.....	2	4
*Neal Carr.....	3	9
*Jack Linderman.....	1	3
*Leo Poorvin.....	2	11
*Sam Miller.....	1	6
*Rose Manning.....	1	8
*Joe Casper.....	0	14

\*Only those who have played 15 or more games are eligible for prizes.



# Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., April 13.—Final meeting of the season was called off because of small attendance. Next one will be held in October. Brother Frank Warfield is operating a cigar store at 12th and Broadway here. Brother Lester Carter joined Jones Greater Shows at Wellington, Mo., quarters.

Brother Dewey Thomas, accompanied by his sister, returned from a trip to the West Coast. Brother Harold Elliott delivered another truck to Reynolds & Wells Shows quarters in Arkansas City. Brother R. E. Haney and son, Conrad, have taken their ride equipment to Osceola, Ark., for the Sutton Shows. Brother Ellis White will be in charge of the cookhouse with Anderson-Strader Shows. Brother Col. Dan McGugin re-

turned from Ponca City, Okla., and Charles Mugivan is his guest at the Reid Hotel.

Brother "Slim" Johnson, Midwest Mercantile Co., is on a trip in Southwestern territory. Brother Roy Marr is readying his concessions, and George McAllen and wife joined All-American Exposition Shows at Carthage, Mo., where they will have charge of the cookhouse. Brother C. G. Buton, of State Fair Shows, accompanied by Mrs. Buton, arrived here this week.

### Ladies' Auxiliary

Last meeting being a social night, no business was transacted. Members played bingo, at which all were winners and prizes were small china figurines. Night's award, donated by the club, went to Bird Brainerd.

Many members were absent because of illness. Mrs. Edith Buton, of State Fair Shows, was present. All were sorry to learn of the fire at the C. W. Parker Amusement Co. Refreshments were served at adjournment. Attendance totaled 28.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Pause, Fla.

Week ended April 13, 1940.

Dear Mixer:

Notices went up in the cookhouse and workshops stating that this would positively be our last week in the barn. Every department has been speeded up to fever heat to have all attractions extreme-lined for the grand opening next week, the spot up to now not having been given out by the office, in line with a new policy of keeping all future bookings secret, not only from the show's personnel but from the natives as well. Only info that the bosses would dish out was, "The opening town will be one of our feature contemplated dates. We are still focusing continued attention towards the town, altho we have several more under consideration."

With the show slated to tour under this shut-mouth mode of operation, we were not surprised to see the color scheme of aluminum and red changed to a variety of streaks, blocks and circles of many different colors. Veteran showmen and army men declare it to be the best piece of camouflage art ever done. This should allow the show to sneak into towns, even in broad daylight. With our perfect blackout system working the

staff believes that our appearance in towns can be kept a secret even at night. Keeping the day and date a secret should save the office amounts that will run into six figures annually. There will be no billposter to pay, no passes to put out for billing, no special agent nor the price of lithographs to pay. We realize that by not having a special agent the office will lose the merchant-banner money, but the bosses claim that their bit of the take only paid for the shipment of the paper and wound up the deal at an even break.

A visiting showman asked the boss if he didn't believe that his sneak-in policy would have a tendency to keep patrons away from the lot. This was quickly settled to everyone's satisfaction and proved the idea a smart one when Pete Ballyhoo said, "What difference does it make if they don't come to the lot? They never spend anything when they do come." Apparently the midway will be more of a hobby than a business.

News leaked out of the office regarding another foreign tour. It is a known fact that General Agent Lew Trucklow has been spending his layoff in the Orient. Recently he cabled from Japan that the government claims, "No state of war exists in China." This should disprove any talk regarding war keeping the show out. Then, again, the color scheme may be of the necessary hue for the tour.

Yesterday several extinguished-looking foreigners wearing Van Dyke beards were seen hobnobbing with the bosses in the cookhouse. Word soon spread around quarters that they were European fair officials on an American booking tour. Their presence created quite a stir in every gossip corner. A committee was quickly chosen to approach the bosses for further information. From the info handed out, we learned that the three bearded men were here trying to book mits, magic and med for the coming season.

We are positively leaving on Sunday. Orders were given to take the help off the grits and turnip greens and place them on hard feed.

MAJOR PRIVILEGE.

## CALL TILLEY SHOWS

OPEN CHAMPAIGN, ILL., APRIL 20TH. Want Mechanical Show, Funhouse, Illusion Show, Unborn Show or any Show of merit. Mose Smith, write. Will furnish outfits, including panel fronts. Exclusive Scales, Country Store, Hoop-La, American Mitt Camp open. Can place any Merchandise Grind Store. NO GRIFF. Good proposition for flashy Arcade. Ball Games open. Can place sober, reliable Working Men on Rides. Address: Champaign, Ill. For Sale—36 Ft. Allan Herschell Ideal Merry-Go-Round, \$1,500.00. Allan Herschell DeLuxe Kiddie Auto Ride, \$500.00.

## BORTZ SHOWS

Want to book Loop-o-Plane or Tilt-a-Whirl. Concessions that work for stock. Shows that have their own outfits. Fair Secretaries, get in touch with us. Have clean Shows and Rides. Have 5 Rides, 5 Shows and about 20 Concessions. Fourth of July open. Will open in Doniphan, Mo., May 13.

## LAWRENCE GREATER SHOWS, INC.

WANTS FOR SEASON 1940

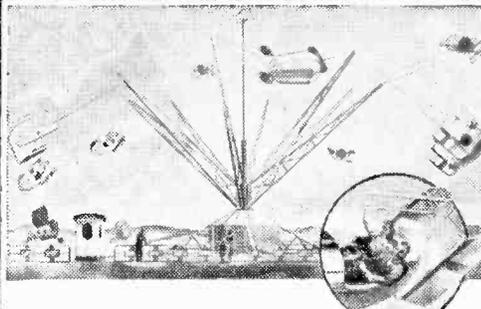
Consisting of a proven route of still dates in the West Virginia Mining Territory, with 4 Celebrations and 15 bona fide Fairs. Fairs start Waynesburg, Pa., week July 29. On account of disappointment, can place Circus Side Show with or without outfit. Have beautiful framed outfit suitable for MONKEY CIRCUS. Good proposition for Fun House, Motor Drome or any Novelty Show.

Will place Octopus and Rollo-Plane. Capable Talkers, also Ride Help, write. All Concessions open except Cook House, Bingo and Custard. Will book Arcade. All address: SAM LAWRENCE, Gen. Mgr., Greenville, S. C., until Apr. 20; Spartanburg, S. C., week Apr. 22.

## L. J. HETH SHOWS

Want Shows—Organized Revue, Posing Show, Side Show, Midget Show, with or without own outfits. We have complete outfits. Help Wanted—Minstrel Show Performers and Musicians, salary and percentage; Lady Ball Game Agents, also Penny Pitch Agents. Ride Help—Experienced Ride Help, especially for Swooper Ride. Concessions—Long Range Gallery, Scales, Candy Apples, Cotton Candy, Fish Pond, any other legitimate Concession that works for 10c.

40TH & CHARLOTTE, NASHVILLE, TENN. FAIRS START IN JULY.



### AERIAL JOY RIDE

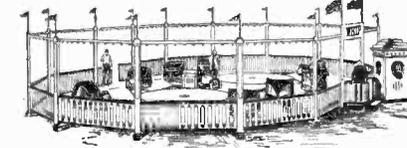
Featuring the new steering wheel control with China Clipper type rudders. Either rider can zoom, dive or side slip with perfect ease. No snapping or jerking—cars and rudders are all aluminum. Free running cantilever center. Vee belt drive, oversize clutch and brake—ornamental quick-up fence—light ring with six powerful flood lights—modern, colorful, chromium-trimmed ticket office, definitely portable—loads in one 24' trailer. Fully protected by U. S. Patent No. 2,168,403 and Spillman Resources.

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## WORLD OF MIRTH SHOWS, Inc.

All Contracted Help Answer This Call  
OPENS FRIDAY, APRIL 26  
ERIE AND G STREETS, NORTH PHILADELPHIA  
(Yellow Jacket Speedway)

WANTED—Experienced Showman to handle 2-Wagon Funhouse on P. C. basis with nominal guarantee.  
Grace McDaniels, Whitey Sutton, answer this call.  
Can use Novelty Acts for the Biggest Side Show on Earth.  
T. W. KELLEY

## J. R. EDWARDS SHOWS

OPENING AT WOOSTER, OHIO, MAY 18TH — 2 SATURDAYS  
WANTS PENNY ARCADE — ALSO LEGITIMATE CONCESSIONS OF ALL KINDS  
SHOWS—Ten-In-One, Fat Girl, Geek, Snake Show, Monkey Show, Athletic and Punch and Judy Shows booked.  
Following Celebrations Already Booked: Ashland Firemen in Heart of Town, Shelby Firemen's Jubilee Week, Firemen and American Legion Fourth of July Celebration on Streets of Upper Sandusky, Barnesville Volunteer Firemen and Veterans of Foreign Wars, first in 3 years. Also Byesville Homecoming. Other Celebrations pending.  
FOR SALE—20x40 Khaki Tent with 8-Ft. Wall (like new), 20x60 Tent (fair condition), one 100-Ft. Banner Line and one 50-Ft. Banner Line. Side Show and Girl Show Banners, \$10.00 each.  
Ray Zimmerman write. Address all mail and wires to  
J. R. EDWARDS, 233 N. Buckeye St., Wooster, Ohio.

LAST CALL LAST CALL LAST CALL

## CETLIN & WILSON SHOWS, INC.

All persons contracted with this show report in Petersburg, Va., not later than April 15.  
Following people please acknowledge this advertisement: George Griswold, Curley Williams and Wife, Fun House Dietrick and Workmen in all departments. Can place Roll-o-Plane and Octopus and Monkey Circus. All legitimate Concessions open.  
All address WINTER QUARTERS, Petersburg, Va.

## Southland Amusements

Opens on the Streets Irvine, Kentucky, April 27th, Auspices National Guard.  
Want Athletic Show, Girl Show, 5 or 10-in-1 or any other Shows of merit. Tony Martini wants Ride Help, also Cook for Cookhouse; Alice Woodard, wire; address Winter Quarters, Marion, Ky. Frank Bizzell wants capable Agents, address Goulds, Fla. Want Custard, Bingo, Candy Floss and Apples, Shooting Gallery and any other legitimate Concessions that can and will work for Stock. Address: J. M. CROFT, Mgr., until April 20th at 1801 S. W. 5th St., Miami, Fla.; then Irvine, Ky.

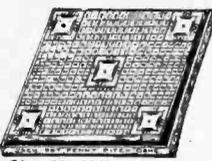
OPENING APRIL 27

## READING'S SHOWS

MT. PLEASANT, TENN.

OPENING APRIL 27

Want Grind Shows, Monkey, Fat, Midget, Big Snake, Illusion; have tops and fronts. Want Foreman for Ferris Wheel and Tilt-a-Whirl, Agents for Ball Games. Have 12 Fairs contracted and the best 4th July in the South at Martin, Tenn. Will buy No. 5 Ell Wheel in good condition. Address: W. J. WILLIAMS, 802 JOSEPH AVE., NASHVILLE, TENN.



**PENNY PITCH GAMES**  
 Size 46x46". 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

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 75-Player Complete ..... \$5.00  
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**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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 124-126 W. Lake St., Chicago, Ill.

# Midway Confab

By THE MIXER  
 (Communications to 25 Opera Place, Cincinnati, O.)

**OPENINGS**—grand and otherwise!

**POP-CORN STAND OPERATORS.** Mr. and Mrs. Arthur Bowery have signed with Smith's Greater Atlantic Shows.

**GEORGE AND BERNICE PETERSON** are with Buckeye State Shows, with which they booked their photo gallery.

**LOU LOUETTE** (Buddy Lou Davis) joined the annex with Bob Neely's Side Show on T. J. Tidwell Shows.

turn to the road this season, but will remain in Gary, where Paul is employed.

**COTTON STATES SHOWS** have been given a permit to play Pineville, Ky., beginning the week of April 22, reports H. C. Webber, of *The Pineville Sun*.

**MEMBERS** of Hilderbrand's Shows, Tommy Miller and Myles Nelson celebrated birthday anniversaries while organization played San Pedro, Calif.

**RICHARD SCOTT** letters from Charlotte, N. C., that he will play Chester, Pa., with Endy Bros.' Shows.

**BUCK BAIN** is manager of the Sunset Minstrel Show on Smith's Greater Atlantic Shows.

**THE old days were not so bad**—but decidedly different.

**SIGNING** his ball game concession with Smith's Greater Atlantic Shows for

**TO MAKE a long story short**—make your story on the bally platform to the point and so more popular.

**FORMER** vet police reporter of St. Petersburg, Fla., and last year publicity director for Altoona (Pa.) Speedway, Bill Snyder will be publicity director of Zachimi Bros.' Shows for 1940.

**HAVING** signed with W. G. Wade Shows for the fourth consecutive season, J. J. Boxwell assumed his sign painting and front-gate ticket seller's duties the opening in Richmond, Ind., on April 15.

### Supply and Demand

A CHARACTER around the old John T. Wortham Shows was Mulligan, colored boss canvasman on the Minstrel Show, who also doubled on the train crew as poler. Thru an accident during his childhood, Mulligan was deprived of both legs near the knees and was forced to wear large-sized shoes over his knees, laced backwards. "Look!" said a native while watching the show train unload in a Montana town, "I'll betcha those carnival people needed a short man like that to be handy around the train, so they jist chopped off that colored feller's legs 'n' made a short man out o' him."

Granite City, Ill., where shows are scheduled to open on April 22.

**WILLIAM C. CLARK** left Johnstown, Pa., on April 5 for Shreveport, La., to join Capt. Bruce Chester's Pacific Sea Exhibit about April 13. His wife will join later.

**FORMERLY** WITH Johnny J. Jones Exposition and other shows, Al Beresdorff has quit trouping, temporarily at least, and is doing promotional work for the Milk Drivers and Dairy Employees' Local, Canton, O.

## ASTRO FORECASTS AND ANALYSES

(Complete 1940 now ready)

Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00  
 Analysis, 3-p., with Blue Cover. Each . . . . . .03  
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 Forecast and Analysis, 9-p., Fancy Covers, Ea. . . . . .30  
 Samples of the 4 Readings, Four for 25c.  
 No. 1, 34-Page, Gold and Silver Covers. Each . . . . . .80  
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
 Gazing Crystals, Oulja Boards, Planchettes, Etc.

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policing. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

**PACK OF 78 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.

**ZODIAC F. T. CARDS.** Pack . . . . . 35c

Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$6.00

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**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P, 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES  
 State salary and all details in first letter.  
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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.

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 198 S. Third St., COLUMBUS, O.

### POP CORN

It Isn't the price of Pop Corn and Seasoning that counts. It is the quality and reputation of the house that sells it. We offer only the best and priced reasonably low. Samples upon request. Counter Model Poppers, \$39.50.  
 INDIANA POP CORN CO., Muncie, Ind.

## KWIKUP CONCESSION STANDS



**Best For 25 Years**

MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means a speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripes stops the crowds. Circular and canvas samples free.

THE MONROE CO., 35 Bridge St., COLFAX, IA.

## WOLFE AMUSEMENT CO.

**WANT WANT**

All this week Calhoun Falls, S. C.; Abbeville, S. C., April 22 to 27. First show in Abbeville in 10 years. Can place following Concessions: Ball Games, Cigarette Gallery, Short or Long Range Gallery, Photos, Custard Machine, Heart Shape Pitch, Bowling Alley or any Legitimate Concession. Can place Corn Game after Abbeville. This show plays all uptown locations. No gate. No racket. All Wires and Mail to BEN WOLFE, Mgr., Calhoun Falls, S. C. P.S.: Good opening for set of Diggers.

## GIRLS.. WANT.. GIRLS

Girls for Ball Game. Also Man for Penny Arcade that can take care of same; all new machines. Can use Man and Wife for joints. Opening April 20. F. W. PAULI, Webster, Mass.

Tell the Advertiser in The Billboard Where You Got His Address.



**INJURIES SUSTAINED** in an automobile accident in Fort Myers, Fla., on February 12 won't keep Al Carsky from hitting the road this season with the Royal American Shows, where he's been a candy concessioner seven years and a talker in Aldrich's Beautiful Hawaii attraction. He'll join at this Amusement Corp. of America unit's opening stand. Photo by Dadswell.

**L. G. SKEENE** pencils from Kansas City, Mo., that he and the Gabel boys, wrestlers, will have the Athletic Arena on the State Fair Shows and not the Greater Exposition Shows.

**JAMES ANDERSON**, who was married on March 25 in Louisville, is en route to join F. H. Bee Shows, with which organization he has signed for his 11th season. His wife will join him later, he says.

**ELEVATING** standards of show equipment is wasted money—unless some employees elevate their standards of operation.

**CURRENTLY** employed in Harbor Bar Night Club, West Palm Beach, Fla., Dick Burns and L. R. Lewis have been ready-



**DENNY PUGH**, a vet in outdoor show circles, recently was contracted by Amusement Corp. of America to serve Hennies Bros.' Shows in 1940 as concession manager. Denny is well known by showmen thruout the country. Photo by Dadswell.

the fourth consecutive year recently was Pete Whitaker.

**MR. AND MRS. HARRY KAHN** have booked a concession with Bantly's All-American Shows, they advise from Miami, Fla.

**NOW** in his 11th season, Ben Pardo is presenting his mental act on Pete Kortes' Side Show with Beckmann & Gerety Shows.

**AFTER** an absence of three years from the road Rosina Raymond cards from Baltimore that she will troupe this season.

ing their trucks and concessions to return to the road on April 20.

**HAROLD LUCAS** placed his Rolloplane with Gold Medal Shows, while his father, George, signed the recently purchased Rolloplane with Dodson's World's Fair Shows.

**FORMERLY** with Ralph Morracco on Pioneer Shows, Lewis L. Wilkinson booked his cookhouse with Penn Premier Shows for 1940.

**GIVE** thanks for what some bosses hand you—not what you expected.—Side Show Sally.

**HARRY C. DUVALL** infos from Washington, D. C., where he has been working, that he will return to the road soon.

**CAPT. FRANK H. CUSHING** letters from Athens, Ga., that Tom Terrill is no longer with Cushing's Death's Holiday Thrill Shows. Cushing now is doing the booking chores.

**CLOSING** with Hilderbrand's United Shows No. 1 Unit in Monrovia, Calif., to join other organizations were Mr. and Mrs. Jack Arnott, Keith Sutton, Raymond Metcalf and Alfred Brown.

**FAMOUS** last words: "We didn't want the town, anyway, and made no effort to tie up all the lots."

**FORMERLY** in Lynch Park, Niagara Falls, N. Y., K. L. Moyer signed with Art Lewis Shows and joined in Norfolk, Va.

**MR. AND MRS. PAUL VARNU** advised from Gary, Ind., that they will not re-

**SOME** of the help may be an embarrassment to you; some just an aggravation. Both can be easily changed.

**LAST SEASON** with Klein's Attractions, New Waterford, O., Capt. Billie Sells' trained lion act has been booked with Arena Shows until August 1. Klein plans to use the act at several fairs after that date.

**J. W. KEOWN**, who assumed duties as general agent of Lone Star Shows, has also booked his concessions with the show. Mrs. Keown, who is still at her home with her widowed mother, will join soon.

**LARRY AND MADLIN NOLAN** pen from Wichita, Kan., that they signed with Anderson-Strader Shows, Larry as special agent. Madlin will handle press. Last season they were with Mel H. Vaught's State Fair Shows.

**SOME** promoters are big men with big heads, but not all men with big heads are large otherwise in proportion.—Cousin Peleg.

**CHIEF RAIN** IN THE FACE, 77-year-old cast-iron-stomach man, began his 43d year in show business and his fourth with John T. Hutchens' Modern Museum when Hutchens opened with John R. Ward Shows in Monroe, La., he reports.

**WHITEY PERRY**, vet showman and formerly with the old Rice & Dore Water Circus, Eddie Fernandez and Wortham, Waugh and Hofer shows, is located in San Diego, Calif., where he and wife are operating a couple of club bars.

**CHARACTER** dancer with Bob Allen's Scrap Book Revue of Female Impersonators, Jaquxo Marha is playing Club Washington, East Liverpool, O., presenting his Dance of Death. Also with the Allen unit are Fuzzie Feathers, Terry LaMonte, Lee Carrol and Waneta Lane.

**NO** matter how good a promoter one is, over-advertising his own ability is poor advertising.—Milo (Not So) McCoof.

**"HAVE BEEN MAKING** the spring stock shows with Buckeye State Shows," scribbles Roy T. Wilder from Forest, Miss. "Joe Galler has a good-looking organization and business is good when weather permits. Plan to head for the Northwest soon."

### R. C. LEE writes



"You are due a lot of credit for turning out a ride that is complete in every respect; and one that shows good returns on the investment year after year." Make a wise decision. Buy a BIG ELI Wheel in 1940.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products.  
 800 Case Avenue, Jacksonville, Illinois.

"ARRIVED in Blue Ribbon Shows' quarters here on April 5, where I will have charge of the Unborn Show," scribbles Ray Rayette from Louisville. "I'll also be a feature of the annex, inside of which is being done over in black and white decorations."

"RECENTLY VISITED Max Gruberg's World's Famous Shows quarters here and it's a beehive of activity," letters Charles W. Conlon from Philadelphia. "Lew Alters has designed some swell-looking fronts, and Mat and Donald Crown have done a good job of painting."

MANY front-door talkers could improve their English by spending a few minutes daily listening in on radio broadcasts.

EDDIE ALLEN cards from Mexico, Mo.: "Recently closed one of the best winters I've had since I've been in show business working with Bennie Summers' bingo. Bennie went to Nashville, Tenn., to join Reading Shows, while I plan to join the West Coast Amusement Co."

A FEATURE of Pete Kort's World's Fair Museum in Cleveland and New Orleans, the Great Gravity, visited Chicago last week while en route to San Francisco, where he will join Ripley's Odditorium at Golden Gate International Exposition.

ARRIVING in Bantly's All-American Shows Reynoldsville, Pa., quarters recently were Rex Lee, billposter; Buddy Riley, Illusion Show operator; Eileen Newland and Lester Branden; Slim Hetrick, ride superintendent, and Norman Dick, who will do rube and mechanical man on Expose Show.

NOW that they are all opening, cookhouse operators will be assured full houses at each meal time—until they all hit a red one.

OPENING for the seventh consecutive season with Johnny J. Jones Exposition in Savannah, Ga., was Billie (Kay) Burke, presenting the Sexpose attraction in annex of Harry Lewiston's Side Show. Others with the unit include O. F. Friend, talker; Earl Hall, tickets; Mike Lezjay, feature, and Rose Joffe, nurse.

RICHMOND (VA.) TIMES-DISPATCH, in its April 5 issue, carried a story about John H. Marks Shows' opening there and paid tribute to Owner John H. Marks as a local amusement biggie. Piece was written by Overton Jones, staff feature



HIGHLY POPULAR with members of the Yellowstone Shows is Teedy Neal, seen here with her mother, Mrs. W. S. Neal, treasurer of the organization, as they posed for this photo in front of the office wagon at quarters in Albuquerque, N. M. Mrs. Neal also operates the cookhouse on the shows, which are owned by her husband, W. S. Neal. Photo furnished by William M. Sutherland.

writer, and was accompanied by several photos.

SOUTHLAND AMUSEMENTS' Marion, Ky., quarters notes by Harry T. Williams: Work is progressing rapidly. Writer recently made a trip into Nashville, Tenn., in shows' interest. New faces are appearing daily in quarters. Writer also visited a number of carnivals on a trip around the country and all seemed optimistic.

THE MAN who can't cook sometimes makes the best grab-stand agent. Oh, yeah! And often a swell critic of local restaurants' culinary efforts.

ONE CARNIVAL OWNER who manages to find time for recreation despite his many business activities in the operation of three shows and other interests is O. N. Crafts. He pilots his own plane, having recently purchased a new Beecraft with a 450-h.p. motor, and visits his units weekly. Week-end fishing trips on his yacht also are on his regular schedule.

"OPENED THE SEASON with Smith's Greater Atlantic Shows with my dancing attraction," pens Billy Logsdon (Pinky Pepper) from Chesterfield, S. C. "Have all my own equipment and business has been satisfactory. My sister, Linda, dances with me, while Tex Putegnat manages the unit and handles the front."

A SHOW FAN from Mason City, Ia., John C. Cookie, scribes from Safford, Ariz.: "C. F. Zeiger United Shows' opening in Tucson, Ariz., was a successful one. I met Frank Howard, Dime Wilson, Carl Marton and Lester B. DeMay and Mr. and Mrs. C. F. Zeiger. Australian Peaches, free act comprising five girls, was popular."

FOR the first time the Great Pinhead Shows stayed two weeks in the same town, but NOT

at the request of the committee, railroad agent or hotel keepers.—Tape Line Larry.

MIDWAY visitors during Hilderbrand's United Shows No. 1 Unit's stand in San Pedro, Calif., included Mike Herman, Herb Usher, Blacky Ford, Frank Babcock, Frank Downie, Mr. and Mrs. Ben Doubert, William Westlake, Mr. and Mrs. Earl Kelly, Royal Stender, Mr. and Mrs. Tim Murphy, Stanley Cole, George Rivers, Mr. and Mrs. Bull Montana, Mr. and Mrs. H. Jacoby and Mr. and Mrs. J. Mitchell.

"WHILE EN ROUTE from the South to New York for another season on the Flushing Front, I visited Art Lewis Shows' Norfolk, Va., quarters," letters Joe Tracy Emmerling. "Organization has made outstanding progress since 10 years ago, when I trouped with Lewis as manager of one of his attractions. Show is new thruout and crews were making final preparations before opening."

"WE were forced to suspend two of our ride men for ten days. Courtesy and discipline must be maintained. They failed to address each other as 'Mister' during a set-up conversation."

O. C. (JACK) LYDICK, who has been confined in Veterans' Hospital, Dayton, O., for some months, underwent an operation there on April 1 and is reported to be recovering. He'll have to remain in the hospital for about six months more, however, reports Lillian Dalton. Among those visiting Jack recently were Mystic Courtney and family, Mr. and Mrs. Charles Mellon, Mr. and Mrs. Vernon Furl and Wingie Shaffer.

NOTES from Gertrude United Shows by Joe Harris: Manager R. H. Bengé has six men at work in Ruel Valley, Pa., quarters. Shows will be transported by baggage cars and trucks and will carry four rides, three shows and about 35 concessions. Management plans to play Pennsylvania, New York and New England States. Manager Bengé is on a booking tour and shows recently booked E. G. Ewing's cookhouse.

YESTERDAY'S big-shot carnival managers are too often tomorrow's forgotten men—unless they have the foresight to cache some of the "big money" that often accompanies several big seasons.—Colonel Patch.

"GOLDEN ARROW SHOWS were in good condition for their opening here on April 6," letters Ruth Nottingham from Williamsville, Mo. "Rides and concessions were overhauled and repainted and local folk co-operated. General Agent Ben Nottingham returned for opening from a successful booking tour. Mrs. Clyde Morton purchased a photo flash machine and several members of Al Baysinger's Shows, including Mr. and Mrs. Rex Nottingham and Doc Swain, snake man, visited here."

MEMBERS of Fordhan Giltedge Shows now in Talbotton, Ga., quarters, according to Charles (Bounding) Johnson, free act, include Harry Bestland, kiddie autos and Mix-Up; Mrs. Bestland, penny pitch; Junior Bestland, kiddie ride operator; Karne Bestland, tickets; Charles Amerson, photo gallery; Sterling Shipley, over and under; Clonia Shipley, ball game; Albert O'Neil, peanuts and pop corn; Katie Amerson, penny pitch; Pallesen's Mechanical City, and Joe Lazell, slum spindle.

INSTEAD of always waiting for the boss to tell you that you are capable and a willing worker, turn the tables by letting him know that he is a swell guy to work for—and hope that he appreciates your efforts.—Oscar, the Ham.

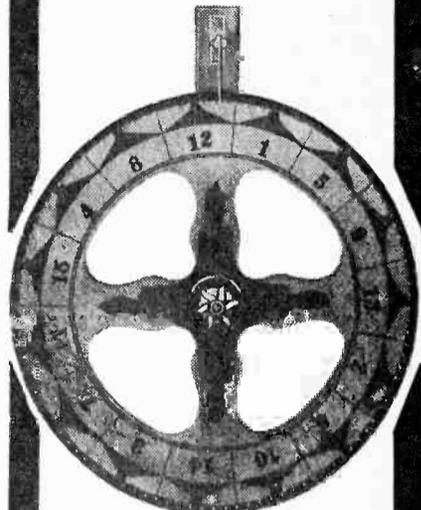
AMONG CARNIVALS in California now operating or are scheduled to take to the road soon are Crafts 20 Big, Golden State and World's Fair Shows & (See MIDWAY CONFAB on page 51)

Errand

IT HAPPENED years ago. Two big show owners who were competitors but warm friends often visited each other. It seems that Governor So-and-So was visiting the opposition show. The two managers were cutting it up, sitting in the marquee, both dressed in Prince Albert coats, white vests, high silk hats and wearing heavy gold watch chains. Suddenly a six-horse driver spied the visitor. "Hi! Governor So-and-So!" he yelled. "If Crummy Mike is still with your show tell him Slewfoot said 'Hello.'" "That," returned the visitor dryly, "will be one of my first duties when I return."

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PADDLE WHEELS \$10.00 UP Of All Kinds

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FREE CATALOG

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MAKE \$50.00 A DAY ON CANDY FLOSS

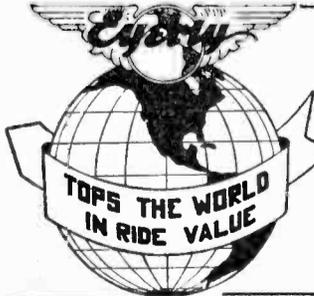
Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs, Spins Candy Floss FASTER and FINER. Other models. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

SECOND-HAND SHOW PROPERTY FOR SALE. 15c Each—10,000 Flags on Streamers. Send List. \$100.00—Genuine Shrunk Head with history. \$35.00—Antonio Siamese Twins with 18x10 banner. Chair Guess-Your-Weight Scale, cheap. \$17.50—New Waterproof Umbrella Tent, 9x9; others. WANTED—We Buy All Kinds Show Property and Rink Skates. WEIL'S CURIOSITY SHOP, Philadelphia, Pa. 20 S. 2nd St.,

**C. F. ZEIGER UNITED SHOWS WANT**  
Athletic Show Manager, experienced Ride Help, Talker and Magician for Illusion Show, Midget and Side Show Acts, Dancing Girls, Talkers, Ticket Sellers. Useful Carnival People, write. Also Shooting Gallery, Mouse Game, Legitimate Concessions. Write Deming, New Mexico, week April 15; Las Cruces, New Mexico, week April 29.

**WANT MERRY-GO-ROUND MAN**  
Capable, sober, reliable. State particulars and salary.  
**BERTHA MELVILLE**  
BOX 3398, DAYTONA BEACH, FLA.

**WANT AGENTS**  
For Blower Bowling Alley and Block Store. Opening date April 26th with Goodman Wonder Shows. Write  
**MR. R. W. ROCCO**  
Care Goodman Wonder Shows, Little Rock, Ark.



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**LOOP-O-PLANE-OCTOPUS**  
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A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE FACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES. HUNDREDS OF OTHER CONCESSION GAMES.  
WRITE FOR CATALOG.  
**WM. ROTT MFG.** 142 WEST 24TH ST., NEW YORK CITY

**Dee Lang's**

(Motorized)

Newport, Ark. Week ended April 6. Auspices, American Legion Post. Business, below normal. Weather, fair; rain Saturday.

Shows made a successful 250-mile overnight jump from Texarkana, Tex., but adverse weather conditions made it necessary to plank all trucks onto the sandy lot. Shows began operating on schedule, however. Great quantities of rice hulls were used to carpet the midway. Business the first part of the week was fair, but it dropped considerably the last two days when rain and cold weather set in. Date marked shows' ninth appearance here and many acquaintances were renewed by showfolk. American Legion Post and Lockwood Burkett cooperated. Management is planning to do away with the pony ride to make way for a modern one. JOHN PABARCUS.

**Buckeye State**

(Motorized)

Forest, Miss. Week ended April 6. Southeast Mississippi Live-Stock Show. Location, fairgrounds. Business, good. Weather, warm and clear, except rain Thursday. Free gate.

Event lived up to expectations and shows chalked their best business of their stock show circuit. Customers came early and remained late. Governor Johnson officially opened the show and a mile-long parade was held in his honor. There were many new faces on concession row, including Mr. and Mrs. H. W. Freeman. Henri Willingham joined with his pony track and trained dog act. Owner-Manager Joe Galler was confined to his housecar for several days with an attack of lumbago, but recovered sufficiently to be on the midway for a short time Friday and Saturday. Gus Litts went on a shopping trip to Jackson, Miss. Mr. and Mrs. Joe Liberty took delivery on a new house trailer and Pearl

**3000 BINGO**

Heavy weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

**3000 KENO**

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

**LIGHT WEIGHT BINGO CARDS.**

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25 in lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class \$12.50

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$1.25

Lightweight Lapcards, 6x16. Per 100 \$1.50

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 \$1.25

3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M \$1.50

Postage extra on these sheets.

Bingo Card Markers, in strips, 25,000 for \$1.25

Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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**Goodman Wonder Show**  
Due to Disappointment  
**WANTS**  
**First Class Girl Show**  
(Have New Front, Tent and Stage for Same.)  
Apply at Once to  
**MAX GOODMAN, Mgr.**  
P. O. Box 21, LITTLE ROCK, ARK.

**BOWEN'S JOYLAND SHOWS**  
**WANTS CONCESSIONS**  
**CLOVIS RODEO & HORSE SHOW**  
APRIL 26-28.  
Floyd Brasel wants STRONG FREAK to feature and working acts for 20-in-1. WILL BOOK ROLLO-PLANE. Furnish outfit for Grind Show. Have new Top and Wagon Front for Plant Show. Address: 1320 E. Roosevelt St., Stockton, Calif., or as per route in The Billboard.

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

Johnson bought a living top. Visitors included Sammy Aldrich and party, who were en route from Texas to Beckmann & Gerety Shows' Atlanta quarters; County Agent E. E. Deen; Secretary Wyatt Jones, Macon Fair; W. W. Gilbert; Ned Torti, Wisconsin De Luxe Corp., and Messrs. Weir and Boswell, of Jackson. Reported by an executive of the show.

**Wallace Bros.**

(Motorized)

Union City, Tenn. Week ended April 6. Location, old fairgrounds. Auspices, American Legion Post. Business, fair. Weather, fair first half, cold last half.

Shows did satisfactory business here despite two nights of rain and cold weather. Cinders and sawdust were used in abundance to put lot in shape. Date was shows' second week at the same location. Purchasing cars here were Jack Oliver, James Reed and Whitley Langly. Ernest Farrow is home from school and on the sick list. Mr. and Mrs. Frank Sparks spent several days visiting friends and relatives in Catesville and Brunswick, Mo. Harry Wagner, former Loop-o-Plane foreman, was replaced by Blackie Gilbert, and Fred Anderson, Merry-Go-Round chutman, was replaced by Ivan Curvan. Jew Schwartz motored to Little Rock, Ark., and Mr. and Mrs. Bob Ashurst joined Ed Groves' Shows. Mrs. Norman O'Brien and son, John, joined husband and father. Eddie O'Brien, Mr. and Mrs. Louis DeRosing-knob were daily visitors. Capt. Freddie Leach, high diver, proved popular. Owner E. E. Farrow went to St. Louis on business. Jack Oliver was away a few days on a booking trip and visits were exchanged with Stella O'Neal Shows in Charleston, Mo. Jimmy Owens is remodeling his penny arcade. The writer spent a few days with his wife, Ruby, in Charleston, Mo. EUGENE C. COOK.

**Funland**

Carrollton, Ga. Week ended April 6. Auspices, American Legion Post. Weather, rain and cold. Business, fair.

Walter Lankford's Band, plus Bessie Hollis' free acts and a swell looking midway, helped offset the cold weather at the shows' opening stand here. All were saddened upon learning of the death of George E. Haverstick, who had his penny arcade with this organization last fall. O. C. Cunningham's new barbecue and grab stands clicked, as did Mrs. Bentley's cookhouse. New Silver Derby vied with Tilt-a-Whirl and Ferris Wheel for top ride honors. Ted Meadows, photo booth and electrician, is doing a good job. New Hollywood Revue proved popular. Miller and Heth concessions clicked. Mrs. Charles Miller is almost recovered from her operation. Mrs. Albert and L. E. Heth are doing okeh with their rides and concessions. March's Human Terror Show topped shows. Harry Kahoe replaced Roy Brown as second agent. Mr. and Mrs. Jimmy Allen booked their Snake Show and Follies. Bo-Bo, ape man, joined from Florida. Mrs. Helen Barfield booked her layout and joins in Rome, Ga. Mr. and Mrs. Pat Brady joined with their Hoop-la. Fred Garrett co-operated with shows. TED C. TAYLOR.

**Hughey & Gentsch**

(Motorized)

Liberty, Miss. April 1-6. Location, downtown. Auspices, American Legion Post Soft Ball Team. Business, good. Weather, Fair.

Opened to good business on Monday, Tuesday and Wednesday. Mr. Hughey and Mr. Gentsch were away on business the early part of the week and the writer took the school children in hand for a free ride on the Merry-Go-Round. Town had not been played in several years. Sheriff T. M. Brabhan, Mayor L. G. Turnipseed and Town Marshal P. N. Wilson were frequent visitors. C. B. (Slim) Moore took charge of the bingo when Frank Gaskin left. Slim made a flying trip to Baton Rouge, La., to buy some stock for the bingo. While returning from Columbia, Miss., Manager J. A. Gentsch's car caught fire and was destroyed. The writer built a new percentage table for Mrs. Robert Hughey. Saturday proved the best day despite rain, which began about 8:45 p.m. Austin and Gladys Miller visited. Bill

Brown, with a set of diggers, visited from Buckeye State Shows. Mrs. Lois Gentsch, Mrs. Robert Hughey, Mrs. J. T. (Whity) Richards, Mrs. C. C. Pontius and Mrs. C. B. Moore went to McComb, Miss., Friday on a shopping tour.

Natchez, Miss. March 25-30. Business, fair. Weather, rain and cold.

Show moved to East End Park in exceptionally cold weather. Since Fat Stock Show at Port Gibson, Miss., was near by, a number of folks visited there. Tuesday, showers kept the crowds away. Wednesday warmed up some with showers again on Thursday. Friday, a heavy rain flooded the grounds. Saturday was clear and shows ended with much better business than expected. C. A. Berg, penny arcade; George W. Peterson, photos, and Duke Charles Brown left to join Buckeye State Shows at Forest, Miss. Managers Hughey and Gentsch purchased a truck.

Natchez, Miss. April 16-23. Location, State and Canal streets. Business, fair. Weather, good.

Lent kept many folks away the first of the week, but things were better by Friday night. Manager J. A. Gentsch made several trips during the stand. Joe Galler, manager Buckeye State Shows, visited, as did Ralph Miller. Wylie Clay put finishing touches on signs and art work. H. G. Starbuck left here to join Buckeye State Shows as secretary. Saturday was a winner. C. A. Berg's Penny Arcade and Mrs. Brown's diggers did well. All rides, concessions and Crazy House played to fair business. Hugh (Red) Hart, Ringling Circus, was a frequent visitor, as was Hartman Moritz.

HARRY (KEY CHECK) HISCO.

**Rogers & Powell**

(Motorized)

Lonoke, Ark. March 24-30. Business, fair. Weather, poor.

Shows chalked fair business here despite inclement weather. Visitors included Mr. and Mrs. J. T. McClellan, McClellan Shows; J. C. Clancy; Mr. and Mrs. Moran and C. S. Reed, Zimdars Greater Shows. Mrs. Powell motored to Memphis to visit her mother, who is ill there. Eddie Ryan's house trailer was demolished by a gasoline explosion and Mrs. Ryan was burned about the face and hands. Assistant Manager Jake Miller purchased a new truck to transport his kiddie Merry-Go-Round. General Manager J. R. Rogers has been under a doctor's care, but is on the road to recovery. RUTH MILLER.

**West Coast Amusement**

(Motorized)

Mountain View, Calif. April 2-7. Business, good. Weather, good.

Shows were originally booked into Emeryville, Calif., but it was impossible to locate organization on the small lot there and management decided to come here instead. All had a good week's business. United States Army Headquarters were located near town and soldiers gave rides, shows and concessions swell patronage. Jack Joyce's Circus and Three Meteors, free acts, were popular. All were saddened to learn of Joe DeMouchelle's death and flowers were wired to Los Angeles for the funeral. Hunter Farmer's blower concession was destroyed by a fire here which the local fire department extinguished in time to save adjoining concessions. Louis Leos' car was considerably damaged in an auto accident in Oakland. John Dedusis, a passenger, sustained severe bruises and is convalescing in Oakland. Les Hart, insurance broker, while en route to shows on the same night had an auto accident in which Mrs. Hart sustained cuts. Mrs. J. H. Christensen purchased a new house trailer and Jack Christensen is lining up his cookhouse on Clark Greater Shows. Manager Mike Krekos commuted daily from San Francisco. Mrs. Harry Meyers visited over the week-end. General Agent Jessup was busy with the various committees and visitors. Mr. and Mrs. Ted Levitt's Ferris Wheel did well. They also purchased a new car here. Mrs. Spot Ragland had her two concessions clicking. Bob Schoonover, new lot superintendent, had shows on the grounds in record time, assisted by Leo Leos. One ride crew is still in quarters getting the Hidee Ho ready. MIKE KREKOS.

**Crafts**

(Motorized)

San Diego, Calif. Ten days ended April 6. Location, water front. Auspices, American Legion Post. Business, good. Weather, good.

To everybody's surprise, this engagement proved one of the best since opening. First Saturday topped any previous still night's gross by several hundred. Showgrounds, being located on the embarcadero, in full view of Uncle Sam's battleships and other navy boats, drew a lot of comment from visitors during the night when huge naval searchlights, thousands of bulbs on the midway and shows' two powerful searchlights colorfully illuminated the waterfront. Baseball season also was ushered in during the stand, and ball park being some two blocks distant, helped swell midway crowds after the games. Jimmy Lynch, operator of the eats and drink privileges, installed a loud-speaker with microphones around the necks of the griddle men in the cookhouse. Music is played during meals. Mrs. Louis Korte received word her sister is ill in Waco, Tex. Owner O. N. Crafts planned from Los Angeles. Charles M. Miller, shooting gallery operator, who was ill most of the winter, is rapidly improving.

Many visitors were sighted on the midways. All were grieved to learn of Joe DeMouchelle's death. A midnight party was held one night at the South Seas Tropical Inn, with many concessioners attending. Among those present were Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. George Harms, Mr. and Mrs. Louis Korte, Mr. and Mrs. William MacMahon and John (Spot) Ragland. San Diego Zoo proved a mecca for showfolk. George Bryant is manager of Mrs. O. N. Crafts' arcade, which has been enlarged this season. Celebrating their birthday anniversaries here were Mrs. Elmer Hanscom, photo gallery operator, and Louis Cecchini, concessioner. Jeff Griffin is clicking with his Far East Show. Captain Curtis' Motordrome, Ed Kanthe's Athletic Show and Wallace O'Conner's 20-in-1 reported good results, as did C. R. (Red) Lindsey's Follies of 1940. ROY SCOTT.

**Franks Greater**

Macon, Ga. March 23-30. Location, foundry lot. Business, satisfactory. Weather, rain and cold.

Shows' first week at this location gave satisfactory business despite rain and cold weather. Harold Rayley Jr., replaced Pete Smith with his fishpond. Clint Shuford, Lee Conerrio and Don Harter returned from Texas. Dick Harris and Stack Hubbard, Model Shows, accompanied by Jimmy Winters, visited on Saturday night. Harry Miller, lot super-

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Want Man for Athletic Show, Man and Wife for Hula Show. Can use Mechanical, Monkey, Snake or any Grind or Freak Show, with or without outfits. All Concessions open except Corn Game, Cook House, Diggers and Scales. Will book Flat Ride: Capt. Roy, write or come on. W. A. GIBBS, Erie, Kan.

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intendent, has his crew at work early each day. Dave Wise left on a tour in shows' interest. Harry Biggs and Sam Beatty had their concessions replaced by George Smith. Cecil Rice added another concession, and Hank Spillman, with his animal and monkey circus, replaced Stack Hubbard. Charlie Fay added another girl show and Hubert Hall has his corn game clicking. Peggy Franks' cookhouse is popular. Pop Bennett, head carpenter and builder, is still hard at it. Victor Drum's free act was well received here. Mrs. White Archer has been titled champion rummy player. Paul Conway, Macon attorney, is a daily visitor.

HARRY MACK.

**Hilderbrand No. 1**

San Pedro, Calif. Seven days, ended April 7. Location, Palos Verdes at Fifth street. Auspices, L. L. L. Business, excellent. Weather, ideal. Pay gate, 10 cents.

San Pedro gave shows a remarkable week's stand, with crowds filling the midway to capacity nightly. It was shows' best date so far in Southern California. Hilderbrand's Elephants, Capt. Bill Foix's lions and Reggie Marrion's Skyrockets were popular. Local papers co-operated, as did public officials. Adding concessions here were Florence Appell, Ralph Balcom, Johnnie Cardwell, Clyde McCahn and Cleo Qualls. Mr. and Mrs.

Earl McCann's Athletic Show and Joe Lewis' Gorilla Congo tied for first honors among shows. Joe Lewis left for Sulphur, Tex., at close here, but will return later. Mr. and Mrs. Rhinhold Uttke's baby ride chalked the best week of their season. Mr. and Mrs. Peter Richards' concessions also clicked. Florence Appell, who took over the dressed-up duck concession upon the departure of H. Paxton, topped the midway. Reggie Marrion, Tommy Miller and Tonto Numm visited Marrion's home on Catalina Island, and Katharine Quivala, of Oakland, visited her sister, Verna Seeborg. Mr. and Mrs. Earl Richardson's cookhouse was renovated and Jack Bright is assisting Delbert McCarty with painting of trucks. Owner O. H. Hilderbrand commuted daily between Los Angeles and San Pedro, as did Mr. and Mrs. Cleo Qualls. Show's new weekly paper, with the writer as editor, made its appearance here. Paper is affiliated with the HUSAC Club. Charles Marshall, of Hollywood Skyrockets, sustained a broken leg, skull fracture and possibly internal injuries when he fell during the last performance. Marshall is holding his own, but is not out of danger. He has been transferred from a local hospital to General Hospital, Los Angeles.

Monrovia, Calif. Six days ended March 30. Location, Myrtle at Maple streets. Auspices, L. L. L. Business, fair. Weather, unsettled.

The threatening weather curtailed attendance during the week, but Saturday night brought shows out on the right side. Ferris Wheel led rides and Joe Lewis' Congo was best among shows. Organization was forced to tear down in rain, which hit the midway at midnight and lasted two days. Arrival of a new baby pony attracted attention. Reggie Marrion was injured while dismantling his high act and will be on crutches for about a week. Jessie Vanderhoef was ill here, as was Ralph Balcom. Mile. Rancee joined the Hi Hat Revue and Don Savage the cookhouse. Daily trips were made by the showfolks into Los Angeles and members visited the various shows in the vicinity, including World's Fair Shows and Coe Bros.' Circus, Inglewood; Kelly's United, Harbor City; Steffans Superior, Hyde Park; Tip Top, Compton. Hazel Fisher was ill for four days, but has recovered. Secretary John H. Hobday spent three days visiting his family at Altadena, Calif. Adding concessions here were Cleo Qualls, Goldie Vinson and Clyde McCahn. Mr. and Mrs. Peter Richards spent a few days visiting friends in Pasadena, Calif. Special Agents George and Ruby Morgan visited nightly. Thelma La Chue joined Capt. Bill Foix's lion act as understudy here. Florence Appell's concessions did fair business, as did Frank Dykes' and Louis Restick's. WALTON DE PELLATON.

**Greater United**

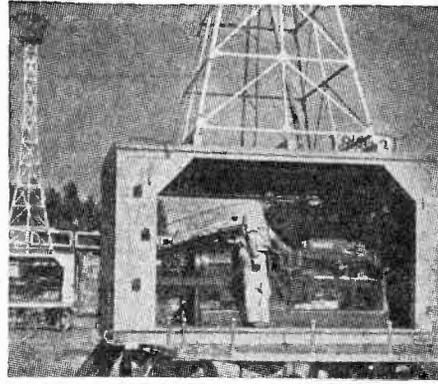
Denison, Tex. Week ended March 30. Auspices, American Legion Post. Location, circus lot. Weather, cold. Business, fair.

With three shows playing within a 20-mile radius of the Red River Dam project and cold weather prevailing most of the week, none had heavy attendance any night. Maple Williams, with his cookhouse and several concessions, left to join another show opening in Missouri soon. Dale Parrish's Hawaiian Show is clicking. Dutch Bartel has the Athletic Show, with Sailor Jack Reid, Frank Osborne and Fred Moon, wrestlers and boxers. Watson's big Penny Arcade has been popular. Chick Lowman is operating the Loop-o-Plane and Jerry O'Hara the Mix-Up. Mrs. Lonnie Jarvis, cashier for William's cookhouse, will remain here, where her husband operates the kiddie rides and is *The Billboard* sales agent and mail man. It was a long haul to lot here, but Buck Owens and crew had everything running Monday night. Dick Gray, fire marshal, is a good friend of Owner J. George Loos. *Daily Herald* and *Sherman Democrat*, 10 miles distant, gave plenty of space and shows had newsboys as guests on Monday and Tuesday nights. Ralph Forsythe's Octopus left here to open with his show in Colorado. FRANK J. LEE.

**Philadelphia Houses**

PHILADELPHIA, April 13.—Business at local museums was fair this week. Eighth Street had Olaf Hanson and dog Queenie; Tex Smith and Company; Baby Lorraine, Educated Chimp; Poses Plastique; Mystaria and Headless Illusions in the main hall. Dancing girls were in the annex. South Street has Margie White's Colored Revue; Nel Johnson, bag puncher; Patman, magician, and Prof. Frazier, mentalist. Dancing girls are in the annex. South Street Museum closed today.

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Will open April 27 in South Pittsburg, Tenn., instead of Griffin, Ga.

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KID BURNS, Mgr., Star Amusement Co., Carlisle, Ark.

**Pryor's All State Show**

Opens 1940 season Saturday, April 27, Peebles, Ohio, with long season in Ohio, Pennsylvania, West Virginia and Kentucky. Mill and coal mine towns. Long list of fairs and celebrations in proven territory starting in June. Have opening for Chair Plane, Rollo-Plane, Pony Ride. Will book worthwhile Grind Shows with own outfits. Want Merchandise Concessions excepting Corn Game, Cookhouse, Photo, Pop Corn, Mitt Camp, Lead Gallery, Ball Games. Will book String Game, Cane Rack, Custard, Bumper, Penny Pitch, Mouse Joint or any other Concession that works for 10c. Show carries Free Act and no gate. All address: JACOB PRYOR, Owner and Mgr., Pryor's All State Shows, West Union, Ohio.

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For Camp, Lecturers for Jungle Show. Open the week April 20th, Joplin, Mo.; Ft. Smith, Ark., week 29th; Memphis, Tenn., week May 6th.

SIS DYER, Care Hennies Bros.' Shows.

**P. J. SPERONI SHOWS**

OPENING APRIL 20TH, ROCK FALLS, ILL. Playing two Saturdays. Want Shows with own outfits, Mechanical, Animal or any Show of merit. Stock Concessions, Mitt Camp, Diggers, Frozen Custard, Agents for Swinger and Ball Games. Address Communications: Rock Falls, Illinois.

**Cetlin & Wilson**

PETERSBURG, Va., April 13.—Quarters are in full swing with a crew of 31 on hand. Rides are being repainted and new fronts built. Six new tractors and semis arrived last Friday, making a total of 21 here. Speedy Merrill built a new cookhouse and he recently purchased a new tractor to haul it. His Motordrome also is being rebuilt and repainted under supervision of Lem Gibson. George Griswold is expected soon and will have charge of a new shop wagon. Frank Massick, construction superintendent, has done a swell job of building new fronts and repairing old ones. Fred Utter is installing neon and indirect lighting on all fronts and rides. He's also working out new lighting effects for the front gate. Six new light towers are in quarters, with plenty of neon prevailing. Whitey Walker, secretary, arrived and took charge of the wagon. Carl Lauther arrived from a good winter tour with his museum and is getting his shows ready. He will have the Side Show, Illusion and Peep shows. Smilo, former clown with Ringling circus, joined and will do advertising. The Great Zacchini is expected soon with his new cannon. Van Ault took delivery on some new machines and has rebuilt his Penny Arcade as well as his two big trucks.

Mrs. Wilson and Mrs. Cetlin, who will produce and present the Paradise Review and Nude Farm, made several trips to New York to engage talent and purchase new wardrobe, which is being specially designed. New scenery, drops and setting also have been purchased and lighting effects installed. Chamber of Commerce and Retail Merchants' Association have invited shows to again make this city their quarters next winter.

EDDIE HOLLINGER.

**Goodman Wonder**

LITTLE ROCK, Ark., April 13.—With addition of several new rides and shows it was found necessary to build 12 new wagons in addition to those already put thru the shops and now in the painters' hands. Owner Max Goodman and General Agent Sam Gluskin returned from Chicago last week. Shows will go out with all new fronts and plenty of neon. General Superintendent Grant Ward and crew of 67 this week completed construction on five new fronts in addition to 12 which have passed thru the shops. Concession Manager Max Klepper and R. W. Rocco have 85 men constructing new streamlined stands. Ray Hamilton is in charge of the paint crew and Eddie Latham, chief electrician, has all wiring completed. Secretary Howard Ramsey, during Owner Goodman's absence, kept quarters work progressing. Showfolk are arriving daily and among those here are E. Joan Heineman, Illusion Show; Dave Stock, independent rides; Chuck Franklin, Ice Show; Leonard Duncan, Showboat Minstrels; Eddie Comstock, Posing Show; Charles Zern, Side Show; Samuel Friedman, Snake Show; Freddie Cope, who will assist Owner Goodman

**Winter-Quarters News and Gossip**

As Reported by Representatives for the Shows

and Secretary Ramsey, and Clifford Carnes. Two free acts have been signed.  
R. B. DEAN.

**Bantly's**

REYNOLDSVILLE, Pa., April 13.—Much of the new equipment is here and quarters crew is hard at it to be ready for opening on April 20. Another press agent is to be added soon, giving the organization three men to handle press and special promotions. Ted Miller is doing a good job as general agent. Mrs. Bantly returned from New York, where she purchased additional wardrobe for girl, posing and colored shows. Carlson Sisters arrived yesterday, as did new banners for Illusion Show, managed by Buddy Rilee. Broadway After Dark started rehearsals. John Long and Ray Milliron went to Salem, Ore., to pick up a new Rolloplane and trailer. Quarters crew numbers 34. Dick Keller and Harry Faith are doing some swell work on fronts. Rex Lee, billposter, is on the job. Bud Brewer advised he will join soon, as did Sol Speight and Buck Denby. Harry reports he will arrive April 15.

HARRY E. WILSON.

**Great Lakes Expo**

TOLEDO, April 13.—Since getting a break in the weather, crew is completing work rapidly. Almost everything is ready for the opening at Front and Main streets here. Shows plan to carry 10 rides, 9 shows, about 30 concessions. Many new faces are seen in quarters. E. B. McLaughlin, scenic artist, did a swell job on the new fronts, rides and ticket booths. Dual Loop-o-Plane and Motordrome recently purchased by Manager Al Wagner will be delivered soon.

H. SMILEY.

**Imperial**

MOBERLY, Mo., April 13.—With opening only seven days distant, work in quarters, under direction of Ray Davidson, is nearing completion for opening here. General Agent L. J. Berger returned from a booking tour and Kenneth Brown arrived and assumed his secretarial duties. James Campbell, superintendent of concessions, has his crew busy and Electrician Alec Grasnik reports his crew's work is finished. Recent arrivals included Jack Snider, special agent; Joe Hoy, sound car; Captain Hugo and wife, who will present one of the free attractions, and G. Higgen, who will present the other. All rides have been overhauled and repainted and ride foremen and their respective rides are Jimmie Ross, Tilt-a-Whirl; Jimmie Crafton, Merry-Go-Round; Leonard Snider, Ferris Wheels; G. R. Thompson, Loop-o-Plane;

Roy Jones, Kiddie autos; J. Dalton, Chairplane, and George Managan, Rolloplane. John Gallagan advised his new Octopus will arrive in time for opening. Arthur Davis, manager. Circus Side Show; E. H. Hugo, Mechanical Show; Joe Turner, Athletic Arena; Choc Phillips, Parisian Nights; Mike Bruster, Expose, and Eddie Nugent, Monkey Circus, are here readying equipment. Concessions signed thus far include R. S. Fear, cookhouse; John Gallagan, corn game, scales, ball and ring games; Jack Vinson, cigaret gallery, photos and penny pitch; William Davies, hoop-la, darts and balloons; Robert Gordon, diggers; George R. Walters, aluminum wheel, and the writer, penny pitch, *The Billboard* sales agent and mail man. Manager E. A. Hock is away on a business trip.

EDITH N. HOY.

**Blue Ribbon**

LOUISVILLE, April 13.—Owner L. E. Roth reports shows are about ready for opening on April 20. Many folks arrived and all seem busy. Art and Maryann Alexander came in from a Florida tour and Art is readying his concessions. Fred Clark has his new Motordrome ready. A new top is expected in time for opening. Gene Padgett arrived from Texas with his troupe of girls for his Expose Show. Marlon Kessler has his shows finished and is assisting Mrs. Kessler, who is making new costumes and drapes for the shows. Mike Rosen's new corn game is ready and all concessions will be repainted. Capt. Harry Seidler remodeled his Showboat. About 30 house trailers are parked on the grounds here. Mrs. Susie Jenkins, who again will be head cookhouse chef, arrived from her home in Deatur, Ill., and is assisting Mrs. Roth and Lee Newton in the dining room. A new feature at quarters is the motion pictures presented nightly by Chief Crowfly.

JACK GALLUPPO.

**Conklin**

BRANTFORD, Ont., April 13.—With the return of J. W. (Patty) Conklin and family to quarters on March 31, and arrival of Mr. and Mrs. Frank Conklin on April 1, active preparations have started for opening in Hamilton, Ont., on April 25. Local office has been open all winter, with Secretary Neil Webb in charge, and considerable work has been accomplished by a small crew under Herman Larsen. Frank Conklin left April 1 for the Northern Ontario gold mine area and wired he signed Rouyn, Quebec, giving shows six weeks in Northern Ontario. The writer came here from Montreal and Eastern Canada on April 3 and again will be special representative. With the recent purchase of two tractors and semis and the light plant purchased last year from the Tom Mix Circus, together with the Diesel light plant previously used to power the two naval searchlights, a technician and shows' electrician are assembling and mounting a lighting unit that will generate 150 kw.; sufficient to carry the light towers, searchlights and front entrance arch. Five trucks and trailers will be required to transport the lighting equipment. Equipment and trucks will travel via highway, a departure from previous years when all property was loaded on the shows' special 20-car train. Regular lighting and illumination of rides, shows and concessions is to be furnished by the local Hydro Co.

MERRICK R. NUTTING.

**J. L. Landes**

CHAPMAN, Kan., April 13.—Showfolk have been reporting daily since General Manager Louis Isler announced that the cookhouse would open on April 1. W. B. Southerland and wife have been on a booking tour and report shows are booked well into October. Fred Webster is here for the advance truck, while Jim Nelson and wife and Jackie Fields are working on the Athletic Show. Dutch Lasch is painting the Merry-Go-Round. Charles Gearhart reports he'll have his candy floss and snow cones ready. Roy Frear, wife and daughter are painting, overhauling and enlarging their cookhouse. Capt. Dan Cherry and wife are rebuilding some of his ladders. Betty Johns will have the side show, and Mrs. Hunt, the Colored Revue. Keith Chapman is readying his concessions, as

is Mrs. Peggy Landes Chapman. W. H. Lasch is planning a new Posing Show.

Mr. and Mrs. Ray Martin came in in their new trailer. Ray will have charge of the Ferris Wheels, with Frank Black as second man. W. A. Landes is decorating all the seats on the wheels. LaVerne Dillinger is working on the Merry-Go-Round and Conrad Price will have the Octopus. Tom Barnett has the Mix-Up ready and Merlin Finlay will have the Loop-o-Plane. Cliff Worsley and Victor Harrel report they have overhauled the Scooter. Jim Campbell signed his pony ride and pop-corn stand. Henry Westic has his lead gallery ready and office trailer is being painted and renovated. Eddie Lenhart will report soon to take out the penny arcade. Staff at present includes Mrs. Peggy Landes Chapman, owner; Louis Isler, general manager; Keith Chapman, assistant manager; W. B. Southerland, general agent; Fred Webster, billposter; Frank Delmaine, secretary-treasurer, and Cliff Martin, electrician.

FRANK DELMAINE.

**Thomas Amusement**

INDIANAPOLIS, April 13.—Since weather conditions improved over last week, crew here has been able to get some painting and repairing done. All rides and concessions are being readied for opening about the middle of May. Among those here are Lee and John Branaman, Bud Turpin and George (Fat) Harris. Trucks are to be taken out of storage next week and painting and repairing will get under way immediately. Owner-Manager Cliff Thomas is building some new games. Expected to return next month are Charlie Blake, Merry-Go-Round; Rosie Gibson, kiddie ride; Red Beeson, Ferris Wheel, and Charles Green, Loop-o-Plane. A new front is to be built for the Funhouse.

BUD SMITH.

**B. & V.**

GARFIELD, N. J., April 13.—Shows moved on lot this week to set up for opening on April 20. Special paper for Buster Gordon's cannon act and several hundred auto bumper cards arrived and have been posted. Whip is ready, ticket boxes finished. Jap Felberg reports his five stores are ready. S. B. Weintraub carded from Bennettsville, S. C., he will be on hand for opening and Bull Ricco signed his Athletic Show. Nellie Russell states her Rio Grande Revue is ready. Tom Hasson and Rocky Gatto visited recently, and I. Gall penned that because of illness he will not be on hand for opening. Joe Scowcraft again will be foreman of the Merry-Go-Round; Joseph Pendrick, Ferris Wheel; Eddie Stephan, Chairplane; John Johnston, Whip; Harold Deblaker, new kiddie autos. Bill Nuss and wife, of cookhouse note, visited, as did Al Kuntz.

QUEENIE VAN VLIET.

**J. R. Edwards**

WOOSTER, O., April 13.—Continued rain and cold weather has almost stopped work at local quarters. Only two men are here at present, but more will be added soon. Mack Rush is slated to come in on April 15. George Grimes has Chairplane almost ready. E. H. Shepard lettered from Urbana, O., that he will have the bingo stand this year. Among visitors were Carl Kline and Bert Williams, who has been at County Home here all winter; Mr. Maynard and Doc Mast. Shows have been awarded Bowling Green (O.) Celebration and July 4 celebration, Upper Sandusky, O.

WILLIAM BAME.

**Billy Giroud**

SAYREVILLE, N. J., April 13.—With arrival of office trucks, some new fronts and canvas and several concessions, the lot here took on plenty of activity, with dozens applying finishing touches incident to opening April 18. Oscar Babcock was first to arrive and started painting and erecting rigging. Charles Zeig, billposter, is covering a radius of 25 miles with paper. Clarence and Sonia Giroud came in from Florida and are building a new photo gallery. J. Muldoon, cookhouse operator, is expected soon. Al Bydairk came in from North Carolina and brought his Scooter along. W. J. Giroud family attended opening of the Ringling circus in Madison Square Garden as guests of Mr. and Mrs. Ken Walters. Wilbur Hons returned from Richmond, Va., with new transformers and is equipping the trucks. Another (See WINTER-QUARTERS on page 51)

**DEE LANG'S FAMOUS SHOWS**

CAN PLACE FOR BALANCE OF SEASON, INCLUDING 22 FAIRS AND CELEBRATIONS, AND OPERATING WITH A FREE GATE AT STILL DATES.

**CONCESSIONS** Can place Ball Games, Photo Gallery and any legitimate Concessions operating for ten cents.

**SHOWS** Have several Outfits with Panel Fronts for Grind or Bally Shows that we will furnish to parties with something worth while to put in them. Would like to hear from Fat Show and any new Novel Shows.

**HAVE FOR SALE** Pony Ride consisting of seven Shetlands and one Colt. Will sell and book with the show.

All Address:

DEE LANG, General Manager, Carbondale, Ill., April 15-20; Taylorville, Ill., April 22-27.

**ANDERSON-SRADER SHOWS, INC.**

Open at Wichita April 24

Want to book Rollo-Plane. Can place legitimate Concessions—Photo Gallery, Novelties, Hoop-La and Scales open. Can place Ball Game Agents. Want Shows with or without their own outfit. Shorty Tappin wants Feature Act for Pit Show. Johnnie Marfin wants Girls for Hula Show. Address: Wichita, Kansas.

**LAST CALL IMPERIAL SHOWS LAST CALL**

OPENING DATE—APRIL 20—MOBERLY, MO.

WANT FUN HOUSE, MONKEY SHOW, MOTORDROME OR OTHER WORTH-WHILE SHOWS. ALSO PONY TRACK. HAVE COMPLETE ATHLETIC SHOW. (Want capable Showman for same. Joe Turner and Doc Warren, wire.)

CAN PLACE LEGITIMATE CONCESSIONS. LONG SEASON.

Address: E. A. HOCK, MGR., MOBERLY, MO.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Savannah Paper Festival Draws Heavily; Profit Goes to '41 Event

SAVANNAH, Ga., April 13.—Second annual Coastal Empire Paper Festival here, sponsored by Savannah Paper Festival, Inc., on April 1-6, was an outstanding success, declared G. Hodges Bryant, managing director, who used several ideas that were innovations in the South. Among new features was a 54-county-wide queen contest, started in January and using no promotion of merchants' tickets or other direct sales appeal. It was conducted thru groups such as Lions, Kiwanis, chambers of commerce and Knights of Pythias, each entering two candidates. The candidates, boy and girl, were then voted upon over a 45-day period by newspaper ballots. The two in each county receiving the largest number of votes became prince and princess of that county. There were 342 entries. Newspapers, weekly and daily, numbering 106, carried the votes. This meant a radius of about 200 miles that had outstanding publicity. On April 2 selection of Queen and King Papyrus was made from among the princes and princesses in Municipal Auditorium by secret committee. At \$1 every seat was taken, there were more than 800 standees and several hundred were turned away. Paid admissions totaled 3,654. Ceremonies were broadcast over the National and Columbia outlets.

Johnny J. Jones Exposition, midway attraction, was first carnival to appear within the city limits in 12 years, being located in Daffin Park, city's big recreational spot in the residential section. Three bus lines ran to the front gate and parking for 3,500 cars was arranged on the park area. On opening night the show had downtown opposition in the first Mummies' parade ever held south of the Mason-Dixon line. Tuesday night, with the coronation as opposition, business increased. Big day was Friday, Children's Day. Saturday was cold and windy. Festival Manager Bryant declared that the cleanliness of the midway had much to do with the successful week, not one complaint being registered in the festival office. Jones Exposition probably will be the last on the Daffin Park area, as it is to be landscaped within the next few months.

### Four Parades Presented

Beginning Monday night with the Mummies' parade, thousands crowded the line of march for each of the four parades.

## Mass. Show Has Big Sale; Spitalny, Kyser Orks Set

BOSTON, April 13.—Based on advance sales, an estimated 150,000 are expected to attend a six-day health and beauty show in Mechanics' Building here under sponsorship of Massachusetts Confectioners' Association and druggists. Drug stores and confectioneries have been serving as ticket agencies.

Phil Spitalny's and Kay Kyser's bands will appear and several name acts will be booked. Autos and other prizes will be awarded and candy will be distributed at factory rates. On committee are Moses Brudno, president of the Druggists' Society; Martin Adamo, chairman, and W. T. Orkin, general manager.

## Fair Board To Sponsor Fete

VINTON, Ia., April 13.—Large program of attractions is planned for an Independence Day celebration to be staged here under sponsorship of Benton County Fair Association, said Secretary W. J. Campbell. Tentative plans call for a midway, fireworks, free acts and bands. Board members have obtained sanction of the American Motorcycle Association to stage races. Sports, harness and running races are to be featured also.

JAKE J. DISCH (Bingo Sunshine), clown cop, reported he has been elected alderman in his ward in Cudahy, Wis.

On Tuesday at 4 p.m. the Royal Court parade, welcoming gesture to the Royal Court of 54 counties' princes and princesses, was headed by a landing party from the U.S.S. Sterret and Barney, two navy destroyers detailed to Savannah for the week. On Friday was the Children's parade and Saturday saw the climax in the Grand Festival parade of floats. Fifty-eight 35-foot floats were the feature of this. Created from paper design, floats that depicted scenes such as Byrd's Antarctic Expedition, invention of cotton gin, foundation of the paper industry and first steamship to cross the Atlantic were outstanding. More than 100,000 were along the line of march, according to the police department.

At a free trade exposition in Municipal Auditorium doors opened at 10 a.m. and average daily attendance was estimated at 20,000. Exhibits were of schools, departments of forestry and of manufacturers' products. A free three-act one-ring circus presented three times daily in the exhibit area was headed by Adele Nelson Dancing Elephants. Other acts were Akers and Akers, pantomimic clown acrobats, and Johnny Pringle, clown juggler. Five nights of free street dances with local orchestras and four nights of dancing in De Soto Hotel ballroom with Johnny Burkarth supplying tunes were popular.

### Net To Run About \$1,800

Festival was financed thru subscriptions for floats, store and street decorations, memberships in Festival Association, percentage and guarantee from amusement area, sale of exhibit space and admissions to dances and coronation ceremony. Unaudited figures show a cost of \$16,875.32 and profit of \$1,843.76, to be used as a sinking fund toward the 1941 event. Professional executives were G. Hodges Bryant, producer and managing director; Mary L. Bryant, office manager; Bill Jesse, superintendent of exhibits; Ed King, secretary of finances; James E. Klein, superintendent of float construction; Jimmie Reed, musical director; Fred Tipton, scenic and float designs. Savannah Paper Festival, Inc., executives are Col. E. George Butler, chairman of the executive committee; Martin Price, vice-chairman of executive committee; J. A. Bennett and Charles Musante, executive vice-presidents. Plans for 1941 are to start within the next two months.

## War Motif for Sask. Event

SWIFT CURRENT, Sask., April 13.—Home Front Frolics will be theme of Kinetic Club's three day 1940 Dominion Day Celebration here. This year proceeds will go to aid of war services. City will take on war atmosphere, with streets bearing World War names. Stores are expected to use tank fronts and sandbag decorations. There will also be parades. Tentative entertainment plans call for another rodeo and grand-stand attractions, including patriotic pageants. Irving Hansen is general chairman.

## Shorts

R. H. WADE SHOWS, said General Agent Harry Detrick, have been booked for annual three-day East Palestine (O.) American Legion Post Home-Coming and Street Fair. There will be exhibits and contests.

SUCCESS of 1939 six-day Center Osipee (N. H.) Rotary Charity Fair was so gratifying and attendance so far beyond expectations that officials have decided to enlarge this year's affair, said Edward G. Coughlin and Richard O. Palmer, directors. Prize list has been enlarged and a midway will be featured.

PROCEEDS from a six-day affair scheduled to open on April 15 under sponsorship of Malvern (Ark.) Public Health

Advisory Committee and featuring a carnival, barbecue, speakers and parade will be used to aid underprivileged children, reported S. N. Holman.

SEVERAL thousand attended seventh annual Rhineland (Wis.) Home Show on April 5-7 in Memorial Building under sponsorship of the American Legion Post. Entertainers were Pine Lake Barn Dance group, WSAU Swing Billies and Clements Sisters' string orchestra.

UNITED Sel-Rite Food Stores' ninth annual food show in Memorial Hall, Racine, Wis., on April 2-6 attracted record crowds. Entertainment features included Rube Appleberry, Don Miller, Michon Duo, Steven Brothers, Dale and Meyers, French Flyers, Capt. Erwin Peterson, Mackie and Paul and Sharon Lee Kirk.

AMERICAN Legion Post in Louisville, O., will revive its annual Spring Festival and Exposition after a three-year lapse. J. R. Malloy, of J. R. Malloy Circus, will be in charge. There will be a midway, industrial and commercial exhibits and free acts.

MILWAUKEE Common Council granted permits for carnivals under sponsorship of Milwaukee County Firing Squad of Veterans of Foreign Wars, Central Board of City Employee Unions, Milwaukee County Ladies' Drill Team of Veterans of Foreign Wars; American Federation of State, County and Municipal Employees' Union; Polish Roman Catholic Union and Bay View Post of Veterans of Foreign Wars.

TODD Decorating Co. was awarded contract for decoration of Sam Houston Coliseum for first annual Houston Sports and Outdoor Recreation Show sponsored by *The Houston Chronicle*. Merchants took 82 booths and officials expected a 100,000 gate. Entertainment includes a shooting act by Edna Alee, Ralph del Orto and Illo Mendez.

INDEPENDENT grocers from all over the State will be honored on Texas Retail Grocers' Day, closing day of third annual Food Show and Home Exposition to be held for five days in Sam Houston Coliseum, Houston. W. B. Addison, president of Houston Retail Grocers' Association, sponsor, said the bill will include *Glamour Parade of 1940*, with Donald O'Connor and family; Ruth Bickford, soprano; Hillis and Flint, dance team, and Norma De Forrest, danseuse, with pony line of 12 girls.

CARNIVAL and free attractions are planned for three-day Harrison County Fall Round-up in Bethany, Mo., under sponsorship of Rotary and Kiwanis clubs, said Secretary T. R. Nickerson. Event is to be staged annually on old Northwest Missouri State Fair grounds and embrace farm products, live stock and horse shows.

## KAUS IN NEW BERN

(Continued from page 39)

Shows; Gene O'Donald and Fred Bly, Art Lewis Shows; Judge Ball, of Washington, N. C.; Mr. and Mrs. A. J. Gray and Mrs. Long, Greenville, N. C., and W. C. Denmark, secretary Goldsboro (N. C.) Fair, and son.

Staff includes A. J. Kaus, general manager; T. K. Burns, secretary; George Whitehead, business manager; Lester Kern, press agent; H. M. Kirby, lot superintendent; John Kokel, ride superintendent and trainmaster; Grover Hill, billposter; James Plouff, artist; Charles Grossman, electrician; Leland Jones and Al LeBrun, front gate; Mrs. Al Kadel, front gate tickets, and George Meffler, mechanic.

### Concessions

Cookhouse, Mr. and Mrs. Carl Davis, Tommy Bennett, Jack Jones, Bingo, Ray McWethy, operator; Lester Kern, Earl Drayer, Cass Shottis and Tommy Rivenbark, agents. Hoop-la, Tom Percival, operator; Bob Wilson, agent. Ball game, H. M. Kirby, Edith Bowen, agents. Bowling alley and ball game, Mr. and Mrs. Sam Sissine. Photo gallery, Willie Lavine; James Ramsey, agent. Knife rack, Roy Van Sickle; John Hicks, agent. Shooting gallery, Mrs. Roy Van Sickle;

Bud Bowen Jr. and Whitey Pastor, agents. Mouse game, James Burns. Penny pitch, Marjory Burns, Betty Jean Derr, agents. Scales, James Plouff. Candy floss, Phil Miags. Percentage, Ramona Whitehead. High-striker, John Misurac.

Rides: Kiddie Autos, Marjorie Burns and J. E. Kaus, owners; Mark Johnson, foreman. Kiddie Train, Al Kadel, owner. Ferris Wheels, Fred H. Derr, foreman; Jesse Heffler, Henry James. Merry-Go-Round, William Haynes, foreman; Ross Belknap and John Dorman. Octopus, Robert Jones, foreman; Joe Daniels. Tilt-a-Whirl, Harvey Kelley, foreman; Jack Dixon. Whip, William A. Behnen, foreman; John Bennett and Harry Smith. Chairplane, Ivan Paxton, foreman; Ralph Beckley. Pony Ride, B. S. Meffler, owner.

### Shows

Side Show, Eddie Poupin, operator; Ted Keller, talker; Capt. George Gorman, sword swallower-juggler; Pauline Gorman, torture board-blade ladder; Pat Haley, skeleton dude; Bobbie Anderson, shooting illusion-sword box; Louis Anderson, lecturer; John Kelley, fire eater; Madam Armene, Buddha; Eddie Poupin, human dynamo; Paul Pauline, annex; Helen Woodruff, cook. Motordrome, Billie Boudreau, operator-talker; Eddie Wheeler, tickets-mechanic; Betty Boudreau, George Little and Nick Sterns, riders. Athletic, Lee McDaniels, operator-talker; Flash Gordon, wrestler; Fast Black, boxer; Sailor Myers, wrestler and boxer. Casino, W. Mott, operator-talker; Buddy La-Main, tickets; C. W. Motts, comic; Sandy Motts, Elsie Shay, Viola Bruce. Hollywood Models, Edward DeVelde, operator-lecturer; Eddie Karmel, organ, tickets and canvas; Henry Castor, stage manager - electrician; Lillian Brierly, Eleanor Dae, Margaret Curland, Marlene Trumbell and June Haywood, models. Amaza, Swede Edwards, operator-talker; Randolph Smith, tickets; Kelley Vonsetti, canvassman; Paul Jones, lecturer; Buck Ray, Woodrow Wilson and Betty Jean, illusions.

Cotton Club, Lewis Scott, operator; Walter Lewis, talker-comic; Inez Loftin Scott, tickets; Albert Parker, stage manager; Kid Snooks and Hambone Jones, comics; Helen Wright, Lou Porter and Effie May Paterson, chorus; Mamie Smart, blues; Joe Kelly, emcee; William Fair, band leader and trumpet; Chess Miller, trumpet; Maurice Wright, Hoofman Mooreman and Carson Smart, reeds; W. W. Christain, trombone; Eddie McCoy, Johnnie Walker and Lewis Scott, rhythm; Foster George, canvas; Daisy Randolph, wardrobe. Monkey Circus, Mr. and Mrs. James Carl, operators; Clarence Overman, talker and trainer; James Carl Jr., tickets; Dorothy Overman, act worker. Tarascan, J. Wallingford Kane, operator-talker; Dr. Harley D. Pierce, lecturer. Flying Melzoras provide the free attraction.

**WANT BIG CARNIVAL**  
for  
**Veterans of Foreign Wars**

**NEW YORK STATE ENCAMPMENT**

To be held at Ogdensburg, N. Y.

Dates, July 1 to 6, Inclusive.

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V. F. W. Ogdensburg Post 2936,  
Ogdensburg, N. Y.

**WANT Rides and Concessions**  
Also a Few Good Clean Shows and Free Acts for the  
**ANNUAL FULTON COUNTY SOLDIERS AND SAILORS' REUNION**

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Day and Night. Communicate With  
CLYDE D. SMITH, Sec. & Treas.

**WANT LARGE SIZE CARNIVAL**

To play in Park Falls, Wis., for one week in August. Population 4,500. In heart of Resort Country.  
O. H. ROBINSON, Mayor.

**LARGEST MAY DAY CELEBRATION IN CALIFORNIA**  
**LOS BANOS, MAY 3, 4, 5**

Car Given Away Nightly

All Concessions open except Eats, Drinks and Bingo. Can book Grind or Side Show with own outfits. Wire or write ART CRAYNOR, Chairman of May Day Celebration, Los Banos, Calif. No collect wires accepted.

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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.

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**AGENTS — EXCLUSIVE TERRITORY GIVEN** for new, fast selling First Aid Kits. Write today for particulars. **CELLO COMPANY**, Jamestown, N. Y.

**CARTOONS, BOOKLETS, NOVELTIES — SEND** 10c for samples and wholesale price list. **WOLRAT**, 36 E. 23d St., New York. x

**EARN WHILE TOURING—EXPERIENCE UN-** necessary. Sell originals, 9x11 Blue Signs, Scriptural Mottoes, Changeables. Write now. **KOEHLER'S**, 335 Goetz, St. Louis, Mo. ap27x

**KEY CHECK STAMPING OUTFITS — BIG** profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. ap20

**MAGAZINE-BOOK MEN — HERE'S THE DEAL** of the Century. Sells on sight. Our new sensational offer is the fastest money maker in the field. Write for proof and full particulars. **PUBLISHERS' CIRCULATION SERVICE, INC.**, Dept. D-4, 407 S. Dearborn, Chicago. x

**NEW LINE ULTRA-BLUE BIBLICAL STORE** Signs—Cost 3c, sells 25c. Fast sellers. Sample free. **LOWY**, Dept. 300, 8 W. Broadway, New York. ap20x

**OPERATE OWN WHOLESALE CANDY BUSI-** ness — Nationally known products. Deals defy competition. Samples 30c. **MONROE DISTRIBUTING CO.**, 21 Hall Ave., Newport, R. I.

**SELL MERCHANTS' WALL SIGNS — COST 1c,** sell 10c. Send 15c for samples. **RICHARDS**, 127-B East New York St., Indianapolis, Ind. ap27x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. my4

**WINDOLINE SELLING LIKE WILD — MAKES** gallon excellent window spray for dime. Housewives' delight. Distributor's opportunity. Counter cards or individual packages. Big profits. Free sample. **ATKINSON**, 756U Carpenter, Akron, O.

**127 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. ap27x

### ANIMALS, BIRDS AND PETS

**A BIG LOT RINGTAIL AND SPIDER MON-** keys, Capybaras, Badgers, Peccaries, Agoutis, Snakes, Iguanas. Everything for shows. **SNAKE KING**, Brownsville, Texas. my11x

**AFRICAN LIONS — 2 MALES, 2 FEMALES,** \$50.00 each; 2 Leopards, Hyenas, Pumas, Monkeys and various others. **CHASE WILD ANIMAL FARM**, Egypt, Mass. ap27

**ATTENTION, ALL SNAKE SHOWS — I CAN** now ship fine assorted large Snakes, all kinds, \$10.00 and \$15.00 per den. Also 7-Foot Alligators, \$15.00; Wildcats, \$10.00; Rhesus Monkeys, \$12.00. **ELLISON MITCHELL**, Collecting Naturalist, St. Stephen, S. C.

**FOR SALE — ANIMAL FREAK SHOW COM-** plete. Write for particulars to **JOHN P. KUPFER**, La Moure, N. D. x

**LIVE HORNED TOADS — \$1.50 PER DOZEN;** \$7.00 per 100 postpaid. **SIMPSON SEED CO.**, Coleman, Tex.

**PLENTY HEALTHY SNAKES, ALLIGATORS,** Iguanas, Boas, Gila Monsters, Armadillos. Also Armadillo Mother and Babies; Dragons, Horned Toads, Prairie Dogs, Waltzing Mice, Rhesus Monkeys, Ringtail Monkeys, Baboons, Agoutis, Rats, White Mice, Kangaroo Rats, Badgers, Wild Mice, Wildcats, Odorless Skunks, White Doves, Pigeons, Pouters, Fantails, Rabbits, Bantams, Peafowl, Pheasants, Sloths, Woodchucks, Pumas Cubs, Lion Cubs, Ringtail Cats, Pacas, Parakeets, Cockatiels, Guinea Pigs, Coati mundis, Racing Terrapins. Quality stock; no junk. Safe arrival guaranteed. Wire **OTTO MARTIN LOCKE**, New Braunfels, Texas. my11x

**SNAKES, HORNED TOADS, GILA MONSTERS,** Snake Fangs in Frame, Venom. Larger orders for your money. **SAN ANTONIO SNAKE FARM**, San Antonio, Tex. my11x

**LOW PRICES ON 100 PECULIARLY COLORED,** Educated Horses, Ponies, Donkeys, Brahma Cattle for trick riding, circus, rodeo, West West and pony show. Single ponies for stage do 40 tricks in one hour of thrilling performance. Far better than Jim Key. We raise and educate for ourselves and others and train boys and girls free of charge. **NESS TRAINED ANIMAL FARM**, Bethlehem, N. H. x

**TEXAS HORNED TOADS, 25c EACH; \$1.90** doz. Birds, Dogs, Cats and Pets of all kinds. **LACKEYS PET SHOP**, San Antonio, Tex.

**WILL SELL, LEASE OR LET SOMEONE PLAY ON** per cent basis. Two-year-old Hermaphrodite Sheep. **GEORGE SIMONS**, Bone Cave, Tenn.

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**EARN MONEY IN ANY CROWD — CALL** names of strangers; tell unspoken questions. Professional course Mind Reading, Mental Telepathy, etc., \$1.00. **NORMAN**, Box 341, San Bernardino, Calif.

**INTERESTING NEW LIBRARY BOOKS FOR IN-** telligent People—Beauty Secrets, Life Mystery, Professions. Priced from 10c to \$1.00; worth \$10.00. Write to **SAVA-SERVICE**, 707 1/2 South 16th St., Omaha, Neb. x

**PHOTOGRAPHS BY McGLDRICK — SEPIA** Toned Samples. Complete listings, 35c. Satisfaction guaranteed or money cheerfully refunded. **ALBERT B. McGLDRICK**, Mansfield, Mass.

**5 PEPPY FUN NOVELTIES — ILLUSTRATED** Catalog over 500 Novelties, all 25c coin. **CROWN AGENCY**, Box 290, New Haven, Conn. (BB) x

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**HOW TO TURN DISCARDED TYPEWRITER** Ribbons Into a Bank Account—A winner. Complete instructions, 25c (coin). **BOX 45**, Paola, Kan.

**JOSSERAND DRIVE-IN THEATRES—EXCLUSIVE** territorial rights to build under new Double Parking Patent. For sale on cash and royalty basis. **506 REPUBLIC BLDG.**, Houston, Tex. ap27

**MEN, WOMEN EVERYWHERE START PAYING** business at home, spare time. No canvassing. Your success assured. Self-addressed-stamped envelope for complete details. **GOULD PUBLISHING CO.**, 67 Brookfield, Lawrence, Mass.

**NEED MONEY?—SEND 3c STAMP NOW FOR** money-making details spare time mail order business. Small starting capital, no canvassing. **THORNBURGH SERVICE**, 1206 Monroe, Wichita Falls, Tex. ap20x

**"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.

**PROFITABLE MAIL ORDER BUSINESS—SEN-** sational Plant Vitamin Crows Giant Flowers, soilless growing, etc. Particulars free. **GROWERS GUILD**, B-5, Barryton, Mich. x

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#### 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 CATALOG SHOWING 500 RECONDITIONED** Machine Bargains—All types. Write for free copy. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. ap20x

**A BARGAIN — MASTERS, SNACKS, 4-IN-1** Bingos, Challenger Ideal Card Venders, Penny Diggers; lowest price. **"AJAX"**, 441 Elizabeth Ave., Newark, N. J. ap27

**A-1 CONDITION — PENNY PHONOS, SIX** Records included, \$100.00; Mills Vest Pocket Bells, serials over 16,000, \$30.00; Mills Square Bell, used one week, 25c play, \$125.00; Mills Smoker Bell, used one week, 5c play, \$45.00; Mills Big Race, factory rebuilt console, \$50.00; Mills Q.T., 5c and 10c play, \$55.00. All prices F. O. B. Miami, Fla. **BILL FREY, INC.**, P. O. Box 4141. ap27

**A-1 CONDITION — ROCK-OLA IMPERIAL 20** with Plastic Illuminated Cabinet and Grill. \$80.00; same in Rhythm Master 16, \$70.00; Rock-Ola DeLuxe, \$185.00; Ideal Scales, all porcelain finish, \$16.00; Country Store 4-Column 1c Venders, \$6.00. Will trade any of the above for late Free Play Games. **ISSETTS COIN MACHINE CO.**, Kenosha, Wis. x

**BROWN FRONTS, DELUXE COMETS, \$35.00;** 5c Q.T.'s, Blue Fronts, Columbias, Vest Pockets, \$25.00; Wurlitzer 616s, \$49.50; Rock-Ola Regular, \$19.50; Ticketts, Reel Races, \$2.00. 1/3 deposit. **KY. GUM CO.**, Louisville, Ky.

**CATALOG SHOWING 700 RECONDITIONED** Machine Bargains; all types. Write for free copy. **STEWART NOVELTY CO.**, 136 East 2d South, Salt Lake City, Utah. my11

**FLOOR SAMPLES 25c PLAY MILLS SQUARE** Bells, \$125.00; Mills Factory Rebuilt Big Races, never used, \$50.00. Send 1-3 deposit with shipping instructions. **BILL FREY, INC.**, Miami, Fla. ap20

**FOR SALE — GROETCHEN GINGERS, \$12.50;** Sparks, \$15.00; Mercurys, \$17.50. Excellent condition. Satisfaction guaranteed or your money refunded. **AMERICAN SALES CORP.**, 3070 Lincoln Ave., Chicago. ap27x

**FOR SALE — ONE ROCK-OLA WORLD SERIES,** 1937, perfect condition, extra parts, etc., \$40.00; if crated, \$5.00 extra. 1/2 deposit. **SCOTT NOVELTY CO.**, Huntsville, Tex.

**FOR SALE — 3 EVANS TEN STRIKES, 1939** model, purchased February, \$109.50 each; 3 Rock-Ola Ten Pins, 1939 model, purchased February, \$109.50 each; 10 Gottlieb Lot-O-Funs, Free Play, \$24.50 each; 4 Stoners Chubbies, Free Play, \$15.50 each; 8 Bally Eurekas, Free Play, \$24.50 each. Write for complete list. All machines guaranteed perfect condition. **EASTBURN SALES COMPANY**, P. O. Box 1050, Mobile, Ala. x

**FOR USED COIN MACHINES, BE UP TO** date, send for our Weekly Bulletin. **GOODBODY**, 1824 East Main Street, Rochester, New York. my11x

**FREE PLAYS — SUPER SIX, \$71.50; ROXY,** \$69.50; Dandy, \$63.50; Eureka, \$41.50; Chicken Sam, \$149.50. Third deposit. **STEWART SALES COMPANY**, 15 E. Bijou, Colorado Springs, Colo.

**FREE PLAY TABLES FOR SALE—ALL IN PER-** fect shape. Big Shows, \$62.50; Super Six, \$60.00; Gottlieb Bowling, \$60.00; Jumpers, \$40.00. Tables shipped same day 1/2 deposit received. Notice Texas operators, Texas state tax \$20.00 extra. We carry latest new tables in stock. Can save you money. **WALKER SALES CO.**, Box 117, Waco, Tex.

**HOT CASHEW NUT VENDORS, \$15.00; HOT** Peanut Vendors, \$12.00. Repairing our specialty. **RAWLINGS**, 635 E. 38 St., Brooklyn, N. Y.

**MAJORS, \$10.00; BUBBLES, \$10.00; CONTACT,** \$10.00; Tops, \$8.00; Airways, \$6.50; Beam Life, \$6.50; Silver Flash, \$6.50; Reserve, \$5.00; Fairgrounds, \$10.00; Track Times, \$32.50; Dominoes, \$32.50; '38 Domino, large odds drum, \$60.00. Will trade for Victorlas or Penny Cigarette Games. **PADGETT**, Box 85, Rt. No. 2, Augusta, Ga.

**MILLS SCALES, SMALL—WILL TRADE FOR** Q. T., Columbia, Vest Pockets or Mills Bonus; or Gingers. **O'BRIEN**, 89 Thames St., Newport, R. I.

**MY ENTIRE ROUTE OF COIN MACHINES,** nearly all on location, for sale only. Over 200 machines of all types, \$10,000 cash. No trades and don't waste my time if you haven't the cash. Over \$1,000 per month profit. Machines located in Central Michigan. **ASSID**, 838 N. Penn., Lansing, Mich.

**NORTHWESTERN PENNY MERCHANDISERS** \$4.50, porcelain; Northwestern No. 33 Gum Vendors \$3.00, porcelain; also metal stands, wall brackets and celluloid charms at greatly reduced prices for quick sale. Write for complete list. Send 25% deposit with order. **WARD PETERS**, Baton Rouge, La. ap27x

**PENNY ARCADES — WE ARE THE WORLD'S** Leading Headquarters for like new and used equipment. See us before you buy. **MIKE MUNVES CORP.**, 593 Tenth Ave., New York. tfn

**PENNY ARCADE HEADQUARTERS SINCE** 1895 — Guaranteed factory reconditioned Arcade Machines. Anything to trade? Forward details and send for our latest list of reconditioned machines today. **INTERNATIONAL MUTOSCOPE REEL CO., INC.**, 4407 Eleventh St., Long Island City, N. Y. my18x

**PENNY WEIGHING SCALE BUSINESS—FINEST** Established Routes, South Texas. Write **OWNER**, 215 E. 20th St., Houston, Tex. x

**RADIO RIFLES — LATE MODELS, PERFECT** condition, with screens, \$50.00 each. **COR- DON AMUSEMENT CO.**, 2377 Jerome Ave., Bronx, New York City.

**REBUILT MILLS DIME, QUARTER CHERRY** Bells, Nickel Bonus, Melon Bells, \$52.50; Skyscraper, \$22.50; Golden Bells, \$27.50. **COLEMAN NOVELTY**, Rockford, Ill. x

**SACRIFICE — 10 4-COLUMN CIGARETTE MA-** chines, \$8.00 each; 10 Gum Ball Machines, \$1.50 each; 20 Nut Racks, 15c each; 50 Snack Nut Machines, \$10.00 each. **CAMEO VENDING**, 135 W. 42d, New York.

**SELLING ESTABLISHED SCALE ROUTE — FIVE** years' standing, 150 on location. Partner of 26 years recently deceased. **SCALE SERVICE CO.**, Marion, Ind.

**TWO HUNDRED MILLS VEST POCKET** Bells, can't be told from new; Serials 16,000 \$30.00. Send 1-3 deposit with shipping instructions. **BILL FREY, INC.**, Miami, Fla. ap20

**WANT BALLY BASKETS, HI-BALLS, CHAL-** lengers, Three-Way Grips, K. O. Fighters and other good Penny Arcade Machines. State quantity, condition and best cash price. **BOX NY-2**, Billboard, New York City.

**WANTED—WURLITZER MODEL 412 PHONO-** graphs. Will pay \$25.00 f.o.b. Brooklyn for perfect machines. **ROBBINS CO.**, 1141 DeKalb Ave., Brooklyn, N. Y. ap20

**WILL TRADE EVEN—WURLITZER 312s AND** 412s, perfect condition, for Jennings Nickel Silver Chiefs. **M. FORMAN**, 103 Public Sq., Watertown, N. Y.

**WURLITZERS — 412s, \$39.50; 616s, \$75.00;** 61s, \$99.50; 24s, \$129.50; Rock-Ola Monarch, \$99.50. Write for list. **COLEMAN NOVELTY**, Rockford, Ill.

**WURLITZER PHONOGRAPHS IN PERFECT** Condition—Four 24 Record, \$125.50; three Model 600, \$179.50; six Model 500, \$219.50; four Model 312 and 412, \$45.50. Also nine Rock-Ola Phonographs No. 2, \$35.50; three Bally-Alley and two Evans 1939 Ten-Strike, practically new, \$137.50. 1/4 down with order. **COHEN AMUSEMENT COMPANY**, 210 Dexter Ave., Montgomery, Ala.

**5/8" BALL GUM, FACTORY FRESH, 12c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. my4

**1939 GINGERS, \$16.50; MERCURYS, PLAIN,** \$20.00; Clock, \$22.00. All machines like new. Will ship subject to examination. **H. E. ODOM**, 3023 Weaver Ave., Baltimore, Md.

### 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. ap20

**BEAUTIFUL VELVET CURTAIN, 12x22, \$25.00;** Flashy Band Coats, \$2.00; Red Caps, \$1.50; Orchestra Jackets. Free lists. **WALLACE**, 2416 N. Halsted, Chicago.

**INDIAN RELICS, BEADWORK, CURIOS,** Weapons, Old Glass. Catalogue, 5c. 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Osborne, Kan. x

**FRENCH WIGS, EYELASHES, TOUPEES, HAND-** made, Shapely Legpads, Rubber Busts, Artificial Fingernails (Thermo Chin Uplifts), Tights, Leotards, Opera-Invisible Hose, Elastic Rubber Garments, Female Impersonators' Outfits. 1940 Illustrated catalog, 10c. Latest Selective Costume illustrations, 10c, deductible from order. **SEYMORE**, 246 Fifth Ave., N. Y.

### FOR SALE—SECOND-HAND GOODS

**ALL TYPES — POPCORN MACHINES, GAS-** oline Concession Models, Burch, Star, Long-Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. **NORTHSIDE MFG. CO.**, Indianola, Iowa. jel1x

**FOR SALE — PORTABLE SKATING RINK,** 40x80, complete with Tent and 130 Pair Skates, \$940.00. Used one season. **BOX 320**, Billings, Mont.

**GASOLINE PRESSURE LAMPS, LANTERNS,** Irons, Heating Burners, Utility Stoves, Camp Stoves, Fuel Tanks, Hollow Wire Fittings and Connections. Write for details. Manufactured by **AMERICAN GAS MACHINE COMPANY, INC.**, Albert Lea, Minn. x

**HYGIENE SCIENCE BOOKS (GREER)—CLOSE-** out, 350 for \$20.00; free charts; suitable for Medical Show Lecturer. **BOX 815**, Uniontown, Pa.

**SHOOTING GALLERY — FULLY EQUIPPED,** ready to be mounted on truck. Moving and still targets. Good condition. Cheap. **L. STEIN**, 3540 S. Emerson, Minneapolis, Minn.

**NEW 12-QUART CEARED HAND POPPING**  
Kettles — 14 Gauge, aluminum, highly polished. Strongest made, rigid throughout. Guaranteed, absolutely leakproof. Order yours now, \$9.75 each. \$1.50 deposit with C. O. D. (Carnival Special) Gas Popper Trunk type complete, \$49.75, F. O. B. Chicago. Others \$24.75 up. Dept. No. 2, **ANCHOR MACHINE COMPANY**, 1351 W. Madison St., Chicago, Ill. ap27

**SINGER LETTERING MACHINE — 114-103**  
with Motor, Stand, Light Table. Used only few hours. Bargain. **J. SHERFINSKI**, Ashland, Wis.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ARCADE MACHINES — ATHLETIC, NOVELTY,**  
Postcard, Horoscope, Name Plate and cut-down Football Machine; also Peanut and Gum Machines. **SKINNER**, 445 E. 87th Pl., Chicago.

**BALL BINGO GAME — COMPLETE WITH**  
Lights and Flasher, 64 Seats and Platforms; value, \$4,000; sacrifice, \$300.00. **FAMUS**, 1315 Surf Ave., Coney Island, New York.

**CAROUSEL — PARKER TWO ABREAST, GOOD**  
condition, electric motor. Priced cheap. Extra horses for sale. **BOX 295**, Cherry, Ill. x

**CIRCUS BLEACHER SEATS, ALL SIZES, NEW**  
and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa. my4

**CONCESSION TRAILER WITH SLEEPING**  
Quarters—Six months old, 18 feet long, 7 feet wide. Priced reasonable. **E. L. COMPTON**, Louisa, Ky.

**CONEY RABBIT RACER — FOREMOST IN**  
amusements. 12 units, A-1 condition, good money-maker, \$350.00. **H. W. KUKKARILA**, 1305 Walnut Blvd., Ashtabula, O.

**COTTON CANDY MACHINE WITH STAND—**  
Also extra ribbon, \$35.00. **JOHN FRANTZEN**, 423 W. Farnham St., Princeton, Ill.

**FOR SALE — SIXTEEN AND TWENTY-FOUR**  
Seat Chair Planes complete; Kiddie Aero Plane complete. **CALVIN GRUNER**, Pinckneyville, Ill. ap20

**FOR SALE — FULLY EQUIPPED MECHANICAL**  
City Tent and Banners on 4-Wheel Trailer. Known as (City Without Laws). Cheap for cash, \$500.00. **CHARLES KEISER**, Burr Oak, Mich.

**FOR SALE — 30x40 NET, \$30.00. LAW**  
requires nets in Pennsylvania. Will buy Chairs or Two-People Benches if reasonable. **WM. KETROW**, Box 782, Sta. 5, Miami, Fla.

**FOR SALE — ONE SPILLMAN FORTY-FOOT**  
Track Merry-Go-Round. Newly painted. A real bargain if taken at once. **CHARLES GRAHAM**, Pres., Biggsville Picnic Assn., Biggsville, Ill.

**MINIATURE STEAM RAILROAD ENGINE—15"**  
gauge and three cars, some track. A-1 condition, \$750.00 cash. **EDWARDS FALLS AMUSEMENT CO., INC.**, Manlius, N. Y.

**MINIATURE RAILWAY FOR SALE — LATEST**  
designed Miniature Railway built in 1939. Must sell. Price \$780.00. Used about 60 days. **E. JANDL**, 1522 S. 75, West Allis, Wis.

**MUST SACRIFICE — MERRY-GO-ROUND, PERFECT**  
condition; 50 beautiful Horses, \$300.00. **F. FOWLER, JR.**, Twin Lake, Mich.

**RESTAURANT - TRAILER — PRACTICALLY**  
new; completely equipped; brakes; seats eight; griddle urn, blinds, inlaid linoleum; \$1,100.00. **AUTO & TRAILER SALES CO.**, Effingham, Ill. x

**SEARCHLIGHTS — GIANT 24 INCH, 70 AMPERE**  
alternating or direct. Portable. Beam visible for miles. Ready to operate, \$195.00. **OTTO K. OLESEN CO.**, Hollywood, Calif. x

**USED TRAILERS — ONE DELUXE PULLMAN**  
Sleeper, Venetian blinds, three compartments, running water and bath, air spring mattress, accommodates 12 people; ample wardrobe. Custom factory built, complete with Ford tractor, air brakes. Cruises 60 MPH. Cost over \$5,000. Will sacrifice for \$1,200. Also Aro Car Trailer with 1937 Dodge Coupe; air brakes, a bargain complete, \$695.00. Near Cincinnati. **CALVERT MOTORS**, Ford-Mercury-Lincoln Zephyr Dealers, Harrison, O. Phone 20. x

**4 FOR A DIME PICTURE MACHINE INSTALLED**  
in Living Trailer. Stored Waynesburg, Pa. Complete outfit, \$150.00. **LE VAN**, 707 Main St., Worcester, Mass.

**HELP WANTED**

**DRUMMER WHO CAN BE FEATURED AS**  
Vocalist for Modern Dance Band—Year around job to capable man. Write in first letter, experience, equipment, vocal range, all details. **BOX C-450**, The Billboard, Cincinnati, O.

**GIRL TRUMPET FOR THOROUGHLY ORGANIZED**  
Girl Band. Steady work. Must be modern. Wire or special immediately. **TOMMYE LASATER**, 3219 Gilbert, Cincinnati.

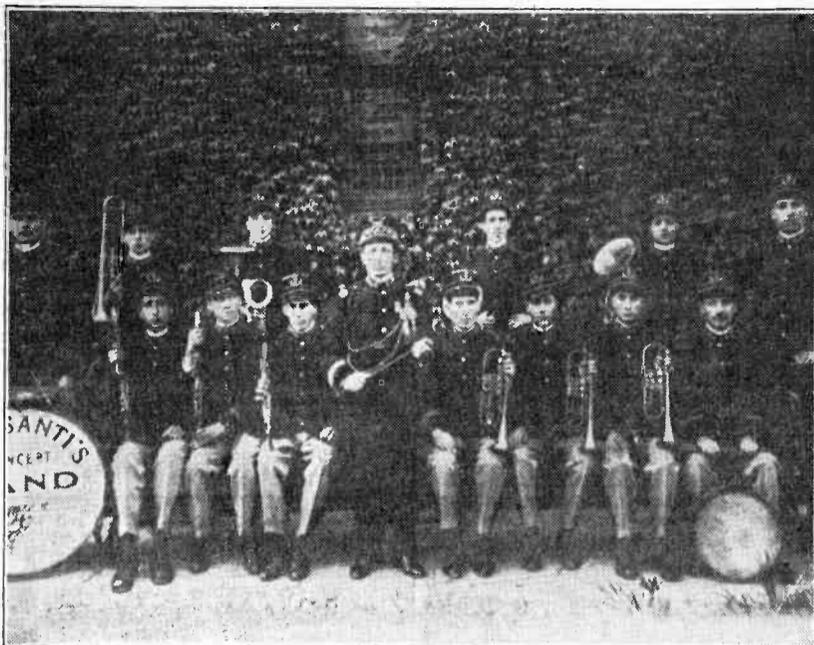
**HAMMOND ORGANIST FOR OUTDOOR ROLLER**  
Rink—Michigan location. Must have rink experience. **LEO JORDAN**, 516 Ingraham Ave., Calumet City, Ill.

**PIANO MAN WANTED IMMEDIATELY—SHOW**  
and dance work. Under 30 years. Salary \$25.00 week. **BOX C-453**, Billboard, Cincinnati, O.

**WANTED — EXPERIENCED ELEPHANT MAN;**  
also Pony Groom. Must drive trucks. **CIRCUS**, 1215 W. Hillcrest Ave., Dayton, O.

**WANTED — MEDICINE SHOW PEOPLE, ALL**  
lines. Double piano. Opening Illinois. Clyde McMahan, write. Address **CHAS. MANVILLE**, 915 W. 4th, Appleton, Wis.

**Show Family Album**



**PROF. SAM COLASANTI'S BAND** as it appeared in Richmond, Va., on April 9, 1921, opening day of its tour with Max Linderman's World of Mirth Shows. Colasanti's Band toured with the Linderman organization in the following two years and over a period of years trouped with other carnivals, including Smith Greater Shows, 1911-'12; Adam Exposition Shows, 1913-'15; Krause Greater Shows, 1916-'18; Keystone Exposition Shows, 1919-'20, and De Luxe Shows of America, 1929-'38. All of the musicians are believed to be living and some are still playing Eastern dates with Colasanti. In the front row, left to right, are Guido Mori, Salvatore Alpetre and Tony Parascantolo, clarinets; Director Colasanti; Nuziante DeCicco, Cristoforo Fiorentino and Albert Mansione, cornets, and Charles Napolitano, snare drums. Standing, left to right, Frank Salinari, bass drum; Joseph Ippolito, trombone; Vincent DeVincenzo, baritone; Mosestino DeCicco and Salvatore Marielli, French horns, and Joseph Scalia, tuba.

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.

**WANTED — SINGERS, GIRLS, ATTRACTIVE**  
Waitress, Female Impersonator. All year round job; salary guaranteed. Write or wire. **SHOW BOAT CAFE**, 327 N. 9th St., Philadelphia, Pa.

**WANTED — TENOR MAN. GOOD TONE AND**  
reader. Young, sober. **ROBERT GRAHAM**, 1244 Third Ave., E., Cedar Rapids, Ia.

**WORLD OF MERIT SHOWS, FALL RIVER,**  
Mass., want Girl for Trapeze Act. Salary \$40.00 per week.

**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING — MENTALISM,**  
Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. ap20

**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. my11

**LATEST 216-PAGE ILLUSTRATED PROFESSIONAL**  
Magic Catalogue—Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa. ap20

**MISCELLANEOUS**

**ALMOST NEW 21 FOOT ALMA SILVERMOON**  
—Electric brakes. In storage Dallas, Tex. Here's a chance to save. No trading on this one, \$845.00. Wire **SELLHORN**, Sarasota, Fla. x

**GOVERNORS TO CONTROL AUTO ENGINES**  
used to generate light, run mechanical conversions, etc., \$5.00 up. **CANDEE**, 127 Llewellyn St., Los Angeles. my11x

**NEW LAUGHING MIRRORS, LARGE AND**  
small; for parks, carnivals, fairs, giggle shows, nite clubs, arcades, etc. **C. J. MURPHY**, Elyria, Ohio. my11

**1,500-WATT FLOODLIGHTS WITH BULB,**  
\$8.50; regular \$39.50. Low stand 20-inch Air Circulating Fans, \$15.00; high stand, \$19.00. **MILLER SURPLUS**, 2553 Madison, Chicago. ap27x

**M. P. ACCESSORIES & FILMS**

**NOTICE**

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

**A GOLDEN OPPORTUNITY FOR 35MM. FILM**  
Buyers—200 Sound Prints; Westerns, Dramas and Mystery subjects; 150 Sound Shorts. Also 500 Reels of Silent 35MM. Film. Excellent prints, low prices. Special concessions to purchasers in large quantities. **WALDO FILMS**, Box 524, Cincinnati.

**ASTONISHING BARGAINS — 16MM. SOUND**  
Projectors dirt cheap; only nine left. Terms. Factory reconditioned. Films rented, sold, \$5.00 reel. **NO. 521 STATE THEATRE**, Pittsburgh, Pa. x

**ATTENTION, OPERATORS — MERCHANTS'**  
Free Movies. Biggest thing outdoor amusement world today. Talkie program, equipments rented. **NO. 711 STEUBEN BLDG.**, Chicago, Ill. x

**BARGAINS IN USED PROJECTION MACHINES,**  
Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. ap27

**CLEAN, NEW 16MM. SOUND FILMS—WEEK-**  
ly Roadshow Service our specialty. Large library, attractive rates. **SWANK**, 5861 Plymouth, St. Louis, Mo. ap27

**COLOSSAL SPRING CLEARANCE SALE —**  
16mm. Sound Films, Features, Shorts, \$4.50 Reel Up. Road Show Programs Rented Day or Week. Sound Projector Bargains, Supplies, Accessories. List Free. **SOUTHERN VISUAL EQUIPMENT**, Box 2404, Memphis, Tenn. ap27x

**FOR SALE — LIKE NEW 16MM. SOUND PRO-**  
jector with new print of Passion Play, \$300.00; Projector alone, \$200.00. **L. L. RICHARDSON**, Poplar Bluff, Mo.

**MOTHER'S DAY REEL—WITH APPROPRIATE**  
Mother Songs. Timely for Mother's Day. Almost new prints, \$5.00. Other musical shorts same price. **WALDO FILMS**, Box 524, Cincinnati, O.

**NEW AND USED 16MM. SOUND PRINTS FEATURING**  
Reb Russell, Lane Chandler, Rex Bell; Comedies, Cartoons, at lowest prices for outright sale. Reasonable rentals to exhibitors and circuit operators. **REMINGTON PICTURES**, 1635 Central Parkway, Cincinnati. x

**ROAD SHOW SPECIALS — 35MM. S. O. F.**  
Free list. Western Features, Action, Cartoons, Comedies. Fresh stock, low prices. **BOX 422**, Cincinnati, O. x

**SACRIFICING 200 REELS SOUND FILM —**  
Complete subjects, excellent condition, \$2.00 per reel. **PALADIA**, 50-27 39th St., Long Island City, N. Y.

**STARTLING SCOOP! — NEW COPIES N. Y.**  
Institute Photography home courses, "Commercial Photo Finishing," twelve lessons, complete, reference book, formulas (regular price, \$38.00), special, \$3.95; "Professional Motion Picture Operation and Projection," sixty lessons, complete with charts, diagrams (regular price, \$38.00), special, \$3.95. **MOGULL'S**, 59 West 48, New York. x

**TWO 35MM. PORTABLE DeVRY PROJECTORS,**  
Screen, Microphone, Splicer. Cost thirteen hundred; sell half price. Also Ice Custard Machine, \$50.00. **RALPH ROSCO**, General Delivery, Lima, O.

**WANTED TO BUY OR TRADE—TWO 35MM.**  
Portable Sound Projectors. State make, model, condition first letter. **CRAFT**, Claremont, N. H.

**WESTERNS, ACTION — 35MM. COMPARE**  
our prices, condition. **CROSS**, 4206 Lee Highway, Arlington, Va. my4x

**WILL SELL 300 OPERA CHAIRS AND COMPLETE**  
booth equipment for balance due on unpaid notes. **MOVIE SUPPLY CO.**, 1318 South Wabash, Chicago. my4

**MUSICAL INSTRUMENTS, ACCESSORIES**

**FOR SALE — 46 KEY ORGAN COMPLETE WITH**  
Drums and Motor, \$150.00. **WURDEMAN**, 712 19 Ave., N. E., Minneapolis, Minn.

**PARTNERS WANTED**

**YOUNG LADY NEEDS FINANCIAL BACKING**  
to produce Revue Show. Money-making proposition. Prefer party with car who can book show. **K. KAYE**, 427 E. 2d St., Albany, Ore.

**PHOTO SUPPLIES AND DEVELOPING**

**ABSOLUTELY BEST DIRECT POSITIVE BUY!**  
New Portable Double Unit, takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. New, economical, cool fluorescent lighting system. Send for direct positive catalog. **MARKS & FULLER, INC.**, Dept. BC 440, Rochester, N. Y. ap27x

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON**  
all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. ap20

**DEVELOP AND PRINT YOUR OWN FILM**  
Rolls at Home—Beginners' Outfit only \$2.00 postpaid. **JOHNSON**, P. O. Box 1562, Baltimore, Md. x

**DIREX DIRECT POSITIVE PAPER—NO FADING,**  
best gradation, highest speed. **THE POSITIVE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. ap27

**ROLLS DEVELOPED — TWO PRINTS EACH**  
and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. my11x

**4 FOR DIME PHOTO MACHINE, \$100.00;**  
Center Panel, with Camera, Lens and Light Cabinet attached, \$65.00; Camera and plans for cabinet, \$10.00; Enlarger making 5x7 and 3x5 enlargements, \$10.00; Backgrounds, \$2.50. **OLSON SALES CO.**, 315 9th, Des Moines, Ia.

**SALESMEN WANTED**

**AMAZING SALES BOOSTER PLAN FOR**  
filling stations, all retail dealers. Fast seller. Big profits. Sample free. **PROFIT-MAKERS**, 160 N. La Salle, Dept. D-8, Chicago, ap27x

**SALESMEN — AMERICA'S FINEST SIDELINE,**  
40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. WP, Chicago. x

**SELL HOSIERY FOR BIG PROFITS — MEN'S**  
Spring Rayon Anklets and Sox, 65c dozen. Sample dozen, \$1.00. Satisfaction guaranteed. Bargains always available. Write **SOUTHERN MERCHANDISING CO.**, Chesterfield, S. C.

**TRADE MAGAZINE SALESMEN—NATIONALLY**  
known agency now operating new trade division. Has openings in choice territory for experienced salesmen. Very attractive proposition; commission. Write, stating experience, references. **NATIONAL TRADES SERVICE**, RKO Building, Radio City, New York. ap20x

**SCENERY AND BANNERS**

**BEST CARNIVAL SIDE-SHOW BANNERS AND**  
Pictorial Panels—Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ap27

TATTOOING SUPPLIES

FOR SALE - COMPLETE PROFESSIONAL Tattooing Outfit with Carrying Case which opens ready to work in 5 minutes; also nice flashy Chuck Spindle. If sold together, both for \$20.00. Need money bad. PROF. A. E. DENNIS, Cleveland, Tex.

TENTS—SECOND-HAND

FIFTY FOOT DIAMETER KHAKI ROUND TOP—Hand roped, quarter poles, nine foot wall, \$150.00; also 10'x10', 12'x12', 16'x16', 21'x21', 20'x30', and 30'x50' Tents. FRED SABEY COMPANY, 278 Clinton Ave., S., Rochester, N. Y.

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. SMITH TENTS, Auburn, N. Y.

TENT BARGAINS - USED 20x30, \$60.00, and others. Sidewall, 7.68 oz. drill, hand roped, good as new, white, clean, 7 ft. high, \$18.00 100 ft.; 8 ft., \$22.00; 9 ft., \$25.00. KERR CO., 1954 Grand Ave., Chicago. ap20

THEATRICAL PRINTING

ENVELOPES, LETTERHEADS, \$1.75 1,000; Cards, \$1.00. Samples. Send sketch of your special job for lowest estimate. "COTTER," 2457 Seyburn, Detroit.

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OCTOPUS RIDE AND WHIP—SECOND-HAND, in good working order. Prefer gasoline engine drive. State price and full particulars to R. J. N., Box C-454, Billboard, Cincinnati, O.

PHONOGRAPH RECORDS WANTED - SMALL or large quantities. We give you a square deal. All replies answered promptly. ARCO RECORDS CO., 98 Park Place, New York City. x

WANTED - USED CHAIROPLANE, 18 FOOT preferred. Write to Pearl City Rides, A. H. FREERS, MGR., Muscatine, Ia.

ANNEX ATTRACTIONS

One of the best, wardrobe, flash, banner and blow ups. A-1, have transportation, do own talk. Reliable managers answer only. EDDIE DARRELL, General Delivery, Petersburg, Va. ap27

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tion—Address ALBERT VAN NORMAN, Circus Side Show, West Pearl St., Newark, N. Y.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ap20

COLLEGE GRADUATE—Desires work with carnival, manual or clerical. Practical experience, promotional and commissary knowledge. Join anywhere immediately. KENNETH ARVEDSON, Y. M. C. A., Philadelphia, Pa. ap27

ELECTRICIAN BY TRADE—Thoroughly experienced on all types of electrical equipment. Last season with carnival. Wants position any place, circus, carnival or roadshow preferred. Have own tools and car. No drinking or chasing. KENNETH REUBEN, 73 Rippowam Rd., Stamford, Conn.

NEMO - World's only natural born Two-Legged Police Dog, a proven drawing card, combined with a real Dog and Monkey Act as a grind show for circus or carnival. Salary or percentage. We have banners. Address J. J. DASHINGTON, 1316 Locust St., Philadelphia, Pa.

AT LIBERTY

COLORED PEOPLE

BAND AND ORCHESTRA LEADER and Wife—Wife does leading parts only, good repertoire of music. Go anywhere. Write or wire full details. JOHN PENNY, Trumpet Player, Trenton, S. C.

COLORED ORCHESTRA AVAILABLE - Night club, roadhouse, ballroom, resort, tavern. Eight people. Full information on request. State your terms. ORCHESTRA LEADER, 1424 Paseo, Kansas City, Mo. ap27

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DRAMATIC ARTISTS

HUGH MONROE - STRAIGHT ACTOR, POR-trayer of the serious drama and solicitor of the lead in "Hamlet." General Delivery, New Rochelle, N. Y.

AT LIBERTY - General Business, double as Stage Manager. Height 6', weight 175. Exceptional wardrobe. Also available as Director. Write or wire HAROLD KURRASCH, 1401 Yale Place, Minneapolis, Minn.

JOHN GARFIELD TYPE - Closed "Volpone," Beaux Arts Theatre. Special theatre training, diction and projection good. Play comedy or strong emotional leads; also Latin heavies and character. Italian and French dialects. Read French and German. Play violin, popular or classic. Useful backstage (or front). Typist, publicity, etc. MAURICE STOLLER, 3511 Pomeroy Ave., Los Angeles, Calif. ap27

LEADS, INGENUES—27, blonde, 5 ft. 2, 114 lbs. Strong singing, dancing specialties. Appearance, ability. Beautiful wardrobe. Write, wire GLORIA LA VERNE, Kraft Hotel, Decatur, Ill.

LYNNE TOWNSEND—Young, Attractive Ingenue. Experienced, specialties. All essentials. Address General Delivery, Pocatontas, Ark.

LOUISE WILSON - Anything from leads to characters. Attractive, capable. Specialties. Address General Delivery, Pocatontas, Ark.

ROY MILLER - General Business, Characters. Peggy Miller, General Business, Specialties. Well experienced. Single, joint. Address General Delivery, Pocatontas, Ark.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

IF YOU WANT A MAGICIAN who boozes, chases and is an agitator, don't answer this ad. If you can use one just the opposite, I am your man. Change for two weeks. Bits in acts. HARRY HUNTINGER, Greentown, Ind.

AT LIBERTY

MISCELLANEOUS

BATH HOUSE, BEACH, POOL MANAGER - Competent to take complete charge. Have Beach Umbrellas, Chairs, Beach Mats, Surf Boards, Life Lines and Buoy, Live-Saving Equipment. 25 years' experience in aquatics; 1938, Ocean View, Va., Bath House; 1939, Thompson Sea Girt Bath House, Baltimore, Md.; third season Cus Baths Beach, Palm Beach, Fla. Married, dependable. References out of town and local. Photos and write-ups. State all in first letter. CAPTAIN HAPPY EMANUEL, 413 7th St., West Palm Beach, Fla.

AT LIBERTY

M. P. OPERATORS

YOUNG MAN - 22, WOULD LIKE TO LEARN Roadshow Business. Have knowledge of almost all entertainment films in libraries. Can talk movies as I did showings in Chicago. Have handled 16 and 35MM. Silent and Sound Projectors. Sober, reliable and have neat appearance. Will travel anywhere. SAMMY CROSSMAN, 1438 N. Talman, Chicago.

PROJECTIONIST—SOBER, LONG EXPERIENCE circuit or house. Reliable, reasonable salary. GLENN SMITH, Fayetteville, Ark.

PROJECTIONIST - Can operate most any type 16 or 35MM machines. Efficient, reliable. Have car. South preferred. FRANK O'CONNELL, 118 2d St., Cape Girardeau, Mo.

AT LIBERTY

MUSICIANS

HAMMOND ORGANIST -

Specializing Roller Rink Work. MAC FARLAND, 1324 Ruger, Janesville, Wis.

STRING BASS - THOR-

oughly experienced, exceptionally good instrument. Excellent appearance, studying, unable to continue. BLAINE TRICKEL, 3512 Minnehaha Ave., Minneapolis, Minn. ap27

TRAP DRUMMER—YEARS

of experience in all lines. Sober, reliable. Troupier. State all. HARRY (DOC) RICHARDS, 11 Warren Place, Newark, N. J.

A-1 ALTO TENOR CLARINET - FULL, BRIL-liant tone. Recently closed Chez Ami, Buffalo. Studied with the best. Read anything, transpose, take-off, fake. Double good string bass, but have no instrument. Excellent appearance, make good front man. Thoroughly dependable, union. WALTER ALLEGOOD, 144 W. 80th St., New York, N. Y. SUSquehanna 7-7869.

AT LIBERTY - DANCE DRUMMER. READ and fake. Have car; can join at once. Write or wire FRANK SCHALK, General Delivery, Ipswich, S. D. ap27

BANDMASTER, INSTRUCTOR—PROFESSIONAL experience. Want location in town, city. Wishes to hear from live C. of C. or other organizations. LEONARD DOTO, Iron Mountain, Mich. ap27

BARITONE - CIRCUS, CARNIVAL OR CON-cert Band. Twenty-five years' professional experience. Age forty-four. Can cut it. THOMAS ADAMS, 120 South Spanish, Cape Girardeau, Mo.

DRUMMER - EXPERIENCED. GO ANYWHERE. Drummer, stating all. HARVEY ANDERSON, Brinsmade, N. D.

FEATURED GUITARIST AND VOCALIST - Read, jam, take-off. Cut anything. Seven years' experience. Sober, reliable and neat. Prefer resort. Anything considered. No panics. EARL HENCEY, 810 S. Grant, Springfield, Mo.

HAMMOND ORGANIST - EXPERIENCED hotels, lounges, taverns, roller-rinks. Modern take-off, sweet swing style for dancing. Need one week's notice; now working. GENIAL, Box C-452, Billboard, Cincinnati, O.

HAMMOND ORGANIST - OWN ORGAN. Want to locate hotel, lounge, roller rink. Swing and dinner music, requests. MILLER, 555 Milwaukee, Grand Rapids, Mich. ap27

TENOR SAXOPHONE, CLARINET - AGE 21, union, single, sober. Read or fake. Desires steady engagement with good name band. Will travel. VINCENT UCCELLINI, 1561 E. 98th St., Brooklyn, N. Y. Skidmore 4-1767. ap27

TRUMPET - EXPERIENCED BAND AND OR-chestra. F. BELL, 806 Howard Ave., Altoona, Pa.

VIOLINIST—CONCERT MUSIC, LARGE REP-ertoire. CHARLES KOZLOWSKI, 590 Garwood Ave., Winnipeg, Canada.

2D TRUMPET—READ, JAM, FINE TAKE-OFF. Union, no bad habits, reliable. Can go any-where. Location preferred. Plenty experience. Write or wire at once. Age 25. LEROY PRAMBUS, care Stratton Hotel, Grand Island, Neb.

ACCORDIONIST doubling Altosaxophone, Clar-net, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address MUSICIAN, care Bader, Apt. 5B, 639 W. 207th St., New York. ap27

DRUMMER—Many years' experience practically all lines; reliable; anything but prefer small swing band. AL KLEINSMITH, 1113 N. Sixth St., Leavenworth, Kan. my4

DRUMMER - Young, union. Plenty solid. Eight years' professional experience. Cut all shows. Have car. Can join immediately. State all details. References exchanged. STANLEY HOTALING, Warwick, N. Y.

FAST DRUMMER—Complete outfit. Vibraphone, Xylophone, modern take-off. Double floor show. Six-minute xylophone act twice nightly with change for eight weeks. Specialize on drums, xylophone, vibraphone, arranging. Troupe or locate, all offers considered. ELDON D'ORIS, P. O. Box 652, Inglewood, Calif.

GIRL TENOR, SAX, CLARINET, VIOLIN—Experienced, read, take-off, good tone, union. Available immediately. Don't misrepresent. SHEILA SENARD, 101 Cherry St., Punxsutawney, Pa. ap20

GIRL MUSICIAN - Doubles on Violin, Piano, Sax. Union, attractive, college graduate. Age 22. Experience cocktail unit, dance band. Travel or locate. Available soon. BOX C-426, Billboard, Cincinnati, O. ap27

GIRLS - Piano, Trumpet and Trombone. Experi-enced players, good readers. Will join organized band or can organize Girl Band for location job. LOUISE FLEMING, 1105 Michigan Ave., Buffalo, N. Y.

GUITARIST—Available at once. Union. Prefer dance orchestra or strolling combination. Single, sober, neat young. Free to travel. Read, fake, rhythm, fill-ins, solos, etc. Cut anything required of an orchestra guitarist. Consider any reliable offer. No hams, panics. Write or wire JOHN RECTOR, Hickory, N. C. ap27

SWING GUITARIST - Solid rhythm, 11 years with top bands, trios. "Ozzie" Osborne Band breaking up reason for this ad. Write FREDDIE STIVERS, 858 W. Sawyer, Decatur, Ill. ap20

TEACHER—Hawaiian, Spanish Guitar, Violin, Saxophone. Married, sober, reliable. Twelve years' school experience. MUSICIAN, 2931 Brevard Ave., Pittsburgh (10), Pa. my4

TENOR SAX, TRUMPET and Girl Vocalist at Liberty April 15th—Union, experience, reliable, young and neat. Prefer location but will consider any offer. No panics. PAUL V. LEITCH, 407 15th St., Huntington, W. Va. ap20

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE IN THIS STYLE TYPE 2c a Word—FIRST LINE IN THIS STYLE TYPE. 1c a Word—FIRST LINE in this style type.

Minimum 25c

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AT LIBERTY

ACROBATS

AERIAL AND GROUND CONTORTIONIST TO join act—Do Trap, Rings, Can Hold Trio From Cradle. Straight and comedy floor work. Experienced, real tricks and wardrobe. Write CALVIN WHYTES, Chestnut St., Cressona, Pa.

EVANS BROS., AGES 13 AND 16 YEARS, doing two standard acts; tumbling, slack-wire; also singing and dancing; open for all engagements; photos, literature, price on request. 5705 Florida Ave., Tampa, Fla. ap20

TUMBLER—First class. Do fast Flipflaps. Wants connection with good acrobatic act or troupe. Don't misrepresent, I don't. DON ANGELO, 1102 DeKalb Ave., Brooklyn, N. Y. my4

WOULD LIKE TO BE TRAINED for Catching in Flying Act, also would like to learn Roman Rings, Understanding for a Pyramid Team or Teeter-board Act. I have a crane bar and trapeze outfit. Would like to team up with some one. JIMMY BEVENGER, 311 Vandever St., Middletown, O.

AT LIBERTY

AGENTS AND MANAGERS

RINK MANAGER - FOUR

years' experience with both portable and stationary rinks. Know latest dance steps. Will consider all offers. Write WM. PAGE, 07 Vine St., Kissimmee, Fla. ap27

CARNIVAL OR CIRCUS AGENT - Booker-Contractor, expert Publicity Director. Close Contractor; 20 years leading circuses, railroad or motorized. State salary. Join on wire. ROBERT SAUL, 149 N. Winter St., Adrian, Mich. ap27

AT LIBERTY

BANDS AND ORCHESTRAS

ATTENTION, BOOKERS, HOTELS, CLUBS, RE-sorts - First-class Five-Piece Dance Band. Unique, different. Sounds like six or seven men. Exclusive arrangements, doubling many instruments, singing trio, novelties, commercial variety music. Band has worked together steady over six years. Union, modern equipment, large library. Present location nine months but prefer change for summer location. Photos and particulars on request. P.S.: If desired can furnish outstanding girl vocalist who is our own discovery. Write ORCHESTRA, 1920 S. 9th St., Terre Haute, Ind. ap27

AT LIBERTY

CIRCUS AND CARNIVAL

BRIGADE AGENT AND

Billposter for season of 1940. Years of experience, sober and reliable. Wire L. A. (JOE) GUNNELS, Box 359, Dothan, Ala.

**TENOR OR ALTO SAXOPHONE** — Want steady location with reliable band. Fifteen years' experience. Union, age 32, good reader. **GENE LIMA**, 76 Wallis Ave., Jersey City, N. J. my1

**TROMBONE** — Experienced in all lines. Read, fake and take-off. Young, neat appearance, reliable. Travel or location. Join immediately. **MUSICIAN**, Box 288, Fayette, Ala. ap21

**TROMBONIST** Wants Job Now or Later—All essentials; read, fake, take-off, range, tone, modern. Also fine vocalist. Will cut any job; absolutely no ham, plenty experience with name bands. Distance no object if job good. Panics, lay off. Sober. **TROMBONIST**, General Delivery, Dallas, Tex. ap27

**PIANIST** — Colored. Read, fake, transpose. Fair on alto sax and clarinet. Wants location where day work is available, playing at night as sideline. Arrange same. **JOHN FERGUSON**, 124 W. Green St., Olean, N. Y. my4

**PIANO PLAYER**—Small show, club or tavern. Read, fake, transpose. Thoroughly experienced. Any proposition considered. Write, stating all. No wires. **HAROLD DRAGER**, Marshall, Wis. ap27

**RHYTHM PIANO**—Read, arrange. Can open immediately. Any reasonable offer considered. Wife sings, appearance, range F below to C in staff. **MUSICIAN**, Stephens Hotel, Joplin, Mo.

Ritchey, whose Water Show will back the pay gate, writes from Cumberland, Md., that he's ready for opening. E. J. Gordon booked the pop corn and candy apples. Sid Goodwalt arrived after a stay in Florida and is readying his cookhouse. Chick Roesch will have the grab and peanut stands. **W. R. BALDRIGE**.

South Richmond. John Robinson's Military Elephants, in charge of Capt. George Thompson, arrived from Terrace Park, O. John Robinson IV, owner, accompanied them. J. James Lloyd signed as contracting agent and General Agent C. W. Cracraft advises that prospects look promising for spring still dates. Six new semis arrived to replace old equipment. New green canvas theaters will house the Girl Revue, Minstrel Show, Circus Side Show and Posing Revue. Clyde Davis and his girl revue came in from New Orleans, where they have been playing theaters. Doc Anderson's Colored Revue is rehearsing, with Evelyn Redding Anderson as producer and emcee. Main entrance has been rebuilt, and Pygmalion and Galatea, an illusion show, will be managed by Scotty McNeal. Bill Purchase's Funhouse will join this week. Joe Payne, legal adjuster, will rejoin here after a winter in Miami, Fla. T. A. (Red) Shulz will be mail man and *The Billboard* sales agent.

### John T. Rea

INDIANA, Pa., April 13.—Shows have been booked with Bantly's All-American Shows, which open the season in Reynoldsville, Pa., on April 20. All new canvas has arrived and quarters crew has about finished all building, painting and repairing. Elmer Fincher again will handle the front of the Side Show, which includes Helen Rogers, monster pythons; Mrs. Rea, mentalist; George Orman, Punch and Judy and inside lecturer; Kings Novelty Entertainers; Carl Stone, iron tongue; Labow, double-bodied boy; Francis Lightcap and Verna Strothers, electric chair and annex assistants; Paul Rogers, tattoo artist; Raymond Vargason, boss canvasman, and Jerry-Ann, annex. Arnold Raybuck will have charge of the Unborn Show, while Walter Rea will do the talking and manage the Health Show. Dave Woods has charge of the cookhouse. **JOHN T. REA**.

'Blackie' Edwards completed work on the Caterpillar. Visitors included Cliff Wilson, Bill Lewis, Don and Maude Montgomery and Mr. and Mrs. Jack Wright. James (Turk) Laird will again have the pop-corn concession. Doc Williams and Percy and Nellie Sink are here. Paul and Dave Lane came in from Ruskin, Fla., to ready their concessions. Mrs. Billy Lane will continue to manage the Lane tourist camp there. H. W. Jones signed his bingo game.

WALTER D. NEALAND.

### Harris

FINDLAY, O., April 13.—Quarters work here has been completed and all are awaiting opening. General Agent Doty recently returned from a tour of Indiana, Illinois and Missouri and announced the opening has been set for April 27 in Kokomo, Ind., marking the fourth year shows have played the city. Mechanic Bud Buchman is building a new trailer for the Merry-Go-Round. George Higgins has been signed to present one of the free acts. Manager Roxie Harris left for Kentucky this week. Reported by an executive of the shows.

### Elite Expo

INDEPENDENCE, Kan., April 13.—Although a three-hour snowstorm hit this city on April 11, weather promises to be fair for opening next week. Writer returned here last week and was greeted by his old friend Capt. John Hart, who will present his wild animal free act. Finishing touches were applied in quarters this week. Mechanic Otto Lenhart has rolling stock in good condition and the new panel truck, purchased by Owner Charles Rotolo, left the paint shop, where it was decorated by Artist Sleepy Davis. Truck will be used by billposting department. George Childs, cookhouse operator, is here with his two assistants. Mr. Wheeler arrived yesterday with his long-range shooting gallery. Electrician Brown is putting last-minute touches to equipment. Frank Carter signed his photo gallery.

DON FOLTZ.

### MIDWAY CONFAB

(Continued from page 43)

Coe Bros. Circus, Foley & Burk, Krekos' West Coast Amusement Co., Hilderbrand's United Shows No. 1 and 2, Archie Clarks' Greater, Siebrand Bros.' Shows & Piccadilly Circus, Tip Top, Babcock's Mighty Shows, Steffen's Amusement Co., Stephon's Attractions, Bowen's Joyland Shows, Wrightsman Amusement Co., Kelly's United Attractions, Dennis & LeI Amusements, Harry Takie Rides, Joe Diel Jr. Rides, Hanscom's Miniature Rides and United Tent and Awning Co. Shows.

THEN and now. Closing week last fall: Manager of Raw Deal Shows (to third executive assistant)—"I'll never have that trouble maker on my show again, as she is too fond of lush." This spring: Same manager (to his lot man)—"Give Mrs. Whosis a location, as we need more legitimate concessions."

WHILE West Coast Amusement Co. was playing its opening stand in Oakland, Calif., Mrs. Joe Zotter entertained a number of local show women in her apartment there. Evening was given over to bunco and bingo, and Mrs. Zotter served a delectable luncheon. Winners in games were Allie Wrightsman, Marie Jessup, Mildred Levette, Jessie Loomis and Barbara Hellwig. Table was attractively decorated and guests included Isabel Meyers, Allie Wrightsman, Jessie Loomis, Mrs. C. M. Williams, Mildred Levette, Margaret Farmer, Edith Walpert, Pauline Durham, Mrs. Roy Sullivan, Barbara Hellwig, Viola Rogers and Marie Jessup.

"WORK OF READYING the United Amusement Co. is almost completed in quarters here," letters R. E. Hicks from Bellwood, Pa. "Pete Franks has the Caterpillar and Merry-Go-Round in shape and Thompson Brothers have Ferris Wheel, Chairplane, Kiddie Autos and Doodle Bug ready. Great Leon will present one of the free attractions and Ed Concor booked his Thrill Arena. Concessioners include M. J. Wason, Doc Dawson, Oscar White and C. W. Craig. Staff has R. E. Heckman, manager; Robert Gloth, business manager; James Thom, secretary-treasurer; Pop Porter, electrician; Ferd Thompson, ride superintendent. Writer will handle the press."

## AT LIBERTY PARKS AND FAIRS

**BALLOON ASCENSIONS**— and Parachute Drops. **ETHEL PRITCHETT**, Danville, Ind. ap20

**BALLOON ASCENSIONS**— Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. **THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY**, Aurora, Ill. Established 1903. ap20

**BALLOON ASCENSIONS**— With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. **CLAUDE L. SHAFER**, 1041 So. Dennison St., Indianapolis, Ind. my4

**BALLOON ASCENSIONS**— For all occasions. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. ap27

**BALLOON ASCENSIONS FURNISHED FOR ALL** occasions with one or more Parachute Drops. **HENDERSON BALLOON CO.**, Haskins, O. my4

**CAPABLE MANAGER OF REFRESHMENT**, restaurant concessions. Eighteen years in one park. Thoroughly experienced, substantial reference. What's your proposition? **BOX C-445**, Billboard, Cincinnati. ap20

**DEATH DODGER** — MAN, 23 YEARS OLD. Nothing too dangerous. State salary. **HERBERT WARD**, De Funiak Springs, Fla.

**SI, FANNY AND TRICK MULE, ABNER**— Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available for fairs. **SI OTIS**, care Renfro Valley Barn Dance, Mt. Vernon, Ky. my18

**THREE FREE ACTS AT LIBERTY, SLACK WIRE** Act, Comedy Juggling and Balancing Act, Comedy Dog Acts. Price of acts reasonable. Write for literature. **CHESTER HUBER**, Wabasha, Minn. my4

**THE CARMENES**—TWO COMPLETE AND distinct acts. Three people hand and ladder balancing equilibrist. Three people comedy acrobatic act. Price and literature on request. Address **BOX 21**, Williamston, Mich. ap27

**AMERICA'S OUTSTANDING** Clown at Liberty May 5th to June 15th. Produce single, double, trio or large bunch numbers. Furnish comedy for entire show. Best of everything, none better. Clubs, parks, fairs, circuses, carnivals, units, picnics. Been with all the very best. Full line of photos and flashy literature. **ROY BARRETT**, Billboard, 1564 Broadway, New York. ap27

**BEHEADED ALIVE** — Sensational new exploitation thriller. Monster French guillotine with 27-inch knife. Suspense, thrills, as spectators see head drop off, lifted from basket, headless body on floor. Head restored in comedy finish. Works surrounded. For indoor events, outdoor free act or grandstand attraction. **WEBER**, 127 N. 17th, Allentown, Pa. ap20

**CHAS. LINDAIR** — Trapeze Artist (Platform Act). Contracting outdoor celebrations. Flashy paraphernalia. Free advertising posters. For literature, particulars address **CHAS. LINDAIR**, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

**CLOWN MOTORCYCLE COP** — Celebrations my specialty. General Clowning, Comedy Juggling on platform. Produce kid contests. Supply plenty of entertainment for all. **ART ATTLA**, Billboard, Chicago.

**DASHINGTON'S CIRCUS**—Ten Dogs, Cats, Monkey, two distinct acts. New, novel and guaranteed. Closing eight weeks Sparks Florida theatres April 18 at Jacksonville. Open for any show. Go anywhere. Address 1316 Locust St., Philadelphia, Pa.

**DOUBLE DOG ACT**—Featuring rope walking and 50 ft. high dive. Playing New England States only. Literature on request. **H. BATSON**, care The Billboard, Cincinnati, O. my4

**FLYING COWDENS**—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. ap20

**TWO FEATURE PLATFORM ACTS** — Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. **THE GRIFFITH TRIO**, 316 Main, Keokuk, Ia. ap27

## AT LIBERTY PIANO PLAYERS

**EXPERIENCED PIANIST**— Solid rhythm, modern choruses. **JOE MITCHELL**, Bloomfield, Ia.

**MALE PIANIST AND ACCORDIONIST WANTS** situation with any size band. White; age 25; weight, 180 pounds. Well qualified musically. Three years with nine-piece band. One year on radio program. Write to **FREEMAN**, Xenia, Ill. ap27

**PIANIST** — SPECIALTIES, EXPERIENCED, APPEARANCE, ability, read. Prefer show. **MAURICE LUCKETT**, Eddyville, Ky.

**PIANO PLAYER** — EXPERIENCED MUSICIAN. Dance and show business. Sober, reliable. Cut any program. Wire, write **EDDIE FELLOWES**, 3962 Wallace St., Philadelphia, Pa.

## AT LIBERTY VAUDEVILLE ARTISTS

**AT LIBERTY** — FEATURE BLACK MED UNIT, Radio, fast Bit and Act Worker. Up in and produce. Clean, no smut. Singing and comedy hoofing. No jam shows. Good wardrobe off, thirty years old, sober, single. Car and money for jump. Cut it or else. Don't misrepresent, please. **FRANK WILLIAMS**, General Delivery, Detroit, Mich.

**AMATEUR**—Female. Has swell song. Was smash hit at Columbus Theater, 59th St. and Broadway. Cannot leave town. **EDITH SARGENT**, 216 West 100th St., N. Y. ap20

**AT LIBERTY** — A-1 Ventriloquist, Sleigh Bells, One-String Fiddle, Singing and Talking Specialties. Up in acts. Have car and trailer. Sober. No collect wires, please. **FLOYD WINTERS**, 708 Washington, Tampa, Fla.

**AT LIBERTY** — Blackface Comedian, Wife and Son. Singles, doubles, bits. Know the acts and make them go. Cartoons, magic, etc. Put on entire program. Use Guitar for songs. Have car and trailer. Would double with clean cut modern med lecturer who can be sober, honest and congenial. Work platform. **THE SALISBURYS**, 61 White St., Plainfort, Ind.

**AT LIBERTY** — Team. Regular people. Singles, doubles. Work acts, bits, sales, piano. Advance for gas. State salary. Join on wire. **AL-WANDA VALE**, Billboard, Cincinnati.

**PEACHES BUCKINGHAM**—M. G. and Comedian. With or without boy show. A-1 wardrobe. Will go anywhere. Location or road. Address **PEACHES BUCKINGHAM**, 805 W. Madison St., Baltimore, Md.

**RICTON'S DOG CIRCUS**—Also strong Juggling Specialties. Change often. Offers invited, considered, answered and appreciated. Have car, trailer and flashy equipment. **THE RICTONS**, Lafayette, Ala.

### WINTER-QUARTERS

(Continued from page 46)

truck was purchased to handle the entrance front and marquee. **R. F. McLENDON**.

### George T. Scott

DISHMAN, Wash., April 13.—All are busy in quarters here rebuilding and developing some new specialties planned by Owner Scott. Shows will be motorized and management recently purchased two new semis. Writer, who will be general agent, came in with Mrs. Wright from Portland, where he signed the Flying Adams Family to present the free attraction. He also booked a few concessions there. Chubbie Clinart and wife came in this week, Chubbie to take charge of mechanical work. He also will handle the new Jitterbug ride. Others booked are Swede Noland, Ferris Wheel; Murdock Parker, kiddie rides; Mike Rogonato, pop corn, ball game and kiddie ride; Al Cook, photo gallery; Henry Hethell, high striker; Fred Loyt, soft drinks; Leo George, palmistry stand, guess-your-age and penny pitch. Shows plan to play Southern Oklahoma territory. **HENRY WRIGHT**.

### Ben Williams

NEW YORK, April 13.—Shows open in South Plainfield, N. J., on April 29. Route is about set, reports Matthew J. (Squire) Riley, general manager. Prof. A. H. Leger is building a new front for his Illusion Show, and Marion Berry is readying her Life show. Arthur King will handle the Girl Revue with Monte Navarro. Navarro's show played night clubs all winter. He and troupe are expected in about three weeks. Prof. Wendel Kuntz is due soon to organize the side show. Ray Shelton signed to manage the Crime Show. A new panel front is being built for K. C. McGary's Posing Show. Mr. and Mrs. Clyde Howey have augmented their monkey show, while Bert Kay signed his Nudist Camp. Mr. and Mrs. Stanley Jobber, of Jobber Midgets, report they'll join about the middle of May. Clyde Van Voast is framing a new transformer truck. Shows are to have 10 office-owned rides, including Skooter, Whip and Rolloplane, Ferris Wheels, Octopus, Kiddie Rides, Merry-Go-Round and Chairplane. George Gubanez, Floyd Furbush, Joe Sherry, Kokomo Wisniski and Mack McLaughlin joined the quarters crew. A new marquee arrived and shows will use 16 trucks and baggage cars, with Gus Kennedy as chief mechanic. Alex Brown, former showman, is a frequent visitor. Tom Williams and Rocco Trupiano report their concessions are ready. Billy

### Cotton States

MONTICELLO, Ky., April 13.—With summer weather prevailing, all are readying for official opening here. Manager Ray D. Jones is building a new light-planted truck and all trucks are being painted red and white. Shows plan to carry Ferris Wheel, Chairplane and two Kiddie rides, five shows, free act, sound truck and calliope. The Kittle Sisters will present the free attraction. Capt. Jack Kittles' Variety Show will be with it and Jimmy Cory has the Athletic Show. Jack Thompson's Girl Revue is still here. Miller & Clark's Junglerland Show joined here. Wayman Kirkland signed his Posing Show. Barney Awood and Stella joined with their Hillbilly Revue and Lee Ward has Midway Cafe and ball game. Edward Cole and Jimmy Davidson have six concessions. Mrs. Cole has Hoop-la; Emmet Bolton, Kiddie ride, penny pitch and ball game; Mrs. Pat Elam, ball game; Shorty Barber, slum store. Ilene and Lillian Kettles, penny pitch; R. Wilson, penny pitch. Buddie Jones is treasurer and F. S. Reed general agent. The writer is electrician and *The Billboard* sales agent. **SHELTON JOHNSON**.

### Convention

FREDONIA, N. Y., April 13.—Plenty of activity prevails in all departments here. Painters finished work on Girl Show front and William Koford arrived and is readying his concessions. Mr. and Mrs. Gerald Barker came in and then Barker and Manager Mantley left to purchase a ride. William Saulsbury booked his high strikers and Harry Mentor signed his platform show. Mrs. Mentor has her basket-ball game ready. Harry Mentor and Jack Cohen are confined in Veterans' Hospital, Batavia, N. Y., but expect to be discharged soon. Several members of the staff visited them. Manager Mantley visited Polly Jenkins and Her Plowboys between shows at Arcade Theater during their recent engagement there. Sue Rogers advised she expects to come in soon. Secretary Kieth Johnson is back on the job. Russel Barker completed installation of amplifiers in new sound trucks, of which Ernest Lane will have charge. **FAY LEWIS**.

### John H. Marks

RICHMOND, Va., April 13. — Shows moved into East End Baseball Park in the Church Hill sector here on April 11 for a pre-venue opening. Additional shows and rides will be added for the remainder of the tour, starting week of April 22 in

# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Novelty, Souve Take at Fair During 1939 Was \$2,608,000

Exhibitors with sales privilege do business amounting to \$3,980,833 — Exposition Souve Corp. led as lines brought total of \$1,168,599 — photo items went big

NEW YORK, April 13.—Figures on last year's 26-week period of the New York World's Fair recently made available exclusively by *The Billboard* revealed that novelty and souvenir stand business totaled \$2,608,000 and exhibitors with sales privileges got \$3,980,833. Concessions (miscellaneous stands) paid the fair \$552,958 plus \$53,098 in service charges, and exhibitors' percentage to the fair was \$424,031, with \$227,382 for services. A partial list, including only big incomes and based on interest to show business, showed that Exposition Souvenir Corp. sales amounted to \$911,270. This figure did not include \$62,318 for items not included in the general line. Postcard, view books and folder sales totaled \$195,011. This firm was the biggest purveyor of souve lines and had exclusive rights to vend on streets of the fair as well as in all fair-controlled buildings. Firm had expected 6 cents per admish, which would have amounted to \$1,560,000 on the basis of nearly 26,000,000 who attended the event at Flushing. However, total sales amounted to \$1,168,599.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

As usual, the Spring Special last week was chock-full of merchandise for sales-board promotions. Some of the items shown are already proven money-makers. Others are new with very good potentialities. Included were:

**DUNHILL Silent Flame Lighter.** This item is going over like a house afire on low-take deals and is a natural for quick turnover.

**CASTING OUTFITS.** Fishing tackle has always moved at this time of the year and 1940 should be no exception.

**SPRING FURS,** including jackets, boleros and scarfs. Fur coats went well on cards thru winter months and we hear that the boys who worked fur cards are getting similar action from the new line of spring furs.

**MAJESTIC** all-electric grandfather clock. Here is an item which ordinarily would not be considered appropriate for board promotion. However, at the price now offered it could be set up on deal with a take that is not too large and click. Clock surely has consumer appeal and if handled properly should go.

**CANDID** portable radio. Radios have always been a sound investment for salesboard operators and when they are flashed up in a new housing or with some new gadgets they are okeh for a run. Another big feature of this item is its comparatively low price.

**SCARLET DOLL.** Dolls are good when tied up with special holidays or characters or events.

**NITE GLO LAMP.** Because of its attractive design and its practicability the nite glo lamp is worth a look see.

There were many other items featured in the paper last week which may be worked to profit, but the above are enough to show that the boys who did not get a copy of the Spring Special may be out some do-re-mi for not doing so.

HAPPY LANDING.

## Mexican Items Eyed; Big Season Ahead

CHICAGO, April 13.—Concessioners at fairs, parks and carnivals and workers with rodeos are reported eying Mexican miniature items and other novelty lines in preparation for what is expected to be a banner season.

One firm reports that it is having heavy demand for a line of Mexican hand- (See *Mexican Items Eyed* on page 55)

## Lamps in Latest Designs To Go Big At Outdoor Bingos

DES MOINES, April 13.—Lamps, which have consistently been popular on bingo stands and with prize users, will again be an outstanding item at outdoor bingo games this summer. New designs and combos recently introduced are expected to afford operators greater opportunity for flashier displays.

One of the late items is the three-piece boudoir set, consisting of two boudoir lamps and bed lamp to match. Boudoir lamps are 15 inches high and made with solid brass seamless tube stems and fittings with plated base to match. Drop-fitted shade is embossed parchment and offered in attractive colors.

Floor and table lamps will also return to make bingo games more attractive. Ship lamps will be joined by radio lamps to aid in increasing attendances at games. Late model nautical lamps have been designed along ultra-modern lines and are expected to play a big part on midways and with sponsoring organizations. Lamps with radio, a comparatively new thing, have already laid claim to nation-wide popularity and are seen as big money-making factors for operators.

A new night lamp will be featured this season, it was said. Since this lamp

## Sun Glasses in Limelight Again

CHICAGO, April 13.—Sun glasses are off again to big early-season demand, definitely establishing them among top-notch money makers for the period of April thru September.

Introduced in a big way to the pitch and concession trade only a few years ago, the sun specs have had about as rapid a rise in favor as any number in recent wholesale merchandise history.

Besides picking up where they left off last fall as a popular carded number, better quality antiglare goggles are commencing to be in demand for consolation prize use and gift purposes.

Greater stress this year is on comfort and safety features, evidenced by requests for full-vision lenses, non-skid nose rests and side shields.

On the fancy and colorful side there's an array of sun glass offerings in assorted colors, in plastics and with engraved frames that are bound to get a big play thru the season.

has many uses, such as for nursery, bedroom or sickroom, hallways and bathrooms, this practical item will be in demand. It has a switch permitting light to be graduated and costs little to operate. It is made of brass.

the bingo measure up for a vote.

In addition to this, a motion for a new trial for the chairman of the Neffsville Fire Co in a test case is under consideration.

## BINGO BUSINESS

By JOHN CARY

WITH LENT a matter of history, fans are returning to their favorite pastime—bingo. The rush this year is unprecedented. Not only is this rush reflected in counselors' takes, but also in supply house business. Receipt of heavy orders indicates that many more organizations are planning to carry winter games into a summer schedule.

Ordinarily one would think that bingo would taper off at this time of the year, with winter series going into spring and the season still a little early for outdoor games. This is not the case, however, for attendances at indoor games are holding up and supply houses are receiving orders for heavy lap boards. Some organizations are ordering the boards for the first time.

BINGO is doing an excellent job for Belle Point Parent-Teachers' Association near Frankfort, Ky. Recently the organization put on a game at which novelty prizes were used. Result was that more than \$50 was added to a fund for furthering work of the organization. The American Legion Post Auxiliary in its drive to raise funds to conduct charitable work is using bingo and merchandise prizes.

BINGO FANS are not the type to stand idly by and watch the game snatched away from them because some politician figures he can make a grand-stand play by putting a ban on it. Those at Lancaster, Pa., have definitely placed themselves in this category of fighting for their rights by circulating petitions thruout the county in a move to have the Legislature take action to legalize the game and remove it from its present position as a political football. Volunteer fire companies have members working in support of the action and petitions will be presented to lawmakers when they meet in special session the latter part of this month. Fans are confident that sufficient names will be secured to bring

THE FIGHT for bingo in Milwaukee continues. Max Raskin, counsel for Mr. and Mrs. Edward Zrimsek, operators of Bahn Frei Hall, has announced that he will fight the ruling of the State Supreme Court on the game by appealing to the United States Supreme Court. These popular operators were automatically given 10 days more to continue their games and Raskin, during the interim, will move to induce the high tribunal to bring about a further stay of judgment. Appeal will be based on the contention that the injunction, originally issued by Circuit Judge Charles L. Aarons, violates the sixth amendment to the constitution. Raskin's contention is that the court's decision can be made only by a jury, unless a jury is waived.

LAST WEEK we told about H. G. Whiting's games on carnival lots. Lack of space prevented full discussion of his operations. He gives an interesting discussion on holdouts, as they affected him. When he entered the bingo field, he says he knew very little about the game. Leaks worried him. He knew that to be a successful operator he had to curb them. He hit on a solution and since then his takes have increased. Here's his story:

"We select a prize different from those displayed on the stand. For instance, a bedspread, comforter or woolen blanket. Then we have rolls of tickets with stubs and a ticket goes with each card sold. The customer retains the stub and the other part is put in a box. If the midway is good we give away a prize in the afternoon and another at night, setting the time as we see fit. Now in the course of selling cards for 10 cents each, three for 25 cents or two for 15 cents, we figure each card at 8 cents each. Each counter worker has a set of tickets. We take the number of the stub at the beginning of the sale and also when the sale ends. Money turned in is counted and checked against the number of tickets missing by multiplying by eight. While this doesn't give the exact amount each worker owes the operator, it does serve as a basis. When they (counter workers) know they have to account for each ticket, care is taken in giving them out. This system (See *BINGO BUSINESS* on page 55)



Two Scotty Dogs, Elephant and Donkey or Men of War mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tall to tall. Also will perform many other tricks.

**TWO SCOTTY DOGS**

No. BIN30 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**ELEPHANT and DONKEY**

No. BIN41 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**MEN OF WAR**

Two Soldiers Fighting. Act Same as Dogs.

No. BIN46 Per Gross Sets \$10.50  
Per Dozen Sets 1.00



**WATER FLOWER WORKERS**  
HERE'S A BIG VALUE

10 Water Flowers, 2 1/4 inches high, in envelope. Each has metal weight attached to hold flower down.

BN10748 Per Gross \$4.00  
Envelopes

**N. SHURE CO.**  
200 W. Adams St., CHICAGO

**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.

**Stocking Saver**

Chex is the name of a product that seems to have qualities for making quick cash for pitchmen, house-to-house workers, demonstrators and streetmen, Gilford Laboratory Co. says. Every woman who wears silk stockings is a potential customer, as Chex instantly checks runs in stockings and saves hose. Item is packed in a tube and may be applied easily and quickly. It dries almost instantly and is stainless and harmless. Workers at fairs, resorts and on midways are planning to use it in large quantities, the firm reports.

**Italian Bedspreads**

Italian bedspreads, while not a new item, are popular money-makers for salesboard and bingo operators at fairs, parks and resort stands, according to Industrial Art Supply Co. The spreads measure 72x96 inches and are made of rayon and cotton. Available in six assorted colors and patterns. Firm also handles Beacon blankets, canes and chinaware and offers them at prices that allow opportunity for a fine profit, it is reported.

**Novelty Dog Houses**

According to Ralph Murray, the novelty dog house will be a big item with concessioners this season. Item consists of house about five inches long and five inches high. A plastic dog is placed in the doorway. A bone is on the floor and the dog is standing guard. Makes a flashy display. Prices are low, the firm reports.

**Candid Radio**

D. A. Pachter Co. reports that the new Sonora candid portable radio set will be a sensation with prize users this year. Altho no larger than a candid camera, set has four of the newest type duo RCA tubes. Radio is a 1.4 volt superheterodyne with built-in aerial and ground. Is easy to tune and has fine tone. Uses

**CONFUCIUS Played It!**



America Loves It!

**CHOP**

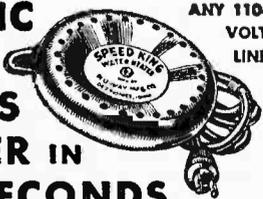
**STIX**

First, Chinese Checkers . . . next "Confucius Say" . . . now CHOP STIX is No. 1 Chinese seller—No sales talk needed . . . easy demonstration brings showers of quarters . . . wows kids . . . panics parents . . . Gross lots only \$9.00 . . . right salesman can ride this Chinese craze to riches . . . we show you how . . . sample 25c cash . . . Act fast!

**A. M. WALZER CO.**

BOX 285, MINNEAPOLIS, MINN.

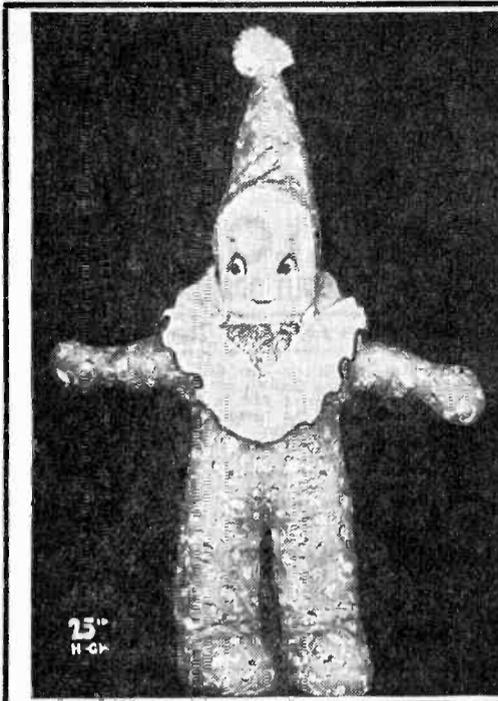
**MAGIC DISC HEATS WATER IN 60 SECONDS**



MILLIONS need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash profits for agents. No Money. Just send name on postcard.

Pocket Size Samples FOR Agents SEND NAME!

**NU-WAY MFG. CO.**  
Dept. 484 B, Walnut Ridge, Des Moines, Iowa



**Another Great Blossom Flash "BUNKY" Such Big Value**

It Will Prove the Biggest SENSATION IN DOLL HISTORY

BUNKY will move faster than any doll you've ever handled. Unbreakable—cotton stuffed. Has a washable face. Stands by itself. Assorted colors . . . printed percale with organdy collar. Remarkably LOW PRICED. It's a natural. **\$7.50 DOZ.** Sample \$1.00 Prepaid.

**GREAT—ALL-YEAR-ROUND CONCESSIONAIRES. OPERATORS, Premium USERS will find BUNKY a gold mine.**

25% Dep. with order. Bal. C. O. D., F. O. B., N. Y. We have the most complete line of ALL-FABRIC, FEATURE-FACE DOLLS in the country.

WRITE—WIRE—PHONE **BLOSSOM DOLL CO.**  
45-47 E. 20th St., New York City.

**CASH IN ON THIS MONEY MAKER!**



**SPORTSMAN'S SPECIAL CASTING OUTFIT**

NO. 7500 \$3.25 (LOTS OF SIX) Ea.

\$3.50 EACH (Less Than 6) Sturdy, compact, green enameled metal tackle box contains 1 three-piece rod with cork grips, 1 spool silk line, 1 level winding reel, 1 red-head plug, 1 metal wobbler, 1 fish knife, 1 soaker, 1 wire leader, and 1 stringer. A winner for premium and salesboard purposes!

Send for Free Copy of Our New 1940 Sporting Goods and Salesboard Catalog.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**PINOCCHIO DOLLS**

PLAY PINOCCHIO ON THE NOSE. Popularity of Walt Disney's new full-length feature production has created enthusiastic demand for this merchandise.

Made of wood, every part moves. Sets up in any position. In brilliant life-like colors. Available in three sizes.

No. 715X74—8", Per Doz., \$4.00.  
No. 715X75—11", Per Doz., \$6.00.  
No. 715X76—20", Per Doz., \$30.00.



**NEW CATALOG MAY 1**

Catalogs 395 and 396 sent on request. Please mention your business, we do not sell retail. Big Spring and Summer Catalog ready May 1st. Reserve your copy now.

**JOSEPH HAGN CO.**

223 W. Madison St., Dept. BB, Chicago, Ill.

Extra Value!

\$2.25 EACH



5 for \$10.50

5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 12 1/4". Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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**SELL SIGNS**

to Stores, Taverns, Gas Stations, newest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Mottoes. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.

GEM, B-31, 4327 Harrison St., Chicago, Ill.

Tell the Advertiser in The Billboard Where You Got His Address.

**RED HOT A NATURAL SALESBOARD ITEM**

This beautiful Ship Lamp is 12 inches high and 13 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut or Swedish Modern.

**PRICED LOW!**

No. 9639—\$2.55 Each. In \$2.40 Lots of Six Up . . . . .

FOR REAL PROFITS WRITE! WIRE! NOW!

25% DEPOSIT REQUIRED

**WIS. DE LUXE CORP.**

1900-12 No. Third St., MILWAUKEE

**BINGO OPERATORS CONCESSIONAIRES NOVELTY MEN**

Brand New and Reasonably Priced Carnival Supplies for Every Department. Save Time and Money by Ordering From Our Nearest Store. SEND FOR CATALOG.

**B. & N. SALES**

Complete Stocks on Hand in Our 3 Convenient Large Stores

HOUSTON, TEX. 707 Preston

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Thousands of Fast-Selling Big Profit Items at Lowest Prices. CARDED GOODS, CEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE, SNAK-INSECT CARD, FLY SWATTERS. Get New Catalog—It's FREE! MOTH CAKES—GIANT SIZE—VIVID COLORS—100 FOR \$3.50—Include Postage.

**CHAMPION SPECIALTY CO.**

814-B Central St.,

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**TREMENDOUS VALUES IN SUN GOGGLES—U. S. MADE**

New Displays, New Styles, New Deals. Sports, Side Shield, Dust, Sport Kits.

**ELECTRIC SHAVERS:**

NEW WALTHAM . . . . . 75c Ea. UNDERWOOD . . . . . 85c Ea. Include Postage.

**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**

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Wholesale Jeweler

PHILADELPHIA, PA.



**BIGGER AND BETTER THAN EVER!**  
**OUR NEW 1940 GENERAL CATALOG**  
**WILL BE READY ABOUT APRIL 25\***

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Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Mart! The newest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog! Act now! Send for your **FREE COPY** today!

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 119 No. 4th St. Minneapolis, Minn.

**CORN GAME OPERATORS  
 CONCESSIONAIRES  
 NOVELTY WORKERS  
 PARKMEN, ETC.**

standard batteries and dynamic speaker. Comes in non-breakable plastic case 8 1/4 by 5 by 4 1/2 inches, with full vision tuning dial. Also has privacy phone connections. Weighs five pounds and is easily carried by leather strap handle. Item is guaranteed and has appeal that places it as a potential big money-maker for bingo and salesboard operators as well as concessions, the firm reports.

**Grandfather Clock**

In announcing this new electric Majestic grandfather clock, Nation-Wide Merchandise Co. reports that it is a natural for premium users. Clock is in grained walnut finished cabinet 69 inches high and has an embossed nine-inch silver and black metal dial. Performance is guaranteed. Comes complete with cord and plug. For those who want an item for a grand award this is ideal. It is offered at an exceptionally low price, the firm reports.

**Minute Knife Sharpener**

The new 60-second knife sharpener is an item that is making money for bingo operators over the nation, Wulff Mfg. Co. reports. Sharpener has guide slots which hold knives in position for correct sharpening, actually correcting edge flaws. Item is self-lubricating. A fine sharpening wheel insures trouble-free service. Item may be mounted on the kitchen wall. It is furnished in baked enamel finish of ivory, white, green or red. New low price is offered to introduce the item, the firm reports.

**Pinocchio Turtles**

Pinocchio is a big name in the novelty field today, and H. Fishlove & Co., exclusive licensee for all Walt Disney characters on turtles, reports that concessioners are getting tremendous play on live baby turtles decorated with popular characters from Walt Disney's film, *Pinocchio*. The turtles are also available with Mickey Mouse and Snow White characters and floral designs. All are in full water-proof colors.

**COE PSCA HOST**

(Continued from page 39)  
 leopard group, Count Luigi and Lion act and Anna Veldt and Joe Metcalfe's elephant act gave special performances. Lou W. Johnson was pressed into service to play the air calloope for the various acts.

**Guests**

Mr. and Mrs. George Coe entertained women in their house trailer at cards, etc. Guests included Dr. Ralph E. Smith, president Pacific Coast Showmen's Association; Pat Armstrong, Harold (Pop) Ludwig, Cal Leips, E. R. and Mora Bagby, Mr. and Mrs. Harry B. Levine, Ben and Millie Dobbert, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. Frank Downie, Ernie Downie, Jimmie Dunn; Mr. and Mrs. James D. Smith and son, James Jr.; Charles (Chuck) Gammon, Mrs. Ann Stewart, Blossom Robinson, Raab Barton, Percy Van Pelt, Mrs. Belle and Jean Buckner, Theodore Nernberger, Mr. and Mrs. Monroe Eisenman, Frank (Overland) Murphy, Curley Phillips, Frank Buckner and Jack Bogelow.

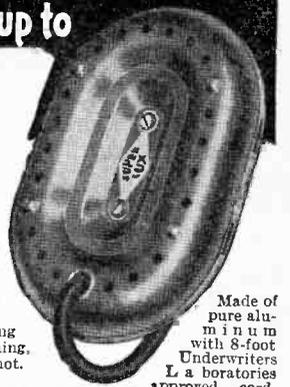
Meyer Schlom, Mr. and Mrs. Lou W. Johnson, Billie Collins, Whitey Carr, T. C. Nernberger, Mr. and Mrs. H. A. (Red) Growe, Mr. and Mrs. Frank Bennett, Mr. and Mrs. Ernest McCarthy, Mr. and Mrs. Mark T. Kirkendall, Carl Yard, Marie Klenc, Bertha Flint, Mr. and Mrs. Fred Thumberg, Harry Quillen, Mr. and Mrs. M. E. Arthur, V. H. Jones, Dolores Withers, Gladys Forrest, Ada Mae Moore, Mr. and Mrs. Harry C. Rawlings, R. B. Rosard, Vivian Rosard Horton, Clyde and Topsy Gooding, Walter Eastman, O. H. Hilderbrand, Lucille King, Jack Beames, M. H. Ellison, George Conklin, Eddie Horton and Joe and Ethel Krug.

Harry Merkle, Moe Levine, Capt. W. D. Ament, Bill Nelson, Mrs. John D. Reilly, Tillie Palmateer, R. F. Clarke, Babe Herman; Anna, Joe and Ted Metcalfe; Harry Lewis, Nell Robideaux, Lillian Nichols, John A. Pollitt, Robert Mitchell, Celia Kanthe, Vivian Gorman, Bertie Kanthe, Mr. and Mrs. H. B. Clifford, George Wiler, Ray Adams, Stanley Hinkle, Stella Linton, Mother Minnie Fisher, Virginia Atkinson, Mr. and Mrs. Warren Henderson, Nina Rodgers, Jockey Mackey, Ann Markle, Joe Dsanti, Eddie Sievert, Bob Winslow, Keith Sutton, Mrs. Gertrude Dsanti, Lu-Luverne, Maxine Ellison, C. E. Cooke, Dick Reis, George Harms, Gladys Kendall, Wesley Brown, Mazie Brill, Mabel

**MAGIC DISC**  
 Pays You up to

**178% PROFIT**

60 Second Demonstration  
**MEN — WOMEN,**  
 Cash in on LUX!  
 This "MYSTERIOUS" tiny disc makes thousands gasp by its uncanny method of making cold water steaming, sizzling, bubbling hot.



**ENTIRELY NEW PRINCIPLE**

The New SUPER LUX ELECTRIC WATER HEATER has hundreds of every-day uses. No larger than a hand, it heats water almost instantly—no fire, fussing or waiting. Simply drop in water, plug in light socket—Zoom! Hot water in a jiffy. **LOW COST—EVERY HOME CAN AFFORD THE LUX.** Tested and approved.

**PAYS UP TO 178% PROFIT**

Furnaces will soon be shut down for the summer and millions of homes will soon be without hot water. Write at once for information and **SAMPLE OFFER—NO RISK.** Old reliable Company.

**THE LUX COMPANY**

Dept. H-160, ELKHART, IND.

**Now SPECIAL VALUES**

**Waltham-Elgin** and other famous makes  
**Write for Price List!**

**\$1.00 EACH** 8 LINE SIZE IN LOTS OF 50  
 Samples 50¢ Extra

**M. FRIEDMAN 74 FORSYTH ST. N.Y.C.**

**GENUINE FURS SPRING!**

**DON'T BUY** any Boleros, Jackets, Capes, Scarfs until you see our **NEW BEAUTIFUL FREE CATALOG!** variety of 136 money makers. Must satisfy or money back. 25% Deposit. Bal. C. O. D. **H. M. J. FUR CO., 150 W. 28th St., N. Y. C.**

**ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM**

**STORES, Homes, Taverns, Shops, Garages—** score of others—waiting for the **RAY-ALARM Burglar Alarm and Annunciator.** Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.

**SEND NAME ONCE** for particulars of Distributor Plan or agent proposition. No money. Just send name.

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Mrs. A. Grossfelt, Irwin Rosenthal, William J. Lowney, Mary Cooper, Mr. and Mrs. E. Hickman, Bert Clarke, Johnny Spruill, Pop Rhinehart, Harry Wooding, Clark Wooley, Louis Godfredsen, Mrs. Ethel Maxwell, Neil Ziv, Al Onken, Mel H. Smith, Mrs. Ida Fromme, Mrs. E. Gradison, Jack Merrick, Bill Doyle, Donald Lewis, Irish Cook, Usher Rosenthal, Mr. and Mrs. Elijah, Elisha Pickard, Mrs. Lorraine Hendrickson, Marvin Baxter, Bert Wheeler, I. J. Ijams, Red Wheeler, Bill Lewellyn, Lawrence Buck, John T. Backman, Murray Morley, Norman Peel, Mr. and Mrs. R. F. Rawlings, Morgan Morley, Harry Strickland, Mr. and Mrs. Edw. Sherman, Ross Davis, Mr. and Mrs. D. H. Bowers, Al E. Weber, Bob Winslow, Martie Mattello, Robert and Emanuel H. Myers, Mr. and Mrs. H. J. Holmstadt, Harry Walcott, Everett Ketchell and Bob Sayres.

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*

**NO EXPERIENCE REQUIRED**

- Takes and finishes beautiful Black and White or Sepia Photographs.
- **NO FILMS — NO DARK ROOM.**
- Direct Positive Photos, size 2 1/2 x 3 1/2 inches. **NOT TIN TYPES.**
- Big attraction. Watch photos develop in daylight in one minute.
- Easy to operate. Simple instructions show you how.
- P. D. Q. Photos are guaranteed **NOT TO FADE.**
- About \$60 starts you in this interesting, Big Money business.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

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"ACME" — WILL PUT YOU ONE STEP AHEAD.  
 NOW READY — WITH NEW MERCHANDISE DEALS.  
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**WRITE FOR OUR NUMBER 40 CATALOG**  
**MANY FAST SELLING ITEMS AT LOWEST PRICES**  
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**4,000 BARGAINS**  
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**FREE** It has 260 pages, check-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. **FREE** while stock lasts. Send for your copy Today.

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**EARLY BIRD CATALOG FOR EARLY BUYERS**

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 \$8.00 per 1,000; \$15.00 per 2,000;  
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 Regular Newspaper Size. Send Paper Name Desired.  
 25% With Order for Immediate Delivery.  
**GARBER NOVELTY CO.,**  
 1916 University Ave., St. Paul, Minn.

# NOTES from SUPPLY HOUSES

The J. C. Margolis salesroom, newly decorated and rearranged, presents a modernistic trend in premium merchandise display. Julius Margolis, head of the firm, designed the new set-up and feels that he has a showroom for concession merchandise equal to any in his area. Margolis has always been identified with his present line of merchandise and is regarded as expert in the field.

## BINGO BUSINESS

(Continued from page 52)

is the best we have been able to work out and we are satisfied with results. I would like to know how other operators work."

There you have Whiting's story. He has asked about the methods used by other operators. Why not write us how you curb h.-o.'s?

## MEXICAN ITEMS EYED

(Continued from page 52)

braided quirts and swaggers made of genuine rawhide, as well as hand-made leather miniatures of Western-type items. Miniature Mexican saddles, boxing gloves, huaraches, catcher's mitts and sarapes are also being ordered in large quantities. Single and double Mexican lariats, in addition to hand-made items of polished steer horn, are seen as big money-makers.

Mexican wood jewelry is also claiming attention. Miniature kitchens and cupboards, introduced at the New York Gift Show in the Hotel Pennsylvania in February, show indications of being among top items of 1940.

Among firms handling these items are Gus A. Becker and Leo Kaul Importing Agency.

## WEST COAST BOW

(Continued from page 39)

Showmen's Association, Los Angeles, and numerous congratulatory wires from friends and business associates. Staff has Mike Krekos, owner-manager; W. T. Jessup, general manager; Louis Leos, secretary-treasurer; Marie Jessup, assistant secretary; Ted Levette and Mildred Levette, press representatives; Harry Meyers, superintendent of concessions; John Deduis, assistant; Robert Schoonover, lot superintendent; Ralph Deering, chief electrician; Fritz Reuter, assistant; Bill Gallagher, master mechanic; Nick Krekos, trainmaster; Maurice Lanning, sound system; Barbara Hellwig, front

gate; Jack Davis, decorator, and Les Hart, insurance advisor.

## Rides

Ferris Wheel, Harold Shoemaker, foreman; Ralph Dickinson and Dan Exford, assistants; Mrs. Davis, tickets. Merry-Go-Round, Angelo Terrello, foreman; Bob Robertson and George Mason, assistants; Marie Kentricks, tickets. Chairplane, Al Hanna, foreman; Alfred aBrchey, assistant. Tilt-a-Whirl, Jesse Gomez, foreman; Stewart Mills and Arthur Fulton, assistants; Mrs. A. Brown, tickets. Baby Auto Rides, Bill Smith, foreman; William Wood, assistant. Baby Aeroplane, Roy Fisher, foreman; Mrs. Al Hannamañ, tickets. Lindy Loop, Jack Spander, foreman; O. E. Harrison and James O'Neil, assistants. Loop-o-Plane, Joe Zotter, owner. Octopus, Joe Zotter, owner. Rolloplane, Bud Cross Attractions, Helen Hertl, foreman, Mrs. Hertl, tickets. Pony Ride, Jack Joyce, owner.

Concessions: Cookhouse, Andrew Koccon, owner; Barney Stevens, griddle; Gus Ages and Bob Knight, waiters. Pop corn and candy apples, Mrs. J. H. Christenson. Cigaret shooting gallery, penny pitch and hoop-la, Mrs. Bob Schoonover. Machine guns, long and short range and diggers, Joe Zotter. Bingo and balloon and grocery store, Charles Walpert. Three ball games and photo gallery, Ed Hellwig. Blower, Hunter Farmer. Radio, ham and bacon and silverware stands, Harry Meyers. Rat and pan game, Spot Ragland. Grab stand, ice cream and pop, Tony Soares. Punk rack, J. McDowell. Scales and guess-your-weight, Ed Kennedy. High striker, Guy Osborne.

## Shows

Circus Side Show and Snake Show, Frank Forrest; Polies Bergere, Ted and Ming Toi Wright; Dope, Ted Wright; Posing, Ted and Ming Toi Wright; Athletic, Husky Bird; Wild Animal Circus, Jack Joyce; Motordrome, Fred Elmsberg.

Visitors included Mel Holland, John Enders, Andy Hines, Lee Brandon, Ross Davis, Fuzzy Hughes, John A. Pollitt, Charles A. Haley; Jack Carter, general chairman Lodi Grape Festival; Harry Squires; John Severnson, Mr. and Mrs. Charles Albright and Dutch and Lillian Shue, Foley & Burke Shows; Berney Davis and family; Bill Kendall, Kendall & Graham; Captain Brown, Mr. and Mrs. C. S. Wrightsman, Mr. and Mrs. G. C. Loomis, Al Perring; Mrs. Harry Meyers, Mr. and Mrs. Al Perry, Douglas Shows; Mr. Paul Poggi, Bill Lathrop, Les Hart.

## JONES ENLARGED

(Continued from page 39)

shows' band furnished the free acts and concerts.

Owner-Manager E. Lawrence Phillips has eclipsed all previous efforts from an attraction standpoint. Coastal Empire Paper Festival co-operated and midway receipts increased daily, bringing total gross for the week far above expectations. Being the first to exhibit inside the city limits in years, shows were well received by showgoers and critics. Press, public and committee complimented management on the cleanliness of all shows and concessions. J. Bennet, carnival committee chairman, speaking for other executives of the festival said, "I see no reason why the Jones organization should not furnish the midway again in 1941."

Many showmen, including James E. Strates and his staff; Dick O'Brien, assistant manager, and many employees of James E. Strates Shows, visited, as did C. Guy Dodson, Mrs. Dodson and family.

## BAYSINGER SHOWS

(Continued from page 39)

ment staged a farewell party when shows moved from local quarters.

Walter Chaney and son, Temple, provided music. Mr. and Mrs. Maple Williams and staff, with eight concessions, came in from Texas, while Doc Swain joined to take over the Snake Show. Ira Howerton, who had the penny arcade last season, has started a junk yard here and is doing okeh. Joey Ray and wife joined, he with blowers and she to work on a ball game. Blackie Jentz took over the Ferris Wheel. Eddie Bauer is special agent and banner man.

Rex Nottingham's diggers arrived and Mr. and Mrs. Bill Bacon joined the Cellophane Scandals. Visitors included Mr. and Mrs. Walter Chaney, Mr. and Mrs. Temple Chaney, of Byers Bros.' Shows; Mr. Mussell, Poplar Bluff Tent and Awning Co.; Jimmie Morrissey, Baker-Lockwood Co., and Frank Fellows, Springfield Wagon and Trailer Co.



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SUN GLASSES KIT — Containing Leather Case, Nail File, Pocket Comb, Mirror and Crooke's Lens Sun Glasses. Dozen **\$1.40**

UNDERWOOD DRY SHAVERS — Ivory Case with Pouch. Each **.80**

ELGIN JR. CANDID CAMERA. Each **.60**

SUN GLASSES — 25c Seller. Dozen **.40**

TOOTHBRUSHES — American Made. Gross **6.00**

RUBBER FLY SWATTERS. Gross **3.00**

STYPTIC PENCILS. Gross **.35**

POCKET COMBS — Assorted Colors. Made in U. S. A. Gross **1.45**

CONFUCIUS BUTTONS — 50 Asst. Kinds. Large. 100 **.90**

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### DOG SALE!

LOVE PUPS, made with genuine G. E. Alnico Magnets. While they last only \$7.50 per Gross Pairs, Prepaid. Send M. O. in full, no C. O. D.

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Renewed Guaranteed. **STARTS AT \$2.95**

**MEN'S WRIST AND POCKET WATCHES.**

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.

Tell the Advertiser in The Billboard Where You Got His Address.

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## JIMINY CRICKET TOSS-UP

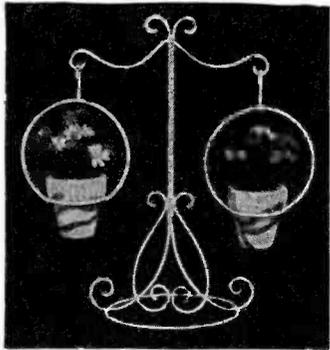
Here's a popular take-off on the hit character from Walt Disney's new picture, "Pinocchio." Stands 20" high. Supplied with cardboard feet.

Sold by Leading Jobbers



# The OAK RUBBER CO. RAVENNA OHIO.

## ENTIRELY NEW TREMENDOUS SELLERS



No. 2266—A scale made of spiral wire. In six different colors. 6 1/2 inches high, 6 1/2 inches wide, with two miniature agate flowerpots, holding a beautifully arranged assortment of preserved tropical flowers. \$4.20 per doz. In three doz. lots, \$3.90 per doz. For other attractive articles see our illustrated price lists, which will be mailed on application.

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WE ARE "NEVER UNDERSOLD"  
... has given us a tremendous following NOW ... We challenge every Buyer to make us prove it. Send us the orders with their prices and in every instance we guarantee you Better Values. Our line consists of Razor Blades, Toiletries, Side-Line Merchandise, Notions, Novelties, Gifts, Salesboards and Deals. UNIVERSAL WHOLESALERS Customers Note Through special arrangement all orders for UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% With All C. O. D. Orders. Send ALL ORDERS to NEW YORK Only

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Our Only Mailing Address OF NEW YORK INC.  
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**PENS • PENCILS • COMBOS**  
BUY DIRECT FROM MFRS.  
**PLUNGERS—SPECIAL \$14.00 Gross**  
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**Key Check Stamping Outfits**  
Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.  
**SOCIAL SECURITY PLATES KEMP**  
488-B East 178th St., NEW YORK CITY

**PUSH-A-MATIC**  
Plungers • Combos • Sets  
Big Price Reductions. Send for List.  
**JOHN F. SULLIVAN**  
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# MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
187 E. Spring St., Columbus, Ohio

# PERFUME WORKERS

Store, Fair and Coupon Workers. What are your wants? Packages for every requirement. We have a special 25c fast-selling package for store and fair workers.  
Send 25c for samples, postpaid.  
**ECSTACY PERFUMES**  
11 West 30th Street, New York City.

# FOR PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**RICTON** . . . pens from Lafayette, Ala.: "We are playing schools again and doing great. I do my own advance. We will remain in Alabama all summer, then in the fall will work Florida with our dog circus. Tennessee and South Carolina are A-1 States for school shows. We like Georgia, too. To play schools successfully it is well to have a flashy advance car, good equipment and about an hour's show."

**REPORTS** from the various sections of the country indicate that the early season is promising.

**JEFF FARMER** . . . worked Fulton, Ky., April 8 to good biz. The second Monday of each month is sale day there, he says, and it is a real spot, with no reader on the jockey lot. Just see the chief, Jeff tips. Jeff is at home in Dresden, Tenn., and invites any of the fraternity passing that way to visit.

**DOC PARMENTER** . . . novelty man, writes from Brantford, Ont., that factories in that territory are fairly busy and that the tobacco crop last fall was good, so that this summer should be good for amusements.

**IF YOU'RE INTERESTED** in your profession, why not show it?

**SHORTY ERNEST** . . . pipes from Buffalo: "I am waiting for the season to open at Niagara Falls and am looking for a big one. Bumped into that oldtimer from New England, George Greenhalgh, headed for New York. He was working about the sweetest gadget I ever saw, called 'Screw Ball.' Would like to see pipes from those I know."

**H. R. LAMB** . . . has joined with Doc W. Y. Rowe, working med to good takes. He would like to read pipes from A. C. Rice, Morris Kahntruff, Harry Maers and Doc Miles.

**FAMOUS LAST WORDS:** "I've never given any, nor have I ever received a bum steer."

**CARL HERRON** . . . blasts from New York that with the World's Fair opening soon, the cops are more active than ever.

**PHILADELPHIA** . . . With the Republican Convention coming in June and the annual convention of the National Association for the Advancement of Colored People the week after, is already attracting pitchmen, who are arriving to corner choice parking lot and center city store sites. Charles Marlowe is already in, taking up a choice 10th and Market streets corner store. With Chief Lightning, crowding in for a "Foods That Kill" show. Door has also been opened for the street photographers, city council thumbing down a proposed measure to impose a heavy tax on them.

**IF THERE'S A GOOD POINT** in any town he makes, the pitchman will boost it.

**W. D. COOPER** . . . blasts that he met Whittie Rogers in Sumrall, Miss., recently. Cooper was rambling on to the stock show at Hattiesburg, Miss.

**GUS DeQUATRO** . . . and wife were seen working needles in Kresge's in Flint, Mich., last week, infor Bert Collins. Pete Monty, with a needle shop, is also there, according to Collins.

**TRIPOD OPININGS:** "The successful pitchman is the real thinker these days."

**OTT GERHARZ** . . . pipes from Chicago: "I came here to work Maxwell street on Sunday but it rained, so I went to see Paul (Doc) Oleson and his wife, Jean, who reside on Eddy street here. I received the shock of my life when I learned that Paul had passed on April 5. A military funeral was held and was attended by Mr. and Mrs. Hubert Nelson, Mr. and Mrs. Stanley Nelson, Mr. and Mrs. Charles Martin and George Hanley. Business is

on the blink here because of rain and cold weather."

**DR. FRANK CURRY** . . . tells from Greenville, S. C., that he is resting and taking it easy until the spring crops come. He has a shoe repair business in charge of his nephew so that he doesn't have to scuffle as hard as he used to.

**REPORTS FROM** . . . Pittsburgh indicate that George Brush and Sam Houston are still managing to eke out an existence in that sector.

**HAVE YOU BEEN overlooking** the entertainment end in your pitches? That may be a reason for the smallness of your tips.

**STILL WORKING** . . . Chicago to reported good takes are Al Goldstein, Mush Mossman, Red (Tiny) Ryan and Switch Kernan.

**GETTING THE LUCRE** . . . in Silver's store, Philadelphia, with glass cutters recently were Mr. and Mrs. Frank Libby.

**ONE REASON** local merchants are in a position to decide what's good and what isn't good for the citizens' welfare is that they work together. It's a good tip for pitchmen.

**WHAT'S DOIN'** . . . Jack Huskins, Billy Ladell, Harry Randall, Ray (Rusty) Foster, Bob Styer, Charlie McGair, James Walters, Al Walene, Barnum Hawley, Jimmie Neal, Mark Anthony, Bernie Schiller, Clemson Riddle and Maxine Taylor? Get out those pens and send in a pipe.

**CONTINUING TO GET THE GEEDUS** . . . at his old Cincinnati location, is George Haney, youthful pitch exponent, with rug cleaner.

**"HELP A FELLOW out of trouble** and he'll remember you—when he needs you again."—Jerry the Jammer.

**WHAT ARE YOU DOING** . . . Harry Corry? Still working your auction pitch?

**WHY NOT** . . . get the good habit of piping in regularly? Remember, hundreds of your fellow workers of pitchdom are eagerly reading the Pipes column in every issue just to see what you think of conditions as you honestly see them. Send in the type of news that you would like the other fellow to give you concerning conditions in the section of the country he is working. Just a little co-operation on your part is all that's needed. Get the habit now.

**SEEMS LIKE** some people just won't remember to sign their letters. Three communications, all good pipes, hit the desk again last week and we're really sorry we couldn't use 'em.

## Pitchdom Five Years Ago

Al (Toby) Johnson visited the Connie and Dolly Show at Cullman, Ala. . . . Doc Hathaway was still introducing the med with a nice show and flash. . . . Jim and Marge Woods and Walter B. McInroe and wife had a nice little show going in Columbus, Ga. . . . Shelby and Lea Ingram visited Ricton's Show at Ideal, Ga. . . . Jack H. Bessey was working Mt. Vernon, Ill., with med to good business en route to Alton, Ill., where he planned to organize his show to work surrounding territory. . . . Jack Z. Knebel, of New York, had eight men on the road, including Phil Thompson, Jack Branscombe, Hal Harrison, Morris Greene and Johnny Boyes. . . . Fred (Sizz) Cummings was in Montgomery, Ala., putting out blades and pens by the peck. . . . Pitchmen who had just finished the Flower Show, St. Louis, included W. G. Barnard, John Servus, Pelegrini, auction and juice extractors; Mr. and Mrs. Lexel, astrology. . . . Southern Jack Wilson was working sharpeners in Ft. Wayne, Ind.,

## BEST ENGRAVING LINE!



New Engraving Pins with 40 year guards—styles that are clicking . . . timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6" big selling "Mother-of-Pearl" Locketts. . . . Best Selling White-stone Ring Styles. . . . Cameo Rings. . . . Billfolds. . . . Com-pacts. . . . Photo Jewelry. Write for Catalog 24 Today.

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5 No. Wabash Ave., Chicago, Ill.

**1940 SENSATIONS**  
FREE • NEW CATALOGUE •  
New Fast Sellers—Incl. New Mother of Pearl Locketts, New Cameo & White-stone Rings, Engravers' Jewelry, Crosses, Novel-ties, etc. Send \$2 for samples. **MAJESTIC BEAD NOV. CO.**  
307 5th Av., N. Y. C.

**LOWEST PRICES**  
100 Social Security Plates . . . \$3.50  
100 Col. Social Security Plates 6.25  
100 Colored License Plates  
with Chains . . . . . 3.50  
Complete Stamping Outfit Letters, Figures and Gauge, \$4.00. Send for Complete List Free. Cases, Die Set and Stamping Machine. Don't delay. Send 25% for C. O. D.  
**FRANK BONOMO, 65 Central Ave., Dept. BB-20, Brooklyn, N. Y.**

## ELGIN & WALTHAM

**REBUILT WATCHES**  
7 Jewel, 18 Size, in 8. \$175  
H. Engraved Cases, at  
Send for Price List. Money Back If Not Satisfied.  
**CRESCENT CITY WATCH MATERIAL CO.,**  
113 N. Broadway, St. Louis, Mo.

## NEW TURN SIGNAL

**FLASHES from REAR WINDOW—DASH Control AGENTS** A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 5 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demon- strator sample plan. All Free! Rush.  
**WATCH-MY-TURN SIGNAL CO., Dept. W-434B,**  
Walnut Bldg., Des Moines, Iowa

**ORIGINAL SLIP-NOT-TIES**  
New SPRING Styles, \$2.50 Doz. Postpaid. Fast Sellers, Repeaters. Send for Sample Dozen and be convinced.  
Free Catalog.  
**GILT-EDGE MFG. CO.**  
Original. Patented. 13 N. 13th St., Phila., Pa.

Coupon Workers • Sheetwriters • Pitchmen  
Get the Pen That Makes You Money  
**WALTHAM**  
New All Pearl Package Just Completed.  
**\$26.00 PER GROSS** The Package That Gets Real Money  
Write for Price List on All Type Waltham Pens.  
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**ROLLED GOLD PLATED WIRE**  
(Gold Filled)  
**of Gold & Silver**  
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Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details.  
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## 189 DUANE ST., NEW YORK VETERANS' SERVICE MAGAZINE ANNOUNCES

New U. S. Supreme Court decision upholding Freedom of the Press permits selling our publications anywhere at any time without license or any restriction. Fast selling Holiday Issues and Patriotic Calendars. Send 10c for samples. New less than half rate shipping charges.

**ADVERTISE IN THE BILLBOARD— YOU'LL BE SATISFIED WITH RESULTS.**

and Charlie Hyatt, Jim Robinson, Harry Menefee and Homer Bogner were still holding their doorways with strops and blades. . . . Peoria, Ill., was open to a reasonable reader and was worth it on Saturday, but week days were slow. Fred M. Miller, T. Unas, Frank Vall and Chief Vogt had just left for Chicago. Bob DeVore had closed his razor-blade store and framed a transferine layout. . . . H. L. Count Harrington was in Greensboro, N. C., working *The Progressive Farmer*. . . . Doc E. S. Raggett and DeWitt Shanks had opened their own laboratories in Chattanooga, Tenn., and were putting out about everything in the med line. . . . California Hal Hughes was holding down a good location in Nashville. . . . The National Flower Show at Omaha closed April 9, with a total attendance of 110,000. W. G. Barnard was there. . . . Doc George M. Reed, after a good week in Butler, Pa., left there for seven days in Alleghany, Pa. Butler was open to doorways. . . . Veteran Doc Harry DeForrest was in Chicago awaiting his 75th birthday. . . . That's all.

IT'S ABOUT TIME for the Northerners' feet to begin itching, isn't it?

**Events for 2 Weeks**

- April 15-20  
 ALA.—Montgomery. Legion Thrill Show, 18-20.  
 CALIF.—Riverside. Dog Show, 21.  
 CONN.—Hartford. Dog Show, 20.  
 Waterbury. Zindah Grotto Charity Circus, 15-20.  
 D. C.—Washington. Children's Hospital Circus, 15-20.  
 GA.—Savannah. Flower Show, 18.  
 IND.—Indianapolis. Home Show, 12-21.  
 MASS.—Boston. New England Hotel Expo., 17-19.  
 Fall River. War Vets' Celebration, 18.  
 MINN.—Chisholm. Food Show, 21-23.  
 MISS.—Como. Northwest Miss. Live-Stock Show, 16-19.  
 MO.—St. Louis. Police Circus, 10-23.  
 N. Y.—White Plains. Dog Show, 21.  
 N. C.—Greensboro. N. C. Music Contest-Festival, 16-19.  
 O.—Columbus. Home & Sports Show, 13-21.  
 OKLA.—Enid. Tri-State Band Festival, 17-20.  
 Guthrie. '89er Celebration, 21-23.  
 PA.—Philadelphia. Knitting Arts Exhn, 15-18.  
 TEX.—El Paso. Dog Show, 20-21.  
 VA.—Charlottesville. Dog Show, 20.  
 W. VA.—Wheeling. Dog Show, 21.  
 WIS.—Madison. Eagles' Kiddle Kamp Carnival, 18-20.
- April 22-27  
 CALIF.—Beverly Hills. Dog Show, 27-28.  
 Pasadena. Southern Calif. Flower Show, 25-28.  
 D. C.—Washington. Dog Show, 25-26.  
 FLA.—Ruskin. Tomato Festival, 23-27.  
 IND.—Ft. Wayne. Food Show, 23-27.  
 MD.—Pikesville. Dog Show, 28.  
 MO.—Joplin. Fiesta, 20-27.  
 N. M.—Albuquerque. Dog Show, 24-25.  
 Santa Fe. Dog Show, 27-28.  
 N. Y.—Buffalo. Food & Beverage Equipment Show, 22-25.  
 O.—Youngstown. Home & Builders' Show, 23-29.  
 Youngstown. Dog Show, 27-28.  
 PA.—Philadelphia. Relay Carnival at Franklin Field, 26-27.  
 S. C.—Charleston. Azalea Festival, 22-26.  
 TEX.—Beaumont. Natl. Home Show, 22-27.  
 Gainesville. Circus Round-Up, 24-26.  
 Houston. Food Show & Home Expo., 24-28.  
 San Antonio. Fiesta de San Jacinto, 22-27.  
 VA.—Alexandria. Dog Show, 27.  
 Norfolk. Dog Show, 22.  
 Richmond. Dog Show, 23-24.

**NAAPPB RISK PLAN**

(Continued from page 36)  
 participation dividend checks in the near future has greatly increased their enthusiasm, and combined with these facts is the uncertainty of the value of coverage in foreign carriers.  
 "Everyone, of course, has the greatest respect for certain foreign carriers, but everyone knows that when governments resort to confiscatory methods under stress of war the high principles of the finest business institutions are often disregarded. Many of those members of our industry who, for purposes of economy purely, have favored foreign carriers in the past are now awakening to the fact that they are playing with dynamite in these times and hence are joining in our great public liability insurance plan.  
 "All questionnaires are forwarded thru the offices, Suite 1130, 201 North Wells Building, Chicago. To expedite inspection previous to opening, all operators of amusement parks, piers, pools and beaches and concessioners therein are urged to forward without further delay questionnaires previously sent them. The 10 per cent discount available to all members of the association from bureau rates except where minimum rates are fixed by State laws, with the same experience credits previously enjoyed by individual operators allowed, and where permitted by law, the entire 15 per cent

charge for additional interest which has been imposed by previous carriers where there is a common interest, such as between owner and concessioner, lessee and concessioner or owner of park and lessee-operator of park, has been eliminated, and the substantial dividends enjoyed by policyholders in the past have created much interest and enthusiasm among amusement men.

"The association, thru its latest achievement, has solved a problem which has worried hundreds of operators during the past few years when gross receipts were on the downgrade and yet minimum premiums and bureau rates moved forward by leaps and bounds with no apparent justification because losses were in proportion to the decrease in gross receipts so far as operators were able to ascertain. With bureau rates still so high as to force many operators to either be self-insurers or to take a chance with questionable companies, it is gratifying to the NAAPPB to realize that its plan has been so helpful to countless owners and operators throuthout the country. The Associated Indemnity Corp. of California, which was selected by the association's special liability insurance committee, enjoys an A-1 rating in Best's Insurance Reports, which is the highest rating employed by Best."

**NAAPPB BACK TO CHI**

(Continued from page 36)  
 Herbert F. O'Malley, R. S. Uzzell, H. P. Schmeck, A. W. Ketchum, members of the board or of the convention locations committee, and with President Frank P. Duffield and J. W. (Patty) Conklin, past president of the Showmen's League, in an effort to synchronize the programs and social activities for the greatest possible harmony.

However, because of the size of the joint conventions, combined with tremendous attendance at Chicago's International Live-Stock Show, it was decided that the NAAPPB should move from the Hotel Sherman to other convention quarters which would allow fair and carnival men to hold their meetings in the Hotel Sherman with the greatest possible comfort and still be able to inspect the annual trade show always sponsored by the NAAPPB and AREA, it was announced. The Hotel LaSalle is two blocks from the Hotel Sherman.

As there has been an unprecedented demand for reservations for the next convention, diagrams will be mailed to all of last year's exhibitors within the next few days, and members of the association will be advised of other convention plans in due time, Secretary Hodge said.

President Gurtler, who inspected convention facilities of the Hotel LaSalle, said, "I am looking forward to the 1940 convention with the keenest anticipation, as I believe that the new arrangement will, in the long run, add materially to everyone's comfort and pleasure."

**PITT'S KENNYWOOD**

(Continued from page 36)  
 year's program that cost \$15,000 and had satisfactory response from patrons. Old Mill has received a face lifting, engineered by William Gardner, of Gardner Display Co., designer of many exhibits at New York World's Fair. Its facade now is decorated with seven life-size comic strip figures, Popeye, Blondie, Gulliver, Tarzan, Little King, Little Henry and Lone Ranger with Silver.  
 As in previous years park will feature change of free acts every two weeks. They will be booked thru George A. Hamid and Barnes-Carruthers. Already signed are Powers Elephants, Wallenda Troupe and Pallenberg's Bears. Name bands, augmented by local orchestras, will play in the dance pavilion. First outfit will be Baron Elliott, slated to open on April 20. New this year will be a full-time roving clown to entertain children.  
 Park personnel includes A. Brady McSwigan, president; F. W. Henninger, secretary-treasurer; A. J. Wyant, general manager; Carl Henninger, Robert W. Comstock, assistant managers; John F. McTighe, concession manager; W. M. Wentzell, dining room manager, and Marie McSwigan, publicity.

**EARLY DETROIT BID**

(Continued from page 36)  
 time on the opposite side of the city. Rides have been refurbished, and skating rink in the former ballroom will open for year-round skating for the first time. Jefferson Beach probably will open about the middle of May. Preparatory work has started. No major construction

is planned. Jefferson Beach is ordinarily forced to open a few weeks later than other parks here because of its location on Lake St. Claire.

A marked trend toward sponsored parties is evident in plans of operators, and large industrial groups, including union groups, are counted on heavily by the larger parks.

**TUSCORA PROBLEM**

(Continued from page 36)  
 American Legion convention, but after that its future is uncertain, Severs said. Roller skating and dance pavilion is in need of much repair and improvements are necessary on other buildings.  
 Severs said total concession fees will be far short of maintenance costs and expressed belief the park had expanded too rapidly. He estimated that over \$3,000 more a year would be necessary to retain the spot.

**BIG LINCOLN BILL**

(Continued from page 34)  
 before the grand-stand gate can start counting out money for the fair itself. It is now believed that a big show in the grand stand might draw from Lincoln almost enough to offset the difference in price for this show.

Move is also called by some of the fair's critics an attempt to show that the fair board is progressive. If it goes over, the critics say, the State group will attempt to make much of it at the next annual convention.

**WITH THE ZOOS**

(Continued from page 38)  
 of existence was described by Secretary Frank Neells, also renamed, in his annual report. Zoo has expanded to include 192 animals, 285 birds, 325 fish, 26 turtles, 18 alligators and three sea lions. Neells reported that the population did not suffer greatly during the winter when temperatures were lowest in 21 years.

PINE BLUFF, Ark.—Herschel Finley, named curator of Oakland Park City Zoo here, to succeed Louis Riffe, resigned, has been a zoo assistant several years.

MOOSE JAW, Sask.—Rare bird population in Moose Jaw Wild Animal Park, depleted last year by weasels, is rapidly being restored thru generosity of A. Simard, Cabri, Sask., and Jack Miner, noted bird lover, Kingsville, Ont. Latest additions include four black ducks from India, two rare Yokohama hens, one Yokohama rooster and pair of wood ducks. Park is host to 1,100 Chukar partridges left in its keeping over winter by the provincial government. In warmer weather they will be released in various parts of Saskatchewan.

COLUMBUS, O.—Boxing show in the Coliseum on Ohio State Fair grounds here on April 1 for benefit of Columbus Municipal Zoo drew nearly 10,000. Jack Dempsey came to referee and in the afternoon visited the zoo, dined with Governor Bricker and filled a radio engagement, plugging the zoo.

**HOOSIERS WAITING**

(Continued from page 34)  
 the meeting both men indicated a desire to bring their organizations together.  
 USTA's "outlaw" ruling was branded "highhanded," "an attempt to gain a monopoly" and "unfair" by the Hoosiers who represented 14 of the State's fairs. Meeting was presided over by Robert Graham, vice-president, in place of W. C. Manrow, Goshen, who was injured in an auto accident recently. William H. Clark, Franklin, secretary of the association, also was unable to attend, being in a hospital.

**"Penalty" Seen in Iowa**

DES MOINES, Ia., April 13.—Controversy between American Trotting Association and United States Trotting Association has resulted in some smaller Iowa fairs reported dropping harness racing altogether this year. Action crystallized at a meeting of the Fair Managers' Association of Iowa in Cedar Rapids which went on record as contending USTA action in demanding that the tracks on which its members run be confined exclusively to its members as "creating discrimination and penalizing the horsemen."

At Clay County Fair, Spencer, harness races will be combined with running races. Until last year ATA was the only association to run on the Clay County track. Last year both ATA and USTA ran. Clay County board would like to keep the track open to both associations.

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**WIS. INSPECTORS**

(Continued from page 34)  
 \$26,000 in State aid authorized by the 1939 Legislature.  
 Other speakers included A. W. Kalbus, Milwaukee, president of the association; E. E. Skaliskey, Slinger; R. B. Pallett, Madison, and Mayor H. J. Rooney. Town Hall of Wisconsin Fairdom was conducted by Julius Cahn, Luxemburg, mediator, with W. H. Eldridge, Plymouth; Mayor John Kaiser, Port Washington, and William Klaus, De Pere, answering questions. Coming in for attention was the controversy between American Trotting Association and United States Trotting Association.

**AID VOTED IN MICH.**

(Continued from page 34)  
 leged delinquencies in payment were involved in revision of the fairgrounds lease last year, when the fair board was able to regain possession of the track during period of the fair, instead of allowing the racing association year-round possession of the track.

**CLARK'S SCORES**

(Continued from page 39)  
 concessions and G. D. Fordham is manager of the layout. Stewart Wachter booked four rides and Owner Clark owns and operates four rides. Bus Coll again is handling secretarial chores. Pete Smith joined here with his cookhouse, while Jimmie Winders signed as lot superintendent. Jack White is mail man and *The Billboard* sales agent.

# Hartmann's Broadcast

**S**HOCKING as his death was to his relatives and hundreds of friends in show business, more regrettable was the apparently mysterious manner in which the veteran showman, George E. Haverstick, reached his end. And therein is presented an important point—a point that should be the concern of every carnival owner and manager in the country.

The life of the 74-year-old Penny Arcade operator came to an end suddenly (*The Billboard*, issue April 13) at Macon, Ga., a short distance from Americus, near which Cliff Jewell, another showman, was murdered a year and a half ago. An autopsy revealed that Haverstick's death was due to an extensive fracture of the skull inflicted with a blunt instrument, and this was confirmed several hours later by a coroner's jury. Macon's prosecuting attorney, however, has disagreed with the coroner's jury in his findings. Death, he said, was accidental, being caused by a fall, and he based his opinion largely upon the testimony of a Negress who discovered the body an hour or so after midnight with blood flowing from a large gash on the side of his head.

Despite the findings of the prosecuting attorney, W. E. Franks, owner-manager of Franks' Greater Shows, with which the Penny Arcade operator was connected at the time of his death, insists that Haverstick was murdered and also insists upon the investigation being continued, offering \$200 reward for the apprehension of the slayer.

Franks feels, too, that Haverstick was murdered by someone with a show, even tho possibly not a showman in the truest sense.

"This is another Cliff Jewell case," writes Franks, "and I would like very much to get you to help me find the killer. The time has come when we showmen have got to take a stand. As you know, there is a 'code' in show business which forbids calling in the law when trouble arises, or giving any assistance along that line. Now I am convinced that if show people continue to abide by that 'code,' the better type will have to seek another field of endeavor.

"George Haverstick was killed by someone in the show world for the reason that no one outside of show business knew that he carried large sums of money. Another reason is, at his age he could not have been enticed from his truck home without knowing the party. He had \$1,100 in bonds in his trunk which I found after his death, but his cash, money belt, watch, purse and gun were gone. So you see it all points to this: Someone who knew him knocked him off. And without help from certain people in show business, it will be almost impossible for the police to get anywhere with Haverstick's case. I for one am going to do all I can to help find the guilty one, and you can help me thru your columns if you see it my way.

"There are many hoodlums who have been run out of towns that had been wide open and they are now following shows. They connect with some individual with a show and, after getting all the information they want, they are ready for 'dirty work.' Of course, the showman or concessioner who gives the information is 'cut in,' and there are some, too, who operate concessions merely as a cover-up to 'get next' to those on the show who have money. We owners and operators of carnivals who want to stay in the business will have to eliminate these alleged showmen from our midways. As one policeman said to me, 'How do you expect me to get anywhere if show people themselves will not talk and help with the information which we feel that they know?'"

"If we show people let this case go down as that of Cliff Jewell we might as well turn the show business over to hijackers and killers and go back to

the farm and raise chickens or something.

"I will appreciate any assistance you and your great paper that we all love can do to help in solving this case of Haverstick, who was one of the best showmen I have ever known."

These two cases bring to mind another one, which, altho not of a murder nature, concerned a supposed-to-be showman absconding with a day's receipts of an attraction with Kaus' United Shows only to be placed under arrest a short while later thru the efforts of the company's business manager, George F. Whitehead, and made to return the money.

It behooves every dyed-in-the-wool showmen to keep close watch over pretending showmen who might cause the slightest suspicion. Carnival owners and operators and independent show and concession owners especially should be exceedingly careful in the selection of their employees.

Carnival showmen cannot afford to let those pretending to be showmen ruin their business, and, altho some of the oldtimers might not agree, we believe that it is time to discard, as two of the younger operators of carnivals have already done, the "code" or custom of showmen of refusing to "turn copper" in such serious cases as the ones cited.



**MATTHEW WOLL**, an important vice-president of the American Federation of Labor, walked thru a picket line of the Circus, Carnival, Fair and Rodeo International Union, an AFL affiliate, at the Garden opening of the Ringling show. Mr. Woll said he wasn't aware of the picket parade. This was in the early stages of the show. At 12:45 a.m. Mr. Woll was still in his pew after more than four hours of the Greatest Show on Earth and at least two hours after he was informed of the picketing. He could have walked out. You figure it out.

In last week's Spring Special edition there was a biography of Cy D. (Dodgem) Bond. It told of his having at one time joined George P. Smith Jr., of the New York World's Fair, as sales manager of the Old Colony Gas Co., East Braintree, Mass. On the very day that the number appeared on the news stands four men were killed and a dozen seriously injured in an explosion at the plant.

There'll be plenty of whooping this season at Fred Ponty's Atlantic Beach Park in Atlantic Highlands, N. J. Ponty has signed for Capt. Bill McKenzie's Indian Village. Troupe will include Chief Blow Snake, said to be 86, standing 8 feet 6 inches in his sandaled feet. What's more, Ponty swears that the chief is the only living survivor of Custer's historic last stand in 1876. They'll present stamping, swooping, shuffling, chanting, scalp and war dances, wedding ceremonies and other quaint features associated with redmen. It'll be a nice spot in which to recuperate from a nervous breakdown, for instance.

Circus Fan Bill Montague, of West Hartford, Conn., writes: "According to the last report I received from George H. Lux in a letter dated November 20, 1938, \$156.20 had been raised for a memorial to 'Colonel' Linard Jones, the great little circus fan who succumbed to paralysis. I have this suggestion to make—that we use this amount for a headstone; probably a small elephant with a pointed inscription could be carved upon it. Considering the present condition of the circus and the time that has elapsed since the passing of the little Colonel, I don't believe enough interest could be created among his friends to raise the amount needed for a monument. Recently Sam Stratton, formerly in the press department of the Ringling circus and a member of the Jones Memorial Committee, was at his home in Hartford and I discussed the matter with him. He is heartily in favor of my suggestion. I would appreciate an expression of opinion from you."

We're all for it.

Joe Galler's Buckeye State Shows got

a layout in the current issue of the magazine *Life*. . . . In a private survey made by the cartoon syndicates, Felix the clown Adler was selected as the best bet for a comic strip. The others named make the headlines almost every day. . . . Engerer Circus Notes: Emalta Besson is breaking in a new group of bears. Ernest Engerer Jr., rehearsing bareback riding routine, assisted by Elly Schenk, all under tutelage of veteran rider Oscar Lowande. Three baby Ceylon elephants are getting brushed up on their tricks. Advance truck will leave Long Island quarters April 18 in charge of George Bray, who will handle advertising with a crew of three. Tom Brown has signed as superintendent.

## Notes From the Crossroads

By NAT GREEN

**SALLY RAND** will be back at the Golden Gate Exposition, our San Francisco scout reports. At present Sally is touring her show in Mexico and doing very well. She and the West Coast fair are having some difficulties but they will be ironed out before the fair opens. It is unlikely that there will be many new shows at the fair. Reason is that last year's show and ride owners loaned the fair \$125,000 and they will, of course, have first call on placement. One of the new attractions will be an animal show and, according to our scout, it looks as if Terrell Jacobs will be engaged.

That Garden of Rides idea seems about to be realized, at least as a tryout. A Chicago promoter has interested capital in the venture, and it is hoped to play about eight weeks this spring and early summer. Plan is to present rides and commercial exhibits along with a musical revue. Promoter will have a man in towns to be played several weeks in advance to line up local commercial exhibitors. Exhibits to be housed in a 100-foot round top with two 50-foot middle pieces, booths being lined up along either side of the tent and down the middle. Revue to be presented on stage at end of tent. Each exhibitor will be given a block of tickets good on the rides. The man back of the idea is one who has been successful in ticket promotions in connection with shows.

Orville Crafts, West Coast carnival king, has just purchased a \$20,000 plane. Crafts' new show, known as Coe Bros. Circus and World's Fair Shows Combined, opened recently and is reported to be doing excellent early-season business. . . . Wendell Goodwin, formerly with the WPA Circus in the East, was around Chi last week. Worked free-lance publicity around Des Moines all winter and is now headed east. "At least," says Wendell, "I can show a darned good wardrobe and a stomach without any wrinkles in it." . . . Mack Bybee, former tab show man who was with the Ripley show at San Francisco last season, has been visiting his mother at Pleasant Hill, Ill. He left on Friday for the West Coast and again will be with Ripley. Frank Zambreno, Ripley manager, stopped briefly in Chi on one of his transcontinental trips. . . . Ray Dean will announce for the Shrine circus in Winnipeg in May. . . . Jack Duffield and J. C. McCaffery back from New York, where they caught the R-B opening at the Garden. . . . We note that Joe Rogers and Michael Todd, both former Chicagoans, are on the official reception committee of the New York World's Fair and Ada Dufour, wife of Lou Dufour, will serve as a one-woman auxiliary committee.

Things we never knew until now: Willard M. Rutzen, Morrison Hotel executive, owns one of the most valuable collections of elephants—bronze, teakwood, jade, etc.—in the country. It is not surprising, however, when one remembers that for several years Rutzen was secretary to Ed Ballard, of the Mugivan-Bowers-Ballard circus triumvirate when the circus was in its glory. *The American Magazine* for May carries a picture of Rutzen and an interesting story of his work as a picker of beauty queens—especially cherry-pie queens.

## FUZZELL'S DEBUT

(Continued from page 39)

officials complimented management on shows' appearance. Since shows were first to appear here under the new license regulations much interest was evidenced.

Line-up includes T. A. Fuzzell, owner-

manager; Mrs. T. A. Fuzzell, secretary; Roy Goldstone, concession owner-manager; Harry Failor, electrician; F. W. Pratt, press representative and *The Billboard* sales agent. Concessions: Midway Coffee Shop, Mr. and Mrs. George Heiman, managers; Mrs. Margie Kahn, chef; Bob Oliver, assistant chef; Roy Dollar and Gus Chudy, waiters; Claude Stavenen and Otis Gillam, helpers. Bingo, Roy Goldstone, owner; Harold Clippard, caller; Paul Hendrix and William Krug Jr., clerks. Pop corn, No. 1 and 2, Mr. and Mrs. F. W. Pratt, owners. Ball Game and Milk Bottles, Ann Stepina and Mrs. Edgar Lewis. Cat Rack, Don Sherwood. Cigaret Gallery, Mrs. Roy Kibler. Fishpond, Mrs. Roy Goldstone, owner; James Stepina, manager. Bowling Alley, Earl Dixon. Hucklebucks, Pee Wee Lewis, Ham and Bacon, Pete Bruksa. Palmistry Stand, Mr. and Mrs. Joe Montes.

Al Suski, radios; Harold Qualls, bumper game; R. B. Crozier, clothespins; T. Neals, percentage; A. W. Triplett, string game; Frank Stone and Red Conway, roll downs; Mrs. Frank Stone and Mrs. Al Suski, penny pitch; Mrs. John Green-shaw and Mrs. Fred Hoy, hoop-la; George Henderson, guess-your-weight; Edgar Lewis and Sammie Swartz, nail stores; Mrs. T. A. Fuzzell, owner; John Vollen, manager, frozen custard; Mr. and Mrs. Henry Keyman, photo gallery; Mr. and Mrs. Arnette, mouse game. Concession staff includes Mrs. Roy Goldstone, social security secretary; Roy Kibler, mechanic; Bob Kanaly, stock man; Olden Calborne, assistant, and Leroy Brewer, general utility.

## Rides

Kiddie Autos, Harold Obrecht, foreman. Ferris Wheel, No. 1, Bill Ruyle, foreman; Basil Lee, tickets. No. 2, Roy Harvey, foreman. Merry-Go-Round, Dell Paterson, foreman; Norman Counterman, tickets. Tilt-a-Whirl, Joe Kahn, foreman; Bob Kruse, tickets. Chairplane, Jean Crum Jr., foreman; Jean Crum Sr., tickets. Loop-o-Plane, Harold Browning, owner; Mrs. Browning, tickets.

Shows: Circus Side Show, W. J. Dunne, manager; Leona Leonard, annex; Danny Allen and William Maxwell, tickets; Zeldia Wilson, illusions; Ann Allen, sword box; Maybelle Dixon, electric chair; John Roberts, fire eater; M. S. Burhart, lecturer; Professor Way, Man from India, and trained animal acts. Cotton Club Revue, Johnnie Reddick, producer; band, Eugene Pope, piano; Jesse Hutchinson, trombone; Buster Kilbraw, drums; G. W. Johnson, emcee; Willie Johnson, comic; Pee Wee Glويد, dancer; Stella Walker, Ethel Mitchell, Georgia Smith, Loretha Young and Tyrona Taylor, chorus; Thurman Harris and Roy Mouton, canvas.

Athletic, Ted Sharkey, manager; Mrs. Ted Sharkey, tickets; Donnie Glover and Jack Ellison, fighters. Night in Jungles, P. M. Starns, manager; Congo Village, Jack Dyes, manager. Follies, Ernie Ray, manager; Yvonne Young, Suzzette Brown and Juanita Coleman, dancers. Nights in Venice, Ernie Ray, manager; Billie Wilson, Marie Sacs and Rita Bucette. Among visitors at opening were Mr. and Mrs. James Newsome, Harry E. Billick, J. T. McClellan, Charles Reed, Jimmie Byers and party, Mr. and Mrs. Oscar Bloom, H. B. Shive, Bob Heth, Jim Rogers, Mrs. Nina Powell, Betty Stewart, Pat Ford and party, Mr. and Mrs. Leslie Allen, Al Hansen, Alfred Hass, Lee Atchley, Mr. and Mrs. Voltaire Ward, Grant Chandler, Mr. and Mrs. Ray Wheelock, Slim Johnson, Charles Lenz, Harold and Kathryn Hildreth Eutah, Tom and Ann Wilson and party.

## LARGE GETS AWAY

(Continued from page 39)

nightly. Some of the visitors included Manager Frank Sutton, General Agent T. J. Smith, Special Agent Doc Day; Whitey Butler, publicity agent, and Mrs. Whitey Butler. Jack Connors, former general agent of the John R. Ward Shows, also visited.

Line-up includes Manager H. P. Large, Treasurer Mrs. H. P. Large, Secretary Barney Corey, Agent Sam Collins and Joe Corey, bus boy. Ferris Wheel, Doc Stanton, foreman; Thomas Steel, tickets. Merry-Go-Round, Robert Horton, clutch; Henry Harris, tickets. Chairplane, Robert Ramey, clutch; Wilburn Short, tickets.

Whitey Smith has three kiddie rides, assisted by wife and daughter. Concessioners are Mr. and Mrs. Gus Davis, bingo; Mr. and Mrs. N. C. Taylor, ball game and blankets; Mrs. H. P. Large, cigarette gallery; Tom Blankenship, fishpond; Barney Corey, dolls; Joe Corey, red and black; George Neal, over and under; W. A. Montee, penny pitch; Mrs. George Neal, operator; A. Miller, long-range gallery; palmistry and photos, Eli Miller; pop corn and rat stand, Jesse Large; Monroe Smith, operator.

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# On the Flushing Front

By LEONARD TRAUBE

**NEW YORK, April 13.**—Following contracts have been signed for the Amusement Area to date:

**Rides**—Serpentine, Norman S. Alexander; Aerial Joyride, Bobsled, Bartlett Rides, Inc.; Flying Scooters, Bisch-Rocco Amusement Co.; Snapper, Bunny Hug Co., Inc.; Over the Top and Centipede, Central Amusements, Inc.; Midget Autos, Cyclone Coaster and Whip, Exposition Autos, Inc.; Exposition Coaster Co., Inc.; and Exposition Whip Co., Inc.; Auto Dodgem, Fair Rides, Inc.; Parachute Jump, International Parachuting Co.; Laffland, John A. Johnson; Laff in the Dark, Laff in the Dark Co., Inc.; Water Bug, Hyla F. & Emma C. Maynes; Magic Mountain and Playground, J. E. Porter Corp.; Carousel, 1940 Carousel Corp.; Skyride, Observation Crane Co., Inc.; Ferris Wheel, Maurice Piesen.

**Shows**—Nature's Mistakes and Crimson Tower, Crusade Against Crime, Inc.; Dancing Campus, Dancing Campus Enterprises, Inc.; Scroll of Life, Dufour & Rogers; Hot and Cold, Edico Amusement Co., Inc.; Thru Forbidden Tibet, Harrison Forman, Inc.; Frank Buck's Jungleland, Jungleland, Inc.; Little Miracle Town, Little Miracle Town, Inc.; Living Magazine Covers, Living Magazine Covers, Inc.; Music Hall, Merle Amusement Corp.; Zoological Exhibit, Nyzos Corp.; Plantation Show and Walkthru, O. K. Nits Corp.; Hawaii, Philip M. Plant; Wall of Death, Wall of Death, Inc.; Live Monsters, Cliff and Freda Wilson; Glass Blowers of the World, Wolfe & Leavy; Ripley's Believe It or Not Odditorium, Frank Zambreno; American Jubilee, New York World's Fair 1940, Inc.

**Games, etc.**—Archery Range, Brooklyn Archery Club, Inc.; Sport of Kings and Pokerino, W. R. Beasley; Penny Arcades and Sky Fighter, Elnomar Arcades, Inc.; Chime Ball and Skee Ball, Fairway Amusement Corp.; Shooting Galleries, Trap Shooting Range and Tommy Gun Range, Gun Machines, Electric Eye Ray, J. Gilbert Noon.

**Other Projects**—Restaurants, E. C. Restaurant, Inc. (Caruso); Exposition Grounds Catering Corp. (Brass Rail), Harvey's Catering Corp. (Ballantine's); N. T. G. Rendezvous, Inc. (Palm Gardens); H. & M. Catering Corp. (sandwich counter and beer bar). Quick Finish Photos—Abraham Fox. Storeroom—Theodore Goldstein. Exhibit—National Cash Register Co.

Frank Buck is new head of the Concessioners' Association, succeeding Harry G. (Rides) Traver. Other officers elected at a luncheon meeting this week were Norman S. (Rides) Alexander, R. H. "Dick" (Concessions) McIntosh, and William (Arcades) Rabkin, vice-presidents, and J. L. (Parachute) Mott, secretary-treasurer. Association reported pointed to a more compact midway, added lighting, nightly music and fireworks, reduced rentals and parking rates and better publicity.

Joe Dobish's Wall of Death 'drome will be 35 feet in diameter at its top. . . . Ed Curtin, recently with National Broadcasting Co.'s press department, is now assistant to expo radio director John S. Young. . . . Max D. Levine, president Scientific Machine Corp., has sold his Kentucky Derby game to Bill Beasley.

Frank Buck is beginning to transport some of his animals from his Long Island jungle camp to his expo Jungleland. . . . Harvey Catering Corp., new firm-operating Ballantine's Inn, will plug 50-cent lunches and 75-cent dinners. It will open end of April for employees, visitors, etc. The press will get special chow rates.

**TODD TIDBITS:** Back from *Hot Mikado* road tour, Press Agent Bill Doll started official operations for Miguel Todd. He's being assisted by Dick Williams, with Charlie Riley in charge of special promotions. There'll be a bar, lounge and dark room for local and visiting newshawks. . . . Gypsy Rose Lee, back from Hollywood, will appear in Hall of Music in stellar role of *Streets of Paris*, which will be presented three to four times daily. . . . Laurel and Hardy may get a spot in one of Todd's attractions. Negotiations are on.

Harry G. Traver will continue to maintain his interest in the Cyclone Coaster. In his opinion, shortening of the midway, launching of fair-sponsored *American Jubilee*, and general lower prices will help the amusement area immensely.

"Best of all, the fair has built up a friendly feeling with the press of the country," says Traver. The veteran device engineer and operator is ready to launch a campaign to sell Laff in the Dark, Midget Auto Race and Laffing Man, among other items, to the country, and has just added an important item to his line, a Caterpillar Diesel engine power unit. These are the plants which furnish current for the brilliantly illuminated high tower floods made famous by the Royal American Shows.

Cut-rate ticket sale started Thursday with Mayor La Guardia buying the first \$2.50 book. . . . Leon Loeb, who alternated as an account executive in the amusement division and manager of Children's World last year, has become associated with an important public relations firm, Trade Ways, Inc., and has a deal whereby he also maintains his own private business in the same set-up. . . . Heineken's promises reduced rates for foods and wines. . . . Charley Zumstein's ork and the Three Mosers are down for engagements at the Swiss Pavilion.

Harrison Forman, new operator of Lama Temple, now changed to Thru Forbidden Tibet, is a lecturer and curator. He has left for the Orient to arrange for acquisition of sacred priests, whom he intends to present as part of the attraction. Robert Hanson is in charge as resident manager of the temple. . . . Walt Disney is dickering for an expo spot thru his business manager, Al Horn. Spaces in view are the Hobby Lobby and Time and Space buildings.

## HAVERSTICK DEATH

(Continued from page 39)

tions. Bonds were furnished and no one was detained. Hearings have been indefinitely postponed. The show is completing its third and last week of the engagement here on a downtown lot, with shows, rides and concessions operating as usual.

Relatives of Haverstick arrived last Saturday. Funeral services were held in Hart's chapel on Sunday at noon, with many floral tributes from the Franks and other shows. The body was cremated here.

## ZACCHINIS' OPENER

(Continued from page 39)

afternoon the office staff met in the office wagon and laid plans to organize a Good Fellows' Club, which is to remain active thruout the season. Many members of Barnett Bros.' Circus; Bill Moore and Billy Morgan, and Jerry Wilson, of the Flying Bears, visited.

## COLD HITS SPARKS

(Continued from page 39)

plan to carry 7 rides, 7 shows and about 25 concessions.

Joining here were Mickey Mansion's Living Oddities, Wally Blair's Three-in-One and Rita Robinson's Dope Expose. Staff includes J. F. Sparks, owner-manager; Ray Allen, secretary-public relations; Joe Steen and L. D. Dollar, special agents; Ray Hamblen, transportation master, and John Linton, chief electrician.

### Rides

Twin Ferris Wheels, J. E. Warren, foreman; Curtis Bridges, tickets. Merry-Go-Round, Blackie Roberts, foreman; Howard Hughes, tickets. Tilt-a-Whirl, Joe Warren, foreman; Glen McKay, clutch; L. M. Hargroves, tickets; George Holley, passengers. Chairplane, Lester Dooley, foreman; Charles Butler, tickets. Kiddie Ride, Robert Nolan, foreman; James Morrison, tickets.

Shows: Funhouse, Charles Warren, manager; Mrs. Elsie Warren, tickets. Living Oddities, Mickey Mansion, owner-manager; Aileen Stanley, half and half; Jack O'Brien, inside lecturer; Red Seely and Chuck Dahlgren, tickets; Lucy Williamson, snakes; Bert Morey, clown magician; Madame Zeld, palmistry; Doc White, assistant; Congo Fire, fire eater; Velma Morey, illusions; Alfred and Mrs. Irene Katz, torture box; Pearl Jackson, armless wonder, and Benny Earls, monkeys. Three-in-One, Wally Blair, manager; Jack Thorn, inside lecturer.

Athletic, Teddy Betz, manager-wrestler; Chocolate Kid and Cyclone Nelson, boxers. Minstrel, Eddie Bierley, manager; Pluto Brown, producer; Slim Jones, band; Willie (Lee) Sterling, Elmo Stroud, Elizabeth Williams, Clarence Troutman, Willie Mae Mabe, Mary Lee

Smith, Charlotte Williams, Delores Lopez, James Bowman, Edward Perkins, Bill Bossiom, Rosie Mae Williams and Thomas Smith, performers.

### Concessions

Corn game, Mrs. J. F. Sparks, owner-manager; Bob White, caller, Alexandria Franklin, tickets. Mrs. Sparks' two ball games are handled by Mary Arnold and Maxine Phillips. Jim Sparks, diggers, penny pitch and pitch-till-you-win, last named two managed by Mrs. Eleanor Davis and Roy Farmer. Photo gallery, Lawrence Hester. Lead gallery, Clyde Wikle. Percentage, Mrs. Teddy Betz. Fishpond, John Williams. Cigaret gallery, J. E. Woodruff. Hi-striker, S. L. and A. E. Williams. Penny pitches, Eddie Bierley and Mrs. W. E. Long. Pop corn, Blackie Sherwood. Palmistry stand, George Stevens, John Ridez.

Aerial Crawfords present the free act. Visitors included Aldon Sparks, en route to join F. H. Bee Shows at Glasgow, Ky., and Douglas Wade and Gus Eddy, Funland Shows.

## YELLOWSTONE STARTS

(Continued from page 39)

mittee for local under-privileged children. Sheriff Salazer co-operated, as did deputies Polo Ayers and Raymond Lopez. Mrs. W. S. Neal purchased a new cookhouse, and Tony Spring, Tom Tullos, Blackie Schofield, Brownie Miller and Frank Pesicka bought new cars. Only two shows were on hand at opening, Athletic and Girl Revue. Four more will be added.

Mr. and Mrs. Danny Starr, concessions, and Bob Harris were frequent visitors. Roster to date includes W. S. Neal, owner-manager; Mrs. W. S. Neal, treasurer; Bill Starr, business manager and general agent; Brownie Miller, attorney; Slim Simmons, electrician; Mrs. Bill Starr, banners; William Sutherland, press.

### Concessions

Cookhouse, Mrs. W. S. Neal, owner; Pat O'Brien, chef; Bob Anderson and Willie Smith, waiters; Angelo Espariga, dishes. Ball game, slum skillo, Harry Rogers, owner; Mrs. Harry Rogers, Jimmie Firestone and Mr. and Mrs. Debbis, agents. Delbert Norton, two ball games: Mrs. Delbert Norton and Freddie Fincal, agents. Hoopla, Herman Margo, Gertrude Harboit, agents. Corn game, Candy floss and diggers, Tony Spring owner; Mrs. Tony Spring, Mrs. Bill Starr, Captain White and Eddie Thomkins, agents. Swingers, Mickey Wilson; Carl Cornett, agent. Mrs. Mickey Wilson, cigaret gallery.

Mr. Hazlewood, dart store; Jack Brady and wife, dart store; Helene Tignore, cigaret gallery. Whitey Tignore, blocks; Mr. Shannon and Lefty Squires, agents. William Sutherland, rolldowns; Eddie Moore and Carl Jones, agents. Mrs. Eddie Moore, ball game; Dick Langford, pop corn; Sylvia Langford, ball game. Slim Simmons, skillo and grind store; Eddie Gibson, Tommie Meady, Tom Tulos and Bob Harris, agents. Eddie Moore Sr., percentage; Mrs. Eddie Moore, Dinty Moore, Clara Sutherland and Garnette Clews, agents. Arthur Clews, jingle board; Mr. and Mrs. Roy Flecher, photo gallery.

Rides: Kiddie Rides, Tony Spring, owner; Shorty Crouse, operator. Tilt-a-Whirl, Joe Therman, foreman; L. M. Penny, second man. Swing, Henry Boggio and C. E. Gill. Loop-o-Plane, William Todhuner, operator. Ferris Wheel, W. F. Willets, operator.

### Shows

Shows, Athletic, Jack LaRue, manager; Eddie Morcha, fighter. Girl Revue, Curly Rivers, manager; Joe Rivers, Doris Conaster and Marvie Jarvis, inside; Brayant La Mont, night watch; Johnnie Jones, sound truck. Mrs. Brownie Miller purchased a new photo gallery. Other members are Mrs. Tom Tullos, Buster Blank and Mrs. Fincal. Mrs. Slim Simmons is on the ticket box. Mrs. Dinty Moore will be employed by Tony Spring.

## WEST'S PREVIEW

(Continued from page 39)

of Tuscaloosa and Northport, just across the Warrior River Bridge, officiating.

Judge J. R. Huff cut the ribbon suspended across the main entrance to officially open the season. Owner West then presented corsages to Mrs. West, Mrs. Ted Woodward, Mrs. Roland Richards, Mrs. Myrtle Courtney and a number of other women guests of the management. Several large baskets of flowers received from friends were displayed at the front entrance. Band, composed of members of the VFW, provided the music. Event was broadcast by remote control

over Station WJRD. A big crowd attended.

New shows featuring new fronts included Dr. Ralph Garfield's Side Show, managed by Frank Lentini; Kay Weiss' Slave Market and French Casino, Posing Show; Summer Follies, produced and managed by Julie English; Johnny Williams' Harlem Club Revue. James Murphy's Midget Vaudeville Revue, Dr. Garfield's Hall of Science, Arthur Spencer's Wall of Death Motordrome and Captain Smithy's Wild Animal Circus. Sky High Alcidos provides the free act. Rides include Twin Ferris Wheels, Merry-Go-Round, Octopus, Ridee-O, Silver Streak, Loop-o-Plane, Rolloplane, Whip, Caterpillar, Chairplane, Shetland Ponies, Kiddie Merry-Go-Round, Kiddle Autos and Miniature Railroad.

### Staff

Staff has Frank West, owner-manager; Mrs. Mary West, treasurer; Neil Berk, general representative; Ted Woodward, contracting agent; Roland W. Richards, publicity director; George Hirshberg, secretary; Louis (Pickles) Weiss, business manager; Jack Green, billposter; Frank La Barr, mail and *The Billboard* agent; Mrs. Roland Richards, advertising representative; Blackie Holt, sound technician; Ed Peyton, trainmaster; H. D. Singletary, master mechanic; Howard Hughes, chief electrician; Jack Rimel, ride superintendent; Art Courtney, general superintendent; Sidney Hersh, lot superintendent; Blackie Richardson and Art Ludwig, supervisors; Capt. Charles T. Smithy, animal trainer.

Business the first four days was better than anticipated. Although nights were cool, satisfactory crowds turned out and spent freely. Proving popular were Kay Weiss' French Casino, Dr. Garfield's Side Show and Hall of Science, Julie English's Summer Follies. Jack Baillie booked his Silver Streak and George Welch signed his Midway Cafe.

Concessioners joining recently included Mr. and Mrs. James (Buck) Weaver, pop corn, peanuts, candy apples and pan game; Mr. and Mrs. Curley James, diggers and Penny Arcade; Jim Sakobie, ham and bacon, clothespin and pitch-till-you-win; Harry Johnson, rat game. Charlie Whire, calliope player and pianist for Summer Follies Revue, arrived in time for opening. Mr. and Mrs. Harry Schrieber were grieved at the death of the latter's mother, Mrs. Bridges, which delayed their arrival.

Mrs. Harry Rubin set up her two cat racks here. She entertained several friends here, including Mr. and Mrs. Frank West, Mr. and Mrs. Louis Weiss, Mr. and Mrs. Art Courtney and Mrs. Clara Gilbert. Marilyn Richards, four-year-old daughter of Mr. and Mrs. Roland W. Richards, was a guest of local friends at their ranch near Tuscaloosa.

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Take in up to \$75.00 a Day by Printing "Wise Crack" Headlines. Big Profit! Like wildfire at Conventions, Fairs, Hotels, and Concessions. We sell complete Outfits, including Type, Machine and Newspapers Reasonably. Write for wire.

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WANT

**FREAKS TO FEATURE, strong Annex Attraction, Side Show Acts that Bally, Mental Act, John Hannah, Grendoh!, Jenny Reynolds, Johnnie Wall will place you. Cookhouse the best. Show opens Wilmington, Delaware, April 19th. All answer:**

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ELECTRIC HANDSHAKER

When they shake hands they get shocked. Complete with batteries, compact.

Price . . . . .	\$2.50 Ea.
HOT Comic Vg. Inpl Buttons doz.	80c
Confucius say buttons 100 for	1.10
Foolem Shooting Cigt. Box . . . . .	90c
Magic Coin in Matchbox Trick . . . . .	80c
Hot Folders with Glove . . . . .	45c
Running Spooky Spider . . . . .	90c
NEW Squirt Bloody Thumb . . . . .	40c
Squirting Gert Celluloid baby . . . . .	75c
Anarchist Soap red or black . . . . .	40c
Good Sellers per doz.	
Spinners 4 kinds . . . . .	.40
Sand Cards 6 " . . . . .	.30
Shimmie 10 " . . . . .	.25
Lg. Shimmies 4 " . . . . .	.40
Fun Diplomas . . . . .	.20
Hot Pepper Gum . . . . .	.35
Hot " Chiclets . . . . .	.20
Salt Centre Gum . . . . .	.20
Skunk Perfume . . . . .	.75
Squirting Cigt. Liter . . . . .	.75
Surprise Matchbox . . . . .	.20
Tantalizing Spoon . . . . .	.90
Shooting Matches, Cigar or Cigt. Plugs, Itch Powder, Sneeze Powder, All 25c Doz 2.75 gr. All the Best Sellers In Stock, send 25c for Cat. Refunded with first order. Or send 2.00 for 30 best sellers (samples) & Catalogues.	

MAGNETRIX NOV. CORP., 136 Park Row, N. Y.

## Ideal in Auspicious Start in Charlotte

CHARLOTTE, N. C., April 13.—William Glick's Ideal Exposition Shows opened their nine-day inaugural stand here on April 4 under Spanish-American War Veterans' Post auspices. Shows' motor fleet moved in from quarters in Salisbury, N. C., for the initial stand, with many city officials and out-of-town visitors on hand for opening. Flowers and telegrams with well wishes were received by President Glick.

Show made a striking appearance with many innovations. All rides and shows are designed in brilliant colors and well illuminated. *The Charlotte News and Observer* gave plenty of space and radio stations co-operated. Jim Hodges returned with his Circus Side Show after a year's absence. W. M. (Bill) Breese, formerly with the organization as general agent, has rejoined as assistant manager.

## Rain Fails To Deter Joyland in Sen City

SEN CITY, Calif., April 13.—Rainy weather but fair business marked

### SUNSET AMUSEMENT CO.

Official opening Excelsior Springs, Mo., April 22.  
Side Show open, also Small Top and Front Grind Stores open.  
Winter Quarters, Lathrop, Mo.

## ART B. THOMAS OUTDOOR STAGE SHOWS WANT

Side Show Managers, Concession Managers and Agents and Concessions. Show opening in California April 15th and working through to the Dakotas and Minnesota. For routing and information contact winter quarter office, Lennox, South Dakota. Opening a season with three complete units.

### STRATOSHIP

1937 Model, in perfect condition. Will sacrifice \$1,500.00 cash or terms to reliable party.

### BAZINET SHOWS, INC.

626 5th St., N. E., MINNEAPOLIS, MINN.

## DODSON'S WORLD'S FAIR SHOWS

Can place Pony Ride, Flying Scooter, Silver Streak or any Ride that does not conflict with what we have. Will furnish wagons for same. Will book or buy Chair-o-Plane. Will place any legitimate Concession. Will sell exclusive on American Palmistry. Ray Cramer wants for Circus Side Show, Magician that pitches and can lecture on high-class Circus Side Show. Address: DODSON'S WORLD'S FAIR SHOWS, Birmingham, Ala., this week; Nashville, Tenn., week April 22.

## BROADWAY SHOWS OF AMERICA

Opening at Covington, Ky., April 25 to May 4

Due to disappointment, will furnish complete outfits for Girl Revue, Athletic and 10-in-1. Will book any show that does not conflict. Have opening for Talkers and Grinders. Want Rides: Merry-Go-Round, Loop-o-Plane and Kiddie Auto Ride. Will sell exclusive on Cookhouse, Bingo, Custard and Wheels. Want Grind Stores of all kinds. Rates reasonable. For Sale—Cookhouse, 28x36.

Address COL. J. F. DEHNERT, COVINGTON, KY.

## GRUBERG WORLD FAMOUS SHOWS

Want reliable White Help to join immediately. Foreman for Rollo-Plane and Second Man for Merry-Go-Round and Ferris Wheel wanted. Will book Octopus and Eight-Car Whip. Want Concessions—Legitimate Grind Stores only. Show now open, playing Tenth and Bigler Sts., until April 27, Philadelphia, Pa. Wire MAX GRUBERG, MGR.

## LAST CALL LAST CALL LATLIP SHOWS

Show opens in heart of Charleston, W. Va., Saturday, April 20th, catch two big Saturdays, and all good coal field towns to follow. Want one more Ride—Whip, Tilt-a-Whirl or Rollo-Plane. Want Showmen for three complete new outfits, Ten-in-One, Girl Revue, Hillbilly or Hawaiian Shows. Will also book any Shows with own outfits; percentage right. Sam Swain, wire. Concessions—Opening for Rat Game, Photo, Scales, High Striker, Custard Machine. Will also book any other legitimate Concessions that works for stock. Can offer the best money route in West Virginia. Address: LATLIP SHOWS, 209 Elm St., Charleston, W. Va. P.S.: Want one more single High Free Act. Good season's work.

## MIGHTY MONARCH SHOWS WANT

For Rogersville, Tenn., April 22 to 27, and the big Baseball Celebration, Pennington Gap, Va., week April 29, the Miners' Ball Club of Appalachian League opening celebration. Want legitimate Concessions of all kinds. Also place Motor Drome and any worth-while Show. Kid Simmonds, wire. Want People for Plant Show. Will book, buy or lease Merry-Go-Round. We stay in coal fields until fair season. All Address: N. P. ROLAND and GEORGE GOFFAS, Morristown, Tenn., this week.

Bowen's Joyland Shows' opening stand here under V. F. W. Post auspices. Event ended April 7. A rainstorm hit the shows Saturday and Sunday, but no damage was done. Shows' final two days were best of the week and all reported good results. Bingo topped concessions, with Whip leading rides.

Eddie and Mrs. Young, who sustained slight injuries in an accident while en route, arrived from the Northwest. Mr. and Mrs. Gibson, Martin's United Shows visited, as did William Lowney, Los Angeles. Mrs. Johnnie Miller, wife of the cookhouse operator, joined after recovering from a long illness.

## Midway Readies for Opening

ST. PAUL, April 13.—Midway Shows, owned and operated by Rocco Schiavone and George C. Yahr, announced the purchase of a new Tilt-a-Whirl to add to the other rides for opening here on April 27. All work has been finished, with new fronts, ticket boxes and show tops all in readiness. Management said a number of new attractions have been added.

## Carnivals Go for Colors

CHICAGO, April 13.—Judd Goldman, of the Paint Exchange of Chicago, who leaves soon on a business trip on which he plans to visit many Eastern shows, reports that carnivals are giving more attention this season to decorating their equipment than they have for many years. To date Goldman says he has sold paint to 77 carnivals and 14 amusement parks. "Carnival owners seem to be realizing as never before the value of attractively decorated well-kept equipment," said Goldman. "We have on file letters from dozens of shows which are planning to spend considerable money on brightening up their midways, and it looks as tho 1940 will see a big improvement in the appearance of midways."

## Max Goodmans Celebrate 35th Wedding Anniversary

ST. LOUIS, April 13.—Mr. and Mrs. Max Goodman, owners of Goodman Wonder Shows, celebrated their 35th wedding anniversary last Monday, they revealed during a visit to *The Billboard's* local office this week. They reported 35 years of wedded bliss.

## ROUTES

(Continued from page 20)

Randall Sisters (Belmont Plaza) NYC, h. Raye, Mary (Roxy) NYC, t. Red & Curley (Southland) Boston, nc. Reed, Leo (St. George) NYC, h. Reed, Freddie (Parkside Bar) Madison, Wis., nc. Reinhart, Bob (Cafe Society) NYC, nc. Reynolds, Helen, Skaters (Chicago) Chi, t. Rhythm Ramblers (Beacon) Vancouver, B.C., t. Rhythm Rockets, Seventeen (State) Norfolk, Va., t. Ricardo, Don (Village Barn) NYC, nc. Rickson, George (Chateau Moderne) NYC, nc. Riggs, Tommy (Pal) Cleveland, t. Rivera, Andree (Navarro) NYC, h. Roberts, Roberta (606) Chi, nc. Roberts, Beverly (Chez Paree) Chi, nc. Rock & Dean (Palace) Lockport, N. Y., t. Rodriguez (Montparnasse) NYC, nc. Rogers, Ray (Colosimo's) Chi, nc. Rollickers Trio (Sagamore) Rochester, N. Y., h. Roner, Fred (Top Hat) Union City, N. J., nc. Rosalean & Seville (Ambassador) NYC, h. Rose, Jean (Sawdust Trail) NYC, nc. Ross, Joe (Old Fashioned) Boston, nc. Roth, Lillian (Hollywood) NYC, nc. Roth, Joe (Earl Carroll's) Hollywood, nc. Roth-Verdun Jitterbugs (Hi Hat) Chi, nc. Russell, Mabelle (Brown Derby) NYC, nc.

St. Clair, Silvia (Le Ruban Bleu) NYC, nc. St. Clair, June (Hi Hat) Chi, nc. St. Jean, Irene (Weber's Hofbrau) Camden, N. J., nc. Salazar, Carlos (El Chico) NYC, nc. Salici Puppets (State) NYC, t. Salinger (Fifth Ave.) NYC, h. Sargent, Jean (Latimer) Phila, nc. Sava, Marusia (Casino Russe) NYC, nc. Scott, Margaret (Casino Russe) NYC, nc. Scott, Hazel (Cafe Society) NYC, nc. Selandia, Prince & Princess (Coconut Grove) Boston, nc. Sharron, Olive (606) Chi, nc. Shaw, Patay (Black Cat) NYC, nc. Sheridan, Nora (Gay '90s) NYC, nc. Sherman, Muriel (Cocoanut Grove) Boston, nc. Shields, Peggy (Stamp's) Phila, nc. Shields, Ella (Sawdust Trail) NYC, nc. Shutta, Ethel (Riverside) Milwaukee, t. Si, Fanny & Mule Amber (Roanoke) Roanoke, Va., 18-20; (Central) Mt. Airy, N. C., 22; (Eialto) Durham, 23; (State) Spartanburg 25; (State) Charlotte 25 t. Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc. Sidneys, Four (Roxy) NYC, t. Simmons, Lee (Place) NYC, nc. Skelton, Red (Paramount) NYC, t. Slate Bros. (State) NYC, t. Slepoushkin, Stephan (Casino Russe) NYC, nc. Sloane, Estelle (Stork) Phila, nc. Small, Mary (Earle) Washington, D. C., t. Spear, Harry (Latin Quarter) Boston, nc. Spencer & Foreman (Cocoanut Grove) Boston, nc. Stanley, Irene (Le Poissonier) NYC, re. Stewart, Sally (Sawdust Trail) NYC, nc. Stone, Bernice (Gibson) Cincinnati, h. Stone, Harvey (Verne's) Detroit, nc. Sutherland, Ann (Hi Hat) Chi, nc.

Tamara (Riviera) Ft. Lee, N. J., nc. Tanner, Dorothy (Queen Mary) NYC, nc. Tanner Sisters (Lyric) Indianapolis, t. Tapps, George (Palmer House) Chi, h. Teaman, Eleanor (Mayfair) Boston, nc. Tharpe, Rosetta (Cotton) NYC, nc. Thornton, Larry (Casa Manana) Boston, nc. Thury, Iona (Hungaria) NYC, nc. Tisdale Trio (Coq Rouge) NYC, nc. Tomack, Sid, & Reiss Bros. (Music Box) San Francisco, nc. Torres, Magola & Louis (Embassy) Phila, nc. Town Hall Trio (Silver Dollar) Baltimore, nc. Toy & Wing (Riverside) Milwaukee, t. Tropical Nights (Music Hall) NYC, t. Tucker, Sunny (Kelly's Stables) NYC, nc. Tunesters, The (Chicago) Chi, t.

Valda, Countess (Silver Dollar) Baltimore, c. Valdez, Vida (Havana-Madrid) NYC, nc. Vance, Jerri (2 o'Clock) Baltimore, c. Varone, Joe, & Three Sparklettes (Andy's Inn) Syracuse, nc. Vaughn, Nancy (Barney Gallant's) NYC, nc. Vaughn, Grace (Belmont Plaza) NYC, h. Velez, Lupe (Paramount) NYC, t. Vera, Joe (Congress) Chi, h. Vermonte, Claire (Fifth Ave.) NYC, h. Vernon, Evelyn & Jimmy (La Martinique) NYC, nc. Verrill, Virginia (Chez Paree) Chi, nc. Vincent, Romo (Walton) Phila, nc. Vincent, Larry (Commodore) Detroit, nc.

Wade, Bill & Betty (Book-Cadillac) Detroit, h. Waldron, Jack (Brown Derby) NYC, nc. Walker, Mildred (Sawdust Trail) NYC, nc. Wallace, Babe (Southland) Boston, nc. Walton & O'Rourke (Earle) Washington, D.C., t. Walz, Oscar (Fifth Ave.) NYC, h. Wanger, Wally, Girls (Lido) NYC, nc. Ware, Dick (Saks Show Bar) Detroit, c. Warner, Jack & Jill (Harry's New Yorker) Chi, nc. Washington, George Dewey (Miami) Milwaukee, nc. Watson, Eunice (Steve's) NYC, nc. Wayne, Myrl (Club Royale) Ashland, Ky., nc. Weber Sisters (Colosimo's) Chi, nc. Welch, Muriel (La Marquise) NYC, nc. Wences, Senor (Roxy) NYC, t. Wencil, Ray (Faust) Peoria, Ill., nc. Wessel Bros. (Westminster) Boston, h. West, Everett (Chez Paree) Chi, nc. Wheeler, Bert, & Co. (Buffalo) Buffalo, t. White, Danny (Delmonico's) Phila, re. White, Belva (Bowery) Detroit, nc. White, Lawrence (Ambassador) NYC, h. White, Hal (Paradise) Cleveland, nc. Wicke, Gus (Gay '90s) NYC, nc. Wilkins, Dorothy (New Yorker) NYC, nc. Wilkins, Marion (Bertolotti's) NYC, nc. Williams, Clara (Small's) NYC, nc. Williams, Al & Mabel (Tap Room) Barberton, O., nc. Willie, West & McGinty (Palladium) London, mh. Winfield & Ford (Buffalo) Buffalo, t. Wise, Don (Frontenac) Detroit, nc. Wood, Barry (Paramount) NYC, t. Wood, Murray (Lexington) Phila, nc. Woods, Toni (Chateau Moderne) NYC, nc.

Woodsons, Four (Jefferson) St. Louis, h. Wright, Carol (Kit Kat) NYC, nc.

Y  
Yevo & Doro (Chez-Ami) Buffalo, nc.  
Yvette (Paddock) Atlantic City, nc.  
Z  
Zero, Jack (Brown Derby) NYC, nc.  
Zolar, Eddie (Garden of Italy) Indianapolis, nc.

## BURLESQUE

(Hirst Circuit Shows)

Co-Eds on Parade: (National) Detroit 12-18. Follies of Pleasure: (Gayety) Baltimore 14-20; (Gayety) Washington, D. C., 21-27. Legs & Laughter: (Orpheum) Reading, Pa., 17; (Lyric) Allentown 19-20; (Empire) Newark, N. J., 21-27. Looks & Laifs: (Trocaadero) Phila 14-20; (Hudson) Union City, N. J., 21-27. Mirth & Melody: (Gayety) Washington, D. C., 14-20; (Casino) Pittsburgh 21-27. Revels of 1940: (Garrick) St. Louis 13-19. Ridin' High: (Casino) Pittsburgh 14-20; (Orpheum) Reading 24; (Lyric) Allentown 26-27. Screaminers: (Empire) Newark, N. J., 14-20; (Gayety) Baltimore 21-27. Swing Girls: (Hudson) Union City, N. J., 14-20; (Old Howard) Boston 21-27. Whirl of Girls: (Old Howard) Boston 14-20.

## DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Biltmore) Los Angeles. Ballet Russe: (Opera House) Boston. Bankhead, Tallulah: (Cass) Detroit. Cohan, George M.: (Colonial) Boston. Cornell, Katharine: (Park) Youngstown, O., 16; (Colonial) Akron 17; (Strand) Ithaca, N. Y., 18; (Masonic Aud.) Rochester 19-20. Hepburn, Katharine: (Erlanger) Chi. Horton, Everett E.: (Paramount) Abilene, Tex., 16; (Majestic) Wichita Falls 17; (Paramount) Amarillo 18; (Arcadia) Wichita, Kan., 19; (Municipal Aud.) Kansas City, Mo., 20. Hot Mikado: (Shubert) Boston. Le Gallienne, Eva: (Hanna) Cleveland. Love's Old Sweet Song: (Forrest) Phila. Lunt & Fontanne: (Ford) Baltimore. Magic in the Air: (Paramount) Salt Lake. Man Who Came to Dinner: (Geary) San Francisco. Man Who Came to Dinner: (Harris) Chi. City 14-17. Muni, Paul: (Selwyn) Chi. Romeo & Juliet: (Auditorium) Chi. Shawn, Ted: (Playhouse) Wilmington, Del., 20. Skinner, Cornelia Otis: (Cox) Cincinnati, 15-18. Streets of Paris: (Grand O. H.) Chi. Tobacco Road: (Temple) Kane, Pa., 16; (Drake) Oil City 17; (Shea) Bradford 18; (Shea) Jamestown 19; (Shea) Erie 20. White's George, Scandals: (Curran) San Francisco.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alabama Attrs.: Greensboro, Ala. All-American Expo.: Fort Scott, Kan.; Se-dalia, Mo., 22-27. American United: Auburn, Wash. America's Favorite: Grayville, Ill., 20-27. Anderson-Strader: Wichita, Kan., 24-27. Atlas: Wrigley, Tenn. B. & H.: Monetta, S. C. B. & V.: Garfield, N. J., 20-27. Bantly's All-American: Reynoldsville, Pa., 20-27. Barfield's Cosmopolitan: Dalton, Ga.; Maryville, Tenn., 22-27. Barker: Benton, Ill. Barkoot Bros.: Toledo, O. Barlow's: E. St. Louis, Ill., 20-27. Baysinger, Al: Sikeston, Mo. Beckmann & Gerety: Hapeville, Ga. Bee, F. H.: Glasgow, Ky. Black Diamond Expo.: Republic, Pa., 20-27. Blue Ribbon: Louisville, Ky. Blue Ridge: Bruce, Miss. Blumenthal United: Rockingham, N. C. Bright Lights Expo.: Clarksville, Va. Buck, O. O., Expo.: Trainer, Pa. Buckeye State: Hattiesburg, Miss. Bullock Am. Co.: Gastonia, N. C. Burke, Frank: Globe, Ariz. Byers Bros.: Ste. Genevieve, Mo. Canosa, M. F., Coney Island: Colon, Panama, April 1-May 1. Centanni Greater: Newark, N. J. Central State: Lyons, Kan.; Ellinwood 22-27. Central Am. Co.: Union, S. C. Cetlin & Wilson: Petersburg, Va., 20-27. Chanos, Jimmy: Winchester, Ind., 20-27. Coleman Bros.: Middletown, Conn., 18-27. Colley, J. J.: Haileyville, Okla., 15-18; (Fair) Okemah 20-27. Cotton State: Barbourville, Ky.; Pineville 22-27. Crafts, O. N.: Lynwood, Calif., 9-21; San Fernando 23-27. Crescent Am. Co.: Goldville, S. C. Crowley United: Prescott, Ariz., 15-21. Crystal Expo.: Camden, S. C.; Albemarle, N. C., 22-27. Daley Bros.: Maud, Okla. Dick's Paramount: Webster, Mass., 20-27. Dodson's World's Fair: Birmingham, Ala.; Nashville, Tenn., 22-27. Down East Attrs.: Rock Hill, S. C. Dudley, D. S.: Bowie, Tex.; Wichita Falls 22-May 1. Elite Expo.: Independence, Kan. Elk Valley: Byrdstown, Tenn. Empire: Kerrville, Tex. Endy Bros.: Chester, Pa., 24-27. Endy Bros.: New Expo.: Wilmington, Del., 19-27. Evangeline: New Iberia, La. Fordham's Gilt Edge: Butler, Ga. Frank's Greater: Austell, Ga.; Douglasville 22-27. Funland: Rome, Ga.; Dalton 22-27. Fuzzell's United: Dexter, Mo.; Flat River 22-27. Gibbs, W. A.: Parsons, Kan., 24-27. Giroud, Billy: Sayreville, N. J. Gold Medal: North Little Rock, Ark.; Paragould 22-27.

Golden Arrow: Ellington Mo.  
 Goodman Wonder: Little Rock, Ark., 19-27.  
 Great Lakes Expo.: Toledo, O., 19-27.  
 Great Sutton: Osceola, Ark.  
 Greater Expo.: St. Louis, Mo.  
 Greater United: Shawnee, Okla.; Ada 22-27.  
 Gruberg World Famous: (10th & Bigler sts.) Philadelphia, Pa., 15-27.  
 Heller's Acme: Lawrenceville, Va.  
 Hennes Bros.: Joplin, Mo., 20-27.  
 Heth, L. J.: Ensley, Ala.  
 Hilderbrand United, No. 1: Wilmington, Calif., 15-21.  
 Hughey & Gentsch: Gloster, Miss., 15-18.  
 Hyde, Eric B.: Clarksville, Va.; South Hill 22-27.  
 Ideal Expo.: Raleigh, N. C.  
 Imperial: Moberly, Mo., 20-27.  
 Jones, Johnny J., Expo.: Washington, D. C.  
 Joyland: (Fair) Lindsay, Calif.  
 Kaus Expo.: Eddystone, Pa.  
 Kaus, W. C.: Richmond, Va.  
 Kaw Valley Attrs.: Rich Hill, Mo., 22-27.  
 Keystone Modern: Martinsville, Va.  
 Kline's Greater: Falkville, Ala.  
 Lang's, Dee, Famous: Carbondale, Ill.; Taylorville 22-27.  
 Large, H. P.: Jackson, Mo.  
 Latlip: Charleston, W. Va.  
 Lawrence Greater: Greenville, S. C.; Spartanburg 22-27.  
 Lewis, Art: Norfolk, Va.  
 McGregor, Donald: Milan, Ill.  
 McKee, John: Moline, Kan.  
 McLaughlin, P. S.: Lyndhurst, N. J., 18-27.  
 Mac's Caravan: Willow Springs, Mo.  
 Magic Empire: Paola, Kan.  
 Marks: (21st & Q streets, Church Hill) Richmond, Va.; (Petersburg Pike location) South Richmond 22-27.  
 Melvin's United: Pattonsburg, Mo.  
 Merit: Fall River, Mass., 18-27.  
 Metro: Malvern, Ark.  
 Meyerhoff's, Henry, Canadian Crescent: Pen-ticton, B. C., Can.  
 Miller, Ralph R., Am.: Bunkie, La.; Poncha-toula 22-27.  
 Mighty Monarch: Morristown, Tenn.  
 Miller Bros.: Suffolk, Va.  
 Mimic World: Mexia, Tex.  
 Motor City: Van Dyke, Mich.  
 Nail, C. W.: Crossett, Ark.  
 Ohio Valley Am. Co.: Powhatan Point, O., 20-27.  
 Oklahoma Ranch: Clinton, Okla.  
 Page, J. J., Expo.: Johnson City, Tenn., 20-27.  
 Parada: Caney, Kan.  
 Patrick's Greater: Spokane, Wash.  
 Prell's World's Fair: Newark, N. J.  
 Reynolds & Wells: Eldorado, Kan.  
 Rogers & Powell: Morrilton, Ark.; Clinton 22-27.  
 Royal Midway: Chapin, S. C.  
 Royal American: Augusta, Ga.  
 Rubin & Cherry: San Antonio, Tex., 22-27.  
 Scott Bros.: Greenville, Ky.  
 Sheesley Midway: Monroe, La.  
 Siebrand Bros.: Sonora, Calif.  
 Silver Fleet: Guthrie, Okla.  
 Six, J. Harry, Attrs.: Chatsworth, Ga.  
 Smith Bros.: Pittsburg, Okla.  
 Smith's Greater Atlantic: E. Spencer, N. C.; China Grove 22-27.  
 Snapp Greater: Joplin, Mo., 22-27.  
 Sol's Liberty: Cape Girardeau, Mo.  
 Southern Attrs.: Kellar, Ga.  
 Southern States: Ruskin, Fla., 23-27.  
 Sparks, J. P.: Pulaski, Tenn.  
 Speroni, P. J.: Rock Falls, Ill., 20-27.  
 Star Am. Co.: Carlisle, Ark.  
 State Fair: Kansas City, Mo., 21-28.  
 Strates, James E.: Baltimore, Md., 18-27.  
 Sunset Am. Co.: Plattsburg, Mo.; Excelsior Springs 22-27.  
 Texas Longhorn: Sulphur, Okla.  
 Texas Kidd: Buffalo, Tex.  
 Texas Expo.: Victoria, Tex.  
 Tidwell's Modern Midway: Artesia, N. M.; Carlsbad 22-27.  
 Tilley: Champaign, Ill., 20-27.  
 Tip Top: Bishop, Calif., 16-21.  
 United Am. Co.: Coalport, Pa., 20-27.  
 United American: St. Louis, Mo.; Granite City, Ill., 22-27.  
 Wade, W. G.: Richmond, Ind.  
 Wallace Bros.: Hopkinsville, Ky.; Princeton 22-27.  
 Ward, John R.: Camden Ark.  
 West, W. E. Motorized: Iola, Kan.; Paola 22-27.  
 West Coast Am. Co.: Vallejo, Calif., 17-21.  
 West Bros.: Jefferson City, Mo.  
 Western State: San Marcos, Tex.  
 West's World's Wonder: Bessemer, Ala.  
 White City: Flagstaff, Ariz.  
 Wolfe Am. Co.: Cahoon Falls, S. C.; Abbeville 22-27.  
 World of Fun: Laurens, S. C.  
 World of Pleasure: Springfield, O.; Mansfield 22-27.  
 Zucchini Bros.: Danville, Va.  
 Zeiger, C. F., United: Deming, N. M.; Las Cruces 22-27.  
 Zimdars: Springfield, Mo.; Clinton 22-27.

Campbell Bros. & Stensvad Circus (painting): Beloit, Wis., 18; Elgin, Ill., 20; Berwyn 22; Chicago 24; Decatur 27.  
 Coward, Linden, Magician: Godfrey, Ga., 15-20.  
 Cowboy Mac and his Texas Rangers: Mount Vernon, Tex., 17; Abilene 18; Holdenville, Okla., 19; Marietta 20; San Angelo, Tex., 21; Elk City 22; Paris 23.  
 Day's, C. C., Wild West Cavalcade (mythical show, via mail): New York, N. Y., 23-29; Pittsburgh, Pa., May 1; Cincinnati, O., 4.  
 Duggan & D'Ray: (Club Belvedere) Hot Springs, Ark., 15-May 1.  
 Francois, Hypnotist: (Aztec) Leonard, Tex., 17-18; (Thompson) Healdton, Okla., 19; (Thompson) Walters 20-21; (Atoka) Atoka 22-23; (Thompson) Healdton, Okla., 24-25; (Main) Stonewall 26-27.  
 Georgia Minstrels: Tempe, Ariz., 16; Coolidge 17; Casa Grande 18; Gila Bend 19; Ajo 20.  
 Hall, George, & Orch.: (Purdue Univ.) La-Fayette, Ind., 19.  
 Kressells, Four: (Fairgrounds) Columbus, Ga., 15-20; (Alrico Shows) Columbus 22-27.  
 Lewis, H. Kay, & Hollywood Varieties: Murphysboro, Ill., 19-20; Edwardsville 21-22; Carlyle 23.  
 Lone Star Shows: Carlisle, Ark., 15-20.  
 Long, Leon, Magician: Ensley, Ala., 15-17; Bessemer 18-20; Fairfield 22-23.  
 McGee, Johnny, & Orch.: (Penn Theater) Butler, Pa., 24; (Mishler Theater) Altoona, Pa., 25.  
 McNally's Variety Show: Powellville, Md., 15-20.  
 Marquis, Magician: West Palm Beach, Fla., 16; Fort Pierce 17.  
 Miller, Al H., Show: Talbotton, Ga., 15-20.  
 Mills Troupe: Springfield, Mo., 15-20.  
 Napoleon, Phil, & Orch.: (Wesleyan Univ.) Middletown, Conn., 20.  
 Ricton's Dogs: Lafayette, Ala., April 8-May 4.  
 Taber's, Bob, Monkey Circus: Ritzville, Wash., 16; Spokane 19.  
 Virgil, Magician: Erwin, Tenn., 16; Penning-ton Gap, Va., 17; Harrogate, Tenn., 18; Barbourville, Ky., 20.  
 Whitestone Show: Brooklet, Ga., 15-20.  
 Wright's Dogs: Rockville, Conn., 18-27.

UNDER THE MARQUEE

(Continued from page 32)  
 night for Frank Wirth and is playing this week for the Wirth Indoor Circus at the Stadium in Washington, D. C. The week of April 29 he will be at the Arena, New Haven, Conn., the last of his indoor circus dates. Following several dates in Minnesota in June and July, Barrett will play fairs.

CAPTAIN MACK writes that his Small Fry Circus had a big two-week engagement recently at Snellenburg's in Philadelphia. "We were contracted for four shows a day," he adds, "but soon discovered ourselves doing eight and nine, with turnaways even then. Many show-folk made visits to our miniature set-up, including Doc Ware, of Norristown, Pa.; F. M. Carlin, Mr. Weil, of the Curiosity Shop; M. Welsch, of Penn Seating Co.; B. H. Patrick and M. H. Ordenker, correspondents of *The Billboard* in Philadelphia. We are back in quarters at Pater-son, N. J., expanding. Boston will be our next stand, at Filene's Store, where we will help celebrate its annual circus party for children. Filene's promotes its show different from the one at Philadel-phia. Instead of giving a free show, it charges \$1 for adult or child, each ticket entitling the bearer to the circus, refreshments and a circus toy."

FINAL CURTAIN

(Continued from page 29)  
 MITCHELL—Charles D., 54, leader in the little theater movement in Philadel-phia, March 30 at Charleston, S. C., where he was vacationing. He was a former president and charter member of the Swarthmore Players, Philadelphia, and a member of the Plays and Players. His widow and daughter survive.  
 MONROE—Jack, 48, known in private life as John Lowe and professionally as part of the vaudeville team of Monroe and Grant, April 11 in New York. The act, one of the few trampoline turns in the business, had been booked to play last week at Loew's State Theater, New York. Monroe, after the second show on open-ing day, collapsed in front of the Bond Building near Loew's State. He was taken to Roosevelt Hospital and pro-nounced dead. Survived by his widow, Mrs. Blanche Rabiner; three brothers, William, Robert and Tom Lowe, the latter his vaude partner, and two sisters, Mrs. Isabel Ryan and Mrs. Margaret Cullum.  
 MORRIS—William C., 66 free lance cartoonist who had worked animated cartoons years ago, of a heart ailment April 5 at Nyack Hospital, Nyack, N. Y. Survived by a widow, brother, two sisters and two daughters.  
 MORRIS—Gordon, author and actor and brother of Chester Morris, screen actor, in Cedars of Lebanon Hospital, Los Angeles, April 7 after a six-month illness. Also survived by his widow, his mother, a sister and another brother.  
 MUSTILL—Edwin J., 82, former Akron orchestra leader, April 2 at his home in that city. He continued active in band work until he was 70. His widow, a



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daughter and a sister survive.  
 O'CONNELL—Herbert E., 50, former vaudevillian, of a stroke April 7 at his Turf Smoke Shop in Seattle. He served with the 91st division of the AEF during the World War. Survived by his widow, Helen; three sisters and two brothers.

OLESON—Paul (Doc), 46, pitchman, in Chicago, April 5, of a heart ailment. Survived by his widow, Louella (Jean). Body was cremated and a military funeral held at Graceland Cemetery, Chicago, April 8.

PLUNKETT—Michael B., 69, father of John and Leo Plunkett, vaude and circus acrobats and known to many showfolk, at his home in Roxbury, Mass., April 7 of a heart ailment. Survived by two other sons, George and Edward, and a daughter, Mrs. Anne Dabrowski. Services in Roxbury April 11, with interment in St. Joseph's Cemetery, West Roxbury.

POLLA—Mrs. Pauline M., 72, who played in light opera and silent films, April 8 at the home of her daughter, Mrs. Harold S. Conklin, in Albany, N. Y. As Paula Depolla she toured in *H. M. S. Pinafore*, and in films she appeared in pictures made by Famous Players Pro-ducting Co. Her husband, William C. Polla, who died five months ago, was a composer and arranger and had done work for name bands. Services in Al-bany April 11.

SIETZ—Mrs. Frank A., 62, operator of Station WFAS, White Plains, N. Y., from 1930 to 1939, at her home in Yonkers, N. Y., April 7 after a lingering illness. Surviving are a son, mother and sister.

SHAW—Herbert L., 80, for many years proprietor and manager of Aberdeen Beach and Park, Mount Denson, N. S., at his home there recently. Survived by his widow, one son and two daughters.

SHEPHERD—Cecll C., 33, suddenly in Belvidere, Ill., recently. He had been manager of the Apollo Theater there for nine years. Survived by his widow and a daughter.

SIEBER—Al, 78, of the old Sieber & Son and Sieber & Barry shows, at Topeka, Kan., March 15.

STRAKER—Harry R., 86, former musi-cian, April 5 at his home in Lancaster, Pa., after an illness of six years. He was a well-known cornetist and organized the Iroquois Band at Lancaster, Pa., in 1887 and served as its director and soloist for the first 15 years of its existence. Survived by his widow, the former Emma Dietrich; two daughters and a son, B. Frank, also a musician and leader of the Lancaster City Band.

THOENSEN—Otto, 74, Davenport, Ia., musician and former member of Straus-ser's Band, in that city April 7 by suffoca-tion when he attempted to re-enter a burning house.

TOLAND—L. C., 35, colored pianist and producer, at his home in Houston March 20. For the past eight years Toland had produced the minstrel show for Jesse Shoat on the Beckmann & Gerety Shows. Survived by his widow, Hazel; his father and stepmother.

WARNER—Alton R., 71, dean of the Detroit legitimate field, April 9 at his home in Highland Park, Detroit suburb, after several days' illness following a paralytic stroke. In the late '80s, he joined C. J. Whitney's music publish-ing house in Detroit and later was a partner in a music publishing company with the late Bert C. Whitney, which subsequently became the Jerome H. Remick Music Co. Warner became man-ager of White's Grand Opera House, later known as the Lyceum Theater, for E. D. Stair, after a minor theater connection. He remained as manager when the house was purchased by Bert C. Whitney and became the New Detroit Opera House, being with the house about 30 years un-till 1929, when it was closed and the Wilson Theater built. He managed the latter theater and office building as one of the two legitimate theaters in Detroit up to the day of his death. He also managed and produced a number of road shows in his earlier days, including *The Montana Outlaw* and *The Three Musketeers*. His widow survives. Inter-ment in Woodlawn Cemetery, Detroit.

WILLIE—Frank, 61, connected with the Majestic Theater, San Antonio, the past seven years, in a hospital there April 4 after two months' illness. Willie was the father of Raymond Willie, Dal-

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las district manager for the Interstate Circuit. Other survivors include his widow, Mrs. Lillie Willie, of Fort Worth, Tex.; a brother and two sisters. Services in Fort Worth, Willie's former home, April 5, with burial in Greenwood Ceme-tery there.

WRAY—John, 52, stage and film char-acter actor, in St. Vincent's Hospital, Hollywood, April 5 of a stomach ailment. His stage debut was made at the Gerard Avenue Theater, Philadelphia, in 1911, as Gustave in *Camille*. He was first seen on the New York stage the following year as the Second Gravedigger in *Hamlet*, with John E. Keller. Other Broadway plays in which he appeared were *The Night Cap*, *Three Live Ghosts*, *The Outfit Board* and *The Weavers*. Wray played in stock during 1914 and 1915. From 1916 until 1918 he toured with Robert B. Mantell's company. In 1935 he reap-peared on the New York stage after an absence of seven years as Slats in *Achilles Had a Heel*. His first screen role was in *All Quiet on the Western Front*. Other picture roles were in *Mr. Deeds Goes to Town*, *We Who Are About to Die*, *Valiant Is the Word for Carrie*, *Spawn of the North*, *Tenth Avenue Kid* and others. More recently he had parts in *Golden Boy*, *Swiss Family Robinson* and *Blackmail*. He was part author of *Night-Stick* and *The Sap From Syracuse*. Survived by his widow, Flor-ence, and a son, John Jr.

CIRCUS AND WILD WEST

Anderson, Bud E.: Newton, Kan., 17.  
 Mills Bros.: Tallulah, La., 20; Eudora, Ark., 22; Montrose 23; Grandy 24; Star City 25.  
 Polack Bros.: (Shrine) Portland, Ore., 16-22; (Shrine) Eugene 25-28.  
 Ringling Bros. and Barnum & Bailey: (Mad-ison Sq. Garden) New York April 5-30.

MISCELLANEOUS

Arthur, Magician: Spring Valley, Ala., 17-18.  
 Birch, Magician: Taft, Tex., 16; Lockhart 17; San Marcos 18; Luling 19; Austin 22; Kerr-ville 23; Comfort 24; San Saba 25; Gates-ville 26.  
 Bradshaw, Tiny, & Orch.: (Top Hat Club) Atlanta 19-21; (Athletic Club) Atlanta 20.  
 Busse, Henry, & Orch.: (Civic Aud.) Winni-peg, Can., 19; (Grand Theater) Crookston, Minn., 21; (Keith Theater) Grand Rapids, Mich., 25-27.  
 By-Gosh Co.: (Mills) Morehead, Ky., 15-20.  
 California Coudens, Carnival of Fun: Hadley, Mass., 17; Northfield 18; Williamsville, Vt., 19; Charlemont, Mass., 25.

# Equity To Call in Various Unions If World's Fair Sticks to Refusal Of \$45 Chorus and Ballet Scale

NEW YORK, April 13.—If Harvey D. Gibson, board chairman of the New York World's Fair, sticks to his refusal to pay more than \$40 weekly to ballet dancers and chorus girls of the expo-sponsored patriotic spec, *American Jubilee*, Actors Equity Association, which is holding out for a minimum of \$45 and reached a decision this afternoon re-emphasizing that demand (see page 3), will call in sister unions of the AAAA, parent body of performers' orgs, and other theatrical craft unions such as the stagehands, teamsters and the like, for support in a stoppage of rehearsal, deliveries and other activities going on at the fair and elsewhere. Promise of such united support is claimed by Equity, and a key cog in the performer wheel is the American Guild of Variety Artists, with vaude-circus coverage, which is co-operating closely with Equity, especially on identical wage scales.

Situation was brought to a head on Wednesday, when Equity stopped rehearsals of *Jubilee* and went to bat with a series of statements and hurdles calculated to win public sympathy by trying to justify its stand in behalf of actors. John P. McInerney, director of labor relations for the Flushing event, whose opening is less than a month away, responded with the expo's viewpoint on the imbroglio. The Theatrical Federation Alliance of the metropolitan area had presented a demand to the fair corporation that it sign a blanket agreement with the alliance for American Federation of Labor theatrical unions requiring all productions by the fair, exhibitors and concessioners to employ only union members. The expo maintained that it could not require any participant to use union labor exclusively and the alliance consented to an agreement for shows sponsored directly by the fair. Expo agreed to insert a clause that "it was their desire that participants use labor affiliated with the various AFL unions and that it would assist the AFL, wherever possible, in adjusting any grievances that may arise in connection with the operations of any participant."

The expo asked that minimums for the various unions be presented for

review and when the documents were received the fair noted that the scales for legit actors, motion picture ops and stagehands "were far in excess" of the prevailing scales in New York for similar work. Equity answered the latter issue by stating a seven-day week is involved in the *Jubilee* production and that the scale asked for, \$45, is not in excess of last year's minimum at the fair, which was based on a six-day work week.

Motion picture ops and stagehands are deeply involved in the issue. Motion picture workers are demanding \$117 per week on 35mm. machines, against a scale of \$65 to \$80 a week in New York houses, according to McInerney's statement. Stagehands are asking \$150 a week for department heads and \$84 for regular grips, based on a six-hour day. WF has offered the head hands \$115 and the regulars \$80, the latter working on an eight-hour day.

Bracketed in the Theatrical Federation Alliance are the AAAA affiliates, plus the American Federation of Musicians, Theatrical Teamsters and the IATSE, consisting of stagehands, m. p. operators, newsreel men and cameramen.

Altho only *Jubilee* is directly affected at present, Billy Rose's Aquacade was headached for a while by a threat of the AGVA to stop rehearsals on the water spec. AGVA pointed to the fact that the teamsters' union has made no deliveries in or out of the expo since Monday and that the American Guild of Musical Artists has stopped rehearsals of the Ford Motor Co. show. It appealed to its members to remain away from Aquacade until a closed shop agreement, minimum wage scale, working conditions, etc., had been signed. Contract with Rose's show at the Sanfran fair will be held up until he signs here with AGVA, which issued a "stop-rehearsals" plea to its membership stating that "Rose will not be able to open a show at the New York World's Fair until he signs with AGVA. AGVA will not sign a contract until Rose agrees to fair wage and working conditions."

AGVA eased up its stoppage campaign, however, when it became known that peace might be on the way as a result of Equity's deliberations today. The guild is not as firmly entrenched in Aquacade performer ranks as Equity is with legit artists, but the next few days are expected to find the guild armed with more authority. Hoyt Haddock, its executive secretary, left on Thursday for Chicago and is expected back here Monday to resume work on the firing line.

NEW YORK, April 15. — *American Jubilee*, patriotic spec production representing a pre-operating investment of \$500,000 of the New York World's Fair, was announced abandoned by Board Chairman Harvey D. Gibson following breakdown of negotiations between the expo and Actors' Equity Association on a \$5 difference in wage scale. Some American Federation of Labor leaders who were in on several discussions expressed themselves as surprised at Equity's arbitrary stand and "placed the full onus of this projected show on Equity."

Calling it a non-profit enterprise and claiming that about \$300,000 has already been expended on the pageant, Mr. Gibson declared that "to go ahead with the production on the terms demanded by actors, stagehands and motion picture operators makes certain also an operating loss every week of the 24 weeks of the fair even under the most optimistic hope for attendance. There is no alternative therefore, but to abandon it. It's all over—the wrong way."

There was indicated friction between Equity and Tom Murtha's organizations, the Theatrical Federation Alliance, covering unions at the fair, the Central Trades and Labor Council and the local stagehands group.

Nick Holde, general manager of *Jubilee*, said the fair was even willing to pay \$15 a week rehearsal money, increasing that sum \$5 when rehearsals begin on the grounds. He also said that about 600 people would have been employed, including more than 300 performers, of whom 220 represent ballet dancers and choral singers, around whom the wage issue hinged.

AFL leaders, fearing adverse reaction against labor, issued a statement to swing public sentiment.

## Labor Relations Board Gets Complaint Against R-B Circus

NEW YORK, April 13.—A complaint against the Ringling-Barnum circus, now in the second week of its 1940 opening run at the Garden, has been filed with the National Labor Relations Board, Ralph Whitehead, president of the Circus, Carnival, Fair and Rodeo International Union, which is picketing the show, said today. In his complaint Whitehead set forth that the circus refuses to bargain with an accredited AFL union, that it is fostering a company union within its set-up and that it has locked out property men, members of his union. Affidavits filed are for territory in Maryland, Florida, Louisiana, Massachusetts and other geographical jurisdictions covered by the NLRB.

## EQUITY STANDS PAT

(Continued from page 3)

to pay, but Equity claims that \$45 is actually less than the salary paid the actors for similar work at the fair last year, in view of the fact that last year's scale was based on a six-day week. Scale does not apply to extras or walk-ons, the statement pointed out, but to chorus, people and dancers "of whom a degree of ability and training are required which were not required of principals in the theater a few years ago."

Equity has been assured of support from its fellow unions in the Associated Actors and Artistes of America and local stagehands, the union declared, and the AGVA, in particular, has a verbal agreement with Equity in which identical scales for variety performers will be pushed with productions concerned with that bracket, such as Billy Rose's Aquacade, the Ford Motor Co. show, Michael Todd's Attractions, *Railroads on Parade* and others at the fair. Scale is based on maximum of four shows a day in a seven-day week, with salaries to be paid for performances canceled due to weather, but rehearsal money is in doubt.

Following several weeks of negotiations between the union and the fair a deadlock was reached early in the week, and Wednesday Equity stepped in and stopped rehearsals on the expo's ambitious extravaganza. If the fair agrees to terms laid down by Equity, rehearsals are expected to resume Monday. Other details will be found in the General Outdoor Section in this issue.

## CO-OP PLAN

(Continued from page 3)

ager (if any), directors, scenic designer and backer. In explaining the Equity shift of mind, Dullzell said that the union now appreciated the fact that, to the stagehands and musicians, legit represents a small portion of the total employment opportunities, and to make concessions in legit would jeopardize stagehand and musician contracts in pictures and other fields. Also, it is realized that, while actors, authors, directors and others may expect to profit from experimental showings in many ways besides the direct financial gain, to the stagehand it is just another job.

The plan, according to Miss Lenihan, calls for a permanent governing board which would meet regularly, investigate any proposition brought to it as a non-commercial venture and license those which meet the following conditions:

1. Project must be bona fide non-profit-making.
2. Productions would be limited to three performances. Longer than that would constitute a run, and then regular Equity conditions would have to be met.
3. All authors, actors, business managers, directors, scenic designers and backers concerned in the experiment would have to be on the same co-operative basis. All must waive fees, royalties, wages, and all must share alike in a percentage arrangement which would be subject to the governing board's approval. (Absent from the co-op demands would be stagehands, musicians, ushers, front of the house employees, etc.)
4. No one shall be contractually bound to the production, so that an actor may leave at any time.
5. To safeguard against possible exploitation or a rush of free try-outs, the producing group must own the rights to the play, if it is a new play, for a period of one year.
6. If or when the play is sold to a commercial management, the sale is to be supervised by the governing board. In case of such a sale, a definite percentage of all rights shall remain with the original group. They shall be entitled

to receive a percentage of any and all proceeds from the sale or performance of the play in legit, motion pictures, radio, stock and any and all secondary fields. This protects the original actors who may not be engaged by the new management. The new management, writes Miss Lenihan, "cannot be forced to engage all the original workers. But all original workers will receive their percentages during the life of the play."

The exact percentage which would be retained by the original group has yet to be worked out with the dramatists if the plan is to cover new plays. The Equity committee would be satisfied with a low percentage figure, so that sales would not be blocked. In any case, percentage would always be subject to negotiation under the supervision of the governing board.

Since classics have no royalties and are not under the jurisdiction of the Dramatists' Guild, it is possible for the plan to go into operation at once with classic plays, Council willing, without waiting for the dramatists' approval.

## FOUR A'S CLIQUE

(Continued from page 4)

finally telling the assembled officials, including Sam Scribner, of TA, "It's just a clique and must be busted." With this Mayo walked out and is awaiting reply as to disposition of his complaint against Corelli.

Meanwhile, Mayo is agitating for revocation of the Four A's international charter. On March 15 he sent a letter to William Green claiming that the actor unions were dictatorial, lawyer-ridden, unscrupulous and that the issue of IATSE domination was designed merely to becloud the rank and file.

Green answered, saying he was interested in Mayo's remarks, and that he would do all in his power to help the actor movement.

Mayo is now informing George Browne, IATSE president, of his correspondence with Green and his experience with actor-union officials apropos to the Corelli hearing.

Corelli could not be reached for comment.

Frank Gillmore, queried this week on the Mayo-Corelli fracas, stated he had informed TA to call Mayo for the hearing, but that Mayo became excited and walked out without hearing Corelli's defense. Under the circumstances, said Gillmore, the squawk was tabled.

## SUGAR'S DOMINO

(Continued from page 4)

to state their case before a group of impartial, unbiased men, preferably chosen from a panel of the American Arbitration Association.

That if the Four A's decided to decree the absorption of the BAA by the Haddock union or any other Four A's union it should make the policy universal by absorbing into logical units all the other smaller, struggling unions now holding franchises.

That the same burden of proof should be placed on Haddock as it is suggested be placed on Phillips. In other words, just as the Haddock proponents demand that Phillips give proof of his paid-up membership and his advantageous position as guardian of the burlesque performers' rights Haddock should be obliged to prove that as high as 80 per cent of BAA membership prospects are already members of AGVA.

That Phillips should be forced to reconcile the present leadership of the BAA with the argument set forth by Haddock that amalgamation is imperative because only in that way can the BAA police its field nationally.

THERE is no doubt that in view of burlesque's slimy reputation the affiliation or amalgamation of its performers' union with the AGVA would help a great deal towards gaining public support to the objectives of a performers' organization. But Phillips should be given every possible opportunity to prove his point (if that's the point he makes) that the welfare of the burlesque actor is best served thru his own organization, operating independently of any other actors' group.

Whatever happens in the AGVA-BAA *krieg* there is no doubt that the wind-up will be less disastrous; the interests of all actors will be better served and the reputation of the Four A's will be acquitted if the parent body wakes up and does something.

### BARLOWS SHOWS

OPENS APRIL 20  
3700 BOND AVE., EAST ST. LOUIS, ILL.  
Will sell Ex on Penny Pitch, Photos, Corn Game, Cookhouse, Long Range, Hoop-La, Scales, Diggers, Palmistry, Nail Joint, Candy Floss. No grift. Outfits open for Athletic, Hawaiian, Geek, 10-in-1. Want Ride Help, Electrician who can carpenter.  
Address: 117 North Sixth St., St. Louis, Mo.

### WYSE GREATER SHOWS

Aledo, Ill., opening here May 1st. Can place Fish Pond, Devil's Bowling Alley, Scales, Cork Gallery, String Game, Pitch Till You Win, Floss or any Concession working for 10c. Any worth-while Show. Can use Ride Help.

### ROGERS AND POWELL

WANTS Sound Car that will work for privilege, organized Minstrel Show, any Show of merit, Motor-drome, Stock Stores of all kinds. Long route of picnics. Carrying 6 rides. Morrilton, Ark., week of April 15; Clinton, Ark., week of April 22. Come on.

### COMEDIANS WANTED

FOR MINSTREL SHOW.  
Salary From Office. Pay Your Own Wires.  
T. J. TIDWELL'S MODERN MIDWAY  
Artesia, N. Mex., this week; Carlsbad and Hobbs to follow.

### WANT DROME RIDERS

Account last-minute disappointment, straight or trick, that can do three-way race. Wire

EARL PURTLE, Richmond, Va.  
World of Mirth Shows.

### SIDE SHOW PEOPLE

Talker capable of taking complete charge of Front and Show if necessary, Tattooed Man, Knife Thrower, Glass Dancer, any Novelty Act. Also Freaks, Man and Wife for Tickets and Illusions. Experience and wardrobe not necessary. Wire or write  
MILT ROBBINS, Endy Bros.' Shows, Chester, Pa.

### SMITH'S GREATER ATLANTIC SHOWS

Want Ride Help on all Rides, a Wheel Foreman, also Merry-Go-Round and Chair-Plane. All Concessions open, several Shows. Firemen's Big Celebration and Home Coming this week, East Spencer, N. C.; American Legion Convention, China Grove, N. C., week of April 22nd. All address:  
K. F. SMITH, 118 S. Clay St., Salisbury, N. C.

## \$53,000 Saturday Take for Big One

NEW YORK, April 15.—Ringling-Barnum's two performances on Saturday brought a take of \$53,000, believed to be the biggest one-day business ever chalked up by a circus in America. About 3,000 were turned away in afternoon, and night attendance was capacity. Kids go for full price Saturday afternoon. House unpapered.

Yesterday afternoon's turnaway was about 5,000 and night played to within a handful of capacity. Take lower than Saturday, however, because of kid half rates and also comps.

Garden capacity, 15,000; price scale, \$3.85 to \$1.10.

## Malloy Canvas Unit To Play Ohio Towns Under Auspices

CANTON, O., April 13.—J. R. Malloy, owner-manager of the J. R. Malloy Circus, will take out his unit under canvas, playing mostly small towns in Ohio territory under auspices. He will augment his own performance with several other acts for a program to run an hour and 20 minutes. He is adding more equipment, including seats.

He informed *The Billboard* representative here that he would play mostly school group auspices in towns which are too small for motorized shows to include on their itinerary and in towns where schools have their own athletic stadiums, which he will use.

Opening is planned for the middle of June near here. Malloy also is contracting celebrations and week stands under auspices, handling the promotion details himself. Nancy Darnell (Mrs. Malloy) is in charge of the office.

## Barnum Home To Be Moved

BRIDGEPORT, Conn., April 13.—Plans for relocating Connecticut Junior College at Marina, the Wilson E. Marshall estate, and former home of P. T. Barnum at Seaside Park, met with hearty approval at the regular spring quarterly meeting of the board of trustees last week. A report from a committee of citizens studying the possibility of the move unanimously recommended the shift to the board, stating that the property should be acquired for the future location of the college.

## Hennies Bros. To Open On Schedule in Joplin

SHREVEPORT, La., April 13.—Despite damage sustained by Hennies Bros.' Shows in the tornado which hit this town recently, shows will leave quarters on schedule and open as planned in Joplin, Mo., on April 20. Three days after the blow quarters were functioning in high and shops were moved to other buildings.

A few mechanics were added in various departments to make up for lost time, and owner Hennies and Manager Ralph Clawson planned the work so the 70 men now on the pay roll would have organization ready to roll by tomorrow.

Fifteen new wagons have been turned out in the shops, under direction of Clawson, and all other equipment has been overhauled. Ten coaches were re-roofed and 30 flats redecked. Plenty of neon prevails on show fronts and Elsie Calvert's Red, Hot and Blue show front has been done over in copper chromium. Shows plan to carry 20 rides and 17 shows. J. C. McCaffery, vice-president and general manager Amusement Corp. of America, was here recently looking it over. J. C. (Jimmie) Simpson came in from his home in Birmingham.

## Sam Lawrence Is Honored On Birthday Anniversary

GREENVILLE, S. C., April 13.—Mrs. Shirley Lawrence tendered her husband, Sam Lawrence, general manager of Lawrence Greater Shows, a surprise party in the Blue Room of the Pines here Wednesday night in celebration of his 50th birthday anniversary. After the office closed Mrs. Lawrence arranged with J. Goodman, Pines manager, to have all the settings ready. The table featuring a huge birthday cake, with all the trimmings, was placed in the center of the room. When the door opened and the honored guest entered, Lawrence was greeted with the singing of *Happy Birth-*

*day* by guests, accompanied by the Pines Orchestra.

Following the serving of lunch and refreshments, songs were rendered by Aline Waters and Mary Amos. Bill Woodall was toastmaster and opened the party by paying tribute to Lawrence, who was noticeably moved by the proceedings. Sam responded with a talk on the history of his shows. Others speaking briefly were Bob Demerest, Jack Burke, Lou Gueth and Mrs. Lawrence.

Greeting cards and wires were read by General Agent George S. Marr and owner Lawrence received many gifts. A personal telegram from Mrs. Shirley Lawrence's mother was sung to Sam over the loud-speaker. McDowell's Orchestra provided the music for dancing, which continued until early morning.

Guests included General Agent Marr, Special Agent Frank Braun, Mrs. Lawrence, Captain Jack, Bill Woodall, Jack Burke, Johnny Applebaum, Rene Feathers, Aline Waters, Mr. and Mrs. Bob Demerest, Mrs. Ray McWethy, Mr. and Mrs. Dan Edenfield, Louis Gueth, Maxie Passink and Sy Perkins.

## BIG ONE THREATENS

(Continued from page 30)

circus sign, "there is no strike," by eliminating the word "no" and changing it to "a." Arraigned before a magistrate and held in \$25 bail each for a hearing next Thursday were William Vindrin, William P. Dwyer, Peter Conrad and Harry Gordon. Members of the show's prop and other working departments are understood to be forming their own union and will seek an AFL charter. It is this union which Whitehead charges is company controlled.

### Sidelights

Courtney Ryley Cooper, the circus author, big-name magazine writer and of late years a crusader championing the interests of the Federal Bureau of Investigation, and especially of its chief, J. Edgar Hoover, has at long last been snared by the show's press department. "Coop" was to have joined out last year, but FBI author activities took him to the West Coast, where he moved with and in the Hoover circle out Hollywood way. The man who pre-birthed New York's famous blizzard of '88 by two years and who has been police reporter, movie and radio scenarist, feature writer, circus clown, agent and operator, best-selling author and the standout circus novelist and spinner of sawdust yarns in this country, was cornered in a Garden alley and admitted the circus smell is imbedded deep in his nostrils. "Coop" will have a free hand in his tour around the Big Show circuit, but he won't work free. His salary, he announced, is 1 cent for the season, an announcement which established the fact that he has not lost his newspaper touch and can get a good headline out of a simple statement like that.

A load of Circus Fans from Eastern points turned out to honor two clowns after whom tents are named—Felix Adler and Bluch Landolf. In the party were CFA President William H. Judd and Mrs. Judd, Melvin D. Hildreth, Bugs Raymond, Dr. and Mrs. J. M. Ganey, Bill Montague, Mr. and Mrs. Joseph E. Minchin, Mrs. Joseph Alexander, Joseph M. Ganey Jr., Eugene Cushman, Frank O'Connor, Mrs. Coe Bill, Robert Bill, Carlos S. Holcomb, Jacob B. (Jersey) Jones, James H. and Schuyler Van Cleef, Lillian N. Markland and Mrs. Dorothy McCreery.

Performance has been chopped about an hour and now runs just a little more than three hours. . . . Giraffe Soudana gave birth to a male longneck (a 12-pounder) April 7. Christened Hank, after Henry Ringling North. . . . Recent visitors: J. C. McCaffery, Abie Tavlin, Oscar Lowande, Abe Goldstein, Lew Dufour, Gene Graves and scores of parties from the outdoor amusement fraternity.

(Based on opening performance and crowded out last week due to lack of space.)

This year's aerial ballet, which was known around the Big Show as Sam Gumpertz's favorite display, was not badly done but it lacked the glamour that the former Big Show top man insisted on putting into it. On the other hand, the present administration acquitted itself admirably in staging the spec despite the handicaps of strike talk in the air and comparatively little time in which to get the show set due to the hockey games eating into the show's rehearsal and setting-up time.

The imposing figure of Clyde Ingalls was missed and the absence of the colorful showman left an open gap in the otherwise colorful panorama. Ingalls was more than a sartorial fixture. His announcements used to be a very definite

## WANTED FOR MYRTLE BEACH, Myrtle Beach, S. C.

On Percentage: Merry-Go-Round, Ferris Wheel, Kiddie Ride and one or two other major rides. Must be in good condition. Season, June 1 through September 1. Location, Board Walk adjoining Pavilion. Spot played last three years by Mrs. Melville. Summer population, 75,000 regular. Write or wire what you have. J. D. I., care News Piedmont, Greenville, S. C.

FREE GATE **HAPPY ATTRACTIONS** FREE ACT  
OPEN APRIL 27, NEWARK, OHIO  
Can place Shooting Gallery, String Game, Pan Game, Cane Rack, Bumper Game, Scales, Ball Games, Cigarette Shooting Gallery, Dart Game, Fish Pond, Candy Apples, Cotton Candy. Want Shows—Athletic Show with or without equipment. Ed Reno wants Acts for 10-in-1, Girls for Girl Revue.  
**HAPPY ATTRACTIONS**  
BOX 125, COSHOCTON, OHIO

and characteristic part of the Garden show. Another person still missed is Mickey Graves, whose energetic prodding always managed to sustain our interest while action was lagging on the part of human and animal performers.

This year's bull display was put over far better than in recent seasons. The bulls seemed to respond with greater alacrity and the massed formation on the hippodrome track was something to marvel at even to the hardened circus-goers.

The new baby blue uniforms with white, short-sleeve shirts worn by the prop men, decorated with red hearts sewn on the denim, gave the show a certain bizarre touch that might be Mayfair. Park Avenue or the Champs Elysees but is definitely not American circus. Maybe the Big Show will come down to earth and put the boys back in uniforms that will make them less self-conscious after many weeks are gone. And there's one prop man with a mustache! Maybe that's the continental influence, too.

### Executive and Corporation Personnel

John Ringling North, president; Henry Ringling North, vice-president and assistant to J. R. North; Robert Ringling, Mrs. Charles Ringling, Mrs. Aubrey Ringling, vice-presidents; William P. Dunn, secretary-treasurer of corporation; Harold R. Brophy, director and senior counsel for Ringling estate; John Reddy, counsel; Herbert Duval, legal adjuster; George W. Smith, general manager; J. C. Donahue, general traffic manager; Arthur Hopper, outdoor advertising manager; Pat Valdo, director of personnel; Fred Bradna, equestrian director; Michael Bergen, M.D., physician; Jane Johnson, secretary to J. R. North.

### Press Corps

Roland Butler, director; Frank Braden and Gardner Wilson, story men; Courtney Ryley Cooper, feature writer at large; Allen Lester, contracting press agent; F. Beverly Kelley, radio director, assisted by Frank Morrissey; Loomis (Sonny) Dean, photographer.

William J. Conway and Al Butler, contracting agents; Walter Wappenstein, Willie Carr, Dusty Rhoades, 24-hour men. John H. Brice, chief of police; Ralph Carson, special officer.

### Bosses, Etc.

Peter March, menagerie; Walter McClain, elephants; John West, ring stock; William Curtis, canvas; Lawrence Banci, wardrobe, assisted by Margaret Graham; John Carson, ushers; William Yeske, blacksmith; Raleigh Davidson, illumination; Joe Dan Miller, sleeping cars; Ralph Milton, train; Mike Carey, paint; Ralph Lill, properties, assisted by Howard Mintz, Blackie Wallace and Whitey Wilbur; McCormick Steele, front door.

### Clowns

Felix Adler, Bluch Landolf, Charles Bell, Billy Denaro, Paul Jerome, Paul Wenzel, Louis Bell, Dick Bell, Lawrence Anderson, Paul Mortier, Splinters, Shorty Flemm, Robert Nelson, Larry Tripp, Lou Jacobs, Chesty, Willie Moser, Paul Jung, Johnny Tripp, Homer Goddard, Bones Hartzell Trio, Milt Taylor, Johnny Bossler, Jack LeClaire, Frank (Dutch) Luley. Midgets: Clayton Chase, Howard Marco, Henri Duchin, Frankie Saluto, Paul Horompo, Baptiste Gallicoli, Prince Paul, Henry Bedow.

### Band

Merle Evans, conductor; Al Gamble, Philip Garkow, Joe Dobie, Henry Kyes, Joseph Lash, H. C. Werner, cornets; Max Ring, flute and piccolo; Oscar Matthes, E-flat clarinet; Tony Ramirez, Don Baker,

## WANT

For Sound View Beach, Connecticut. Venetian Swings and Kiddie Rides; will book on percentage or flat. Room for a few legitimate Grand Concessions. Building for Penny Arcade and Pookerino Tables. Will book on percentage. Can use partner to operate Bingo, running 7 days a week. No opposition. Best location on beach. Address: J. GLOTH, 354 Asylum St., Hartford, Conn.

## CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Rider, 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. SHAW & YEAGER, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

## HUGHEY & GENTSCH SHOWS

Want Ell Operator, also Ride Help. Want Man to take charge of Turn-Over Crazy House. All must be sober. Want Shows with or without outfits. Want legitimate Concessions.

GLOSTER, MISSISSIPPI. THIS WEEK.

## BARKER SHOWS

WANT SMALL COOK HOUSE AT ONCE, ALSO MECHANICAL MONKEY AND SNAKE SHOWS. CONCESSIONS THAT WORK FOR 10c. BENTON, ILLINOIS, THIS WEEK.

## WANT

Walters, Cooks and Griddle Men. Come to San Antonio; this is not circus style any more.

## TOM MARTIN

Care RUBIN & CHERRY SHOWS.

Harry Nevins, Anton Tonar, James Slantz, Tony Palma, clarinets; Paul Davis, Merle Smith; Bob Lee, Harold Fricks, horns; Noble Howard, Clarence Bennett, baritone; Lew Bader, Stanley Czerwinski, Andy Grainger, Henry Forthman, trombones; Johnny Evans, Gabe Russ, basses; Ray Brownell, Frank Hoffman, R. L. Sherbondy, drummers; Pete Heaton, calliope. Evans' organization has never been more cue-perfect or presented a more interesting repertoire of arias and modern and classical tunes.

### Side Show

Fred Smythe, manager and big show announcer; George (Red) White and Don James, lecturers; Thelma Williams, fat girl; Spotted Family; Betty Broadbent, tattooed girl; Singlee, Indian fire eater; Shadow Rogers, skeleton; Nabor Fellz, Indian sculptor; Great Omi, zebra man; Wilbur Harris, mouth stretcher; Milo Vagge, bag puncher; Alex Linton, swords; Great Waldo, magic; Gibb Sisters, Siamese twins; Senorita Josephine, snakes; Charles Roark, ventriloquist; Mr. and Mrs. Gottlieb Fisher, giants; Lilliputians—Doll Family, Major Mite, Jennie Reynolds, Thasia Gardner, Joe Nawrath; Hawaiian troupe—Thomas Makaena, manager and steel guitar; David Kaina, guitar; Joe Fuller, bass; Hazel Makaena, Barbara White, Frenchy Burkhart and Laura Amadisto, dancers. A swell-looking aggregation, ably described and presented. Gargantua the Great and the menagerie are, as usual, part of the congress in the Garden exposition hall downstairs.

### Concessions

Concessions are operated again by Miller Bros.' Concession Co., Frank and Paul Miller. E. Gutman is manager, assisted by Slim Harris. Stand men in novelty department are M. Gustow, Harry Brennan, C. H. Allen, Abe Zimmerman. Seat men—Jake Besser, Louie Bloom, Charles Dickens, Willie Lisch, Bob Keatley, Louie Rosenberg, Huey Long, Harry Fields, Carl Porgess, Morris Zettner, Chameleon workers—Denver Nate Klein, Gus Gussinger. There will be a personnel of about 75 on the road.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 13.—Reporting on the Gary, Ind., licensing situation, we are in receipt of a communication from Associate Counsel Richard S. Kaplan, in which he points out that, in behalf of the association, he has been successful in having the amendment prepared by him placed before a special committee of city council and that he believes the amendment, in due time, with perhaps minor changes, will be adopted.

However, in view of the fact that the amendment cannot be adopted before July or August, the associate counsel has secured a special permit for one of the member shows to operate in Gary in June. A resolution was adopted by council, granting this permit and waiving all fees for license because the auspices is well known and the show is a member of the association. Mr. Kaplan advises that he will keep this office informed of developments.

On many occasions we have been

asked for specific illustrations of some of the activities of the association in behalf of members. We think the above is as good as any, and certainly to the member being benefited it represents a substantial accomplishment when one considers that no show has been able to operate in Gary in several years.

## Los Angeles

LOS ANGELES, April 13.—Good weather brought good crowds to the beaches in this section over the week-end. Mrs. Edw. F. Walsh is recovering from a recent illness. William T. Spaeth, vet showman, motored in from New York. Bennie Fink drove in in a new car from an Eastern factory. Ted and Marie Le Fors left to join the Siebrand Bros.' Shows in Paso Robles, Calif. Pete Aquilard Despard is handling the shows for the Mexican consulate at the Coliseum here. Capt. Serafin Gutierrez and Mexican Cossacks left for Arizona and New Mexico. Ted Metz is readying his side show for opening with Douglass Greater Shows.

Charles (Butch) Gagus, vet showman, came in from San Francisco for a short visit. Felix Furke left for San Francisco,

where he has a novelty jewelry store. Will Hobday was here getting Golden State Shows ready for opening. Tommy J. Myers, former auditor of Crafts 20 Big Shows, is located in Oakland. R. F. Clarke came in from New York and obtained a contract to take Pasadena Rose Bowl Band to New York World's Fair. Mrs. Jessie Regal was in town en route to join E. O. Douglass Shows.

Recent showfolk visitors here included Harry Cohen, Nate Saulman, Bill Harris,

Harry Wayne, George Bonnevant, R. C. Banard, Capt. Dave Barnett, Jimmie Dawson, Frank Bierce, Ben Cochran, Cal Sewell, Al Fine, R. F. Clarke, Earl C. Moore, Tex Sherman and Alexander Ouman. Hort Campbell's Tip Top Shows are playing Southern California to fair business. Jack Schaller reports he will handle the Pasadena (Calif.) Firemen's Circus in Rose Bowl. Joy Holmes is committee chairman. Charles Delps has recovered from a recent injury.

# Radio Publicity Survey

(Continued from page 8)

been named by the editors as giving the best all-round quality of advertising agency service. In second place, replacing Benton & Bowles, is Young & Rubicam, followed by B. & B., N. W. Ayer and B. B. D. & O. Young & Rubicam, sending releases out under the B. I. S. letterhead, lost several points when some editors named B. I. S. in the press agent group. This meant the votes had to be discarded insofar as B. I. S. is concerned. Altho J. M. Mathes lost ground in the distribution-of-copy ranking, it gained over last year in the agency ratings, obviously the more important of the two questions. H. W. Kastor, which did not rank last year, is ninth this year.

For the purposes of comparison, this is the order in which agencies finished last year (this year's rankings given in the large chart in the Radio Department of this issue): Thompson, B. & B., Young & Rubicam, B. B. D. & O., Ayer, Baker, Russell M. Seeds, Lennen & Mitchell, Warwick & Legler, Mathes, Blackett-Sample-Hummert, Ruthrauff & Ryan, Lord & Thomas, McCann-Erickson.

The rankings this year are on the basis of 87 editors' votes.

## Question 11

### Little Coercion Felt

NATIONAL advertisers seldom attempt to use the power of advertising budgets to get space, according to the

answers to Question 11. Only nine editors out of 120 voting answered "Yes" on this question, 87 stating "No," 21 stating "Occasionally" and three stating "Very Seldom." Of the nine affirmative votes, six said that the instances involved small local advertisers.

## Question 12

### P. A.'s Copy Distribution

QUESTION 12 asked the radio editors to list the press agents sending them releases. First, second and third went to the same men who held these positions last year, Earle Ferris, Tom Fizdale and David O. Alber, finishing in that order. Fourth this year is Irving Parker, who was formerly in business with Ferris in Hollywood, and went on his own at the end of 1938. Parker replaced Ken Lyons, Richard Himber's press agent, as fourth, Lyons going to sixth, with Jack Banner taking fifth. Another new name among the leaders in this listing is Harold Koch, who a year ago, in March, 1939, became press agent for the Song Hit Guild. Phillips Lord, fifth last year, is at the tail end this year, while Mel Adams (p. a. for Hal Kemp and RCA-Victor), Jack Egan (p. a. for Tommy Dorsey and Dick Todd), Carroll Nye (former Coast radio columnist turned p. a. during 1939) and Hansen-Williams are other new names in the distribution leaders. Full list of the press agents named is included in the chart.

A total of 90 editors named press agents.

## Question 13; Ferris and Fizdale Finish One-Two in P. A. Ranks

FINISHING first for the third successive year as the press agent leading in publicity service (Exploitation Awards will be announced next week), Earle Ferris had a closer race this year than ever before, with Tom Fizdale making strong gains. Last year Ferris won by 25 firsts. Fizdale cut the lead to 12 this year. All of Fizdale's gain this year was made in first-place votes, since he polled 21 second-place votes each year and fewer third-place votes this year than last. He had the same number of fourth-place mentions both years and no fifth-place mentions this time as against two last year. Ferris had the same number of first-place votes—38—this year and last, and approximately the same number of votes for second, third and fourth. He had no fifth-place votes either year.

Dave Alber climbed into third place this year, up one spot from fourth. Ken Lyons, third last year, is sixth in the current standings. (Lyons' name does not appear on the releases he sends out for band leader Himber.) Irving Parker is fourth, Mel Adams fifth, Harold Koch seventh, Jack Banner eighth, Jack Egan ninth and Garfield-Zimmerman tenth.

The positions after fifth are interesting, since Adams and Egan are primarily band press agents and Koch, as noted, is a comparative newcomer. The real surprise of the press agents' rankings, however, is Jack Banner, who started in business in November of last year and is already rated comparatively high, well enough to get at least one first-place vote and three for second-place.

Remaining placers in the p. a. ranks are listed in the chart. A total of 71 editors participated.

## Question 14

### Best Service of All

FOR the third straight year, networks' press service is judged to be the best all around of the four available to the

editors. The networks made more gains than any of the others, with 70 first-place votes this year to 58 last year. Press agents are still second, gaining three first-place mentions to total 14; agencies are third, with five first-place votes each year, and stations have the same spot they've had thruout—last with five first-place nods this time against three last year.

## Question 15

### Affiliation Vs. Copy

ALTHO it does not affect a considerable number of the editors participating, this is one of the more interesting trade questions, since it seeks to establish the relation between newspaper-radio ownership or affiliation and use of copy on other stations. The question reads, "If you are associated with a newspaper which owns or has an affiliation with a radio station, do you use copy on other stations?" For obvious reasons, the editors are told in the questionnaire that they will not be quoted directly.

Forty-seven editors voted on this question. Of these, 35 said they did use "outside" copy; three said they use very little, and only four stated they could use none at all. It is a high percentage of use, and an improvement over last year, when the answers were Yes—25; Little—6, and None—6. The number using none has decreased.

Questions 16 and 17 deal with use of art and type poses the editors want. The results of these questions will be published in *The Billboard* dated May 4.

Results in the Exploitation Division will be announced in next week's issue of *The Billboard*.

Further material to be published includes a round-up of quotes from the editors' comments—with especial reference to NBC's clip sheet—and art information.

## OFFICIAL OPENING ERIC B. HYDE SHOWS

Chase City, Va., April 29th

SHOWS—Can place Showmen with new and novel attractions. Want Motordrome and Big Snake Show. ANN LEE wants Musicians and Performers for Minstrel Show. JACK BENNIS wants Girls for Girl Show. Hawaiian Show and Posing Show. Want capable people for elaborate Life Show. Canvasmen and Workmen in all departments. RIDES—Can place Octopus or Rollo-Plane and one more Flat Ride. Want Foreman for Loop-the-Loop. CONCESSIONS—Due to last minute disappointment, can place large Cookhouse and Corn Game. Also Lead Galleries, Frozen Custard and other legitimate Concessions. CHAS. H. SUTTON can place two Wheel Concessions. Pre-season unit now open. All Concessions, Shows and Rides can join at once. This week Clarksville, Va.; week of April 22nd, South Hill, Va. Entire Show opens April 29th at Chase City, Va., with excellent route thru Virginia, West Virginia, Ohio and Pennsylvania to follow. Address all communications to ERIC B. HYDE, Mgr.

## ERIC B. HYDE SHOWS

**TRAINMASTER WANTED**—Experienced and reliable Man capable of handling 40-Car Show. Single man preferred.

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7  
RIDES

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LAST CALL

9  
SHOWS

All people contracted, please note. Opening Stroudsburg, Pa., Saturday, May 4th, auspices Monroe-Pike Co. Sportsmen's Spring Fair. Want Help for Merry, Glider, Tilt, Ell, Ride-O and Rollo-Plane. Also Help for Shows. WANT TALKERS for Girl and Side Shows. No more Shows or Rides wanted. Concessions that do not conflict with Cookhouse, Bingo, Pop Corn, Custard or Photo. Will sell Ex. on Penny Pitch and Arcade. (Smitty, answer.) Our Fairs start the first week in August and end in October. List furnished to reliable parties. 12 Fairs and 5 Celebrations. Address all mail to LLOYD D. SERFASS, Gen. Mgr., Stroudsburg, Pa.

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WANT

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WANT

General Agent who knows Iowa. Must have car. Charley Noel, wire. Agents for Stock Joints, Manager for Athletic Show, Illusion and Grind Shows. Want Mechanical Show, Live Pony Ride. Foreman for Wheel, pay \$15.00 per week; sure pay; also Second Man. Man to operate Loop-o-Planes. Don't write, join now. Lyons, Kansas, this week.

Wire C. A. GOREE or P. M. MOSER, MGR.

LETTER LIST

(Continued from page 28)

Murdoch, Robt. K.
Murphy, Izzy
Murphy, Welton
Murray, Frank
Myers, Bob Red
Myers & St. John
Myers, W. H.
Myers, Elmer C.
Myers, Harry Nosey
Nadig, Jack
Naszodan, Nick
Neal, Jimmie
Neal, William
Neilhart, Warren
Nelson, Harry
Nelson, H. F.
Nelson, Vick C.
Neurman, James
Newfield, H.
Newham, Gordon
Nicholas, Green
Nicholas, J. C.
Nicholas, P. D.
Nichols, Rudy Red
Nimmo, Dave
Nix, Grady
Noble, Ralph
Noland, Jack
Noles, Robert
Nord, John Toby
Norris, John G.
Northrup, Donald
Norton Bros.
Norwood, John
Null, Blackie
Nultmier, Harry
O'Brien, George F.
O'Brien, Myron
O'Connell, Spike
O'Connell, Thos. F.
O'Day, Mike
O'Dell, Art
O'Dell, Jesse
O'Leary, Ralph
O'Leary, Ellis
O'Malley, James
O'Malley, John J.
O'Neill, Frank J.
O'Neill, Lawrence
O'Shaughnessy, James
Ody, Mel
Ollier, Doc Dongong
Omni, The Great
Ortiz, John
Osborne, James L.
Osborne, Paul
Ossified Roy
Ovette, Joe
Owens, Marvin
Page, Harry
Page, Robert
Paige, Otto
Palmer, Leo
Palmetto, Richard
Panaewa, Walter
Paoli, Eddie
Pape, Billy
Pappas, Chas.
Paradise, Tony
Parent, Art
Parma, the Great
Parham, Odett
Park, Andrew
Park, Joe
Parker, Curley
Parker, Lew
Parker, (Allen & Parker)
Parker, Sherwin
Parrish, Mae & Billy
Pasell, Sam
Pastors, Nobby Red
Patrick, T. R.
Patmos, Nick
Patton, F. G.
Patty, Jack
Paul, A. D.
Paul, Walt
Paulter, Albert
Paxton, Frank
Pearce, Frank
Pebrow, Snookie Joe
Pellonari, Geo.
Pence, W. L.
Perric, Senor
Peters, Alvia
Peters, W. Robert
Phelps, Cecil
Phillips, Goody
Phillips, John V.
Phillips, Robert
Philon Bros.
Phleen, M. J.
Pickard, W. J.
Pierce, George
Piercey, Howard
Polans, Murray
Pollock, Sam Bud
Pope, Billy
Porter, Lewis
Posey, Bob
Potter, Joe Joby
Potts, Harry H.
Powell, Bill
Powell, Chas.
Powers, Charlie
Powers, Harvey
Prince, S. S.
Proctor, Russell
Proull, Eddie
Pruitt, Robert S.
Prunier, Lewis
Purcell, Pat
Purvis, C.
Race, Fred J.
Rachat, Ray
Radcliff, Art
Rae, John G.
Radland, Geo.
Rainsan, Sawel
Randall, Harry
Ray, Buster
Raymond, Nick
Rea, James W.
Reagan, Michael
Reaver, Vernon
Reckless, Fred
Redding, Lyle O.
Redman, Bill
Reed, Jimmy Booger
Rees, Buddy
Reeths, Fred
Regan, Pat
Regnell, Niles
Reitzel, Jay J.
Rendolek, John
Reilly, Jack
Reno, Edw. A.
Reno-Marys, A.
Reynolds, Dan
Reynolds, Ralph J.
Rice, A. C.

Stober, Tex
Stone, Carl
Stone, Geo. B.
Stone, John H.
Stone, Robert
Storm, Frank L.
Streets, Dr. F.
Strom, Ray L.
Stron, Bob
Struble, O. F.
Stuart, Sam
Styer, Bob
Suggs, Blackie
Sullivan, Scottie
Summer, Willard F.
Sundstrom, John E.
Sutton, Al
Sutton, Charles
Sutton, Luther
Sutton, James Keith
Suttons, the Musical
Suvo, Doc Jack E.
Swanson, Paul
Swisher, Jerry E.
Tabor, Jimmie
Talbert, Homer R.
Tan, Alex
Taylor, Buck
Taylor, Raymond
Tecklow Family
Tennis, Theodore
Tepolt, Rubin
Terhune, Max
Terrell, Billy
Terry, Denis
Terry, Buddy
Texas Max & Goat Show
Tharp, Leo
Thomas, Geo.
Thomas, Harold
Thomas, James A.
Thomas, Lee
Thomas, Tommy
Thompson, James S.
Thompson, John
Thompson, Joseph
Thompson, Mike
Thompson, Miller
Thompson, W. A.
Thompson, Win. E.
Thornon, Bud
Thornon, Mickey
Thornon, Olan
Thrasher, Dewitt
Tilton-Guthrie
Tolbert, Milt
Tom, Geo.
Tony, Mike
Tookey, Norman
Townsend, C. G.
Trim, Alfred
Trout, Charles L.
Troutman, Clarence
Truitt, Wm.
Tucker, E. H.
Turner, Francis L.
Turner, Geo.
Tyree, Doc
Tyree, O. H.
Ucar, & Jones
Ulmer, Jack
Underwood, Warren
Underwood, H. C.
Urich, Dewey
Urich, Miller
Umick, Joseph
Uthman, Dr. Aabid
Uthwhich, Even
Utley, Dan
Vail, Frank
Van Burkum, Nick
Van Brent, Walter
Vandiver, Bob
Van Sickle, Roy J.
Van, Tatoo
Vanvoe, Ray
Varnes, George
Veniko, Prof. L. J.
Vickers, Nat
Vincent, J. V.
Vivian, Jack
Voise, Harold
Vossburg, A. J.
Waddell, Peggy
Wade, Ernest
Wade & Smith Show
Wagoner, Claud
Waino, Kenneth
Walden, Frank
Walene, Al
Walorski, Stanley
Walker, Garnet
Walker, George C.
Walker, Wm.
Wall, J. A.
Wall, Jay
Wallace, Bert
Wallace, Gus
Wallace, James
Wallace, (Billy James)
Wallace, W. M.
Walley, Edward S.
Walsh, Arthur E.
Walsh, Gene
Walter, Kenneth F.
Walters, Herbert
Walters, James
Walton, Lou
Ward, Jr., Jack C.
Ward, J. Robert
Ward, Staunton
Warner, Harry S.
Warner, Sanford
Waters, Roy
Waters, Marvin
Watson, Doc T.
Watson, Frank
Watson, Jack
Watts, Doc T.
Weaver, J. T.
Weaver, Johnnie
Webb, Joe B.
Webber, John H.
Webster, James Clark
Weekly, C. E.
Weinida, Albert
Weiss, Whitely
Welch, G. R.
Weller, S. E.
Wells, Wm.
West, Stanley
Westcott, Robt. H.
Western, S. J.
Weston, Sammy
Wharton, Slick
White, Edw.
Whitman, R.
Whitmore, Robert
Whitney, Ollie
Whittaker, Bill
Whittington, E. V.
Widener, Francis
Wilfred-Mac Trio
Wilkins, Charles F.
Willander, John
Willett, Lesh
Willmet, Popeye
Williams, Bubba
Williams, Harry
Williams, Joseph
Williams, Harry
Williams, Leonard
Williams, Mark
Williams & Williams
Willis, Floyd M.
Willis, the Great
Wilson, Bud
Wilson, Chas.
Wilson, Chev-tobacco Peto
Wilson, Cliff
Wilson, G. L.
Wilson, J. Hull
Wilson, Jack
Wilson, (Oldfolks)
Winstanley, Robert
Winstanley, Minstrels
Winston, Jack
Winters, Geo.
Winters, (Feets)
Winters, Herman J.
Winters, J. W.
Wirt, Bobbie
Wise, Dr. Ed. F.
Witherspoon, Foy
Withdraw, C. E.
Wood, Doug Whitey
Woods, Daniel
Wood, George
Woods, John B.
Woodward Jr., J. C.
Woolrich, Carl
Worl, Mickey
Workman, Paul
Wortham, Ed.
Wright, Hank
Wright, Herbert
Wyatt, Bob
Yagla, E. L.
Yeager, Eddie
Young, Joe F.
Young, J. J.
Young, Ray R.
Youngblood, Zeke
Zane, Murry
Zarate, Luigo
Zybroski, Mike

White Eagle, Carl
White, Geo. Sailor
White, Max
White Med. Show. Ed.
White, Wally
Whiteside, A. R.
Whitman, R.
Whitmore, Robert
Whitney, Ollie
Whittaker, Bill
Whittington, E. V.
Widener, Francis
Wilfred-Mac Trio
Wilkins, Charles F.
Willander, John
Willett, Lesh
Willmet, Popeye
Williams, Bubba
Williams, Harry
Williams, Joseph
Williams, Harry
Williams, Leonard
Williams, Mark
Williams & Williams
Willis, Floyd M.
Willis, the Great
Wilson, Bud
Wilson, Chas.
Wilson, Chev-tobacco Peto
Wilson, Cliff
Wilson, G. L.
Wilson, J. Hull
Wilson, Jack
Wilson, (Oldfolks)
Winstanley, Robert
Winstanley, Minstrels
Winston, Jack
Winters, Geo.
Winters, (Feets)
Winters, Herman J.
Winters, J. W.
Wirt, Bobbie
Wise, Dr. Ed. F.
Witherspoon, Foy
Withdraw, C. E.
Wood, Doug Whitey
Woods, Daniel
Wood, George
Woods, John B.
Woodward Jr., J. C.
Woolrich, Carl
Worl, Mickey
Workman, Paul
Wortham, Ed.
Wright, Hank
Wright, Herbert
Wyatt, Bob
Yagla, E. L.
Yeager, Eddie
Young, Joe F.
Young, J. J.
Young, Ray R.
Youngblood, Zeke
Zane, Murry
Zarate, Luigo
Zybroski, Mike

Lewis, Jean
Marvell, Mrs.
McNeill, Mrs. Sarah
Nelson, Vivian
Owens, Mrs. Rita
Powers, Babe
Ramsey, Estelle
Randall, Louise
(Randall Sisters Trio)
Redmond, Shirley
Rider, Mrs. Pauline
Siegfried, La Rosa
Swishy, Mrs. H. C.
Vogel, Mrs. R.
Zorn, Zada
Allen, Capt. Frank
Ames, Alfred
Austin, Bill
Barrie, Jimmy
Bresnahan, T. J.
Bullock, R. T.
Burnett, Jack
Carlinville Mattress Co. The
Childs, Geo. A.
Christenson, Jack
Coleman, G. A.
Costello, D. K.
Crane, H. C.
Delaney, John D.
Derer, Charles
Fitzgerald, Mr. (Punch Needle Agent)
Forrester, R. E. Tex
Foshett, George
Frayne, Arthur J.
Gaines, Nick
Gates, A. L.
Galloway, Bert
Gist, Joe
Green, Abel
Green, Jack
Green, Joseph
Harpers Circus
Heth, Lutch
Hicks, Robert A.
Hopkins, Bob
Howell, William E.
Ingleson, Corp. R. H.
Johns, Harvey S.
Jones, Russell
Kaye, Bert
Karmi, Prince
Kovly, Eddie
Kervin, Harvey
Kinze, H. P.
Kuntson, E.
Kurtzbein, Fred
La Bounty, N. Paul
Lance, Wally
Langworthy, Reagie
Lightner, William
Lynn, Robert
Mahon, Charles
Mangan, Spencer
Manning, Otis
Miller, R. H.
Monales, Pedro
Mount, Barry
O'Shea, Pat
Peckerling, Henry P.
Perry, Frank
Reagan, Mr. & Mrs. C. W.
Richmond, Paul W.
Ridiculous Trio
Rogers, Gene
Ross, Harry A.
Ross, Morton J.
Ross, Tommy
Roundtree, Bob
Shoemaker, W. F.
Simmons, James
Leo "Chick"
Sims, Lee
Smith, Arthur C.
Smith, Gentleman
Stevens, George
Taylor, Don
Teakes, George
Tuthill, Edward
Vail, Bobby
Valentine, Roy G.
Wheat, Bob
Winarski, Ralph
Woods, Julius
Wright, H. P.
Wuesterfield, Herman
Yardy, Frank A.

MAIL ON HAND AT
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390 Arcade Bldg.
Parcel Post
Henderson, Euphemia
Holley, Christine
Hughes, Lillie
Jewett, Mrs. Helen J.
Joyce, Mrs. Vivian
Kier, Martha
Lenard, Mrs. Mag
Marvin, Mrs. Trona
Mooney, Mrs. H. P.
Oliver, Mrs. Gretchen
Paul, Miss A. B.
Stanley, Anna
Stanley, Mrs. Mary
Texas Yodeling Cowgirl
Walker, Mrs. Ellis
Ferguson, Donnie
Fermole, Phil
Flannigan, Robert
Freed, H. T.
Genious, Kenneth
Goldard, Robert
Goldstein, A.
Gorman, George C.
Gould, J. Shows
Gure, Walter
Haag, Roy
Hanasaki, Frank
Harris, Howard
Harvey, R. M.
Hatmaker, Chas. E.
Henderson, J.
Henderson, Warren
Hook, Curley
Howe, Rex
Hunt, Harry (Kid)
Ingram, W. T.
Jackson, L. M.
Jacobs, Jack
Merritt, Willie
Miller, Bertram E.
Moen, Mike
O'Brien, Jack Toby
O'Day, Mike
Opsal, A. N.
Owens, Buck
Park, Robert N.
Peters, Ed.
Pink, W. M.
Rao, Ned H.
Raye, J. L.
Rebus, M.
Rice, G. L.
Rodgers, Benny
Roma, Prof.
Rounds, Jimmie
Scott, Thomas
Schnaeger, Paul
Service, Edward
Skeene, L. G.
Smith, Gentleman
Stanley, Lazie
Stanley, Leroy
Stanley, Paul
Stevens, R. W.
Stipanovich, Milton
Tallman, Jack
Thompson, Able
Tobbin, Bob
Tubbs, Eddie
Tyree, Tom
Walker, Paul W.
Wilbitt, Frank
Williams, Chas. A.
Williams, Claude
Williams, Joseph
Winters, J. W.
Wright, Harry P.
Wright, Warren
Zieta, L.

NEW YORK OFFICE

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Women

Barrell, Billie
Bernard, Cassie
Berry, Marion
Black, Pearl
Black, Mrs. R. B.
Bynum, Kay
Cheraskin, Mrs. R. Cole. R. F.
Crouch, Gertrude
Guxli, Naldi
Hovey, Ethel
Natalie, Ann
North, Agnes Hall
O'Day, Shannon
Raff, Emma
Radell, Virginia
Roebuck, Jean
Ray, Dorothy
Richards, Nellie
Robinson, Ethel
Ruh, Grace
Searles, Mrs. T.
Searles, Flora
Thomas, Ina
Three Olympic Girls
Trevor, Bubbles
Van Wick, Raleigh
Wright, Jeanette

Hayward, Ruth
Hunter, Beulah
Hyde, Mrs. Wm. E.
La Claire, Marceau
La France, Josie
Lucaesson, Rose
McBride, Mrs. Jack
Mallory, Ullaine
May, Marie
Maynard, Mary
Mooney, Edith
Moros, Ethel
Natalie, Ann
North, Agnes Hall
O'Day, Shannon
Raff, Emma
Radell, Virginia
Roebuck, Jean
Ray, Dorothy
Richards, Nellie
Robinson, Ethel
Ruh, Grace
Searles, Mrs. T.
Searles, Flora
Thomas, Ina
Three Olympic Girls
Trevor, Bubbles
Van Wick, Raleigh
Wright, Jeanette

Le Roy, Jack
Le Roy, the Wizard
Lewis, Jack
Luffig, Charles
Martin, Jack C.
Masek, Joseph
McClure, Maxie
McNeil, J. G.
Messer, Jack
Meulemans, Chas.
Miller, James B.
Miller, W. K.
Montie, Johnny
Moran, Bob
Murphy, Eugene J.
Nagans, Fred
Nathanson, Sydney
Nelson, Harry Freal
Nicklas, George
Nungesser, Lee
Oarman, Frank
O'Dell, Larry
Parish, Frank
Perry, Frank
Phery, Jack
Phry, Harry
Rains, Arnold L.
Reynolds, Earl
Rice, Billy
Rich, Neal (Rat Face)
Roberson, James W.
Ross, Bernard L.
Ryan, Jack
Ryan, Walter
Schnell, Carlyle
Senan, Sidney
Sherwin, Albert
Simkins, Earl
Singleton, Ira
Stanley, Wallace
Stevens, George
Stockton, Lew
Styles, Talmadge R.
Taralin, Jack
Taylor, Billy Shorty
Tolopka, John
Tripp, George B.
Van, Freda-Fred
Victor, Jimmie
Walker, Tex
Ward, Hank
Webb, E. S.
Wells, Bert
Wilson, Johnny
Winclair, Donald
Woods, J. C.
Woodford, Andrew
Young, Raymond A.

MAIL ON HAND AT
CHICAGO OFFICE
404 Woods Bldg.,
52 West Randolph St.
Women
Deveraux, Billie
Diana, Phoebe
Gill, Jean
Hedberg, Mrs.
Lawson, Berdie
Deveraux, Billie
Diana, Phoebe
Gill, Jean
Hedberg, Mrs.
Lawson, Berdie

Truck and Trailer Legislation

EDMONTON, Alta., April 13.—All trucks and trailers are banned from northern Alberta highways until the roads dry. In the southern part of the province half loads are permitted on certain highways.

NEW ORLEANS, La., April 13.—Barely a month after completing details for truck reciprocity between Louisiana and Mississippi and Tennessee whereby all classes of vehicles were freed from license-tag payments, officials of Louisiana announce signing of an agreement between this State and Texas whereby trucks operated by private concerns, including carnivals, circuses and other traveling shows, may remain five days, twice each month, in either Texas or Louisiana without special levy.

ICE SHOWS

Helleapoppin, will put into the Netherland Building at the New York World's Fair. The latter is being cast by Fanchon & Marco, with Gae Foster likely to be assigned to directing the dances.

The type of show to be placed in the New Yorker's Terrace room has not yet been determined, the cast of principals is definite. It will be headed by Belita, English free skating star, who will later join the AMA's show. AMA has released her to the hotel for six weeks. The line-up includes also Roberts and Farley and Nathan Wally and Edith Dustman. The contract for Alfred Trenkler was not signed up to going to press, it is pretty certain that he'll be in the show too. A girl line will complete the cast. Ice shows will be presented at luncheons daily except Sunday, for the usual 85-cent charge.

In the AMA show, besides Belita, will be McGowan and Mack, Apache team; Dench and Stewart, English skating pair, and Pierre Benoit, 18-year-old Canadian twirler who turned pro three months ago. The managers' group is now negotiating with other large rinks outside its immediate membership, for a possible opening and tour in the West before settling down in Atlantic City as the Ice-capades.

Rehearsals on the Iceapoppin show are expected to start next week (providing peace has been restored between the fair and the unions) when Jesse Kaye, F. & M. booker, returns to New York to okeh cast. Reported that Eddie Smith, agent, is negotiating for Lowe, Hite and Stanley, knockabout comedy and dance act, for a berth in the fair revue. Trio is still learning how to skate. In order to accommodate the ice show, the Netherlands Building is being renovated, with seating arenas being constructed on both sides of the oblong-shaped main hall. Flooring, of course, is being reconstructed for

the ice tenant. As reported here last week, there will also be an ice show returned to Sun Valley under the management of Almon R. Shaffer, formerly manager of Old New York Village.

London Has Death Of Ice Skating Shows

LONDON, April 13.—British ice rinks have been devoid of produced shows this winter, except for the exhibitions by leading amateurs and professionals during rest periods in the hockey games. Biggest events of the season have been two war charities at London Empress Hall, where cast included cream of talent among instructors.

New Outdoor Rink Seeks S. Henie for Opener

PHILADELPHIA, April 13.—Offers were wired this week to Sonja Henie and the Ice Follies to perform at the Philadelphia Garden, where one of the greatest outdoor skating rinks in the world is being erected on the site of the old Phillies Ball Park. The rink is expected to be finished in June.

"Ice Vanities" Beats Last Year's Grosses in Philly

PHILADELPHIA, April 13.—Box-office click of Ice Vanities of 1940 at the Arena, originally scheduled to end a six-day stand April 3, brought a three-day holdover. First three days' business, including a Saturday matinee, tallied a socko \$17,999.96, ducats peddling at \$1.14 to \$2.28. Total compares most favorably with the first three days last November, when Ice Vanities pulled \$13,900 for the same number of shows.

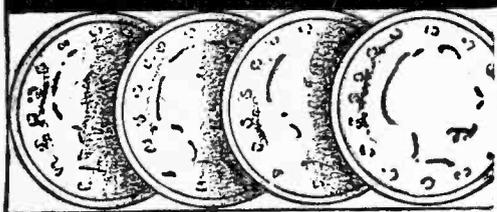
Kelly Icer for Theaters

LYNCHBURG, Va., April 13.—Eddie Kelly's Ice Follies of 1940, which got under way recently with a three-day engagement at the Academy Theater here, has been routed on theater dates thru Virginia and North Carolina by the Houpe Booking Agency, of Valdese, N. C.

Brandt's Ice Revue Touring the Coast

SEATTLE, April 13.—The Ice Parade of 1940, a Dr. Arthur Brandt production, was held over for three days last week at the Civic Ice Arena. Brandt's two daughters are included in the cast of 20. Revue's route next lists Vancouver, B. C., and Oakland, Calif. Sonja Henie underwent an emergency operation for a peritonilar abscess aboard ship on her return from a vacation in Honolulu. She landed in San Francisco last Wednesday (10).

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## Machinery

**The coin machine industry should try to help people understand the machine age**

This is an age of propaganda as well as a machine age. It seems that the only effective way to meet propaganda is with propaganda. The coin-operated machine trade seems nearly always to have been the victim of a lot of adverse propaganda and has never been well enough agreed on what are its own best interests to defend itself.

As long as unemployment is in the air, and there are discussions of the effects of machinery on jobs, at least two divisions of the coin machine trade are open to attack on the theory that coin machines displace human beings.

Two of the most completely organized attacks ever made on the coin machine trade, or special types of coin-operated machines, have been made on the pretext that coin machines displace human beings. As long as there is agitation about unemployment, it seems that the music and vending machine sections of the industry will need to be prepared to meet such attacks.

Fortunately, the amusement games section of the trade is never questioned on the score of employment. The amusement games industry provides so much employment in manufacturing, supplying of parts and in the far-flung operation of the machines that it really more than offsets any unemployment that could ever be charged to any part of the industry.

A prosperous and widespread amusement games industry is one of the first lines of defense for the industry when it comes to the question of employment.

There is a lot of discussion of machines and jobs in the air at the present time. A proposal has been presented to Congress to tax machinery in proportion to the human labor it displaces. It is not easy to foresee what strange applications could be made of such a law once it happened to get onto the books. Minor industries like the coin machine trade might be an easy victim.

The monopoly quiz in Washington has turned to the question of machines and jobs. While this investigation is certain to bring to light many important and necessary facts, the danger is that these facts may be suddenly twisted for use against small industries to destroy them before people have time to use common sense.

When the coin machine trade in any of its divisions begins to prosper it begins to get a lot of publicity in magazines and newspapers. This sometimes serves to focus attention upon a small industry that arouses misinformed antagonisms.

These reasons and many others indicate that the coin machine industry should keep well informed on what is taking place in America and that the trade should especially be prepared at all times to meet adverse propaganda.

Members of the coin machine trade should understand the primary facts about the machine age and jobs. It would be a good move for American business to pay the big metropolitan newspapers to stop entirely most of the silly propaganda published on the question of machines and jobs. It

would pay American business to stop their own propaganda machines and organizations long enough to find out a few facts about the real situation.

The Illinois Manufacturers' Association has recently issued some of the silly propaganda that is quite common today and naturally the metropolitan press featured it. In common with all such silly propaganda, it offers a lot of words to prove that machines make jobs and that they never cause unemployment.

Such arguments are downright silly when there are millions of unemployed in the country. The final effect of such arguments on the millions who are unemployed is to make them hate machines all the more. If the silly arguments are kept up long enough the millions who are out of jobs may decide to get rough with the machines.

The seriousness of all this propaganda appearing in the newspapers is that it may react on small industries before it can affect large industries. That is where the coin machine trade comes in. When people are agitated on a subject that affects their daily bread they do not think things thru and they are likely to be misled by agitators and false information.

For that reason we should all want to get the facts about the machine age simplified as much as possible so that the man out of a job can understand what it is all about.

In the midst of all the propaganda handed out by big business and the propaganda machines, there is one simple fact about the machine age which stands out clearly. It is not the machines that put men out of work; it is monopoly in ownership of machines that put men out of work.

It is certainly true that machines create more jobs, and always will create more jobs, provided there are no monopolies in the ownership of machines.

The millions of people out of work will understand this fact when properly presented to them.

On that fact the coin-operated machine industry can stand and face all the world. The coin-operated machine trade is a business based on machines. The very nature of the machines and the business is such that it is an industry of small individual owners. The great majority of professional operators are their own bosses and their own employees. The average number of employees for the operating trade is two. The factories turning out coin-operated machines give more employment to the factories making parts and supplies than in the industry itself.

There is no room for monopoly in the coin machine trade. Most of the efforts to establish widespread organizations or syndicates have failed commercially. The nature of the business has always been such that the individual operator is the key man. The bulk of coin-operated machines are still bought by the small independent operator, as they have always been.

Whatever the faults of the machine age, the coin-operated machine industry is an example of how modern industries may really create more jobs.

# Welcome

## DAVE SIMON

SIMON SALES COMPANY

437 W. 42ND STREET, NEW YORK CITY, N. Y.



### NEW DISTRIBUTOR IN

Metropolitan New York City and New Jersey for

Keeney's ANTI-AIRCRAFT MACHINE GUN

Keeney's PIN GAMES

Keeney's REMOTE SELECTOR WALL BOX equipment for phonograph operation

Keeney's CONSOLES—Keeney's COUNTER GAMES

## Congratulations, Dave!

WE WISH YOU ALL THE SUCCESS IN THE WORLD

J. H. KEENEY & CO., NOT INC.

"The House That Jack Built"

2001 Calumet Ave., Chicago, Ill.

### Chi Show Boosts Summer Traveling

CHICAGO, April 13.—Upward of half a million feet of sound film, ranging from Niagara's mighty roar and the rumble of Old Faithful in Yellowstone to the metronomic beat of the Pacific surf on the beach at Waikiki, will be heard—and seen—at the Travel Show to be held in Chicago at the Stevens Hotel, starting April 17. The Travel Show is a yearly event and is sponsored by *The Chicago Daily News*.

New travel films will be shown daily from noon to 10 p.m.—a total of 50 hours during the five days of the show. Noted travel authorities will speak describing the scenes unrec'd in the films.

Outside of the theater, located in the center of the exposition hall, many individual exhibitors will furnish additional entertainment and information in separately operated booths and displays.

The films of the show will include the two Americas from Alaska to Patagonia, making it possible for visitors to see world's fairs on the Atlantic and Pacific coasts, to roam high-spot vacation points in Uncle Sam's chain of national parks, to fly the airways, cruise the waters of two oceans and glimpse the east and west coasts of South America.

Vacation attractions in Wisconsin, Minnesota, Colorado, Utah, New Mexico, Arizona, Florida, Southern California, South Dakota, Oregon, Tennessee and other States will be pictured.

There will be special films on Mexico, Australia, New Zealand, Central America and the West Indies.

Interesting jaunts thru the Indian country and the Southwest, a honeymoon trip to a dude ranch in Montana; a sight-seeing excursion thru Washington, D. C.; a cruise to the coral sands of Bermuda and a double feature in color on Western Canada will be among the hundreds of

subjects shown.

Important railroads, airlines, steamship companies and transcontinental bus lines will show interesting places and the beauties along their routes in natural color and eloquent sound.

the city's income from its 723 parking meters during February was \$3,229.45, an increase of \$636 over February, 1939. However, January receipts were \$2,447.55, or a \$614 loss from January, 1939. City estimates \$40,000 as "take" from meters this year. Meters were first installed in April, 1937.

Plymouth Boro has installed its new parking meters which take a combination of pennies or nickels. Under plan motorists can use one or two pennies for as high as 24 minutes and one or two nickels for one or two hours. Boro originally had penny machines.

### Pennsylvania

WILKES-BARRE, Pa., April 13.—City Councilman Tom A. Evans reported that despite the loss of several days' revenue as result of St. Valentine Day's blizzard,



## Rock-Ola 1940 ten pins

GROSSING BIGGER PROFITS EVERY WEEK . . . . .

- STEADY CONTINUOUS EARNINGS
- 100% LEGAL
- 150 SCORE LIMIT

### CASH IN NOW!

THE HUB ENTERPRISES  
406 WEST FRANKLIN STREET  
BALTIMORE, MARYLAND

### WEEKLY SPECIALS RECONDITIONED GUARANTEED

FREE PLAY		LEGAL EQUIPMENT	
1-2-3s	\$89.50	Jumper	\$42.50
Roxies	89.50	Rebound With New Mechanism	39.50
Super Six	59.50	Champion	37.50
Commodore	64.50	Thriller	37.50
Mr. Chips	47.50	Sports	42.50
Blackout	29.50	Topper	37.50
4-5-8	37.50	Golden Gates	29.50
Bangs	35.00	Spottems	20.00
		Cowboy	29.50

One-Third Deposit, Subject to Inspection. Write for Price List on Pin Ball and Counter Games.

## AUTOMATIC SALES CO. 416-A BROAD ST NASHVILLE, TENN.

### FREE!!

It costs you nothing to investigate the proven profits in PHOTOMATIC. We have certified records that will open your eyes to the most steadily profitable coin machine operation in the industry! Be smart—ask to see them today!

INVESTIGATE  
International Mutoscope Reel Co., Inc.  
44-01 11th St., L. I. City, New York



FRANK MAGNUSON, Minnesota operator, journeys periodically to the Twin Cities to purchase coin machine equipment and supplies. He is shown above on the occasion of one of his periodic visits.

### BARGAINS FROM DAVE MARION

- Western B. Ball, DeLuxe F.P. (Like New) \$125.00
- Wurlitzer \$16A, Slug Proof 84.50
- Western Baseball, 1939 DeLuxe 79.50
- Ten Strike, 1939, Reconditioned 137.50
- Ascot Derby, f.p. \$12.50
- Chubbie, f.p. 19.50
- Challengers 16.00
- 6 Model F 12.50
- Metal Typewriter 127.50
- 2 Zeta 10.00
- 5 Bingo 7.50
- Game Hunter 7.50
- Shockers, like new 5.50
- Rockola DeLuxe 189.50
- Free Play Games, \$12.50 Up. Write.
- 1/3 Deposit Required—Bargains Every Week.

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

# DOMINO AGAIN!

The Most Beautiful Counter Game in America

## \$9.90

F. O. B. DALLAS, TEX., WITH ONE FILL

1/3 Cash With Order, Balance C. O. D.

Refills cost 75c for forty decks, or 1120 Dominoes.

We had no idea our ad in The Billboard three weeks ago would bring so many orders. Neither did we believe that DOMINO would be such a repeater. We were compelled to withdraw our ad from The Billboard until we could catch up with orders. We are now running full capacity. You won't have to wait now for DOMINO.



**SIZE**  
6 1/2" WIDE  
13" HIGH  
7 1/2" DEEP  
**WEIGHT**  
ONLY 5 lbs.  
**1c or 5c**  
**ABT COIN**  
**CHUTE**

A well-known Texas operator says "My DOMINO machines are netting me \$1.85 per day each. Greatest little money-maker I ever operated."

Why don't all you operators prove to yourselves what a money-maker DOMINO is. Remember DOMINO is the Most Beautiful Counter Game in America.

**NOW RUSH YOUR ORDER TODAY —**  
Write or Wire Either

**EARL REYNOLDS DISTRIBUTING CO.**

OR

**C. W. NORTHCUTT COMPANY**

4116 LIVE OAK ST.,

DALLAS, TEXAS

**THE HUB ENTERPRISES STOP! COMPARE PRICES!**

Each Game Guaranteed Mechanically Perfect Regardless of Price!

<p><b>FREE PLAY</b></p> <p>Contacts ..... \$15.00 Rebounds ..... 34.00 Jumpers ..... 36.00 Avalons ..... 22.50 Bounty ..... 9.50 Toppers ..... 22.50 Zips ..... 22.50</p>	<p><b>FREE PLAY</b></p> <p>Taps ..... \$15.00 Flashes ..... 17.50 Nippys ..... 37.50 Ocean Parks ..... 22.50 Speedys ..... 15.00 Airports ..... 27.50 Golden Gates ..... 22.50</p>	<p><b>NOVELTY GAMES</b></p> <p>Snappy Bubbles ..... \$7.00 Odd Ball ..... Spinner ..... Paramount ..... Many Others } EACH 3 for \$17.00</p>
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1/3 With Orders, Balance C. O. D.

**THE HUB ENTERPRISES, 7312 GEORGIA AVE., WASHINGTON, D. C.**

## EASTERN FLASHES

**NEW YORK, April 13.** — The Amusement Board of Trade of New Jersey banning of penny games precipitated a rush on distributors in New York for used 5-centers. The result was that New York distributors were practically cleaned out of used equipment. About 350 penny games were pulled off locations and replaced with 5-cent free-play games.

### AROUND THE TOWN

One way to meet everyone on Coinrow at one time is to have lunch at "the bakery." Bernie Sossens has fixed his place up. Carpenters, painters, plasterers, etc., are hard at work preparing the new offices of Simon Sales, Inc., for the grand opening party, Dave Simon announces. Walter H. Mann, president of DuGrenier Sales Corp., is telling ops on the West Coast all about the new DuGrenier Champion. Charlie Aronson left for Chicago again, leaving Bill Alberg in charge of Brooklyn Amusement Machine Co.'s drive on Evans' 1940 Ten Strike and Ski-Ball. Al S. Douglis, of Daval, and Ben Lutske, of Miraben Co., both of Chicago, are on their way here. They're driving in and stopping on their way to visit with leading distributors and operators. Beverage Dispensers, Inc., boast it has about the smallest machine of its type on the market. Tony Gasparro is all smiles these days, due to the way Allied Wholesaling is being accepted, he says.

### NO SPRING FEVER

So many things are happening at the offices of the George Ponser Co. these days, according to reports, that the staff hasn't a chance to enjoy the luxury of a good case of spring fever. Seymour Pilch is all hepped up over the way pin games are moving. Jack Mitnick reports the phono end of the firm just closed one of the largest orders for Mills Empress it has ever booked, and George Ponser is enthusiastic over the reception ops have accorded Gottlieb's Skee-Ball-Ette, Keeney's gun and the Mills phonos.

### NEWARK NOTES

The Amusement Board of Trade party at the Top Hat, Union City, N. J., last Sunday was a big success. Due to the manner in which Harry Pearl took care of the introduction duties, many of the boys believe he missed his calling. They said he should have been an emcee. Archie Kass reports he went to Jacksonville to meet with members of the phono

association there. Harry Wichansky, of Elizabeth, N. J., reports his firm is planning to expand its phono operation. Al Loudon, of Newark, is doing big things with the new games these days. "I'll soon have something of interest for all the boys in the Skeeter State," says Dave Stern. Irv Morris maintains the Ponser Newark offices enjoyed their biggest month yet in March. Looks like romance in bloom, judging by the way Harry Shenanigan, local op, and Rose Samalin, of Ponser Newark offices, meet at the Ponser headquarters every night. Bobbie Codner, also of the Ponser offices, is reported to be receiving roses consistently from some mysterious source. Jerry Jenkins and Helen Fitzgibbons, of Fitz's Newark offices, say the new Bally hits are keeping them on their toes these days.

### CLICK

Sam Sachs, of Acme Sales Co., Brooklyn, says his firm's new Acme Music Stimulator has clicked big with all his customers. "It sure went over with a bang," Sam says, after looking over the first batch of orders.

### BIGGEST MONTH

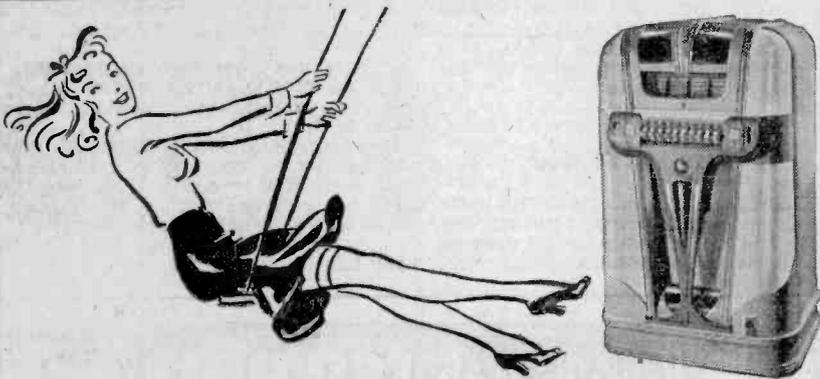
Bert Lane, of Seaboard Sales, reports March was the banner month in the history of his firm. "Genco's Blondie was greatly responsible for this feat, as well as the Gabel Kuro phonograph. They're two sure-fire money-makers for every operator," he says.

### PHILLY PHLASHES

Joe Ash, of Active Amusement, is reported to be recovering nicely from his recent operation. He's in University Hospital. Harry Block, of Block Marble Co., reports his business has shown a definite improvement since moving to new headquarters. Sam Stern, of Keystone Vending Co., is just out of a sickbed. "Nevertheless," he says, "I'm still hard at it trying to take care of the demands for the new Rock-Ola Luxury Lightup phonographs. Our long-standing policy of indorsing only the best is responsible for the business we are doing." That's how I. H. (Izz) Rothstein, of Banner Specialty Co., explains the rush at the offices of his firm these days. Bobby Kline has come in for many compliments as the result of that Philly Dispatch story.

### UP-STATE JOTTINGS

Cliff Baille, Rockola district manager, is telling ops in Up-State New York all about the new Rockolas these days. Angelo Delaporte, of Rex Amusement Co., Syracuse, has taken over the Rockola offices in Buffalo and now commutes regularly between the two cities. Lew Wolf, of Fitzgibbons' Utica offices, and Archie Berger, of the Philly offices,



...the Swing is to Mills!

**George Ponser Company**

519 West 47th St., | 11-15 E. Runyon St., | 788 Broadway,  
New York | Newark, N. J. | Albany, N. Y.  
1001 E. Fayette St., Syracuse, N. Y.

## Florida Citizens Seek the Cities

TALLAHASSEE, Fla., April 13.—In Florida the population moves toward the cities, according to a staff writer of *The Christian Science Monitor*. To each five people in town there are only three in the country. In 20 years Florida's population has increased by 685,000, but only 101,000 settled in the country.

What residents of Florida do is also a subject for surveys. It is found that many of the residents are older people. Farm products, including citrus fruits, are not nearly so important to the State as its tourist trade. So many people are occupied in some way in catering to tourists.

### Tourist Money

This is very natural. There's far more money in the city than in the soil. A beach is more lucrative than a field. It's the people who play who are the principal source of income for Florida, so wise Floridians serve them. In 1939, according to Chamber of Commerce data, tourists alone brought Florida nearly \$300,000,000. Those who permanently sit about in the pleasant cities, sunning themselves, increase that sum by hundreds of thousands more.

Florida outranks all other States in the production of grapefruit, is first also in tangerine production, and second in that of oranges, yet all its fruit together does not bring in a sixth as much as the tourists alone. "Visitors" pouring into Florida bring more money in a year than the value of the greatest crop of golden wheat the best wheat State produces," an official here said.



EACH A QUEEN IN HER OWN RIGHT—Sophie Tucker, a great trouper, and the Mills Empress, a reigning favorite with the country's operators.

**FULLY GUARANTEED**



**10 DAYS' FREE TRIAL**

**JIFFY-19.75**



**10 DAYS' FREE TRIAL**

**EX-RAY-34.50**



**10 DAYS' FREE TRIAL**

**HEADS or TAILS, 19.75**

**ATLAS NOVELTY COMPANY**

GENERAL OFFICES: 2200 N. WESTERN AVE., CHICAGO, ILL.  
1901 FIFTH AVE., PITTSBURGH, PA. ASSOCIATE OFFICE: ATLAS AUT. MUSIC CO., 2882 E. JEFFERSON ST., DETROIT, MICH.

# 3 Styles of Imps

**FRUIT REELS**



**CIGARET REELS**



**NUMBER REELS**

**7 0 5**





**GROETCHEN TOOL Company**  
130 N. UNION ST. CHICAGO, ILL.

were in town this week visiting with Fitz and getting the lowdown on the new equipment the firm is featuring.

Coino, and Frank Hart, of Eastern, report business is rushing these days.

**FAST FLASHES . . .**

Joe Fishman has just installed Rockola's new Remote Control boxes in his Interstate Coin Machine Co.'s offices. He's sending out invitations to all his customers to come in for a demonstration. . . . "Totalizers are still moving rapidly," claims Dave Robbins. "The operators have found this 1-cent counter skill game profitable." . . . Three Munves Brothers, Mike, Joe and Marc, were among the busiest in the Big Town this week, due to the opening of the arcade season and the increased demand for reconditioned machines. . . . Hymle Budin declared it's been a long time since he's seen such a demand for used machines as that which hit his offices this week. . . . Jack Fitzgibbons says his offices are jammed full of ops all day, due to the demand for Bally Triumph and Bally Beauty. . . . Miss A. M. Strong, of G. V. Corp., attributes the business the firm is doing to its policy of super-service. . . . National Novelty Co. customers are spread all over the world, according to Earle Backe. "We receive orders from coinmen from the four corners of the globe," he reports. . . . Jack Berger, of Newark

**RUSHED . . .**

Al Simon, of Savoy Vending Co., is busy these days preparing for the rush now that Chicago Coin's new game, Jolly, is on its way here. "Everytime we announce a new Chicago Coin game," Al reports, "we are absolutely swamped with business for weeks afterwards."

**BIG BUSINESS . . .**

The Vending Machine Exchange, of New York, reports ops are really going for those S. & M. Dualway cigaret machines which they rebuild. "Ops are writing us from all over asking us to rebuild the Dualways they now have to make them work like the ones we ship them," execs state.

**BALTIMORE SHOTS . . .**

Art Nyberg, of the Calvert Novelty Co., says his firm is doing such a rushing business that he finds it hard to believe that any firm in business only two weeks could be so busy. . . . Roy McGinnis keeps in shape by a daily session of horseback riding. He's all smiles these days, now that Harry Brown, one of his ace roadmen, has been released from his sickbed and is back on the job. . . . Charley Fleischman, of Baltimore Salesbook, says his firm now has a book for every type of machine made and plenty of special ones besides.

Pop. 5330 Race 1460

## "See Al First"

For the Best in Coin-Operated Games.  
All Free Play—Convertible.

Roxy . . . \$64.50	Cowboy . . . \$25.00
Big Show . . . 64.50	Thriller . . . 32.50
Super Six . . . 59.50	Buckaroo . . . 29.50
SuperCharger 49.50	Varley . . . 29.50
Follies . . . 54.50	Contact . . . 15.00
Big Six . . . 42.50	Avalon . . . 17.50
Nippy . . . 39.50	Lucky . . . 37.50

Al Rodstein Has Other Great Values Too Numerous to Mention.  
1/3 Deposit, Balance C. O. D.

**ARCO SALES CO.**

1334 Spring Garden St., Philadelphia, Pa.

## WANT TO BUY

For Cash

Keeney's Triple Entrys  
Mills Vest Pocket Bells  
National No. 930 Cigarette and Candy Machines  
Jackpot Paces Races

State full details in first letter.

**BOX D-68**

Care The Billboard, CINCINNATI, O.

### SLOT MACHINE BARGAINS

Mills Blue Frts., 5c, ser. over 400,000 . . . \$30.00
Mills Blue Frts., 10c, ser. over 328,000 . . . 22.50
Mills Blue Frts., 25c, ser. over 300,000 . . . 22.50
Mills Roman Head, 5c, serial 318,153 . . . 20.00
2 Mills Q.T.'s, 5c, serial over 18,000 . . . 20.00
1 Mills Q.T.'s, 5c, serial over 10,000 . . . 22.50
2 Mills Smoker Bells, almost new. Each . . . 45.00
Mills Vest Pockets . . . 25.00
1 5c Pace DeLuxe Comet, almost new. . . . 40.00
3 5c Pace Comet, clean. Each . . . 20.00
2 Jennings Chief, 5c, serials over 130,000. Each . . . 25.00
3 1938 Evans Bangtails. Each . . . 75.00
1 Watling Treasure, almost new . . . 25.00

**H. G. PAYNE COMPANY**  
312 Broadway, NASHVILLE, TENN.

## Philadelphia

PHILADELPHIA, April 13. — General Coin Machine Co., distributor of vending machines, will move to new and larger quarters in a three-story building



**THIS IS WHAT IS KNOWN AS AN UNEVEN AND MIXED-UP BATTLE**, with advertising man Jim Mangan (left) choosing up sides—baseball fashion—on a billiard cue with Willie Hoppe, billiard champion. Hoppe has been much in the public eye recently as the world's three-cushion billiard champion. He recently performed the unexcelled feat of winning 20 straight games. Mangan, here engaged in an uneven match in the game of billiards, is a champion in his own field, that of advertising. He has startled advertising men with his advanced theories and has written several books dealing with advertising and selling. (See The Billboard, April 13, 1940, page 140 for excerpt reprinted from Mangan's book, "Design—The New Grammar of Advertising.") Mangan is advertising manager of the Mills Novelty Co.

# IMP

★ ★ ★ ★ ★

**TORR**

2047A-50.68  
PHILA. PA.

Write for Illustrated Circular and Terms.  
NATIONAL DISTRIBUTOR

**RATING**

**ATTENTION, PENNY ARCADES AND SPORTLANDS!**

EXHIBIT 1940 MACHINES AND CARDS NOW ON DISPLAY. You owe it to your business to see these new and different machines NOW! Assure yourself a successful season by adding new and attractive money-getters. My many years of experience is at your service. Wire, write or phone.

**MEYER WOLF**

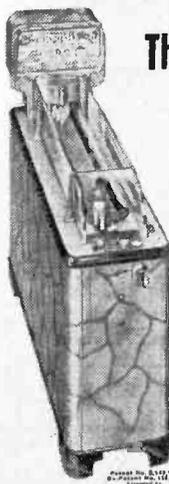
539 BOARDWALK, ATLANTIC CITY, N. J.

PHONE: 4-3417

at 227 North 10th street in the central city district.

The Philadelphia Art Museum holds much of artistic interest to the amusement machine fraternity. A special exhibit, *The Art of Games*, showing facsimile reproductions, photographs and original works of art illustrating 21 categories of games, includes many masterpieces that have pinball machines as the artist's subject.

## ten pins for profits!



**The GAME  
with PUNCH!**

a long time  
earner with  
consistent  
appeal

100% LEGAL  
NEW HIGH SCORE

ORDER NOW

**SAUVE MUSIC COMPANY**  
3002 GRAND RIVER AVENUE  
DETROIT, MICHIGAN

**MERIT CUTS PRICES ON**

Avalon, f.p. . . . .	\$22.00
Contacts, Rinks, Up & Up, f.p. . . . .	13.50
Fair Grounds, f.p. . . . .	40.50
Majors, Chubbles, f.p. . . . .	16.00
Jumpers . . . . .	34.50
Fifth Inning, f.p. . . . .	18.00
Bally Alley . . . . .	90.00
Illuminated Wurlitzers, Guaranteed . . . . .	50.00

MERIT MUSIC SERVICE,  
622 N. Eutaw Street, Baltimore, Md.

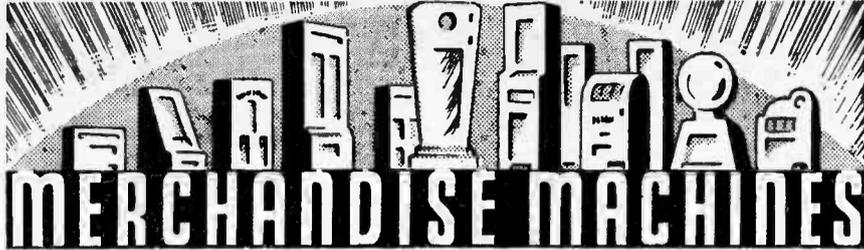
End Your Correspondence to Advertisers by Mentioning The Billboard.



**THE NEW ESQUIRE**  
**THE LAST WORD IN VENDING PERFECTION**  
 Truly a great vendor — It is universal—vends all types of bulk merchandise and vends them accurately — no additional parts necessary.  
 Standard Finish **ESQUIRE** (single unit) Sample \$6.95. Porcelain Finish 50c extra.

For further details and **QUANTITY PRICES** contact your nearest distributor or write direct.

**VICTOR VENDING CORP.**  
 4203 Fullerton Avenue, Chicago



## Chicago Candy Reports Show 1939 a Good Year

**Profits indicate good business and also size of the industry**

CHICAGO, April 13.—In a comprehensive review of the candy manufacturing industry in Chicago, John A. Mirt, financial editor of *The Chicago Daily News*, reported that the candy makers all obtained larger profits for the year 1939. Chicago is by far the largest candy-producing center in the world, he said.

This is indicated by an analysis of the 1939 reports of four large companies, three of which have headquarters here while the other has two of its four factories in Chicago.

According to Mirt (*Chicago Daily News*, April 3): "Every one of the four concerns, among the largest in the field, reported an increase in profits in 1939 in comparison with 1938. The combined profits last year were \$1,665,000, an increase of \$400,000 over 1938. Sales were not reported, but indications were that the volume showed a small increase.

The four companies are E. J. Brach & Sons, Bunte Brothers, General Candy Co. and National Candy Co.

### Have Large Factories

Brach's plant at 4656 West Kinzie avenue has a weekly candy making capacity of about 3,000,000 pounds, the facilities having been increased about 50 per cent as a result of additions started last fall. Bunte has its plant at 3301-59 Franklin boulevard.

General Candy Corp.'s plant is located at 4701 Armitage avenue and in peak periods employs about 1,000 workers. It is one of the largest makers of candy bars in the country. National Candy Co. has two factories in Chicago. One is located at 341 West Erie street and the other at 329 West Superior street. It also has plants in St. Louis and Grand Rapids. The combined annual output is about 70,000,000 pounds.

In addition to these factories there are several other large plants in Chicago belonging to companies which have no widespread public stock interest and which do not make known their financial statements. Among these are Mars,

Inc.; Curtiss Candy Co., Nuttrine Candy Co., Peanut Specialty Co., M. J. Holloway & Co., Walter H. Johnson Candy Co., the Cracker Jack Co., the Schutter Candy Co. and numerous others.

### Illinois Far Ahead

Illinois candy factories, which with few relatively unimportant exceptions are located in Chicago, produce about 30 per cent of all confections produced in this country, according to reports compiled by the United States Bureau of Census.

The last candy survey was made in 1937 and it credited Illinois with 108 candy manufacturing plants, employing 13,657 workers, paying \$13,625,578 in salaries and wages, and the factory value of the candy produced during the year at \$90,371,121. Illinois plants seemed to employ almost twice as many people as the next highest State, New York. Illinois, New York, Pennsylvania, Massachusetts and California are the five leading States in candy production.

## Trimount Vender Dispenses Cookies

BOSTON, April 13.—Trimount Coin Machine Co.'s NAB Diner, automatic merchandiser of packaged cookies, is being offered by the firm as its "latest contribution to the vending machine industry." The machine vends a variety of packaged cookies, products of the National Biscuit Co.

The machine was introduced at the 1940 Coin Machine Show in Chicago in January. Dave Bond, speaking of the machine, said: "The NAB Diner supplies the need for a real food vender and delivers a product of established popularity. The rapid turnover of 'NAB's,' well-known products of the National Biscuit Co. is your assurance of staple profits. Many thousands of virginal locations are waiting for the NAB Diner."

The machine is modern in design, has five columns and closely approximates the size of a six or eight-column cigaret merchandising machine.

## Over 400 Attend A. B. T. Banquet

UNION CITY, N. J., April 13.—More than 400 operators, manufacturers, distributors, jobbers and friends attended the first annual banquet of the Amusement Board of Trade of New Jersey, Inc., held Sunday (7) at the Top Hat here. The event featured an all-star floor show, with two bands playing during the dinner and for dancing.

Since the event was planned primarily "for amusement only" as stated in the program, speeches were omitted. Harry Pearl, president, made a brief talk of welcome and to thank the committees for their co-operation. Frank D. Russo, vice-president, was presented with a cake on the occasion of his birthday. Two traveling bags were awarded as door prizes.

Banquet committees included Mr. Pearl, general chairman; Jack Kronberg, general treasurer; LeRoy B. Stein, executive secretary; Morris Prince, Irving Wolfe, Nathan Mark, tickets; Arthur Daddis, Mr. Russo, Sam Waldor, seating committee; Charles P. Polgaar, David M. Steinberg, Barnett Sugarman, Mr. Waldor, Leo A. Siegel, program; Herman Gelb, Milton B. Neuss, Edward J. Kolaska, Mr. Kronberg and Mr. Pearl, arrangements; Robert Server, Harry Radler, Sidney Mittleman, printing; Anthony Falcone, Phillip Mason, Mr. Russo, decorations, and Messrs. Pearl, Kronberg, Prince, Daddis, Polgaar, Gelb, Server, Anthony Falcone, Stein, reception.

## 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

## 'SILVER KING'

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. "Silver Kings" are best looking, easiest to operate, make most money. Get FREE facts today.



**\$5.50**  
 EA.  
 for 10 or More

ONE SAMPLE SILVER KING . . . \$6.50  
 SPECIAL—One Silver King, 10 lbs. Candy 1 Gross Charms . . . \$8.45  
 1/3 Deposit With Order, Balance C. O. D.  
 Send for Circular and Easy Terms.

**TORR 2047A-SO. 68**  
 PHILA., PA.

## PISTACHIO QUEENS PRICE CORRECTION

In the advertisement of Northwestern Sales and Service Company, 589 Coney Island Avenue, Brooklyn, New York, in the April 13th issue of *The Billboard*, the price of Pistachio Queens (Red and White) was listed at 24c per pound.

This price was a typographical error. The correct price of Pistachio Queens (Red and White) is 25c per pound.

## WILL SACRIFICE USED CIGARETTE MACHINES

- 4 Col. Stewart & McGuire . . . \$ 9.00
- 6 Col. Stewart & McGuire . . . 12.00
- 6 Col. Correffas . . . 10.00
- 7 Col. Correffas . . . 15.00

ALL IN GOOD SHAPE—COMPLETE WITH STANDS AND SLUG EJECTORS.

Terms: 1/3 With Order—Balance C. O. D.  
**CONSUMERS CIGARETTE SERVICE CO.**  
 14706 Superior, CLEVELAND, OHIO

## MAKE MONEY NIGHT AND DAY

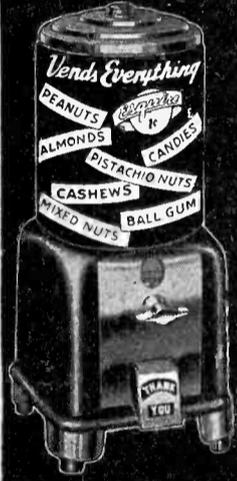
WITHOUT SELLING "Silver King." Beautifully designed. Place in taverns, stores, filling stations, waiting rooms, etc. Vends candy, gum or peanuts. All you do is collect profits. Start small—full or spare time, and grow. Best locations prefer "Silver King." Get FREE facts today.  
**AUTOMATIC GAMES,**  
 2425K Fullerton, Chicago, Ill.



ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



*BULK VENDERS have become large purveyors of almonds during the past year. Above is a comely miss surrounded by a pile of unshelled almonds. She is California's Queen of Almonds. This picture was released by the Reliable Nut Co., supplier of Honey Nut brand of almonds. Reliable reports that hundreds of operators thruout the country have adopted almonds during the past year and are realizing good profits.*



## It's Here The New ESQUIRE

Truly a Magic Money Maker, vends all types of Bulk Merchandise and vends accurately. No additional parts necessary. Standard finish. **ESQUIRE** (single unit), sample only \$6.95. Porcelain finish, 50c extra. Rush your order Now! Special almond deal, California almonds, 800 count, 37c per pound. 1/3 deposit with order, balance C. O. D.

**TORR 2047A-SO. 68**  
 PHILA., PA.

## WHILE THEY LAST

212 BRAND NEW **SUPERIOR**  
 1c CIGARETTE MACHINES  
**CLOSING OUT**

\$10.00 EACH  
 1/3 DEPOSIT, BALANCE C. O. D.  
**Buckeye Vending Co.**  
 518 High St., Columbus, O.

## PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.  
**FIELDING MFG. CO., Dept. 67, Jackson, Mich.**

## MUST SELL!

Manufacturer must sell brand new 5c Package Nut Vendors and large stock of attractive 5c Peanut Cartons. No reasonable offer will be refused. This is an unusual opportunity. You must act fast. Write for details.  
**P. O. BOX 285 B, MINNEAPOLIS, MINN.**

## Offer Manufacturing Licenses On Danish Vending Machines

WASHINGTON, April 13.—Danish production of vending machines is increasing, according to a recent report made by an attache of the Bureau of Foreign and Domestic Commerce. The reporting officer, stationed in Copenhagen, Denmark, is Jule B. Smith. The report follows:

"It has been estimated by the trade that 1939 was a record production year from at least a value standpoint in automatic coin-operated vending machines in Denmark. Twenty years ago the manufacture of these automats was an established business when production amounted to 960 machines valued at 468,000 crowns of approximately \$0.193 each. By 1936 production had reached a value of 2,296,000 crowns, altho this amount had already been surpassed one time in 1930. The 1937 production amounted to 4,100 machines valued at 3,082,000 crowns. Altho no figures are yet available, the trade advises that 1939 production surpasses 1938, thereby making 1939 a record production year.

### Merchandise Variety

"On passing down any of the leading streets of Copenhagen, numerous vending machines can be seen in front of shops. A great variety of articles can be obtained from them, including fresh fruit, canned goods, cigars, cigarettes, cheese, soap, bread, tea, coffee, candy, sandwiches, light bulbs, electric fuses for household use, etc. Most of these machines have highly polished, stainless steel casings, holding glass which permits the display of the merchandise contained therein. There are several different types, but the most commonly used

are for stacks of products such as packages of cigarets and those with compartments, generally 48 to the machine, which can be opened separately and the contents can be as diverse as the number of compartments. There are also many automat cafes in Denmark.

"These automats are also made in large quantities in both England and Germany under Danish licenses, and it has been suggested that the adverse trade balance Denmark has with the United States could be bettered somewhat if the manufacture of these machines was undertaken in the United States under license. The principal makers of automatic vending machines in Denmark are A/S Wittenborgs Automatafabriker, Odense; Soren Wistoft & Co., A/S., and Petersens Automatafabrik, Copenhagen.

"It is reported that there are more automats per capita in Denmark than in any other country."

## Outdoor Season Aids Photomatics

LONG ISLAND CITY, N. Y., April 13.—Earl Winters, general sales manager of International Mutoscope-Reel Co., Inc., reports that sales of the firm's photo machine, Photomatic, are going up with the opening of the outdoor season.

"Each year at this time we expect a rise in our Photomatic sales," he said. "This year, we are enjoying sales boom. Sales have reached new record highs and we believe that as the outdoor season continues we will have established a new sales record for Photomatic.

"The demand for the Photomatic has continued to grow. Operators in various parts of the country who have started with sample machines report that they now have calls for more and more of the Photomatics from locations in their communities.

"From one operator we hear that a merchant in a city many miles away looked him up and wrote him about installing a Photomatic in his place of business. It seems that this merchant was visiting in a location where one of his Photomatics was located, and after hearing the glowing reports on it from the retailer, decided his department store should have one. The same is true of the hotel managers who have been spreading the word."

## CMA Delegates Fly To Interstate Meet

NEW YORK, April 13.—Three delegates of the New York CMA, named at a meeting Thursday night (11), and a representative of the New Jersey CMA left La Guardia Field today at 12:05 for Boston to attend the Interstate CMA meeting, which opened there at 1:15 p.m. Those making the trip were Robert K. Hawthorne, president of New York CMA; Aaron Gosch and Matthew Forbes, secretary, and Jacob Briddt, Jersey operator. They will attend the New England's CMA's banquet Sunday (14).

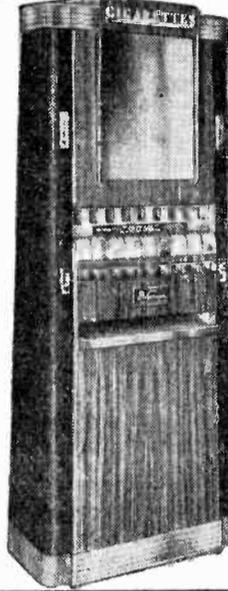
At the regular meeting held in the CMA's headquarters this week matters of importance and pertaining to summer



MOE MANDELL (right), of the Northwestern Sales and Service Co., is shown consummating an order with a South American coinman for merchandise venders. It is reported that the sale totaled 1,000 units.

# DuGrenier CHAMPION

"America's Finest Cigarette Merchandiser"



FROM SUNNY CALIFORNIA TO SOPHISTICATED NEW YORK . . . OPERATORS ACCLAIM THE "CHAMPION" GREATEST CIGARETTE MACHINE IN ALL HISTORY!

Write, Wire or Phone TODAY For Complete Details of the DuGrenier EASY TIME PAYMENT PLAN!!

DuGRENIER SALES CORP., 630 FIFTH AV., NEW YORK

## Mich. Sales Tax Body Gives Operation Rules For Vending Machines

LANSING, Mich., April 13.—A recent bulletin from the Michigan Sales Tax Administration declared: "In compliance with the new sales tax rules and regulations all persons operating merchandise vending machines must identify each machine with the owner's name, address and sales tax license number. Adequate records of the location and gross receipts of each machine are also required."

Sales Tax Director Walter F. Reddy, commenting on the regulations, expressed his appreciation for the help given by coin machine operators and association in the formulation of the new rules. "There are, however," he said, "still some machines operating in Michigan not properly identified and we have instructed our entire field force to be on the lookout for such violations."

According to the regulation, all sales of coin machines are subject to the sales tax. Operators purchasing such equipment outside of Michigan, it was stated, must pay a 3 per cent use tax.

## Paper Extolls Distrib's Merits

PHILADELPHIA, April 13.—The Philadelphia Dispatch, in its issue of Sunday, March 24, devoted an entire column to Bobby Kline, owner of the Coleman Vending Machine Mart here.

The Dispatch reported as follows: "Among those lines of business contributing to the commercial life of the city, the vending machine service is one of the most important factors. In this connection we are pleased to include the name of Robert Kline among those entitled to special recognition in these columns. Kline is proprietor of the Coleman Vending Machine Mart, distributors of cigaret vending machines.

"His machines are recognized as a standard of the highest quality in this line and in use among an extensive clientele, whose confidence he enjoys. Kline, who attended the University of Pennsylvania, has been identified in the business for five years. He is a capable executive of the highest integrity of character and a wide business knowledge, whose genial personality is an important asset in his present connection. A man of keen judgment, resourceful, of unquestioned integrity and genial personality, Kline is popular in all his associations and contacts."

business were discussed. Forbes reported that attendance was good and expressed his appreciation for the fine co-operation on the part of members in attending these sessions. Plans for the annual outing will soon be discussed, it was said. Last year it was held at the Berkshire Country Club at Wingate, N. Y., June 10 and 11.

## Two New Vending Firms Incorporate

ALBANY, N. Y., April 13.—Two newly formed vending machine projects were granted charters of incorporation today by the secretary of state.

They include the Balluteen, Inc., New York, having a capital of \$10,000. Stockholders: Milton R. Sara and Bernice R. Saltzman, New York, and Mabel Balluteen, Brooklyn.

Resco Automatic Drinks, Inc., New York, 200 shares of stock. Stockholders and organizers are Sidney M. Camm, Dvona S. Shubkin and Gladys Schwartz, New York.

## Financial

Life Savers Corp. and subsidiaries report for 1939 a net profit of \$1,024,927, equal to \$2.92 a share. This compares with \$966,261, or \$2.76 a share, in the previous year.

National Candy Co. has declared a dividend of 25 cents on common in addition to regular quarterly disbursements of \$1.75 each on its first and second preferred stock, all payable on April 1 to stock of record March 11.

William Wrigley Jr. Co. and subsidiaries report a net profit of \$8,650,976 for 1939. This is after charges for depreciation, federal income taxes and \$265,927 provision for decline in conversion of foreign subsidiaries.

Last year's profit equaled \$4.41 each on the 1,961,667 shares of capital stock, exclusive of 28,333 shares held for sale to employees. In 1938 the consolidated net profit was \$7,653,780, or \$3.82 each on 2,000,000 capital shares outstanding at the end of that year.

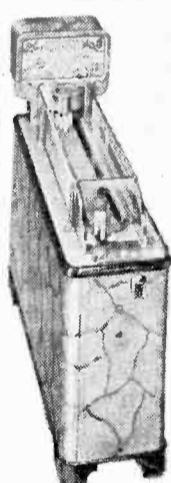
## Ohio Phonograph Firm Incorporates

MANSFIELD, O., April 13.—Incorporation papers have been issued at Columbus for the Mansfield Machinal Sales, Inc., which will lease and sell phonographs for amusement places.

Incorporated by John Vilella, Ben Palumbo and Fasil W. Knapp, all of Mansfield, the firm will issue 250 shares of no par value stock.

## It's ALL THE RAGE

ROCK-OLA'S ten pins



IN ROCKOLITE FINISH

100% Legal Big Money Maker

PLACE ORDERS NOW!  
Interstate Coin Mach. Sales Corp.  
248 W. 55th Street  
New York, New York

## TOTALIZER

A LEGAL SKILL GAME  
5 Balls 1c

The FASTEST money-making counter game ever originated. Equipped with clever score "adder-upper." Totals the score of all balls skillfully shot into the aluminum baskets. Guaranteed mechanically perfect.



ORDER NOW!  
Only \$19.50

D. ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.

# MUSIC MERCHANDISING

## Young Missourian Winner Of Write-a-Title Contest

Will use prize money to make payment on new home, he states

CHICAGO, April 13.—Charley Morris, 22, of 1010 Rogers street, Columbia, Mo., won the March Write-a-Title record contest fostered by the International Association of Automatic Electric Phonograph Owners. He is a clerk in the city post office. Great interest was centered in the first monthly contest in the title idea designed to boost the patronage of phonographs.

Morris was so excited when notified by telephone from Chicago of his winning title that he thought someone was trying to play a joke on him. He is building a new home, he said, and the \$500 prize money will be used to help pay for it. E. C. Steffens, president of the phonograph association, notified Morris of his success.

### Contest Judges

The contest judges met at the Sherman Hotel, April 6, to pick the winning title from the thousands submitted from all parts of the country. The board consisted of Egbert Van Alstyne, Remick Music Corp. and writer of the song *In the Shade of the Old Apple Tree*; Ben Kanter, music director of stations WJJD and WIND, Chicago, and composer of *My Book of Broken Dreams*; Marvin Lee, professional manager of M. M. Cole Publishing Co., Chicago, and composer of *When I Dream of Old Erin*; Jack Russell, band leader, who records the Write-a-Title records; Al Hindle, Chicago manager of RCA recording studios; George Oveson, circulation manager of *Down Beat* magazine, and Walter W. Hurd, coin machine editor of *The Billboard*.

The winning title selected for the nameless record was *Love Can Do the Darndest Things*. The location owner where Morris listened to the record and the operator servicing the spot will also share in the limelight with the contest winner. The location was the Pee Wee Cafe, Wilfred E. D. Shook, proprietor, Columbia, Mo., and the operator who had the phonograph in the location was Rudolph Falk, of Bowling Green, Mo.

### Many Other Awards

A total of 62 awards were made in the contest, and eight duplicate awards were also given. The Write-a-Title contest is sponsored by the phonograph association as a plan to boost public patronage of coin-operated phonographs. It is based on the widespread use of contests to stimulate business today. Orchestra Leader Russell recorded a nameless tune on one side of a standard record and on the other side was the song, *I Have a Right to My Dreams*, also recorded by Russell.

Operators entered the contest by purchasing the records and placing one on each phonograph they had on locations, leaving with the location the proper entry cards so that patrons of the tavern or location could write a suggested title

## Westchester Ops For Association

WHITE PLAINS, N. Y., April 13.—Operators of automatic music machines in Westchester County have formed an association known as the Automatic Music Operators' Association.

Temporary officers are Ralph Fonbozzi, president; Seymour Pollak, secretary, and James Smith, treasurer. Headquarters have been temporarily established at 68 Main street, Tarrytown, N. Y.

So far, members of the organization are Westchester County operators, with three from Fairfield County, Connecticut. Organization reports it expects to have a 100 per cent representation of operators in this section in the fold before many more weeks.

for the nameless piece of music. Appropriate advertising matter was also furnished the operator so that he could place proper notices in each location. Patrons of the locations would deposit a coin to listen to the nameless record, then write a suggested title for it and mail to the association headquarters in Chicago.

According to Steffens, the contest idea proved a real booster of phonograph play wherever tried. He said the idea was just getting started and that the chief drawback seemed to be that many operators had held the idea the record would be a shoddy piece of music. When they found that it was a high-class selection they were convinced of its value, he said.

### May Contest Plans

Plans are already under way for the May contest. The recordings have been made by Russell's Orchestra and it is

## Success Story: Two Boys Earn College Expenses With Phonos

(Reprinted from the Sunday magazine section of *The Omaha World-Herald* of April 7.)

### To School by Juke Boxes

Bach and Beethoven may be Toscanini's dish, but Bob and Ray Treinen, of Sioux City, are getting their college education from the "name band" interpretations of the works of Irving Berlin, Cole Porter and other contemporary composers.

The brothers Treinen are enrolled in the college of business administration at the University of Nebraska. Bob, a junior, is 20; Ray is 18, a sophomore.

Instead of waiting tables, washing dishes or performing the other odd jobs to which students often resort, they have a full-fledged business as the owners of a dozen "juke boxes"—machines which play the record of your choice when a nickel is dropped in the slot.

Bob and Ray have worked with their father, who owns phonographs in Sioux City, since they were 12. Bob picked up extra money during his freshman year doing engineering drawings. In the summer of 1938 he conceived the idea of going to college with the aid of a

### The Billboard Gets Plug

CHICAGO, April 13.—Ozzie Nelson's recently released recording, *I'm Looking for a Guy Who Plays Alto and Baritone and Doubles on a Clarinet and Wears a Size 37 Suit*, is unusual in several respects, the most unusual of which is its long name. In the lyrics the tune relates the travails of a search for a musician answering the description given in the title.

At one point the tune mentions the scanning of *The Billboard* in an effort to find him. Operators who have heard the tune and are interested in placing it on their music machines confide that they have only one difficulty: "How in the so-and-so are we going to get that super-length title on the title strip?" they ask.

stated that the nameless selection for the next contest is destined to be more popular than the March selection. The records are being distributed to operators so that they may be in the machines all over the country by May 1. The contest will close to the public May 31.

nickelodeon, and his father bought him one.

### Pays Good Dividends

The brothers had saved some money, invested in several old machines. Since then they have replaced the old boxes with new ones as they earned enough—the investment in a new machine is considerable—and added two new ones to their "string" this year. Two of their boxes are on the campus (they have the Student union coke spot for the first time this year) and the rest are in downtown Lincoln.

Both boys are carrying full academic schedules. They estimate they spend from 30 to 40 hours a week looking after their property. They change records weekly on most of the boxes, can make any repairs necessary.

### May Stay in Business

Last summer Ray went home to work with his father, while Bob stayed in Lincoln for summer school and came down weekly to check the machines after that. So far as they know they are the only students in the phonograph business. (See SUCCESS STORY on page 76)

## Better News For Phonos

Chicago papers more reasonable in news of music machine affairs

CHICAGO, April 13.—Phonograph news in Chicago was given a semi-humorous treatment by two of the dailies during the past two weeks. One headliner announced that the "Juke-Box Tax Campaign Is Slipping."

The city council license committee held its second public hearing April 2. The city's legal counsel said that under Chicago's anti-amusement machine ordinance neither phonographs nor operators could be licensed—that only the places where coin-operated phonographs were located could be licensed as places of amusement.

Most of the council members did not like the idea of placing another tax on taverns, so a subcommittee was asked to study the four proposed phonograph ordinances and "report later."

### Phonograph Champion

Alderman Thomas P. Keane spoke strongly in favor of phonographs. "The phonograph in a neighborhood tavern makes the place a poor man's night club. I'm against licensing at all. I like good music, and besides, why should we object to the operators making a little money. We don't put other people out of business because they make money. Chicago is a liberal city and we should keep it that way."

A curious light on Chicago's extreme precautions to "protect the morals of the city" was shown when the corporation counsel suggested that automatic phonographs, as coin-operated amusement machines, were probably illegal and hence could not be legally licensed.

The new April Grand Jury which began April 2 is presumably continuing the racket investigations begun by the previous jury. But Chicago newspapers were all very considerate in news of the grand jury investigation of phonographs. Only information necessary for the public good was published and no sensational racket headlines were used, such as were given to the phonograph business several years ago. It was these sensational "racket" headlines, picked up by newspapers all over the country, that seemed to do the phonograph business a great injustice.

### An Editorial

*The Chicago Tribune* devoted a lengthy editorial, April 4, to the subject of "Juke Box Troubles." It was *The Tribune* that apparently agitated the phonograph sensations in the beginning, and many felt that some political motive must be in the background since the paper is known to be quite active in political affairs.

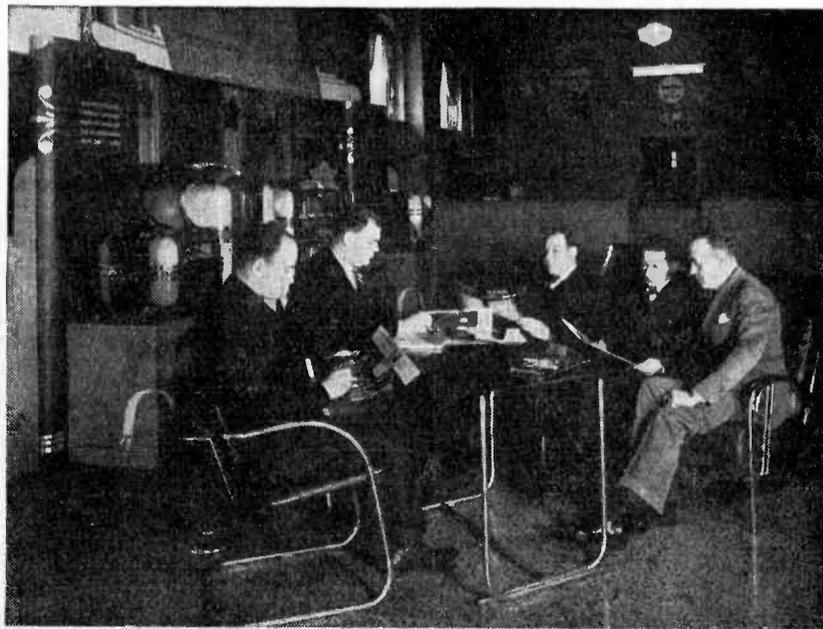
The editorial suggests that the phonograph business is a great injustice. (See BETTER PHONO NEWS on page 76)

## Tallacksen Gets Pfanstiehl Post

WAUKEGAN, Ill., April 13.—Announcement was made from the offices of the Pfanstiehl Chemical Co. this week of the appointment of Ted Tallacksen as Midwest sales agent for the firm's new needle for music machines.

Tallacksen was formerly connected with the Chicago office of a large automatic phonograph manufacturer, where he became well known to Midwestern music machine operators. He advises that he intends to make even closer contact with operators in his new capacity with the Pfanstiehl Chemical Co.'s metal division.

The Pfanstiehl coin machine needle, recently introduced, is said to be capable of reproducing music perfectly from 4,000 to 6,000 records without changing or adjustment. The needle was introduced at the 1940 Coin Machine Show held in Chicago last January. Pfanstiehl reports that they are now in quantity production.



PLANS FOR THE BIGGEST YEAR IN ITS HISTORY are well under way for the Interstate Novelty Co., Omaha, Wurlitzer distributor for Nebraska and Iowa. The above picture shows the executive group and Wurlitzer officials planning the delivery and sales of the music machines. Left to right: Don W. Clark, president of Interstate; M. H. Rosenberg, Wurlitzer district manager for Kansas, Nebraska, Iowa and Western Missouri; Homer Hawthorne, sales representative; Frank Noonan, office manager, and Ed Horiskey, sales representative of Interstate.



For the  
**LATEST IDEAS**  
IN AUTOMATIC MUSIC  
Visit your Nearest Wurlitzer Distributor

**ALABAMA**  
Monarch Sales Co.  
2920 7th Ave., S.  
Birmingham, Ala.

**ARIZONA**  
DeLoss Osborn  
1154 W. Washington Blvd.  
Los Angeles, Calif.

**ARKANSAS**  
Commercial Music Co.  
323 Center St.  
Little Rock, Ark.

**CALIFORNIA**  
DeLoss Osborn  
1154 W. Washington Blvd.  
Los Angeles, Calif.

DeLoss Osborn  
1268 Folsom St.  
San Francisco, Calif.

**COLORADO**  
Blackwell Distributing Co.  
585 Milwaukee St.  
Denver, Colo.

**CONNECTICUT**  
Hub Automatic Sales  
Garde Hotel  
New Haven, Conn.

Hub Automatic Sales  
26 Brighton Ave.  
Boston, Mass.

**DELAWARE**  
Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.

Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.

**DISTRICT OF COLUMBIA**  
Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.

**FLORIDA**  
Modern Vending Co.  
822 Fifth St.  
Miami, Fla.

Simplex Distributing Co.  
713-717 S. McDuff Ave.  
Jacksonville, Fla.

**GEORGIA**  
Hankin Music Co.  
258 Pryor St., S. W.  
Atlanta, Ga.

**IDAHO**  
Pacific Distributors  
4 Bernard St.  
Spokane, Wash.

**ILLINOIS**  
Chicago Simplex Distributing Co.  
2430 S. Parkway Drive  
Chicago, Ill.

Wal-Bil Novelty Co.  
24 S. Tenth St.  
St. Louis, Mo.

**INDIANA**  
Guarantee Distributing Co.  
2451 N. Meridian St.  
Indianapolis, Ind.

**IOWA**  
Interstate Distributing Co.  
2559 Farnam St.  
Omaha, Nebr.

**KANSAS**  
Central Distributing Co.  
607 W. Douglas St.  
Wichita, Kans.

Central Distributing Co.  
105 W. Linwood Blvd.  
Kansas City, Mo.

**KENTUCKY**  
Kentucky Springless Scale Co.  
514 S. Second St.  
Louisville, Ky.

**LOUISIANA**  
J. H. Peres Amusement Co.  
922 Poydras St.  
New Orleans, La.

Service Novelty Co.  
807 Desiard St.  
Monroe, La.

**MAINE**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.

**MARYLAND**  
Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.

**MASSACHUSETTS**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.

**MICHIGAN**  
Wolverine Music & Spec. Co.  
1010 Beaubien St.  
Detroit, Mich.

**NEW HAMPSHIRE**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.

**NEW JERSEY**  
Modern Vending Co.  
Industrial Bldg.  
1060 Broad St.  
Newark, N. J.

Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.

**NEW MEXICO**  
Blackwell Distributing Co.  
585 Milwaukee St.  
Denver, Colo.

**NEW YORK**  
Art Novelty Co.  
29 Beaver St.  
Albany, N. Y.

Davis Sales Co.  
192 N. Clinton Ave.  
Rochester, N. Y.

Sicking, Inc.  
Cor. 14th & Central Pkwy.  
Cincinnati, O.

**OKLAHOMA**  
Commercial Music Co.  
704 N. Broadway  
Oklahoma City, Okla.

**OREGON**  
Pacific Distributors  
424 N. Broadway  
Portland, Ore.

**PENNSYLVANIA**  
Banner Specialty Co.  
1508 Fifth Ave.  
Pittsburgh, Pa.

Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.

Benj. Sterling, Jr.  
109 Franklin St.  
Scranton, Pa.

**RHODE ISLAND**  
Hub Automatic Sales Co.  
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## Emphasize Gabel Dramatic Value

CHICAGO, April 13.—The John Gabel Mfg. Co., maker of the Kuro phonograph, reports that operators who feature it are emphasizing its dramatic value.

"The dramatic value of our Gabel Kuro is best emphasized on locations," stated Bob Gabel. "With its pastel shades and its light-up effect, it creates a definite drama in itself. The Gabel Kuro is so different from the average phonograph that the public stop to inspect it just from the standpoint of beauty and design alone. This dramatic effect is bringing greater profits to music operators.

"We have built automatic musical instruments for the past 35 years and never in all that time have we been able to incorporate as much dramatic value into a phonograph as we have in our new Gabel Kuro. This appeal is even more greatly dramatized by the location's fixtures. Outstanding spots with modern fixtures find that the Gabel Kuro harmonizes perfectly with its surroundings and actually blends itself as if it were especially built for the location. This is due to the soft lighting effects and the special woods we are using," Gabel added.

Gabel also reports that shipments are going forward as rapidly as possible on the new Gabel Kuro and that the factory is swinging speedily into top production schedule.

## Detroit

DETROIT, April 13.—Louis Berman, formerly a partner in the Brilliant Music Co., has withdrawn from the business to open a retail record store in New York. His partners, Joseph Krilliant, Max Lipin and William K. Palmer, and his brother, Philip Berman, have taken over his interest in the Brilliant business.

Ben Robinson, busy moving into his new enlarged sales and showroom, is to be host Sunday to all coin machine men in the territory. A number of Keeney executives are coming from Chicago to assist the Robinson Sales Co. in its grand opening.

Joe Reich, Detroit operator, who has the games concession at the American Bowling Congress at the Michigan State Fair Coliseum, reports the Keeney Anti-Aircraft Gun going tops among bowling players and fans.

Gordon T. Meloche, who has been operating a route of gum venders in the city in his own name for the past six years, has just bought out some routes from other operators and is forming the Meloche Vending Co. to operate the expanded business.

A. N. Gaspard, formerly secretary of the Detroit Operators' Association and now operating as the Detroit Automatic Sales, is concentrating his operations in the vending machine field. He is disposing of his interests in his pin game routes.

## 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.

**The Woodpecker Song.** The pace that this novelty tune set the week before last seemed to indicate a certain jump for it up here this week, and the indications were correct in a very big way. One of the most profitable songs in the nation right now, insofar as music machines are concerned, it's being conveyed from the turntables to the nickel-droppers' ears by the Andrews Sisters, Kate Smith, Gene Krupa and Glenn Miller to a large degree, and the Glahe Musette Orchestra and Russ Morgan to a lesser extent.

**In the Mood** (20th week) Glenn Miller.

**Indian Summer.** (12th week) Tommy Dorsey, Glenn Miller.

**Tuxedo Junction.** (5th week) Glenn Miller, Erskine Hawkins, Jan Savitt, Erskine Butterfield.

**When You Wish Upon a Star.** (2d week) Guy Lombardo, Glenn Miller, Horace Heidt, Victor Young.

**On the Isle of May.** (2d week) Connie Boswell, Dick Jurgens, Kay Kyser, Woody Herman.

**Say Si Si.** (2d week) Andrews Sisters, 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.

**The Singing Hills.** Suggested to operators for the past several weeks as a "Possibility," this ballad makes the grade this week in no uncertain terms. In fact, it is no overstatement to say that it is far and away the hottest tune among the newer crop of numbers which are not as yet established as front runners. Achieving that status should be a very easy matter for this one, and by next week, in all probability, if it keeps going the way it started the past week. Two vocal disks, Bing Crosby's and Dick Todd's, are leading the phono list, with Horace Heidt's doing nicely.

**Leanin' on the Ole Top Rail.** Another "Possibility" of last week and several weeks previous, this ballad also makes good this week, and to only a slight degree less than *Hills*. This will undoubtedly be a "must" very shortly; for that matter, it's highly important to ops right now. Bob Crosby and Ozzie Nelson contribute favored dance versions to the machines.

**I've Got My Eyes on You.** This sophisticated ballad didn't change its pace much from last week, which means that it's still going along in a nice enough way without setting the world on fire. Three fox-trot versions are the ones attracting attention on the turntables, Bob Crosby's, Tommy Dorsey's and Frankie Masters'.

**It's a Blue World.** Not doing much of anything this week was this ballad number from Tony Martin's picture, *Music in My Heart*. It's extremely doubtful if it will ever go much higher than it is at present, apparently being one of those songs that reach a certain point short of real success and then go the other way rather than ahead. Martin's vocal disk is liked, along with another vocal treatment by Harry Wood, and for the dance records it's Glenn Miller, Tommy Dorsey and Horace Heidt.

**The Starlit Hour.** Progress on this particularly beautiful ballad tune is far from speedy, surprising in the face of the good work it has done over sheet music counters and on the air. But the phono addicts don't seem to be taking to it too quickly, and unless it shows a great deal more next week than it did the seven days past ops need not worry too much about it. Glenn Miller and Ella Fitzgerald have the records, the latter featuring the singing style of the sepla songstress.

**Tumbling Tumbleweeds.** Exciting some comment, altho nothing sensational thus far, is Bing Crosby's vocal disk of this oldie. It received enough mentions on reports this week to take it out of the "Possibilities" class into this more tangible department, but it's far from having the appearance of a world-beater.

**With the Wind and the Rain in Your Hair.** Still another "Possibility" to turn the trick is this ballad. It's starting off pretty nicely, and ops would do well to watch it carefully. A number of vocal disks, among them Henry Russell, Dick Todd and Frances Langford, plus the dance records of Bob Crosby and Bob Chester are clicking in the phonos.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into the "Going Strong" bracket.

**Sweet Potato Piper.** (5th week) Doing very poorly. Bing Crosby.

**Too Romantic.** (4th week) Not much better. Also Crosby.

**In an Old Dutch Garden.** (11th week) Shaky. Glenn Miller, Dick Jurgens, Eddy Duchin.

**Darn That Dream.** (11th week) Holding on by the skin of its teeth. Benny Goodman, Blue Barron, Paul Whiteman.

**Between 18th and 19th on Chestnut Street.** (11th week) Just about thru. Bing Crosby-Connie Boswell, Charlie Barnet.

### 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.

**Cecilia.** Dick Jurgens' recording of this oldie has brought about revived interest in the song. You may need this item soon, either in Jurgens' version or that of some other popular band.

**Down on the O-Hi-O.** Another oldie that may enjoy some new popularity, particularly in the Andrews Sisters' version. This one is on the reverse side of the trio's *Woodpecker* hit.

**Say It.** One of the prettiest ballads to come out of a film score in some time, this tune from Jack Benny's *Buck Benny Rides Again* is likely to be big. Likewise the rhythm song from the picture, *My! My!* Watch these two.

**Alice Blue Gown.** With RKO releasing a new film version of the well-remembered musical comedy, *Irene*, this famous song from its original score may take a new lease on life.

(Double-meaning records are purposely omitted from this column)

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Magnetize your machines with the music that nabs the nickels!

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\*They Ought To Write a Book About You  
Hal Kemp and his Orchestra
- 26563 \*Don't Fall Asleep  
\*Gloomy Sunday  
Artie Shaw and his Orchestra
- 26564 \*Let There Be Love  
\*The Peasant Serenade  
Swing and Sway with Sammy Kaye
- 26565 \*Loca Ilusion—Bolero  
\*Pa-Ran-Pan—Rumba  
Xavier Cugat and his Waldorf-Astoria Orchestra

#### BLUEBIRD POPULAR RELEASE NO. 273

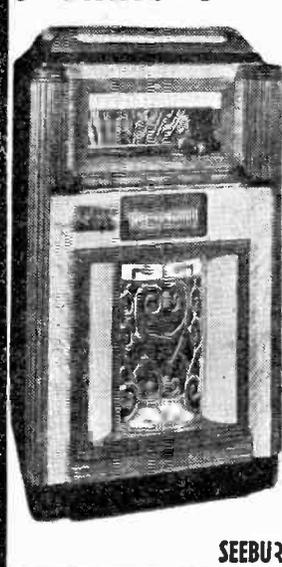
- B-10868 Say It  
Imagination  
Dinah Shore, with Orchestra conducted by Paul Wetstein
- B-10869 \*Where Was I?  
\*Deed I Do  
Charlie Barnet and his Orchestra  
\*Vocal Refrain

- B-10670 \*Cecilia  
\*Day Dreams Come True at Night  
Shep Fields and his Rippling Rhythm
- B-10671 \*Gabriel Meets the Duke  
\*Whispering Grass  
Erskine Hawkins (the 20th Century Gabriel) and his Orchestra
- B-10672 \*Sing a Spell  
\*Take Your Girlie to the Movies (If You Can't Make Love at Home)  
Music of Yesterday and Today  
Styled the Blue Barron Way
- B-10673 \*The Rumba Jump—Swing Rumba  
\*I'll Never Smile Again  
Glenn Miller and his Orchestra
- B-10674 Boogie Woogie on St. Louis Blues  
Number 19  
Earl Hines and his Orchestra
- B-10675 \*Kalua Skies  
\*Hano Hano Hanalei  
Johnny Kaonohi Pineapple and his Native Islanders
- B-10676 I Was a Fool To Let You Go  
Bullfrog and the Toad  
Deep River Boys  
\*Vocal Refrain



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## Woe for South; Rename "Beale Street"; Wreck "Basin Street Blues" Area; Jazz Inspirations

NEW ORLEANS, April 13.—Louder grow the blue walls of the blues as the South's two most tuneful thoroughfares feel the brunt of modernization moves. Up in Memphis, the Tennessee darkies are singing their blues with moanful tune because their beloved street now bears the hoity-toity name of Beale avenue instead of Beale street, immortalized in Bill Handy's ragtime compositions, while deeper in Dixie the wrecker's ax pounds out more notes of sorrow after 817 Negro

families have been forced to abandon their Basin street abodes to make way for a slum-clearance project for New Orleans' downtown area.

The Memphis lads and lasses of dark hue have been chanting their song of woe in the ears of Mayor Walter Chandler in the hope that his recently inaugurated administration will correct a city ordinance of several years' standing which decreed that all east-west streets should be tagged avenues.

Lead-off note in their composition is a flowery letter from a George W. Lee, Negro insurance company executive, author and high mogul of Beale street.

"Ever since that far-off day when their bustling little thoroughfare rose out of the Mississippi River and began its rambling to the mud flats of East street, it has been known as Beale Street, Lee has protested.

"Honorable sir, you might as well try to change the name of Bond street to Bond avenue or Broadway to Broadway as to change Beale street to Beale avenue. W. C. Handy changed that street from a muddy, songless strip to a "blues" heaven, to an avenue of sweet melody where every third musician is a genius.

"The name Beale street," Lee continues, "is known the world over. It has been talked about, written about, sung about. New York has her Broad-

way, Washington her Pennsylvania avenue and New Orleans her Canal street, but there is only one Beale street."

Mayor Chandler seems to have realized now that it might all have been a mistake but hints its too late.

"The street corner signs may have to be changed to read Beale avenue but that may never change anybody from (See WOE FOR SOUTH on page 81)

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Seeburg Model A, B, C	22.50	Seeburg Rex	99.50
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Mills Dance Master	10.00	Seeburg Regal	149.50
Mills Zephyr	25.00	Seeburg Casino	139.50
Rockola 20-Record Imperial	69.50	Seeburg Plaza	149.50
Wurl. P-12 in Illum. Universal Cabinet	85.00	Seeburg Mayfair	169.50
Wurl. 412 in Illum. Universal Cabinet	75.00	Seeburg Mayfair Deluxe	179.50
Wurl. 616 in Illum. Universal Cabinet	89.50	Walnut Vogue	189.50
Wurlitzer 61B	59.50	Marble Vogue	199.50
Wurlitzer 24	119.50	Walnut Classic	199.50
Wurlitzer 312 and 412	35.00	Marble Classic	219.50
Seeburg Selectophone in Illum. Cabinet	39.50	Seeburg Chicken Sam Rayolites with Bases	125.00

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Rock-Olas, Mod. 38 DeLuxe..\$117.50  
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Model 412, with Grille	45.00
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#### PILE UP PROFITS WITH THESE POPULAR PLATTERS!!

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DEVIL MAY CARE  
Bing Crosby
- 3024 TUMBLING TUMBLEWEEDS  
IF I KNEW THEN  
Bing Crosby
- 3065 THE WOODPECKER SONG  
DOWN BY THE OHIO  
Andrews Sisters
- 2993 ON THE ISLE OF MAY FT. VC.  
EAST SIDE KICK Inst. FT.  
Woody Herman and His Orchestra
- 3077 I'M GETTIN' SENTIMENTAL OVER YOU  
COQUETTE  
Ink Spots
- 3050 WHEN YOU WISH UPON A STAR  
WITH THE WIND AND THE RAIN IN YOUR HAIR  
Frances Langford
- 2970 WOULD JA MIND FT. VC.  
IT'S A BLUE WORLD FT. VC.  
Woody Herman and His Orchestra
- 2971 DO I LOVE YOU? FT. VC.  
THANK YOUR STARS FT. VC.  
Woody Herman and His Orchestra
- 3051 IT'S THE LAST TIME I'LL FALL IN LOVE  
WHERE WERE YOU LAST NIGHT?  
Cass Daley
- 3013 LET'S HAVE ANOTHER ONE  
SAY "SI SI" (Para Vigo Me Voy)  
Andrews Sisters
- 2989 KANSAS CITY MOODS Inst. FT.  
TUXEDO JUNCTION Inst. FT.  
Jan Savitt and His Orchestra
- 2988 STARLIT HOUR FT. VC.  
IS THERE SOMEBODY ELSE? FT. VC.  
Ella Fitzgerald and Her Famous Orch.

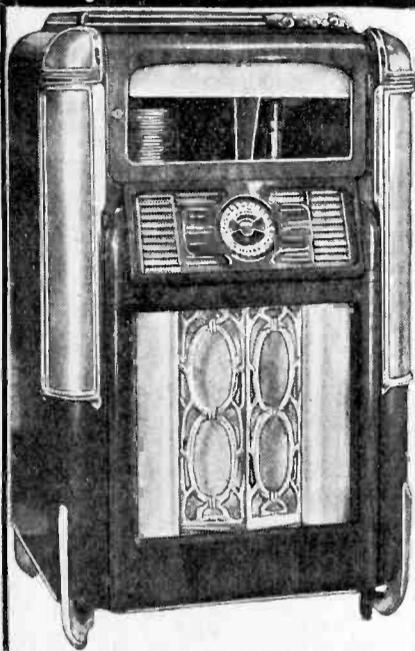
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SHOWING OF ROCK-OLA PHONOGRAPHS at the Saue Music Co., Detroit, resulted in Saue playing host to hundreds of phonograph operators. Among those present were James Sepeter, well-known operator from Lansing. Left to right: John Priggooris, Fred Pray, Rock-Ola district manager; James Sepeter, Rock-Ola Leadership Girl and Lawrence Saue, of the Saue firm.

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BETTER PHONO NEWS

(Continued from page 72)

graph business is very much in the public eye at the present time because it is a live business. Operators should congratulate themselves, it is suggested, because they are in a business so much alive that it attracts the attention of politicians, labor and racketeers all at once.

While some unsavory implications are made about the phonograph business, the editorial as a whole seems to try to give "both sides of the picture."

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

A crop of interesting letters from operators in all parts of the country has fallen on the Talent and Tunes desk the past two weeks. One of the best comes from Arthur Cohen, Philadelphia operator, who recounts how he frequently uses more than one recorded version of a song in the same machine to good advantage.

"There is one important feature of your invaluable *Record Buying Guide* which very few operators use to the best advantage. In listing the best recordings, you also mention two or more of the most popular recordings of that particular song. As a result, I not only get a guide on the most popular song but on the most popular interpretations of the song as well. In my operations, I have found that if a song is hot, I can profitably place more than one version of that song in a machine and both records get a good play.

"This situation first came to my attention at the height of the popularity of *Beer Barrel Polka*, when the Andrews Sisters' recordings of that number was my best money-maker. Thru the *Record Buying Guide*, I learned that Willie Glahe's record of the *Polka* was also big for operators. As a result, I placed both of them in the machines and found that the Glahe record got just as good a play as the Andrews' version.

"Many times, a vocal record and a dance orchestra version of the same song, both placed in the same machine, will produce good profits. Besides, I have noticed, especially in store locations, that the patrons of younger age have definite band and vocalist favorites. In that connection, while *Cherokee* did not do terrific for me, I found extra profits by placing the Count Basie and Charlie Barnet versions of that number side by side.

"The 'battle of music' angle has vast music merchandising possibilities for operators. A swing and a sweet version of the same popular songs gets patronage from both factions among the patrons. Noticing how big a battle of music goes in a ballroom or theater, I feel quite certain that the music machine can serve just as well as a money-maker battle ground, as long as the recording companies continue to give us several versions of the same song and as long as your *Record Buying Guide* continues to list the individuals bests.

"At the present time," Cohen concludes, "Glenn Miller's version of *Tuxedo Junction* is the biggest swing song in my machines. But among the same selections, I have placed either an Erskin

Hawkins or Jan Savitt record of the same number and again I have found a double feature that is paying me double profit dividends."

While this is the first letter to come to this desk suggesting the "double feature" idea, many operators will recall that Thomas Rockwell suggested a battle of swing or sweet bands on automatic phonographs in his article "A Shot of Showmanship," which appeared in *The Billboard's* Talent and Tunes on Music Machines supplement last fall. Other reports have been received from time to time, recounting how operators have used this idea to good advantage, particularly when two well-known bands were playing in their territory at the same time. By loading up the machines with an equal quantity of each orchestra's recordings and fashioning some attractive "Who do you like best?" posters and cards, extra play has been generated. Of course, such promotion plans won't work in every location. Key spots and those spots must be chosen carefully.

Is there such a thing as trends in song popularity? B. T. Warwick, president of Western Specialty Co., Kansas City, Mo., think so. "Trends are important," he writes. "If a certain type of song is going over well, you can bet your shirt that any other songs of the same nature will receive a similar play. For instance, *Tuxedo Junction* is enjoying a success akin to that of *In the Mood*, because it is built on the same musical structure. Another example is *Lover's Lullaby*, which has begun to attract considerable attention in and around Kaycee via the Glen Gray version. *Lover's Lullaby* is almost a double of *Sunrise Serenade*, and as a result lovers of that first smash success are going big for its successor."

There is much to be said on both sides of this question of trends. Undoubtedly the two examples cited by Mr. Warwick are well taken. In fact, he might have added that "You'd Be Surprised" and "Stop, It's Wonderful," as rendered by Orrin Tucker and Bonnie Baker, were successful follow-ups of "Oh, Johnny, Oh"; the Andrews Sisters' "Well, Alright" as a follow-up of "Hold Tight" and several others. Of course, the similarity at times is more one of rendition than in the music; by that is meant the arrangement of the song, the technique in delivery, etc.

On the other side of the fence, however, is the fact that not one of the flock of polkas that sprung up after "Beer Barrel's" sensational rise ever came close to the original. Tommy Dorsey has made several records in the same vocal style of his famous "Marie," with none of them amounting to anything. Artie Shaw recorded a number of old musical comedy songs in the same musical manner that made his "Begin the Beguine" the hit of the country, but there wasn't a single follow-up in the whole batch.

What's the conclusion? Obviously there can be none. This business of writing and recording songs and being able to predict which ones will get to first base has challenged the music world for years and years. Publishers, song-writers as well as the men who record them will admit that they are no closer to any definite conclusions than they were 10 years ago. Operators, naturally, cannot help but benefit from following Warwick's advice and be constantly on the lookout for such trends as he describes. But it should be kept in mind that such examples as he cites are not always the rule.

News from the record companies brings word that Tommy Dorsey is slated to make a record a month under the Bluebird label, in addition to his regular output of Victor recordings. The full Dorsey band, however, will not be used for the cheaper label. Plan seems to be for Dorsey to use a small combination similar to his one-time *Clambake Seven*, altho the size of the group has not as yet been determined. . . . Larry Clinton, announced in this column several weeks ago as scheduled to make the switch from Victor

to Bluebird, will remain on the Victor label. Unexpected developments are reported to have nixed the plan. . . . Lou Breese and His Orchestra has been signed to record for U. S. Record Varsity label. Breese is well known in the Midwest, due to his many appearances at the Chez Paree, Chicago; Beverly Hills Country Club, Newport, Ky., and similar Midwest night clubs. . . .

Mills Brothers next list of records for Decca will mark a departure from their usual style of imitating various instruments. Songs will be vocals more of a barbershop harmony type. However, they'll still continue to make records in the style that brought them fame. . . . When Glenn Miller took ill during his engagement at the New York Paramount Theater, Charlie Barnet, Tommy Dorsey and Gene Krupa took turns directing his band until he recovered. All three leaders were so impressed with Miller's arrangement of a new song titled "Boog-It" that they have since recorded it. . . . Cass Daley, well known to theater and night club audiences for her coon-shouting style of singing, has just made her first recording for Decca. She's scheduled to make eight more sides.

Some interesting information on Negro locations is divulged by Everett Johnson, of Interborough Music Co., New York. Johnson has been in the phonograph business for 13 years and operates a bunch of machines in Harlem. "I try to spot machines in places where crowds congregate. In a small place, people are more intimate, especially in Harlem's king kong joints. While the take is mostly nickels and dimes, there's more money in the cash box than in many spots where you get quarters."

Johnson believes colored people are more sentimental than whites, and therefore he tries to put as many such numbers as possible on his machines. "If a tune like *If I Didn't Care* is on a machine and a woman has a crush on a fellow who is giving her the go-bye, she'll play that number 10 to 20 times in a row. When lyrics strike a responsive chord, they're money-makers in Harlem." Johnson selects tunes according to artists, with Lunceford and the Ink Spots leading. He reports that Ella Fitzgerald and Count Basie are just so-so in his spots, but Erskine Hawkins is okeh. Another difference he observes between white and colored locations is that in a white location five different numbers will be played for a quarter. In Harlem, a quarter frequently means the same number will be played five times.

Another interesting report on colored spots comes from August Catanzaro, of the J. H. Peres Co., New Orleans. "In Negro neighborhoods," he writes, "we have noticed a definite abandonment of the blues type numbers for out-and-out swing music, with Count Basie's orchestra occupying first place in popularity. Popular because of their local angle are two recordings by Louis Prima, with vocals by Lillian Carroll and Frank Federico, *Dancing With the Dolly* and *Day Dreams Come at Night*. All three are natives of New Orleans." As for white locations in the Crescent City, Catanzaro observes that selections are about evenly divided between swing numbers and restorations of oldtimers. "Glenn Miller keeps a step ahead of the other bands in spots where swing is wanted, while Bing Crosby gets the nod where oldtimers are in demand."

SUCCESS STORY

(Continued from page 72)

ness. To date it has paid very satisfactory dividends.

They haven't made up their minds whether to stay in the business after graduation, but think they might try it elsewhere. The Lincoln equipment will remain here at least until Ray graduates. Once both are thru they figure they will have an edge on some of their classmates in that they already have a going business on their hands.

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REVIEW OF RECORDS

(Continued from page 12)

From the other musical shows, *Two for the Show* provides a lively vehicle for Benny Goodman on Columbia with *How High the Moon*, completing the couplet with a ballad number, *The Fable of the Rose*. From the same show, Russ Morgan on Decca gives the *Moon* music smooth and suave treatment, mating it with a rhythmic pop piece, *You Gorgeous Dancing Doll*.

*I Walk With Music*, from *Three After Three*, rings the register for both Sammy Kaye on Victor, coupling with *The Woodpecker Song*, and for Frankie Masters on Vocalion, competing with another in the school of *Scatterbrain* songs, a charming *Charming Little Faker*. And from the same show, Bobby Byrne makes it an acceptable dance disk for the score's modern hymn, *Way Back in 1939 A. D.*, mating the music with *Busy as a Bee*.

Disk Debuts

OUTSTANDING is Victor's enterprise in bringing the fugitive Artie Shaw back to the disks. Artie has a surprise this time in the form of a 31-piece band—combining the usual swing combination with a symphonic background of fiddles, violas, cellos, flute, oboe, bass

clarinet and French horn. For his first record, Shaw has chosen two little-known Mexican pieces, *Adios, Mariquita Linda* and *Frenesi*. These are played with a variety of tone color which would obviously be impossible from a 14-piece band. It's admittedly an experiment, and developments will be awaited with interest. It's interesting to note, however, that Shaw has managed to avoid some of the pitfalls of symphonic jazz, staying in the strict dance rhythm and interlocking with scorchy clarinet solos on each side.

Of almost equal importance is the fact that Duke Ellington has gone back to Victor. His first disk in the new series couples two of his typical works, *Jack the Bear*, in which Jimmy Blanton does some astonishing bass viol work, and *Morning Glory*, which serves as a trumpet concerto for Rex Stewart, who collaborated in writing this one. A second item, *You, You Darlin'*, and *So Far, So Good*, takes Duke and his music out of character and it will be most difficult for his legion of followers to take him for the commercial pop ditties.

The small Ellington bands-within-the-band are still coming out of the Vocalion corner, Cootie Williams carrying the label with his growl trumpeting for *Beautiful Romance* and a bluesy *She's Gone*, and Barney Bigard showcasing his clarinet wizardry for *Early Mornin'* and *Lost in Two Flats*. Both items are definite contributions to jazz history and the sought-out sides of the connoisseur.

Lennie Hayton makes another return bow on records, this time at the Vocalion factory and this time a more auspicious bow. Smoothly styled and his piano featured, it's extremely danceable for his pairing of the ballads *One Cigarette for Two* and *I Love You Much Too Much*. The latter lullaby, incidentally, has been lifted bodily from an old Jewish musical show.

On the same label, a debut of interest is that of Horace Henderson, his more-famed brother, Fletcher, conductor of the orchestra and arranger for the initial offerings, *Oh Boy, I'm in the Groove* and *Kitty on Toast*, the latter side scintillating with a hot fiddle player. Freddie Rich is still another new item for the record—new for this decade. It's a pieced-together band that Rich brings to the front, making little more than mill-run dance music with two tunes from *Two for the Show*, *How High the Moon* and *A House With a Little Red Barn*. Unfortunately, the personnel is not listed on the label, for there lies the record's greatest commercial possibilities in view of the fact that the instrumentation includes such swing stars as

Benny Carter, Roy Eldridge and Babe Rusin, all familiar personages to the patrons of the swing art.

Ted Straeter, who has heretofore reserved his music-making for New York's smart set, now reaches out for mass approbation on Columbia, his first sides *A House With a Little Red Barn* and *Imagination*. Following the simple melody lines, paced by his piano artistry, it's still music that finds its greatest appeal among those who haunt the smarter places.

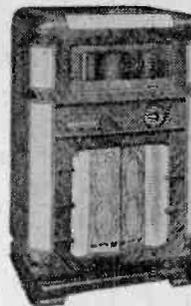
For recording purposes only, Ford Leary, Larry Clinton's trombonist-singer, blossoms forth as a band leader on Bluebird. Using a pieced-together band that's bright in its blaring, his first disk is a vocal dish, Leary giving voice to *Hong Kong Blues*, a Hoagy Carmichael tune, and *On Revival Day*, a swing spiritual of an earlier year little heard since Mildred Bailey stopped singing it. And on Decca, Erskine Butterfield, pianist with a small combination side-stepping the Harlesemese brand of music, is a new recruit to the rolls. Letting out on the lyrics as well, Butterfield makes his bow with four sides, *Inconvenience* and *Darn That Dream*, *Salt Butter* and *Tuxedo Junction*, the latter the best of the foursome. In short, it's Fats Waller's type of music sobered up to a fine degree of respectability.

Dixie and Chicago Jazz

DECCA also offers prize examples of the Dixieland style of jazz, calling upon the obviously capable Bob Cats from the Bob Crosby Band to make the offering. The boys let their hair down—and instruments up high—for six sides, *So Far, So Good and You Oughta Hang Your Heart in Shame*, *Mama's Gone Goodbye* and *A Vous Tout De Vey*, a *Vous?* (which isn't French double-talk), *Do You Ever Think of Me* and *Jazz Me Blues*. The latter is the best of the batch. With the full band Crosby makes fuller music for *Leanin' on the Ole Top Rail* and *Shake Down the Stars* and *Reminiscing Time* mated with the more riotous music of *Tit Willow*.

From the same factory, there is a notable album of Chicago jazz featuring various all-star combinations, including such swing masters as Pee Wee Russell, Bud Freeman, George Wettling, Dave Tough and Charlie Teagarden. The 12 sides presented range from *Nobody's Sweetheart* to *Bugle Call Rag*, and they are all played in the true style of the Chicago school that first championed the wild and uncultivated jam music. This is something that no student of jazz can possibly afford to miss, it's appeal thus limited to the rabid collectors.

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THE BILLBOARD GIVES YOU THE ONLY

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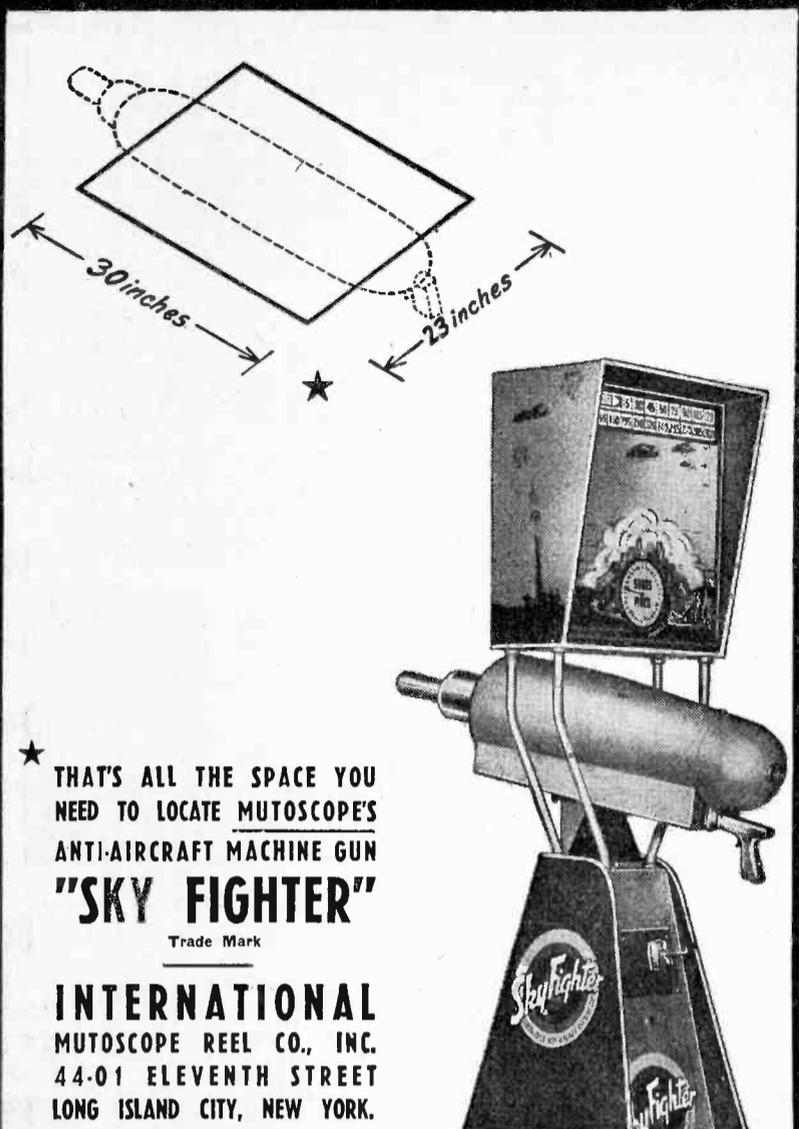
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—YOU'LL BE SATISFIED WITH RESULTS.



JUDGES IN THE "WRITE-A-TITLE" CONTEST gather to pick the winning title for the contest tune offered during March. They are, left to right, front row: Al Hindle, manager of the Chicago RCA recording studios; E. C. Steffens, president of the International Association of Automatic Electric Phonograph Owners, sponsor of the contest; Marvin Lee, professional manager of M. M. Cole Publishing Co. and writer of several hit songs. In the top row: Walter W. Hurd, Coin Machine Editor of The Billboard; Jack Russell, band leader who recorded the title disks; George Oveson, circulation manager of "Downbeat," and Ben Kantner, musical director of stations WJJD and WIND, Chicago also writer of popular songs. Egbert Van Alstune, of the Remick Music Corp. and composer of such tunes as "In the Shade of the Old Apple Tree" and "Memories," was absent.



30 inches  
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LONG ISLAND CITY, NEW YORK.

### Bally Announces New Style Triumph

CHICAGO, April 13.—Announcing a new variation in the Triumph buy-back novelty or free-play game, Ray Moloney, president of Bally Mfg. Co., stated that the new model has already opened numerous new locations to Triumph.

"Until the release of our model 2 or dime-limit Triumph," Moloney stated, "all of the thousands of Triumphs shipped have gone into first-class locations. Now the new model permits the operator to place Triumph in second-string locations, where Triumph would not otherwise be operated. Moreover, location reports prove that the new model has been highly successful in such locations.

"The new model Triumph is designed to appeal to players who limit their play to 10 or 15 cents a game—but, at the same time, want a lot of excitement for their money. In locations patronized by that type of player it fits into the picture because of four small but important variations in the game: (1) Opportunity to demonstrate skill with the first five balls is increased by the fact that the board is considerably opened up; (2) player is spotted a number when he hits bumper 6 or bumper 7—because, when either 6 or 7 is hit both 6 and 7 light on backboard; (3) a special inducement to buy back at least one ball is provided by the fact that bumper 6 and bumper 7 are both 'hit-and-win' bumpers when the first buy-back ball is played; (4) buy-backs are limited to two balls, thus giving the small-change player the confidence that results in repeat play."

### LAKE CITY SPECIALS

FREE PLAYS

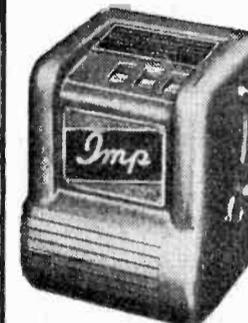
C.O.D., like new . . . . . \$49.50	Big Six . . . . . \$49.50
Cowboy . . . . . 35.00	Roller Derby 45.00
Bangs . . . . . 30.00	Fairgrounds, A-1 . . . . . 57.50
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Across the Board . . . . . 29.50	Sport Page . . . . . 79.50
Gold Cup Console . . . . . 110.00	Gold Cup with Skill Feature . . . . . 110.00

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### Imp THE IDOL OF A MILLION PLAYERS!



Gum Vender. Beautiful Radio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US. IT'S a HONEY. Max & Harry, "The Gold Dust Twins." \$12.50 Each—6 for \$67.50.

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Territories are being taken up FAST. Operators wiring for this deal. Don't hesitate! Cover your locations before you are too late.

BOOK FORM CARDS—  
CARD TAKES IN . . . . . \$24.00  
AVERAGE PAY-OUT . . . . . \$10.00  
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CARDS PER DOZEN . . . . . \$12.00  
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### SPRING CLEARANCE SALE. QUALITY SPEAKS FOR ITSELF.

1938 Tracktimes . . . . . \$85.00	USED SLOTS	Reel Spots . . . . . \$ 5.00
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1938 Liberty Bells, like new, cream cabinet. . . . . 45.00	Cherry Bells, 5-10c . . . . . 49.00	Track Reels . . . . . 5.00
Derby Times . . . . . 45.00	Rol-a-Tops, 10c . . . . . 20.00	Reel Races . . . . . 5.00
Pamco Rosemont . . . . . 24.00	Cigarette Slots . . . . . 32.50	Daval Gum Vendors . . . . . 5.00
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	Chicken Sam . . . . . \$137.50	Imps, new . . . . . 12.00
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	And Many Others		

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### Hail Mechanical Betting on Races

ALBANY, N. Y., April 13.—The governor's office announced April 1 that the pari-mutuel race-track betting bill, one of the major acts of the 1940 Legislative session, had been signed.

Pari-mutuel legislation was made possible when the anti-gambling provisions of the State constitution were changed with the approval of a popular vote last fall. The amendment was only permissive in its nature and thus requires enabling acts to support new laws. An enabling act was passed on the day before adjournment of the Legislature, March 29.

Reports indicate that bookies may fare hard under the new era. Under the new law the minimum admission at the tracks is fixed at \$1.50. One newspaper in commenting on the law said this high admission price was fixed to keep out children and also women who risk their grocery money on \$2 pari-mutuel tickets.

The New York Times, in commenting on the new law, made the following interesting statement: "Pari-mutuel odds are fair because they are mechanically decided and, under State control, not subject to manipulation."

### BARGAIN LIST

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2 Chicken Sam. Each . . . . .	\$125.00
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2 Seeburg Ray-o-Lites. Each . . . . .	40.00
10 Wurlitzer 412. Each . . . . .	40.00
1 Keeney Targette Ray Gun . . . . .	22.50
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1 Model 61 Wurlitzer . . . . .	115.00
1 Model 24A Wurlitzer . . . . .	165.00

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301 W. 9th St., KANSAS CITY, MO.

10 Evans' Ten Strikes, 1939 Models, \$140.00 each. Perfect condition, look like new. Quoted subject to prior sale and F. O. B. Nashville, Tennessee. Deposit required.

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"THE WORLD'S GREATEST APPLE VALLEY demands the world's finest phonograph," says Russel W. Larson, well-known Yakima, Wash., Rock-Ola operator. Larson operates a route of phonographs throughtout the Yakima Valley, home of Yakima apples. Left to right are Mr. and Mrs. Vern T. Beason, owners of Vern's Tavern, Tieton, Wash.; the Rock-Ola Luxury Lightup phonograph, and Russel W. Larson.

Thank You for Mentioning The Billboard.

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**"MERCURY MAKES MORE MONEY"**  
is the experience of all successful operators. and YOU GET MORE FOR YOUR MONEY IN MERCURY, a classy streamline cabinet, a constant speed clockmotor, positive payout of award tokens, on the counter or behind glass window. Hammerloid Finish.  
You deserve the Best for your Money—insist you get a genuine MERCURY, built by Groetchen, the inventors of Token Payout Games.



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CHICAGO

**Banner Distrib**  
**For Chi Coin Jolly**

PHILADELPHIA, April 13.—I. H. Rothstein, head of the Banner Specialty Co., has announced that his firm is acting as a distributor for the Chicago Coin Machine Mfg. Co. in the sale of the firm's newest release, Jolly.

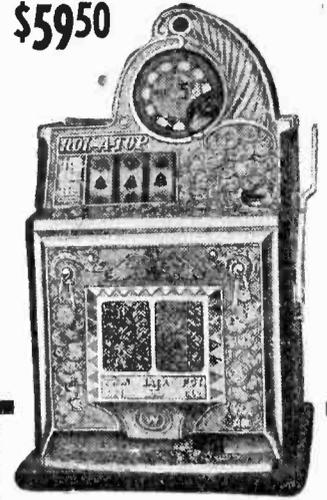
"Banner Specialty Co. is happy to be a distributor for the new Chicago Coin hit, Jolly," said Rothstein. "We have distributed many Chicago Coin machines in the past and have had fine results.

"Operators have come to recognize in Chicago Coin games more quality for their money. This has been the case time after time. Now again operators realize that they have another hit machine. In our experience in the coin game business we have learned that Chicago Coin games are big money makers, and as a result, bigger selling machines.

"Operators who have already placed this free game Jolly on locations tell us that its earnings are going up and up. To back up their enthusiasm and claims these operators are placing repeat orders in larger quantities for Jolly."

**BRAND NEW MACHINES**

**\$5950**



**BRAND NEW MACHINES**

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

**15-DAY MONEY-BACK GUARANTEE**

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**4640-4660 W. FULTON ST. CHICAGO, ILL.**

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE," Chicago.

**Trade Gives Good Reception to "Gun"**

LONG ISLAND, CITY, N. Y., April 13.—"At the International Mutoscope Reel Co. manufacturing activity is at a greater speed than it ever has been, due to the new anti-aircraft machine gun, Sky Fighter," reports Bill Rabkin, firm's president.

"We are tremendously pleased with the number of orders we have received since the first announcement of the Sky Fighter was made. From almost every State rush orders have been received.

"This convinces us that those who have seen our anti-aircraft machine gun, Sky Fighter, are convinced of its ability to bring them greater profits, of its mechanical perfection and its attractive design. Sky Fighter will last for a long time to come."

**Jolly Game Gets Operators' Praise**

CHICAGO, April 13.—"California operators unanimously vote Jolly, the newest Chicago Coin Machine Mfg. Co. release, as the 'game most likely to succeed' in months to come," states a Mack Sanders executive.

"Chicago Coin very consistently turns out hit machines and Jolly looks like another in a long line of successes of this company. It has plenty of appeal for all players, young and old, and gives players a brand-new idea in a free game. Jolly seems to incorporate what players like and by so doing will probably be the kind of a machine that operators like—one that really assures operators of loaded cash boxes.

"We had Jolly out on test locations before we became distributor for it and found that its earnings were much higher than we assumed they would be. As Jolly is placed on locations we receive very favorable reports from operators, which more than confirms our prediction of success for this great new Chicago Coin product."

**Screwy Forecast Uses Pinball Theme**

NEW YORK, April 13.—Described as "screwy," the methods of *The New York World-Telegram* in presenting weather forecasts has drawn nation-wide attention. Each day the paper has made a practice of publishing the weather forecast in an amusing way. In the issue

of April 4 the writer gave it the pinball treatment. The forecast appears below:

"We have come across a new pinball machine which eats nickels under the name of 'Pressure,' meaning barometric pressure. It has thunder and lightning in it, provided you put the lights out in certain flowers. It rings bells as the light rises in the barometer, and it tinkles when you go thru 'Spring Breezes' with a red light lit on one side and a green light lit on the other side. If you get hail and sleet you get a back back, and if your ball backscuttles properly and hits a trigger in the middle an impressionistic robin pops into view on the board. It pays off on a tidal wave.

"We spent 45 cents in the interest of science this morning trying to improve our weather report. We are death on the pin marked 'cumulus clouds,' but beyond that the money was wasted. Never once did the crazy contraption come up with light rain this afternoon, showers tonight, cloudy and cooler tomorrow—the forecast given us by the Weather Bureau free of charge."

**For REAL EARNINGS THIS SUMMER STAKE YOUR BET ON ROCK-OLA'S ten pins**

- FAST
- POPULAR
- CONSISTENT EARNINGS
- NEW ROCKOLITE FINISH

**THE GAME TO CHASE YOUR WINTER BLUES AWAY!**

**Supreme Amusement Co. of N. E., Inc.**

1022 Commonwealth Avenue  
Boston, Massachusetts

THE BILLBOARD GIVES YOU THE ONLY

**WEEKLY**

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

**OPERATORS In Closed Territory**

Sell us your late used Novelty Games and Slots for cash. Operators in open territory, write us for prices on new and used Novelty Games, Slots and Counter Machines.

**HOWARD SALES CO.**

322 South 13th Street, Omaha, Nebraska

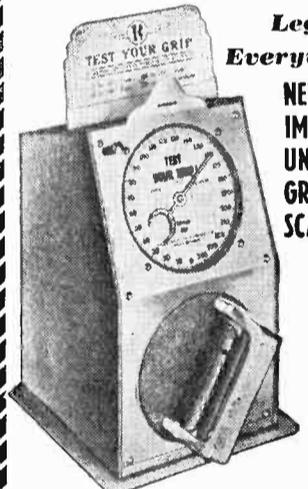
Tell the Advertiser in The Billboard Where You Got His Address.



WURLITZER'S MIKE HAMMERGREN, general sales manager, and Fred Barbee get together on plans after the appointment of Barbee as Wurlitzer district manager for Indiana and Kentucky. Barbee is well experienced in merchandising and selling, having held high executive positions in these departments with several nationally known concerns. Barbee has been occupied recently with a get-acquainted tour of his territory.

**A Proven MONEY-MAKER**

Legal Everywhere



NEW IMPROVED UNIVERSAL GRIP SCALE

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

**GET SAMPLE NOW**

1/3 With Order, **\$9.75**

Balance C. O. D.

Write for Quantity Price.

**HOLLY MANUFACTURING COMPANY**

2761 Union Guardian Building, DETROIT, MICHIGAN

**FIVE FREE GAMES, \$97.50**

- |               |            |          |
|---------------|------------|----------|
| Contact       | Follow Up  | Gun Club |
| Box Score     | Gem        | Alps     |
| Triple Threat | Taps       | Snooks   |
| Spottem       | Major      | Midway   |
| Miami         | Twinkle    | Rag Time |
| Multi Races   | Free Races | Up & Up  |
| Click         | Zip        | Chevron  |
| Dbl. Feature  |            | Hi-Lite  |

Send your order for any five games and 1/3 deposit for prompt delivery.

**LEHIGH SPECIALTY CO.**

2nd & Green Sts., PHILADELPHIA, PA.

**WANT EXPERIENCED SALESMEN**

Or Exclusive Distributors for Entirely New Amusement Game. Write for Information and Available Territories to AUTO-GOLF, INC., 221 Clara St., San Francisco, Calif.

# Keeps Profits Higher!

## WESTERN'S HIGH FLIERS



Profits soar—and stay up on locations featuring the triple appeal of High Flier, Western's Free Game! Three ways to win—reels in backboard with bell fruit or war symbols—bumper and 1000 point kicker action on a polished metal playing field—these features keep you flying high! Available with 4 coin multiple chute at slight extra cost.

**YOU JUST KNOW IT'S A MONEY-MAKER!**

High Fliers without reels in backboard is known as TRIO and may be purchased for the same low price!

**WESTERN PRODUCTS, INC.**  
925 W. North Ave.  
Chicago

## English Coin Biz Revives

Used machine biz grows amazingly—manufacturing begins—using salesboards

LONDON, April 1.—To cope with amazing growth of used-machine selling business, Chicago Automatic Machine Supply of South London, whose jump to prominence is most striking feature of war conditions, is moving into new and bigger premises a few doors away from existing headquarters, which will be kept on as store and workshop. To meet demands for equipment principal Ralph Horwitz has been successful in maintaining steady influx of used machines of all types, this thru frequent excursions thru the length and breadth of the country.

First machine turned out under Coin Amusement Machine Supply's wartime production policy is replica of Selectem, counter game. Cabinet is about an inch deeper than American original to permit of bigger cash capacity.

As first step in gingering up of salesboard manufacturing department, Samson Novelty Co. has appointed director Charlie Holloway to control the factory, the only one here turning out aluminum boards. Charlie's initial drive is with the board replica of Mills Century of Progress. For some years punchboards have not appealed to machine operators here, the biggest business being done thru the medium of toy and novelty salesmen. Samson believes the time is ripe to increase machine operators' interest.

Alf Cohen, director of Coin Amusement Machine Supply, Ltd., has added to his string of racing pooches, each of which is named after a Genco bumper game success.

## Vemco Spring Sale Oversold

FAYETTEVILLE, N. C., April 13.—The Spring Special Sale, which Joe Calcutt, of the Vending Machine Co., featured this week, was highly successful, it is reported. "We were swamped with messages and orders for the thousands of machines that were placed for sale," says Joe Calcutt.

"We placed some of the finest equipment we have ever featured in this close-out. Some of the machines were only on location only a short while. Others were in such fine condition that they could hardly be distinguished from new machines.

"This Spring Special Sale is one of the best we have ever held. Over 2,000 machines were involved. These ranged from novelty table to free play games, consoles, bells, phonos, counter games and hundreds of others. A complete selection to meet the needs of the operators for the coming outdoors season when most of the men want to clinch as many of the spots as they can with new and good used equipment."



EXHIBIT'S SHORTSTOP received the seal of approval, after being played, from A. E. Sandhaus (left), of National Sales and Distributing Co., Kansas City, Mo., and Joe Frank, of Automatic Sales Co., Nashville, Tenn.

## CLOSEOUTS

The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices are effective April 20th, 1949.

- 5-BALL FREE PLAY**
- 5 Flagships, like new \$60.00
  - 3 Vogue 39.50
  - 3 Gold Cup, table model 89.50
  - 1 Mills 1-2-3, fruit symbol 72.50
  - 1 Bally Victory 72.50
  - 1 Jumper 47.50
  - 1 Bally Pick 'Em 42.50
- 5-BALL REGULAR NOVELTY**
- 1 Battling Champ \$12.50
- CONSOLE AND AUTOMATIC PAY**
- 4 Bally Grand Nationals, F.S. \$135.00
  - 2 Keeney Track Time, 1938 79.50
  - 1 Keeney Kentucky Skill Time, '38 50.00
  - 1 Bally Alley 85.00
  - 1 Bally Royal Flush 5c 110.00
  - 5 Bally Grand National 110.00
  - 1 Thistle-down 62.50
  - 1 Air Race 7.50
  - 1 Bally Derby 7.50
  - 1 Lucky Star 77.50
  - 1 Rays Track 19.50
  - 1 Bally Klondike 17.50
  - 1 Evans' Ten Strike, 1939 Model 140.00
  - 2 Pace Races, 30-1 Cash, No. 4500-4572 72.50
  - 1 Pace Races, 30-1 Cash, No. 5351 77.50

- COUNTER GAMES**
- 10 Totalizer (like new) \$10.00
  - 1 Mills Vest Pocket Bell 25.00
  - 2 A.B.T. Model F 9.50
  - 1 Columbia Bell, rear door payout, F. S. 49.50

- PHONOGRAPHS**
- 3 Rock-Ola Imperial 20 \$ 75.00
  - 1 Rock-Ola Rhythm Master 16 37.50
  - 2 Rock-Ola Rhythm King, 16 37.50
  - 2 Wurlitzer P-12 37.50
  - 1 Rock-Ola Regular 29.50
  - 1 Rock-Ola Night Club 34.50
  - 1 Wurlitzer 616 67.50
  - 1 Mills 1939 Phonograph, like new 217.50
  - 2 Rock-Ola Standard, 1939, cash deal 225.00
  - 1 Rock-Ola Counter Model, 1938, cash deal 139.00

- SPECIAL BRAND NEW CLOSE-OUTS**
- 72 Buckley Wall Boxes, slug proof \$15.00
  - 5 Buckley 412 Adapter 25.00
  - 5 Buckley P12 Adapter 25.00
  - 1 Buckley 24 Adapter 20.00
  - 8 Steel Cabinets for P12 or 412 17.50

Write us for your price on any brand new machine that has been released by the respective manufacturer as our price is right. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., INC.**  
80 BROAD ST., RICHMOND, VA.  
Day Phone 3-4511 - Night Phone 5-5328.

## OPERATORS!! PROTECT YOUR RECEIPTS

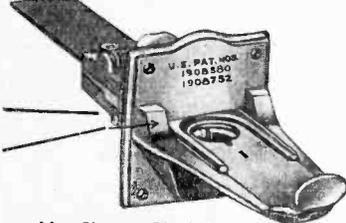
SHYVERS MFG. CO. proudly present The New Monarch Coin Chute. The result of 32 years of originating and developing Coin Chutes.

4 Mounting Holes Are Standard.

Micrometer Adjustment.

Stops All Bending.

Slide Support



Mae Shyvers Steel Centered Locks Work Perfectly.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.



The Shyvers separator positively works. Thousands in use working perfectly.

- The Front Guard Stops Cheating.
- Stops Shimming, Stops Bending
- Up or Down, Stops Driving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. Regular or free play. With front guard or with slide support, or without either. Also furnished with escalator and separator.

**SHYVERS MFG. COMPANY** 2315 W. HURON ST., CHICAGO.

## IF IT'S COIN OPERATED \* WE HAVE IT \* NEW OR USED

SLOTS		FREE PLAY GAMES	
2 5c Watling Rotatops, like new \$30.00	Dark Horses \$22.50	Dandy, F.S. \$45.00	Chevron 25.00
5 1c B. F. Pace Comets 22.50	Longchamps 30.00	C. O. D. 55.00	Pyramids 25.00
1 5c Green Front Q.T. 25.00	Rosemonts 17.50	Requests 18.00	Sun Bow, F.S. 25.00
1 10c Mills Blue Front 35.00	Paces Races, Black 50.00	Contacts 20.00	Golden Gates 35.00
1 50c Jennings Chief 42.50	Paces Races, Brown, Late 95.00	Rebounds 35.00	Stablimates 15.00
3 10c Jennings Chiefs 25.00	Bally Teasers 18.00	Keeney Free Races 15.00	Across the Board 35.00
1 25c Mills Blue Front 35.00	Dominoes 25.00	Golden Wheel 30.00	
<b>CONSOLES</b>			
Kentucky Clubs \$50.00	Mills Rios 30.00		
G. H. Track Times 35.00	Galloping Dominoes 35.00		
Lincoln Fields 35.00	'39 Galloping Dominoes 110.00		
Club House 30.00	Tanforans 22.50		
Derby Days 22.50	Jennings Pick-Ems 33.50		
Write for Our Complete Stock List. Immediate Delivery on Evans "Ski-Ball."			
CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO			

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



Here's a Real Big Time Winner for Summer Spots

100% Legal - 150 High Score

**Rex Amusement Company**

1443 Main Street  
Buffalo, New York

710 S. Salina Street  
Syracuse, New York



ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

# Monarch

FREE PLAY SPECIALS!

Clean and Reconditioned

<p><b>BALLY</b></p> <p>C. O. D. . . . . \$59.50                  Top Notcher . . . . . 59.50                  Champion . . . . . 52.50                  Roller Derby . . . . . 52.50</p>	<p><b>White Salls</b> . . . . . \$52.50                  Supreme . . . . . 34.50                  Chevron . . . . . 31.50                  Spottem . . . . . 31.50                  Arrowhead . . . . . 31.50</p>	<p><b>CHICAGO COIN</b></p> <p>Roxy . . . . . \$69.50                  Nippy . . . . . 64.50                  Lucky . . . . . 52.50</p>
<p><b>STONER</b></p> <p>Fantasy . . . . . \$54.50                  Clipper . . . . . 29.50                  Davy Jones . . . . . 29.50                  Snooks . . . . . 29.50                  Chubbie . . . . . 27.50</p>	<p><b>EXHIBIT</b></p> <p>Jumper . . . . . \$59.50                  Airliner . . . . . 44.50                  Rebound . . . . . 44.50                  Zip . . . . . 34.50                  Chief . . . . . 32.50                  Conquest . . . . . 42.50                  Skyrocket . . . . . 27.50</p>	<p><b>GOTTLEB</b></p> <p>Bowling Alley . . . . . \$67.50                  Lite-o-Card . . . . . 67.50                  Big Show . . . . . 64.50                  Twinkle . . . . . 34.50                  Keen-o-Ball . . . . . 47.50                  Batting Champ . . . . . 31.50</p>
	<p><b>GENCO</b></p> <p>Follies of 1940 . . . . . \$64.50                  Mr. Chips . . . . . 54.50</p>	

Write for New Price Bulletin. Listing Complete Selection of Free Play Games, Consoles, Legal Equipment, Phonos, Counter Games.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

you'll like it !

# Brite-Spot

high score  
fast action  
sound effects  
plenty of ways to win

by Stoner

WORLD'S LEADING HEADQUARTERS FOR PENNY ARCADES AND SPORTLANDS LEGAL MACHINES

SEE . . .

**FREE PLAYS**

Big Six . . . . . \$39.50  
 C. O. D. . . . . 45.00  
 Cowboy . . . . . 20.00  
 Fantasy . . . . . 32.50  
 Flagship . . . . . 45.00  
 Headliner . . . . . 25.00  
 Dandy . . . . . 30.00  
 Up & Up . . . . . 14.50  
 Thriller . . . . . 29.50  
 White Salls . . . . . 37.50

**NOVELTIES**

Airliner . . . . . \$22.50  
 Avalon . . . . . 15.00  
 Champion . . . . . 22.50  
 Pick 'Em . . . . . 29.50  
 Variety . . . . . 19.50  
 Vogue . . . . . 27.50

1/3 With All Orders, Balance C. O. D.

MIKE MUNVES CORP.

593 TENTH AVE., NEW YORK  
Cable "MUNMACHINE"

## Six Million Disks For Metal Typers

CHICAGO, April 13.—Groetchen Tool Co. announced this week that it had completed shipment recently on the sixth millionth aluminum name plate. The disks are used in the Groetchen Metal Typer. "This is a tremendous number of disks to be used in the short time that the Metal Typer has been in use," it was declared. "The Metal Typer was introduced a little less than a year ago and there has been a constantly increasing demand for the disks used in them—a sure indication that the machines are profitable," declared Groetchen officials.

"The fact that 6,000,000 aluminum disks have been used by operators means that Metal Typers have taken in a minimum of \$300,000—and perhaps more—because many Metal Typers have been set up as dime machines, doubling their take.

"Six million aluminum disks are now in use for various identification uses. The public has indicated a liking for this machine by permanently marking identification, Social Security numbers, license numbers and other data on the disks.

"This legitimate machine is a steady profit-making machine and is finding growing favor. With the opening of many new locations for the summer season, hundreds of the machines are appearing.

"Six million people can't be wrong—the Metal Typer must be good."

## Imp's Roto-Matic Device Big Feature

CHICAGO, April 13.—"Imp's roto-matic money-making feature is one of the main reasons for the success of this sensational three-reel counter machine," declare officials of the Groetchen Tool Co. "The roto-matic device has gained the faith of operators and the plaudits of players.

"The device allows the player to deposit four coins without playing the machine, the device holding four coins. Then the player can make four rapid plays without stopping to insert a coin. Naturally this makes for more exciting and faster play. For operators the roto-matic device is a wonderful feature. Faster play means more money in the cash box—and because the device is nonclogging uninterrupted play results.

"The simplified mechanism coupled with this device makes the game mechanically perfect. Uninterrupted play means more profits and less service calls. Imp is available in three coin denomination models—straight penny play, combination penny-nickel play and straight dime play. In addition, the three-reel machines may be had with number, fruit or cigaret reels."

"A merchandising feature which is much liked by all coinmen is the practice of packing Imps six to a box. Doing this results in a saving for everybody. Time and money are synonymous and when we can save time in wrapping them as case lots, naturally production costs are lower and everybody shares. We are now shipping Imps on the same day orders are received inasmuch as the plant is at high production capacity on the counter games."

## Spokane

SPOKANE, Wash., April 13.—Steadily expanding during his four years in the coin machine business here, W. Bill Paradise has opened Crest Novelty at W2433 Trent, with five employees. He now operates 200 machines. He handles, for the larger part, used games, but also carries a few new items, novelties and specialties. He has a large number of pinballs and phonographs.

## Woe For South

(Continued from page 75)

calling it Beale street from then on," he says. "However, our council will reconsider and decide soon what we will finally do about the matter.

### A Different Trouble

As for Basin street, that short little thoroughfare that abuts the Southern Railway station and runs only from Canal to St. Peter street, five blocks, the carpenters there are getting in the hottest licks and the musicians and the life that long made the old street famous have gone their way with bowed heads.

The area from Basin street, back about eight blocks and from Iserville to St. Louis, three blocks, known for their "hushed" mention from the earliest days of ragtime, up thru the jazz areas, are included in several projects to be reconstructed as modern living quarters for white families.

It was from these barrel houses and the honky-tonks of pre-World War days came the earliest jazz music, derived from Scott Joplin's rags, Negro blues and the New Orleans Mardi Gras Parade tunes. Buddy (King) Bolden, whose notes could be heard across the Mississippi River when he was in the groove,

and who began a procession of famed New Orleans trumpeters now headed by Louis Prima, Louis Armstrong and "Wingy" Manone, played there and first established a rep for themselves. Broadway knows these trumpeters and has acclaimed them among the great.

Others associated with Basin street are names like Sidney Bechet, still going strong up north; Jimmy Noone, Johnny Dodds and Picou, the latter known by this one name and whose celebrated clarinet part from *High Society* still is a test piece for any aspiring clarinetist. This same *High Society*, by the way, is just one of those pieces which descended from the Mardi Gras parades of the Crescent City.

The district, which once centered around Basin street, first heard such numbers as *Livery Stable Blues*, *He Rambled Round the Town Till the Butcher Cut Him Down*, *Careless Love Blues*, *Cannon Ball Rag* and, of course, the *Basin Street Blues*.

Among the musicians was Clarence Williams, who celebrated a famous Basin street manse in *Mahogany Hall Stomp*. That same *Mahogany Hall* is just at this time crumbling to the wrecker's ax after sneering without a single scratch from hurricanes of wind and music.

They used to stretch a canopy from the entrance to the curb at several of these Basin street high spots and the story has persisted for years that more than one Central American revolution hatched in the establishment of "Countess" Willie Piazza's. There was once a pianist who played there under the guise of St. John the Baptist.

In Tom Anderson's annex played Jerry Roll Martin, called the Dizzy Dean of Music in these times and who wrote the *King Porter Stomp* and the *Milneburg Joys* among other tunes famous to the hot music collectors.

They're all gone now, even Milneburg, just like Bessie Smith later sang in *Gimme a Pig's Foot*. Check All Your Razors and Your Guns, We're Gonna Be Wrastlin' When the Wagon Comes.

# BRITE-SPOT

Stoner's Sensational New Game is now at

## BUDIN'S, Inc.

174 SO. PORTLAND AVE. BROOKLYN, N. Y.

## Cohens Due Back This Week

CINCINNATI, April 15.—Mr. and Mrs. Harry H. Cohen, of the Ohio Specialty Co. here, are slated to return this week from a month's vacation which took them as far west as Hollywood. The trip was taken chiefly to give Mrs. Cohen some relief from a sinus ailment.

GENCO'S BANK ROLLS

(Skee Ball Alleys) Factory Reconditioned. 50% Deposit With Orders, Balance C.O.D.

\$50.00 EA.

ROSEY'S

89 GRAND ST., BROOKLYN, N. Y.

Many **SURPRISES** AWAIT YOU  
Write for **COMPLETE PRICE LIST**  
Now Available

RECONDITIONED PAYOUT TABLES	FREE PLAY CONVERTIBLE 5 BALL NOVELTIES
GRAND NATIONAL PACE MAKER ..... \$99.50 NEW IN ORIGINAL CRATES... \$89.50	WESTERNS - BRAND NEW <b>HIGH FLYERS</b> WRITE FOR PRICE
WESTERNS <b>DEAD HEAT</b> ... \$79.50	EXHIBITS JUMPER VERY CLEAN... \$59.50 EXHIBITS REBOUND BACKBOARD... \$44.50
GOLD MEDAL... \$79.50 GRAND STAND... \$69.50 HAWTHORNES... \$59.50	WESTERNS - BRAND NEW <b>TRIO</b> WRITE FOR PRICE
KEENEYS <b>WINNING TICKET</b> ... \$42.50	THRILLER... \$42.50 COWBOY... \$39.50
MAN-O-WAR... \$29.50 HOME STRETCH... \$59.50	BALLY <b>DANDY</b> ... \$49.50
KEENEYS <b>POT SHOT</b> EXCEPTIONALLY CLEAN... \$29.50	GOLDEN GATE... \$37.50 AVALON... \$27.50
PEDAL PUSHER 5 BALL PAYOUT... \$32.50 FEED BAG... \$22.50 DERBY TIME MULTIPLE... \$17.50 HEY DAY... \$14.50 ACROSS THE BOARD... \$12.50 STABLES... \$14.50 GOTTLEIBS MULTIPLE RACES... \$14.50	STONERS - BRAND NEW <b>1940 BASEBALL</b> WRITE FOR PRICE 5th INNING... \$24.50 FLASH... \$27.50 GENCO'S CONSOLE CABINET <b>LUCKY STRIKE</b> \$99.50

MISCELLANEOUS	SLOTS AND COUNTER GAMES
EVANS 1939 (ONLY) <b>10 STRIKE</b> ... \$117.50	Jennings 5¢ <b>SILVER CHIEF</b> SLUG PROOF FLOOR SAMPLE... \$59.50 5¢-25¢ <b>BALLY BELL</b> FLOOR SAMPLE... \$49.50
SEEBURG <b>CHICKEN SAM</b> ... \$109.50	MILLS 5¢ <b>HAND LOAD</b> ... \$45.50 MILLS 5¢ <b>MELON BELL</b> ... \$42.50 MILLS 5¢ <b>BLUE FRONTS</b> 25¢ 100,000... \$37.50 Groetchen <b>COLUMBIA Rear Pay</b> ... \$42.50 Mills-10¢ <b>Q.T. Late Serials</b> ... \$27.50 Mills-1¢ <b>Q.T. Very Clean</b> ... \$19.50 Jennings 5¢ <b>CHIEF</b> ... \$19.50 Caille <b>CADET-5¢</b> ... \$15.00
SCIENTIFIC-GAMES-BRAND NEW <b>SKEE JUMP</b> LEGAL ANYWHERE... \$89.50	MERCURYS USED ONLY ONE WEEK WRITE FOR PRICE
EXHIBITS MERCHANTMEN <b>DIGGER</b> ... \$25.00	SPARKS - 5¢ PLAY... \$22.50 GINGERS - 1¢ PLAY... \$14.25 BALLY - WAMPUM New... WRITE WESTERNS OOMPH Brand New Write for Price SELMORE Brand New PEANUT MACHINES } \$4.95
WESTERNS 1939 <b>BASEBALL PAYOUT MODEL</b> ... \$59.50	
BALLY ALLEYS Write FOR PRICE SKEE BALLS Hi SCORE... \$49.50 ROCKO BALLS LATE... \$29.50	

**PHONOGRAPHS**

WURLITZER <b>MODEL 616</b> \$69.50 Thoroughly Reconditioned WURLITZER	WURLITZER <b>MODEL 716</b> \$69.50 Very Clean WURLITZER
WURLITZER <b>MODEL 61</b> \$97.50 Exceptionally clean WURLITZER	WURLITZER <b>MODEL 50</b> \$59.50 Small Console Walnut cabinet WURLITZER
WURLITZER <b>MODEL 24</b> \$97.50 Like New ADD 1.00 FOR SLUG PROOF WURLITZER	WURLITZER <b>MODEL 412</b> \$37.50 Marble top at slight extra cost WURLITZER
WURLITZER <b>500</b> ADD \$10.00 FOR SLUG PROOF \$189.50	WURLITZER <b>312</b> ... \$37.50
WURLITZER KEYBOARD <b>600</b> ADD \$10.00 FOR SLUG PROOF \$179.50	WURLITZER <b>P12</b> ... \$29.50
WURLITZER DIAL SELECTOR <b>600</b> ADD \$10.00 FOR SLUG PROOF \$169.50	SEEBURG <b>ROYAL</b> ... \$79.50
ROCKOLA MARBEL-GLO <b>MONARCH</b> ... \$99.50	ROCKOLA 1939 <b>DE LUXE</b> ... \$169.50

NORTHWEST EXCLUSIVE WURLITZER DISTRIBUTORS  
**ACME NOVELTY CO.**  
1124 HENN. AVE. • ATLANTIC 5509 • MINNEAPOLIS. MINN.

**Hand Load Bell Finds Club Favor**

CHICAGO, April 13.—Jim Longaker, of Mills Novelty Co., states he finds Mills Hand Load Bell has climbed to first place as a club favorite. "It absolutely guarantees a full jackpot at all times—and that jackpot is a mighty one, too. Its double capacity is just about the biggest thing of its kind ever put on a bell. The jackpot does not fill automatically from the play in the machine, it must be loaded by hand. It releases automatically, however, when the three bars are hit.

"At the same time a meter inside registers one jackpot as having been paid, and then the location owner, who has been provided with a key, proceeds to reload the jackpot compartment by hand. He has access only to the jackpot compartment, and it is compulsory for him to load it to the brim—the players demand it, and there's no other way for it to fill up, unless he does load it. The meter gives a perfect check for the operator and the jackpots loaded are deducted from cash box receipts before division.

"Hand Load Jackpot is an entirely new Mills Bell decorated in black and creamy tan with polished aluminum surfaces taking on new brilliancy from the black background contrast. The machine is altogether different in appearance from anything you've seen before."

**N. Y. Confucius Say: "Triumph"**

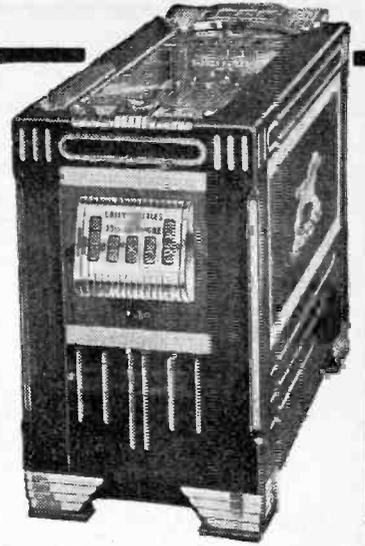
NEW YORK, April 13.—John A. Fitzgibbons, Eastern regional sales distributor for Bally Mfg. Co., received a postal card last week, postmarked New York, but written in what appeared to be Chinese. Thinking the card was probably a joke, Fitzgibbons took it to a translator.

The message was in Chinese and turned out to be from the proprietor of one of the well-known restaurants in Chinatown. Literally translated, the words of this flesh and blood Confucius said: "Pleased to admire honorable Triumph game very much, as she earn plenty money for me and operator, who say she sure is triumph, which American call joyful celebration. Cash-box always full, hoping you are the same."

**Simon Sales Named Keeney Distributor**

CHICAGO, April 13.—Bill Ryan, sales manager of J. H. Keeney & Co., has announced the appointment of Dave Simon, Simon Sales Co., New York, as a new Keeney distributor.

"Dave Simon, head of Simon Sales Co., will act as distributor in Metropolitan New York City and in New Jersey for Keeney releases, including Anti-Aircraft Machine Gun, Remote Selector Wall Box for phonograph operation, Keeney pin games, Keeney counter games and Keeney Consoles," said Ryan. "Dave is well known among coinmen in this territory and well liked by them and we look forward to this new association as one that can only be successful."



**BAKER'S PACERS**

*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

**THE BAKER NOVELTY CO., Inc.**  
2626 Washington Blvd., Chicago.

**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 Broadway, NASHVILLE, TENN.

20 Porcelain 1c Master Vendors, Like New... \$5.95  
5 Daval's Bell Slides, Refinished... 5.95  
1 Ea. Jen. Star Cig. Roll Over, Skooky, Chico Derby... 6.95  
A.B.T. Target Skill... \$10.95  
10 Mills Soft Ball... 16.95  
5 Snappy... 7.50  
10 Majors... 16.95  
3 Chico B. Ball... 7.50  
2 Silver Flash... 7.95  
Want to buy or trade for Grippers, Challengers, A.B.T. Model F or what have you. 1/3 deposit with order. Send for list 30 asst. Tables, \$3.95 each; 10 for \$30.00.

**HALL BROS.' SALES CO.**  
1200 9th Av., JASPER, ALA.

End Your Correspondence to Advertisers by Mentioning The Billboard.



ANOTHER LOAD OF ROCK-OLA PHONOGRAPHS for the Standard Automatic Music Co., of Little Rock, Ark. Above are shown W. J. McPike and F. C. Cason, owners, with their service men, secretary, and Bob Hunter, Rock-Ola district manager.

**ATLAS GAMES**  
**MUST BE O.K.**

# 38 ATLAS EMPLOYEES Rebuild These Values THE "ATLAS-WAY"

**Guaranteed Reconditioned Phonographs**

Seeburg K20, 20 Records... \$ 89.50	Wurlitzer 716, 16 Records... \$ 69.50
Seeburg Rex, 20 Records... 89.50	Wurlitzer 24, 24 Records... 119.50
Seeburg Royale, 20 Records... 109.50	Wurlitzer 600... 179.50
Seeburg Regal, 20 Records... 159.50	Wurlitzer Counter Model 61 (1939)... 91.50
Seeburg Casino ('39), 20 Rec. 149.50	Mills Deluxe Dancemaster... 21.50
Seeburg Plaza ('39), 20 Rec. 169.50	Mills Zephyr... 34.50
Seeburg Classic Marblegro, Floor Sample... 229.50	Mills Do Re Mi... 34.50
Seeburg Model B, 12 Records... 32.50	
Seeburg Model D, 12 Records... 34.50	
Wurlitzer P-30, 10 Records... 24.50	
Wurlitzer P-12, 12 Records... 32.50	
Wurlitzer 312, 12 Records... 39.50	
Wurlitzer 412, 12 Records... 39.50	
Wurlitzer 616, 16 Records... 74.50	
Wurlitzer 616A, 16 Records... 79.50	
Wurlitzer 616, Illuminated Sides and Front... 89.50	

Illuminated Grills Installed, \$8.50 Ea.  
 Title Strips In Stock — 40c per 100 Strips.  
 All Phonographs Thoroughly Checked for Mechanical Perfection—Cabinets Polished and Refinished to Original Luster.

**SPECIAL!!!**  
**WURLITZER COUNTER MODEL 51,** Size 28x18x20, Marblegro Finish. ONLY \$56.50  
**ROCK-OLA IMPERIAL, 20-Record Phonograph,** Beautiful Walnut Finish. ONLY \$52.50  
**JENNINGS CIGAROLA MODEL XV,** 5c and 10c Combination. ONLY \$89.50  
**MILLS VEST POCKET BELL... \$29.50**

**MULTIPLE COIN PAYTABLES**

Grandstands... \$92.50	Sport Page... \$84.50
Thistledowns... 79.50	Derby Time... 49.50
Hawthorne... 74.50	Derby King (Jackpot)... 64.50
Dead Heat (2 Jackpots)... 79.50	Stables... 24.50

FREE PLAY GAMES OF ALL KINDS—Paytables, Consoles, Counter Games, Phonographs—All Listed in Our Price Bulletin and Illustrated Catalogue. SEND FOR YOUR COPY.  
**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.

## Dave Simon To Open N.Y. Showroom

NEW YORK, April 13.—Dave Simon surprised the trade here this week with the announcement of the construction of beautiful and impressive showrooms and offices for the distribution of coin-operated equipment at 437-439 West 42d street in the area known as Coin Row.

The firm will be known as Simon Sales, Inc., and will be under the management of Dave Simon. The modernistic furnishings will be the outstanding feature of the showrooms. The place is 50 feet wide and 80 feet deep. Large double doors for the entrance, with an unusual display for the games, are so arranged that the general effect will be to see the complete display immediately upon entering the showroom.

In addition, convenient offices for operators are located in the front part of the place. Private offices are off to the side. A main floor workroom and repair department divides the huge space. The basement floor will be used for warehouse space. The rear part of the offices and showrooms will be devoted to both stock and parts departments.

Supplies department will be in conjunction with the front offices. "The grand opening will be on a Sunday so that everyone will be free to attend," advises Simon. "Many visitors are expected from out of town and a large delegation of manufacturers is also expected from Chicago."

## Northcutt Busy On Counter Game

DALLAS, April 13.—The C. W. Northcutt Co., manufacturer of the new counter game, Domino, reports that orders for the new game are coming in such quantities that the company has been forced to work day and night shifts to fill the avalanche of orders. Earl Reynolds, who has taken over the distributorship for the new game, says that without doubt Domino is a real money-maker and that he anticipates a still larger volume of business on Domino.

"On account of the widespread demand for the Domino game from all sections of the country, the Northcutt Co. has increased the capacity of its plant," says C. W. Northcutt, president. "The company's new production schedule will now enable us to make prompt shipments on future orders."



REESE JACKSON has recently taken over the reins as general manager of the Home Tally Card Co., Yorktown, Ind. Jackson is a veteran of 15 years in the ticket business.

## Summer Time Offers New Ideas

CHICAGO, April 13.—"Summer Time is not only the time to make hay—it's the game that will do it," declares Dave Gottlieb, head of D. Gottlieb & Co., as his company this week introduced a new game by that name.

"Brimful of summer time appeal, combined with a brand-new play-inclucent idea that captivates players, Summer Time presents an unusual profit opportunity for operators. The game is not an experiment, but based upon the proven features of one of the great game successes of the past.

"It provides six ways to win, including high score and sequence. But the big play stimulator is the spelling out of the name Summer Time. The fourth consecutive ball going thru the special channel adds another letter.

"When completely spelled out it gives player top award or Jackpot in the Jackpot model. If incomplete at the end of the play the unfinished name is spotted for the player in the next play, which brings the award that much nearer.

"Summer Time is a beautiful creation, alive with summer atmosphere, bristling with action and mechanically perfect. Quantity production is already under way and the game is available in two models, convertible novelty or free play and Jackpot model."

# EVANS' PACERS



**The PICK of the EXPERTS!**

7 large horses actually race on the circular track under glass dome! Horse stopping nearest to lighted finish post wins. 1 or all 7 selections may be played at one time! Pays 2-1 to 40-1!

**EARN 7-COIN PROFITS!**

A sweepstake money-maker that can't be compared with any other game! Faster, more exciting, more satisfying, FAR MORE COME-ON! Action is positive, absolutely foolproof! Uses famous Galloping Dominos mechanism, silent, steel-shielded, tamper-proof, NO BUGS! Evans' 7-coin gyp-proof head protects your profits. Rich, moderne cabinet, flashy plate glass playing top, improved TEASER Selector and other Evans features make it a sure bet for ops!

Get the Dope on these Winners—TEN STRIKE SKI-BALL

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

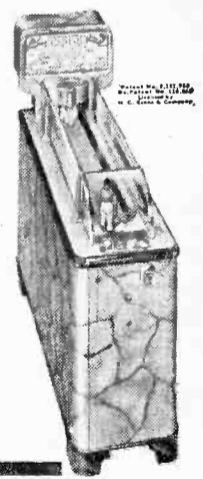
## AN INVITATION TO MUSIC OPERATORS

Commonwealth Remodeling and Sales Company offers you this great opportunity to modernize your old Phonographs at these amazingly low prices. ALL WORK GUARANTEED. COME IN AND BE CONVINCED. See our work done by expert mechanics.

<b>WURLITZER MODEL 616</b> Remodeled at Our Factory Dome Extra... \$24.00 Dome... 7.00	<b>WURLITZER MODEL 24</b> Remodeled at Our Factory. Complete with Dome and Base... \$39.50	<b>WURLITZER MODEL 412</b> Remodeled at Our Factory. Complete... \$20.00
<b>PRICE LIST FOR 616 PARTS</b> Complete Set... \$18.00 Dome... 7.00	<b>PRICE LIST FOR 24 PARTS</b> Complete Set... \$34.50	<b>PRICE LIST FOR 412 PARTS</b> Complete Set... \$15.00

**COMMONWEALTH PHONOGRAPH REMODELING & SALES CO.**  
 Longacre 3-8230 533 WEST 34TH STREET, NEW YORK CITY Bryant 9-0074

For Steady-Continuous Earnings CHOOSE ROCK-OLA'S ten pins new Rockolite finish



**ORDER NOW FOR QUICK PROFITS**  
**Badger Novelty Company**  
 2546 NORTH 30TH STREET  
 MILWAUKEE, WISCONSIN

## QUEENS SALES COMPANY

<b>FREE PLAY GAMES</b> Bally's Scoop... \$47.50 Thriller... 37.50 Punch... 57.50 Many Others! Write for Complete List Today!!	<b>SPECIALS!</b> Seeburg's Chicken Sam... \$125.00 Evans 1939 Ten Strike... 145.00 Scientific Bowling Alley... 100.00	Original Photomaton (4 for 10c) Photo Machine with accessories & parts, \$200.00 Spacious and convenient headquarters for Queens operators! Call Today!
---	--	--

73-06 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY (2 BLOCKS NORTH OF QUEENS BLVD. AT 73rd ST.)

*You are Cordially Invited to attend the  
Gala Grand Opening of New York's  
Largest Showrooms and Offices  
Saturday, April 20, 1940*

# SIMON SALES, INC.

## 437 WEST 42<sup>ND</sup> ST., NEW YORK

(All Phones: PENNSYLVANIA 6-9495)

(Opposite Lincoln Tunnel Entrance)

Under the Management of Dave Simon, Formerly of Savoy Vending Co., Baltimore, Md.

*Please*

bear with us if you did not receive a personal invitation, for in the rush we have been subjected to these past few weeks to complete our showrooms and offices we may have overlooked mailing one to you. Accept our apologies. Please let this message act as your personal invitation and be sure to attend our Gala Grand Opening Party. We invite every single operator, jobber, distributor and manufacturer to attend our opening and inspect New York's newest salesroom and offices.

### BARGAINS

Make us an offer—One Ball Cash Payout Machines

**PREAKNESS  
FAIRGROUNDS  
SPORT PAGE  
GRAND NATIONAL  
HAWTHORNE  
GOTTLIEB TRACK  
RECORD**

**GRAND STAND  
SEA BISCUIT  
THISTLEDOWN  
MILLS 1-2-3  
KLONDIKE  
BALLY DERBY**

**BADGER BAY CO.**

1013 MAIN STREET

GREEN BAY, WIS.

### Robinson Sales In New Quarters

DETROIT, April 13.—Grand opening of the greatly enlarged showrooms just leased by the Robinson Sales Co., Detroit distributing organization, was held Sunday, April 7, with hundreds of visitors, including operators and other well-known figures of the industry from Ohio, Illinois and Michigan, in attendance.

Notable among the Chicago visitors were Jack Keeney, of the J. H. Keeney Co.; Frank Maitland, of C. R. Kirk & Co.; Phil Frazier, chief engineer of H. C. Evans & Co., and Ed Levin, Chicago Coin Machine Mfg. Co.

Unusual prominence was given to the event by the first display in any sales-room of the new regulation duck-pin alley by H. C. Evans & Co.

The size of the new display room is indicated by the fact that it was not at all crowded by the presence of this huge new game, with plenty of room for the dozens of other types of machines also displayed on the floor.

### Daval Counter Games Applauded

PHILADELPHIA, April 13.—I. H. Rothstein, of Banner Specialty Co. here, is reported to have placed his personal indorsement on the new Daval counter games.

"For many years Daval counter games have been tops," he said. "Penny Pack, Reel 21, Tit-Tat-Toe, Reel Spot, Chicago Club House and many, many others have been accepted by operators as some of the best counter games money could buy. Mechanically, Daval games have always retained high distinction. From the angle of play appeal and design attraction they have been spectacular.

"This year Daval has produced three winners which are meeting with great sales all over the country. These are Jiffy, Heads or Tails and Ex-Ray token payout.

"We carry complete stock of the Daval games and as Daval distributors are in a position to satisfy operators and jobbers in our territory with instant shipment."

### LATE MODEL FREE-PLAY GAMES IN STOCK

Big Six . . . . . \$42.50	Contact . . . . . \$15.00
Lucky . . . . . 44.50	Airport . . . . . 29.50
Thriller . . . . . 35.00	Db'l. Feature . . . . . 17.50
Topper . . . . . 25.00	High Lite . . . . . 17.50
Mr. Chips . . . . . 45.00	Box Score . . . . . 17.50
Ocean Park . . . . . 34.50	Spottem . . . . . 15.00
Sports . . . . . 39.50	Lot-o-Fun . . . . . 29.50
Nippy . . . . . 47.50	Chevron . . . . . 17.50
Champion . . . . . 29.50	Fair . . . . . 15.00
Avalon . . . . . 34.50	Bangs . . . . . 27.50
Bowling Alley . . . . . 55.00	Bubbles . . . . . 17.50
Lite-a-Card . . . . . 55.00	Gun Club . . . . . 12.50
Fantasy . . . . . 47.50	Chubble . . . . . 17.50
All Baba . . . . . 27.50	Flash . . . . . 19.50
Twinkle . . . . . 24.50	Hold Tight . . . . . 17.50
Golden Gate . . . . . 29.50	Rebound . . . . . 29.50
Snooks . . . . . 17.50	Headliner . . . . . 29.50
Up & Up . . . . . 17.50	

100 Late Novelty Games, Each \$7.50.  
Send for List. A Full Line of Parts.  
1/3 Money Order Deposit.

GENERAL COIN MACHINE CO., Philadelphia, Pa.  
227 N. 10th St.

**SPECIAL NOTICE**  
Owing to error in our address in previous Ad. all mail went astray. Write again. NOTE ADDRESS ABOVE.

### THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

USED MACHINE PRICE CHANGES  
READ THE BILLBOARD EVERY WEEK

### For Sale—Arcade Machines

Sportsman Electric Ray Rifle, \$25. 14 Counter Size Mills Drop Picture Machines, large display signs for Carnivals or Parks, \$15 each. Twin Pistol Shooting Machine, \$70. Pacific Baseball, \$50. Golf Machines, \$25. 9 Mills Floor Size Drop Picture Machines with display signs, \$12 each. 3 Radio Film Rifles, 1c slot, \$60 each. WANTED: Ten Strikes, Chicken Sams, Exhibit Vitalizer, Metal Typewriter. PLAYLAND AMUSEMENTS CORP., 239 West 125th St., New York City.

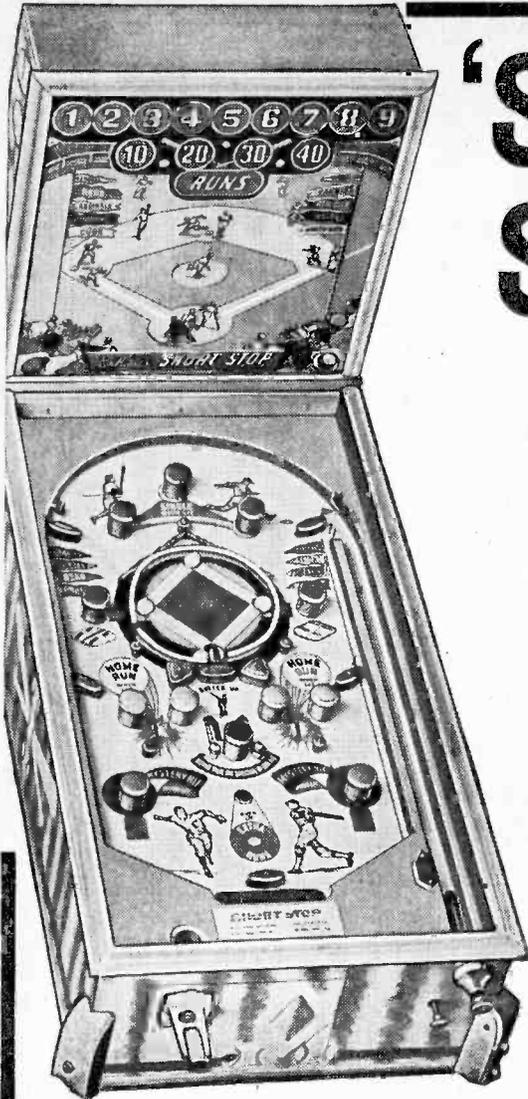
ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
WITH RESULTS.

*It's* **NO PIPE DREAM**  
when you have **ROCK-OLA'S**  
**ten pins** on location

Place Orders Now For Early Delivery  
Prepare Now For Summer Business

TEN PINS  
is your profit  
answer

**Square Amusements of Albany**  
707 BROADWAY  
ALBANY, NEW YORK



# 'SHORT STOP'

**A Money Making Record Breaker**

**'NUFF SAID FOR SMART OPERATORS**

**100% 'BUG' PROOF**

**FREE PLAY CONVERTIBLE 104<sup>50</sup>**

**ORDER NOW FROM YOUR DISTRIBUTOR**

**EXHIBIT SUPPLY CO --- 4222 W. LAKE ST. --- CHICAGO**

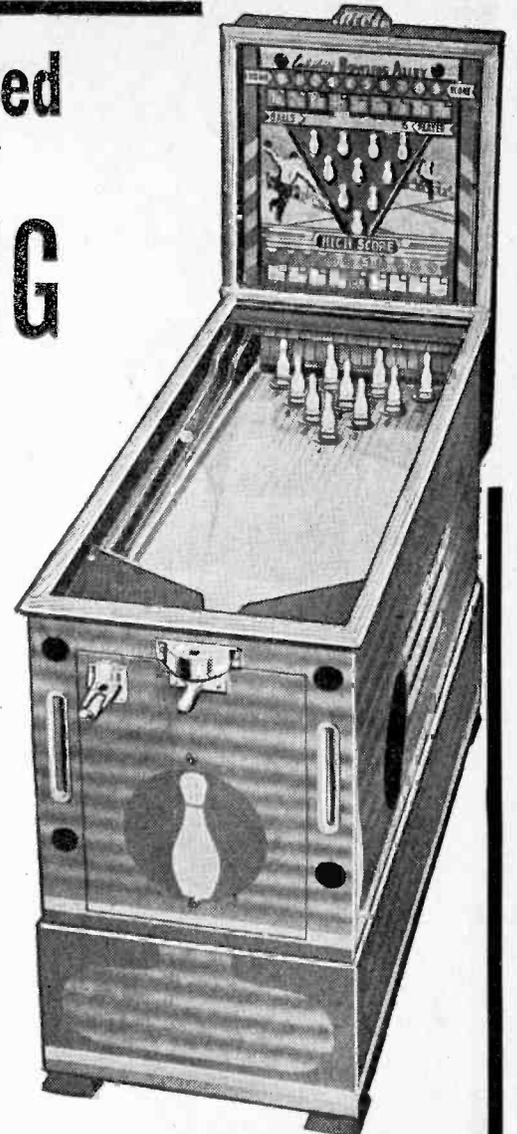
# New Improved FREE PLAY BOWLING GAME

**--with HIGH SCORE for the WEEK FEATURE**

**100% 'BUG' PROOF**

**OPERATOR'S PRICE 119<sup>00</sup>**

**ORDER NOW FROM YOUR DISTRIBUTOR**



## Western Reports Big Game Demand

CHICAGO, April 13.—Don Anderson, sales manager of Western Products, Inc., reports heavy demand during the past week for Western releases. "Sales of our machines have been climbing steadily," he reveals.

"Our free game, High Flier, has shown a marked increase in sales thruout the country. Players like the idea of winning on high score. New action, new coloring and new animation make High Flier one of the most popular free games available.

"Another Western machine whose sales have increased greatly lately is Oomph. Oomph is a sturdily built counter machine that offers players something new and different in the way of diversion. It's a lung-power testing machine and has created excitement among players everywhere.

"Always a big seller because of its high earning power, DeLuxe Baseball is bigger than ever now, with the advent of the major league baseball season and the added interest in the national game. Here is one machine that operators really know. Almost three years of steady production and operation have

made it one of the best known and best liked machines."

## Stern Optimistic On Future Business

CHICAGO, April 13.—One of the most optimistic men in the coin machine business these days is Al Stern, of the Monarch Coin Machine Co. "We anticipate busiest spring and summer business we've ever had," he declares. "Sales of Monarch reconditioned equipment have set new highs since the beginning of this year and every indication points to an even greater volume in months to come.

"Each day sees more operators from the surrounding States arrive at Monarch. Most operators who have bought all types of equipment from us in the past now make the Monarch showrooms their buying headquarters. Other operators who are buying from Monarch for the first time are well satisfied in the way we recondition each and every piece of equipment.

"We have an unusually large stock of equipment—all types of machines, including table games, consoles, free and novelty machines, phonographs—so operators may find exactly what they want."

## Coming Events

Fifth Annual International Travel Exposition, Stevens Hotel, Chicago, April 17-21.

Convention of American Newspaper Publishers' Association, Waldorf-Astoria Hotel, New York, April 23-25.

National Restaurant Week, May 6 to 12.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

## BOWL 'EM OVER

with

## STRIKES and SPARES

**New snappy-action Symbol Ticket Bowling Board. 145 Winners — 136 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.**

**No. 1625 (Semi-thick) 1600 Holes**

**Takes in - - \$80.00 | GROSS \$40<sup>13</sup>**

**Average Payout 39.87 | PROFIT \$40<sup>13</sup>**

**PRICE EACH | Write for Catalog of other Profit-Makers \$7.28**



**HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.**

## Here Are AVON'S Weekly Specials!

### RECONDITIONED AND GUARANTEED

#### FREE PLAY TABLES

Bally Champion	\$42.50	Bally Scoop	\$54.50
Bally Spotmer	28.50	Bally Gold Cup	119.50
Bally Headliner	39.50	Bally Vogue	47.50
Bally Pick Em	47.50	Bally White Sails	47.50
Chi Coin's Topper	39.50	Chi Coin's Majors	24.50
Daval High Lite	24.50	Exh. Rebounds	47.50
Converted Mills		Converted Across the Boards	47.50
1-2-3's	69.50	Exhibit's Chief	22.50
Genco's Punch	62.50	Exh. Conquest	37.50
Stoner's Chubble	29.50	Genco's Bangs	37.50
Genco's Bubbles	24.50	Stoner's Fantasy	69.50
Stoner's Fantasy (Jack Pot)	89.50	Keeney Multi-Free Races	19.50
Keeney Free Races	15.00	Genco's Lucky Strike	69.50
Daval Box Score	17.50	Keeney Big Six	59.50
Chi Coin's Roxy	69.50		

#### NOVELTIES

Bally Air Ways	\$7.95
Jungle	7.50
Bally Bambino	10.00
Palm Springs	12.50

#### CONSOLES

Tanforans	\$19.50
Red Head Track Times	45.00
Keeney 1938 Track Times	89.50
Jennings Slant Top Liberty Bells	24.50
Keeney Kentucky Clubs	49.50

1/3 Dep. With Order, Balanco C. O. D., We Buy, Sell and Trade.

**AVON NOVELTY SALES CO., INC., 2923 Prospect Ave., Cleveland, Ohio**



**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

Again - THE CASH BOX TELLS THE STORY!

Chicago Coins

JOLLY

FIRST CHOICE

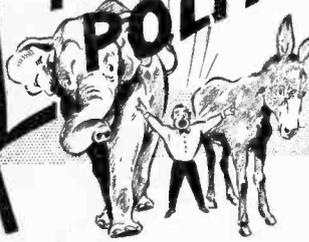
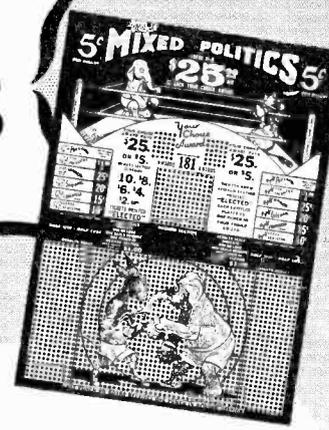
OF SMART COIN MEN EVERYWHERE BECAUSE IT'S MAKING BIGGER PROFITS FOR MORE OPERATORS THAN ANY OTHER GAME ON THE MARKET!

FREE GAME  
**\$99.<sup>50</sup>**  
Convertible

CHICAGO COIN MACHINE MFG. CO., 1725 DIVERSEY BLVD., CHICAGO

ELECTION FEVER has gripped the country and comes to life on Superior's Great New Board

**MIXED POLITICS**

OPERATORS! This is one of our 36 new "up to the minute" Symbol boards just released. Write for latest circulars and special offer for operators only.

**SUPERIOR PRODUCTS**  
14 NO. PEORIA ST. CHICAGO, ILL.

**Exhibit Shortstop Setting a Record**

CHICAGO, April 13.—"Altho the Exhibit Supply Co. has had a number of record-breaking production runs on its games, among which are Contact and Jumper, its latest and newest game, Shortstop, is shattering all of these records," reports John Chrest, sales manager of the Exhibit Supply Co.

"While we felt certain from the try-out tests on this game that it was destined to be an outstanding game and undoubtedly would have a large run, we were agreeably surprised when orders

continued to flock in from day to day. We realized that it was not only going to have a bigger run, but was considerably larger than any we had anticipated.

"Operators were quick to learn that the game was really a wonderful money-maker and consequently began placing repeat orders with their distributors. Players, too, also learned very quickly how easy and simple it was to understand and enjoyed playing it. This caused locations to demand the game from their operators with the result that orders were being placed so fast that our production facilities fell seven days behind in filling orders. However, by working night shifts as well as Sundays, we succeeded in catching up to within four days delivery after orders have been placed."



"SCARCELY A DAY GOES BY since the introduction of the 1940 Wurlitzers that our display room doesn't offer a chance for a picture like the one above," declares Bud Parr, manager of the General Music Co., Los Angeles, Wurlitzer distributor. "West Coast music merchants have acclaimed the new Wurlitzers right from the start and their enthusiasm is growing." Left to right: A. V. Stemler, of General Music Co.; Jack Gutshall, Esquire Music Co.; J. D. Turner, of General; Bob Metz, Bob Metz Enterprises; Miss Bailey, of General; C. J. Eshleman, Service Coin Machine Co., Long Beach, Calif.; Bud Parr, of General; L. S. Griffin, Valley Coin Machine Co., Ontario, Calif.; Fred Gaunt, West Coast Music Co. Kneeling: Ed Lajfargue, of General, and William Yanuw, Bob Metz Enterprises.

**B & B LEADS THE WAY LATE FREE PLAY GAMES**

Airliner .....	\$35.00	Mr. Chips .....	\$37.50	Lite-o-Card .....	\$57.50
Big Show .....	57.50	Dandy .....	35.00	O-Boy .....	47.50
Bowling (Gottlieb) ..	57.50	Flagship .....	55.00	Punch .....	47.50
Big Six .....	47.50	Follow Up .....	35.00	Rebound .....	25.00
Buckaroo .....	40.00	Follies .....	57.50	Roller Derby .....	35.00
Blackout .....	25.00	Golden Gate .....	35.00	Scoop .....	45.00
Champion .....	30.00	Hold Tight .....	20.00	Super Six .....	60.00
Cowboy .....	37.50	Lucky .....	45.00	Thriller .....	40.00
Conquest .....	30.00	Lucky Strike (Floor Sample) ..	57.50	Vogue .....	40.00
C. O. D. ....	40.00				

All Games Guaranteed Perfect — 1/3 Deposit, Balance C. O. D.

**B & B NOVELTY CO.**  
621 W. MAIN — LOUISVILLE, KY.

Advertise in The Billboard—You'll Be Satisfied With Results.

## IN THE GOOD OLD SUMMER TIME



**Sensational NEW Come-On Feature! It's a Honey!**

Fourth consecutive ball passing through roll-over channel lights up one letter of name, SUMMER TIME. Completed name awards Jackpot, which is recorded on separate meter!

- 2 MODELS**
- JACKPOT
- REGULAR
- 6 WAYS TO WIN!**

CASH IN QUICK!

NOVELTY OR FREE PLAY (Convertible) **\$99.50**  
 JACKPOT MODEL ..... **\$114.50**

**IMMEDIATE DELIVERY**

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago**

## SKEE-BALL-ETTE

The Machine With **LONG LIFE!**  
**Legal Everywhere!**

**IT'S TERRIFIC**

• **Outside Rheostat Control!**

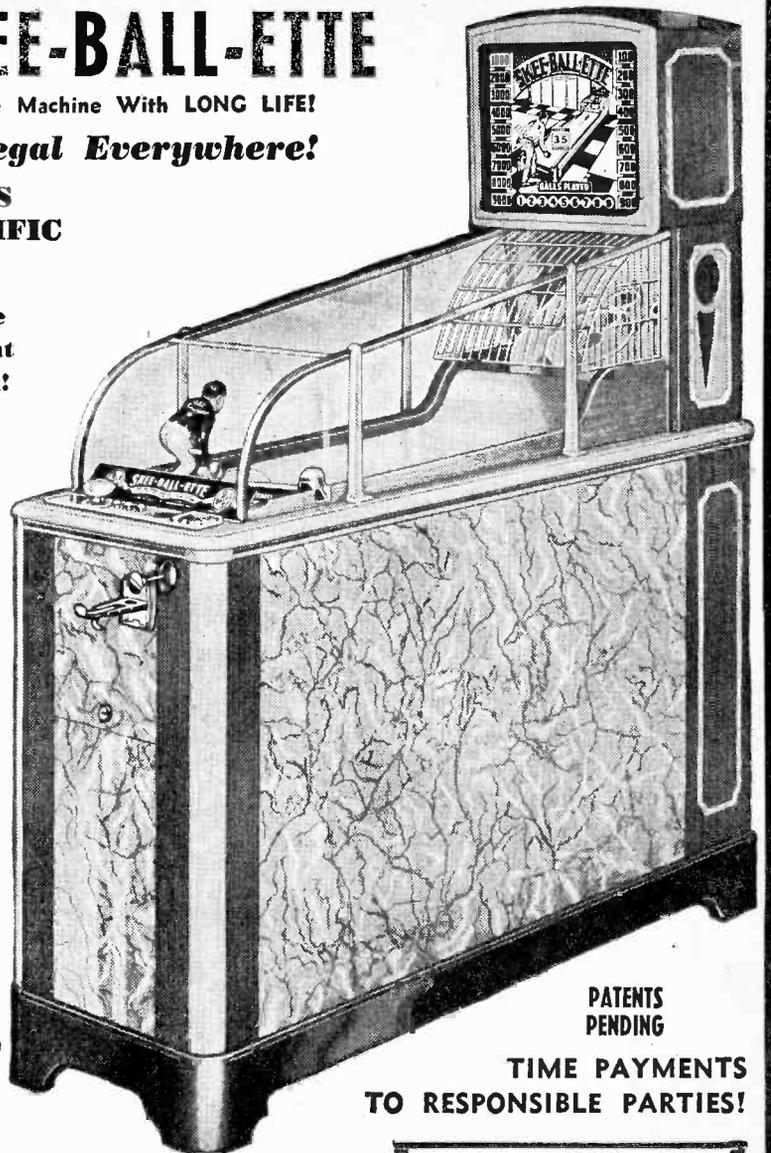
• **Alternating Scoring Lights!**

• **HIGH SCORE**

• **WEEKLY HIGH SCORE**

• **NOVELTY OR FREE PLAY**

(Convertible)



PATENTS PENDING

**TIME PAYMENTS TO RESPONSIBLE PARTIES!**

Back in Production!  
**DE LUXE GRIP SCALE**

**OPERATORS** In Greater New York, Long Island and Southern N. Y. State  
**ORDER EVANS' NEW, IMPROVED 1940**

**TEN STRIKE** GOING GREATER THAN EVER!!  
**HERE'S WHY** More Speed! More Accuracy! More Strikes! More Spares!  
 New Totalizer Permits Top Score of 150 for 5 Frames!  
**NO PRICE ADVANCE! Rush Your Order Quick!! Today!**

**RUSH YOUR ORDER QUICK FOR THESE BUYS!!**

FREE PLAYS		PHONOGRAPH BUYS!	
C. O. D. ....	\$54.00	Wurlitzer 412 .....	\$ 35.00
Follies .....	55.00	Wurlitzer 616A, with	
Big Six .....	42.50	Illuminated Grille..	69.50
4-5-6 .....	35.00	Wurlitzer 24 .....	124.50
Flagship .....	52.50		
Thriller .....	32.50	<b>SPECIAL!</b>	
Supercharger ..	45.00	Chicken Sams .....	\$105.00
Lancer (Write for Price)		Guaranteed Perfect	
1/3 With Order, Balance C. O. D.			

**BROOKLYN AMUSEMENT MACHINE CO.**  
 660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

**BIGGER and BETTER ten pins EARNINGS**

Watch your profits grow with **ROCK-OLA'S 1940 sensation—the bowling game with play appeal**

**"A SURE BET FOR SUMMER SPOTS"**

**KEYSTONE VENDING COMPANY**

1423-25 SPRING GARDEN STREET PHILADELPHIA, PENNSYLVANIA

## Genco Marks Blondie Success

CHICAGO, April 13.—Factory executives of Genco, Inc., Chicago, report that they have been pleased and satisfied with messages received during the past week relating to the success of their new game, Blondie.

One wire from Bert Lane, of Seaboard Sales, Inc., New York, reads: "We are in receipt of reports from our operators who advise they are setting new profit records on their locations with Blondie. Some of the collections being made on Blondie are truly phenomenal even for this territory. Operators claim that this is greatest money-making sensation of the year and look forward to getting even greater profits as outdoors season opens."

Meyer Gensburg, of Genco, reports: "This wire from Lane is an example of the rest of the wires we have been receiving from our distributors all over the country. Blondie is creating a new era of profits for the operators everywhere. The players have taken to Blondie like they've never before taken to any game produced. We feel that Blondie will go on for many months to come as one of the most outstanding games ever created in this industry."

"In addition to wires of compliment on Blondie we are daily in receipt of other wires and phone calls begging us to rush even greater shipments than we have at any other time. The opening of the spring and summer seasons has started the operators off to get more locations for Blondie. The general sentiment thruout the entire trade at this time seems to be that Blondie is going to start new play ideas for the public and that the games that will follow will have to be based on the action which Blondie introduced."

**OPERATORS COMING! OH! JOHNNY**

A machine that will put money in your cash boxes and a song in your hearts!

**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.

**ILLINOIS OPERATORS—ATTENTION**  
 We Are Featuring Two of the Hottest Machines in a Decade  
**BALLY'S SPORT KING—PACES SARATOGA**  
 Both in Pay Out and Free Play. Trade in Your Old Machines.  
 We Also Have a Large Supply of Good Used Machines.  
**P. & H. DISTRIBUTING CO.**  
 220-222 N. 5th St., SPRINGFIELD, ILL.

Tell the Advertiser in The Billboard Where You Got His Address.

**GENCO-INC. 2621 N. ASHLAND AVE. CHICAGO**



**Blondie**

10000 20000 30000 40000 50000 60000 70000

1000 2000 3000 4000 5000 6000 7000 8000 9000

1 5000 2

**\$99.50**

F.O.B. CHICAGO  
FREE GAME CONVERTIBLE

**THIS IS THE HONEY!**

**THAT'S COINING THE MONEY!**

**BLONDIE**

● Ask an operator whose judgment you trust. He'll back up our statement that **BLONDIE** is making more money **RIGHT NOW** than any **two** novelty games on the market! Why? Because it has twice as much action . . . more ways to win . . . more sock, more appeal . . . than anything else! **RUSH YOUR ORDER FOR BLONDIE TODAY. DELIVERY WILL BE MADE AS SOON AS POSSIBLE!**

**WONDER 3 BAR JACKPOT**

OVER 100 WINNERS  
\$25.00 JACK POT



30 25 20 15 10 5

12 11 10 9 8 7 6 5 4 3 2 1

LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACK POT

**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

**PRICE \$1.88 EACH**

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar Jackpot at \$2.40  
1200 hole F-5275-Horses at . . . . . 2.85  
800 hole F-5270-Pocket Dice at . . . 1.76  
720 hole F-5255-Pocket Jack at . . . 1.41  
600 hole F-5305-Royal at . . . . . 1.59

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS**

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola 1939 De Luxes . . . . . Write	Bally Alleys, Lato Models . . . . . Write
Rock-Ola 1939 Standards . . . . . Write	Seeburg Ray-O-Light Chicken Sams . . \$114.50
Seeburg 1938 Regals . . . . . Write	Evans Ten Strikes . . . . . Write
Seeburg 1937 Rex, Illuminated Grille . \$94.50	Penny Phonographs . . . . . Write
Rock-Ola 1938 Monarchs . . . . . Write	Bally Eagle Eyes . . . . . Write
Wurlitzer Model 616, Illuminated Grille . \$79.50	Rock-Ola Ten Pins . . . . . Write

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

**BADGER NOVELTY COMPANY**  
2546 N. 30TH STREET, MILWAUKEE, WIS.

**SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED**

<b>FREE PLAY GAMES</b>	Western BASEBALL, 1939	Seeburg CHICKEN SAM . . . . . \$125.00
C. O. D. . . . . \$52.50	Light-Up Backboard, Like New . . . . . \$89.50	Evans' 1939 TEN STRIKE . . . . . 145.00
Thriller . . . . . 32.50	Original PHOTOMATON, with Extra Parts . . 200.00	<b>NOVELTY PLAY</b>
4-5-6 . . . . . 32.50	Scientific's Bowling Alley . . . . . 100.00	Vogue . . . . . \$32.50
Commodore . . . . . 62.50	A.B.T. Chal engers . . 16.50	Pickern . . . . . 35.00
Up & Up . . . . . 17.50	A.B.T. Model "F" . . . 18.50	Variety . . . . . 25.00
White Sails . . . . . 47.50	Stands for A.B.T. . . . 2.00	Champion . . . . . 29.50
Double Feature . . . . 22.50		Scoop . . . . . 42.50
Majors . . . . . 22.50		White Sails . . . . . 42.50
Supercharger . . . . . 49.50		
Super Six . . . . . 67.50		
Twinkle . . . . . 22.50		

**SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.**

**Big Response To G&G Offer**

CHICAGO, April 18.—Max Glass, official of Gerber & Glass, Chicago, announces that the response to their announcement last week was even greater than he had anticipated.

"Last week we made a sensational offer in regard to that counter game sensation, Imp. We expressed our confidence in this marvelous counter game in regard to its unusually high earning power and mechanical dependability by offering to buy back from operators everywhere six months from date of sale all Imps purchased from us.

"Too, we stated that we would pay 50 per cent of the original purchase price of all machines we buy back. Well coinmen have responded to this amazing offer in greater numbers every day this week. Naturally we expected to see sales on Imp go shooting even higher than they have gone to date, with such an unusual offer. What we didn't expect was the tremendous volume of orders from individual coinmen."

**BERT LANE Says:**

**BLONDIE IS GOING GREAT GUNS!**

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

**Marion Predicts Banner Season**

WICHITA, Kan., April 13. — Dave Marion, of Marion Co., Wichita, Kan. reports a decided upswing in spring business. "A large demand for all types of machines, particularly counter devices, has been noticed," he says.

"We received a surprise in the mail the other day; a substantial order from the Philippine Islands, accompanied by certified check for down payment.

"We ship to all parts of the United States and it is not unusual to receive orders as well as inquiries from every part of the globe. We have a special blackboard in the office and we take pride in showing customers inquiries from faraway places

"All in all, we look for a successful season in both new and used equipment."

**SPECIALS THIS WEEK ONLY!**

Seeburg Rex . . . . .	\$95.00
Rockola Windsor . . . . .	95.00
Wurlitzer 6-16 with Grille . . . . .	69.50
Rockola Imperial 20 . . . . .	67.50
Rockola Imperial 16 . . . . .	47.50
Rockola 1936 12 Record . . . . .	25.50
Seeburg Model A . . . . .	25.00
Wurlitzer P-12 . . . . .	25.00

1/3 Deposit, Balance C. O. D.  
Write for our new Price List!

**MILWAUKEE COIN MACHINE CO.**  
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

"EVERY MACHINE LISTED HERE FULLY GUARANTEED REGARDLESS OF PRICE!"  
JOE CALCUTT



FREE PLAY GAMES

Gold Cup . \$119.50	Davy Jones \$37.50
Victory . . . 89.50	Flash . . . 34.50
Mills 1-2-3. 89.50	Avalon . . . 29.50
Scop . . . . 54.50	Spottem . . 29.50
Vogue . . . . 47.50	Fifth Inning 29.50
Pick-Em . . . 47.50	Follow-Up . 29.50
Variety . . . 47.50	Liberty . . . 19.50
Champion . 42.50	Gun Club . . 19.50
Triple Threat 42.50	Gems . . . . 12.50
Headliner . . 39.50	Trlo . . . . 12.50

PHONOGRAPHS

12 Mills De Re Mi's, 12 Records . . \$44.50
2 Mills DeLuxe Dance Masters, 12 Records . . . . . 39.50
4 Model P-12 Wurlitzers, 12 Rec. . . 47.50
9 Model 24 Wurlitzers, 24 Rec. . . 147.50
7 Seeburg Regals, 20 Records . . . 175.00
2 Model "A" Seeburgs, 12 Records 39.50
12 Model "K" Seeburgs, 15 Records 79.50
3 Rock-Ola Regulars, 12 Records . . 44.50

1 BALL AUTOMATICS

Grand Natl. \$134.50	Derby Chps. \$39.50
Pace Maker 110.00	Falgrounds . 29.50
Gold Medal. 99.50	Klondike . . 29.50
Grandstand. 89.50	Hi-Boy . . . 29.50
Thistledowns 79.50	Fleetwood . 27.50
Hawthorne. 79.50	Stables . . . 27.50
Sport Page. 64.50	Preakness . 22.50
Blue Ribbon 64.50	GoldenWheel 12.50

CONSOLES

Keeney Triple Entry . . . . . \$165.00
Keeney Super Track Time . . . . . 199.50
Evans 1938 Galloping Dominos . . 109.50
Evans 1937 Galloping Dominos . . 59.50
Keeney 1937 Skill Time . . . . . 47.50
Mills Square Bell . . . . . 99.50
Brown Cabinet Paces Races . . . 119.50
Junior Paces Reels (1940 Model) 99.50
Pace Saratoga Jr. . . . . 89.50

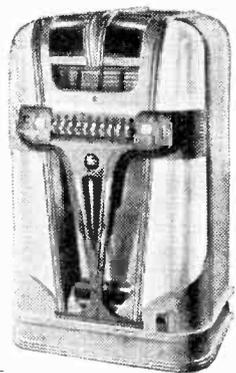
NOVELTY GAMES

Bang . . . . \$22.50	Bubbles . . \$12.50
Buckaroo . . 22.50	Batt. Champs 12.50
Chubbie . . . 17.50	Trlo . . . . 10.00
Supreme . . . 17.50	Natural . . . 10.00
Majors . . . . 17.50	Reserve . . . 7.50
Trophy . . . . 12.50	DoubleAction 7.50
Dbl. Treasure 12.50	Pedal Pusher 5.00

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.,  
205-15 Franklin St., Fayetteville, N. C.

EASTERN PENNSYLVANIA,  
CENTRAL and SOUTHERN  
NEW JERSEY, DELMARVA  
OPERATORS  
WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.

Full Keeney Line  
Attracts Coinmen

CHICAGO, April 13.—"Ask operators anywhere what machines are the biggest earning games available today and you'll get the same answer from them all—Keeney machines," states the J. H. Keeney & Co. sales manager, Bill Ryan. "Ask those same operators which games and machines specifically are the tops in earnings and you'll get the identical answers—Keeney's Anti-Aircraft Machine Gun; Keeney's free game, Red Hot, and Keeney's Remote Selector Wall Box. "Little need be said about any of these great Keeney machines. New earning records on Anti-Aircraft are being set up every day on locations all over the country. This legal machine, operators say, is one of the most appealing in the history of coin machines.

"Red Hot is the Keeney free game that operators everywhere are talking about. It is jammed full of new play features and scoring opportunities that players really go for.

"Music operators everywhere have all commented about the new Remote Selector Wall Boxes—the machines that are lighting the way to new music earnings—the machines that are enabling operators to modernize their music equipment on locations from Coast to Coast."

Cleveland Coin  
Says Gun Popular

CLEVELAND, April 13.—Officials of the Cleveland Coin Machine Exchange report that one of the most popular machines they have ever sold is Keeney's Anti-Aircraft Machine Gun.

"In our experience in the coin machine business we have handled a very large number of different types of machines—all sizes, shapes and colors," they said. "We find that Keeney's Anti-Aircraft Machine Gun is proving to be one of the biggest sellers.

"Operators in Northern Ohio, the territory in which we are distributing this machine, all say that it is the center of attraction on locations everywhere. They have reported unusually large earnings and substantiate their reports by re-ordering Anti-Aircraft Machine Guns."

Atlas Employees  
Pledge Big Year

CHICAGO, April 13.—"At the recent employees' spring meeting," Morrie Ginsburg reports, "every department head pledged his sincere co-operation. With this assurance all Atlas customers can look forward to having their orders handled on a basis that is beyond compare.

"With the installation of new workshop facilities and new tools, plus the installation of a new shipping platform, all departments will be benefited by these changes and the efficiency in handling all orders will hit a new high.

"Atlas personal service is known the world over for the best reconditioned games," says Ginsburg, "and we are always making improvements in our organization calculated to benefit the operator."



Its Tone

WILL WIN ANY SPOT  
WHERE QUALITY OF  
MUSIC IS APPRECIATED

MILLS

Throne  
of Music



See it at Your Distributors'

Mills Novelty Company, 4100 Fullerton Ave., Chicago

FOR SALE!

AT THE RIGHT PRICES

FREE PLAYS	REGULARS	PAYTABLES	PHONOGRAPHS
4 Big Sixes	3 Airways	12 Grandstands	ROCKOLA
6 Conquests	5 Bally Royal	6 Thistledowns	12 Imperial 20
7 Dandys	3 Bubbles	6 Sport Pages	4 DeLuxe
12 Eureka's	7 Chiefs	3 Hawthornes	5 Standard
5 Gold Cups	3 Chubbies	4 Winning Ticket	WURLITZER
10 1-2-3's	4 Keylites	5 1-2-3's	2 Model 500
7 Spottems	5 Palm Springs	3 Falground	4 Model 600
12 White Sails	2 Silver Flash	4 Aksarben	12 Model 616
	4 Tournament	2 Pot Shot	20 Model 616A

And Many Others — All Reconditioned and Ready To Place on Location.

GRAND NATIONAL SALES CO. 2304-08 W. Armitage Ave., CHICAGO, ILL.



L. L. MITCHELL & CO.

THE BEST BUYS FOR YOUR MONEY! FREE PLAYS NOVELTIES  
Vogue . . . . . \$30.00 Variety . \$22.50  
Absolutely Perfect. Super Charger. 45.00 Chevron. 12.50

WRITE FOR COMPLETE LIST. PHONE: GLENMORE 2-5450.  
1070 Broadway, BROOKLYN, N. Y.

# BALLY BEAUTY

GREATEST HI-SCORE HIT EVER BUILT!



## 6 WAYS TO WIN

Operators report sensational jump in high-score collections—thanks to powerful play appeal of 6 WAYS TO WIN—including clever NEW TRIPLE-REGISTER feature. KEY-LIGHT BUMPERS, flashing on and off, decide section of backboard in which each hit scores! Player shoots to build up score in RED, YELLOW OR GREEN section—or all three! Key-lights flash in tantalizing rotation, but can be controlled by skill. Give your patrons a NEW SKILL-THRILL . . . and give yourself a crack at the big money again!

Rush your order today!

FREE PLAY OR NOVELTY QUICK CHANGE ON LOCATION

# TRIUMPH

FUTURITY SCORE • BUY-BACK FEATURE

**NEW DIME-LIMIT BUY-BACK**  
Opens countless new locations to big TRIUMPH earnings—increases collections in every novelty spot. Write for details today.

Order from your jobber



ALSO IN PRODUCTION: BALLY ALLEY • BULL'S EYE • SPORT KING • SPORT SPECIAL • WAMPUM  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO, ILLINOIS

## IT'S NEW! IT'S SENSATIONAL! HEADS OR TAILS

THE FIRST REALLY DIFFERENT COUNTER GAME IN 50 YEARS!



Player actually matches HEADS or TAILS of his own coin! Center reel shows Odds! Coin appears in front window just as player inserts it! **PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!**

1975 1/3 Deposit, Balance C. O. D.

## EX-RAY

TOKEN PAYOUT Ball Gum Dispenser, interchangeable to non-payout if desired. Perfect for any territory. 1c or 5c. Cigarette or Beer Strips. Extra large ball gum display. A WINNER.



34<sup>50</sup>



## Jilly

Penny cigarette game as only Sicking recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25c play.

1975 1/3 Deposit, Balance C. O. D.

**SICKING, INC.**  
1401 CENTRAL PARKWAY, CINCINNATI, O.

Tell the Advertiser in The Billboard Where You Got His Address.

## Here Are America's Finest "Better Machine Buys"! FREE PLAY NOVELTY TABLES

Gold Cups . . . . . \$99.50	Big Six . . . . . \$42.50	Fifth Inning . . . . . \$20.00
Chicken Sam . . . . . 99.50	White Sails . . . . . 42.50	Stop & Go . . . . . 19.50
Lucky Strike . . . . . 65.00	Black Out . . . . . 37.50	Double Feature . . . . . 17.50
Super Six . . . . . 65.00	Thriller . . . . . 35.00	Chubble . . . . . 17.50
Life-o-Card . . . . . 59.50	Arrowhead . . . . . 28.50	Snooks . . . . . 17.50
Flagship . . . . . 55.00	Golden Gate . . . . . 29.50	Contact . . . . . 17.50
Mills 1-2-3 . . . . . 55.00	Twinkle . . . . . 27.50	Fair . . . . . 14.50
Topnotcher . . . . . 52.50	Avalon . . . . . 25.00	Bounty . . . . . 11.50
Supercharger . . . . . 49.50	Cowboy . . . . . 25.00	Encore . . . . . 11.50
Nippy . . . . . 47.50	All Baba . . . . . 25.00	Midway . . . . . 11.50
Lucky . . . . . 45.00	Up & Up . . . . . 22.50	Ragtime . . . . . 11.50
4-5-6 . . . . . 45.00	Taps . . . . . 21.50	Triple Play . . . . . 11.50
Sports . . . . . 45.00		

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

## ACE SPRING SALE—RUSH YOUR ORDER!

All Free Play

Arrowhead . . . . . \$19.50	Dandy . . . . . \$24.50	Mr. Chips . . . . . \$42.50
Avalon . . . . . 19.50	Eureka . . . . . 27.50	Ocean Park . . . . . 23.50
Bang . . . . . 21.50	Follies . . . . . 57.50	Punch . . . . . 49.50
Big Six . . . . . 38.50	Flagship . . . . . 59.50	Rebound . . . . . 24.50
Chubbie . . . . . 42.50	Gold Cup . . . . . 89.50	Sports . . . . . 37.50
Chevron . . . . . 14.50	Golden Gate . . . . . 27.50	Supercharger . . . . . 49.50
Cowboy . . . . . 23.50	Headliner . . . . . 27.50	Triple Threat . . . . . 18.50
Champion . . . . . 27.50	Jumper . . . . . 29.50	Thriller . . . . . 32.50
Clipper . . . . . 17.50	Klick . . . . . 9.50	Up & Up . . . . . 16.50
Commodore . . . . . 59.50	Lucky . . . . . 39.50	Variety . . . . . 27.50

**SPECIAL! CHICKEN SAM (Like New) . . . \$99.50**  
All Machines Guaranteed To Be In A-1 Condition.  
1/3 Deposit With All Orders, Balance C. O. D., F. O. B. Newark, N. J.  
**ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.**

## You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games! !

Bang . . . . . \$27.50	<b>SPECIAL</b>	Headliner . . . . . \$27.50
Cowboy . . . . . 24.50	Keeney's <b>SUPER-SIX</b>	Big Six . . . . . 42.50
Zip . . . . . 19.50	\$59.50	Thriller . . . . . 32.50
Hi-Lite . . . . . 18.50	<b>SPECIAL</b>	Jumper . . . . . 37.50
Flash . . . . . 19.50	Keeney's <b>SUPER-CHARGER</b>	Buckaroo . . . . . 34.50
Lucky . . . . . 42.50	\$52.50	Scoop . . . . . 37.50
Miami . . . . . 17.50	<b>SPECIAL</b>	Topper . . . . . 27.50
Stop & Go . . . . . 16.50	Bally's <b>GOLD CUP</b>	Arrowhead . . . . . 23.50
Mills 1-2-3 Animal Reels . . . . . 54.50	\$97.50	Triple Threat . . . . . 17.50
		Western Trlo (Floor Sample) . . . . . 79.50

1/3 Deposit With Order, Balance C. O. D.  
**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

## ONE BALL PAYOUTS

Track Record . . . \$100.00	Horseshoes (single coin) . . . . . \$35.00
Gold Medal . . . 95.00	Derby Time . . . 35.00
Hawthorne . . . 80.00	Al-Sar-Ben . . . 30.00
Winning Ticket . . 69.00	Dead Heat . . . 100.00
Sport Page . . . 50.00	Preakness . . . 15.00
Derby King . . . 50.00	Derby Clock . . 65.00
Pot Shot . . . . 45.00	Gottlieb (single coin with clock) . . . 15.00
Heyday . . . . 40.00	
Grand Prize . . . 10.00	

Deposit of 1/3 Required With Order.  
Send for Our Complete List.  
**Automatic Coin Machine Corporation**  
338 Chestnut St., SPRINGFIELD, MASS.

## SIX REGULAR GAMES FOR \$49.50

Odd Ball	Side Kick	Request
Thunderbolt	Review	World's Fair
Regatta	Miami	St. Moritz
Jungle	Bambino	and Others

Send your order for any six games and 1/3 deposit for prompt delivery.

**LEHIGH SPECIALTY CO.**  
2nd & Green Sts., PHILADELPHIA, PA.

## WE'RE DELIVERING

Chicago Coin's JOLLY  
Gottlieb's SUMMER TIME and SKEE-BALL-ETTE  
Keeney's ANTI-AIRCRAFT MACHINE GUN  
Mills EMPRESS and THRONE OF MUSIC  
**SPECIAL**  
CHICKEN SAMs . . . . . \$104.50  
PERFECT CONDITION — READY FOR LOCATION — ORDER QUICK!

**George Ponser Co.**  
11-15 E. RUNYON ST., NEWARK, N. J.



See the 1940  
**ROCK-OLA**  
 Luxury Lightup PHONOGRAPHS  
 AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

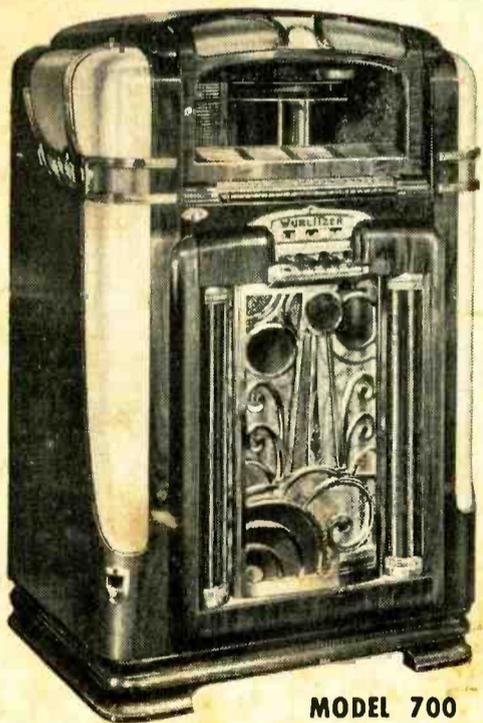
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| <p><b>ALBANY, New York</b><br/>         Square Amusements of Albany<br/>         707-709 Broadway<br/>         (Tel. 5-4791)</p>                                    | <p><b>CLEVELAND, Ohio</b><br/>         Art Nagel<br/>         2923 Prospect Avenue<br/>         (Prospect 4551-2)</p>                     | <p><b>JOPLIN, Missouri</b><br/>         Bruton's Automatic Supply<br/>         1619 Main Street<br/>         (Tel. Joplin 617)</p>                 | <p><b>NEW ORLEANS, Louisiana</b><br/>         Louisiana Amusement Company<br/>         822 Carondelet Street<br/>         (Raymond 1770)</p>                           | <p><b>ST. PAUL, Minnesota</b><br/>         La Beau Novelty Sales Co.<br/>         1946 University Avenue<br/>         (Tel. Nestor 2826)</p>           |
| <p><b>ATLANTA, Georgia</b><br/>         Edgar I. Woodfin<br/>         64 Central Ave.<br/>         (Tel. Mcin 4601)</p>   | <p><b>DALLAS, Texas</b><br/>         Fisher Brown<br/>         2206 S. Harwood Street<br/>         (Tel. 4-6131)</p>                      | <p><b>KALAMAZOO, Michigan</b><br/>         King Pin Games Company<br/>         826 Mills Street<br/>         (Tel. 4014)</p>                       | <p><b>NEW YORK, New York</b><br/>         Interstate Coin Mach. Sales Corp.<br/>         248 W. 55th Street<br/>         (Tel. Circle 7-6420-1)</p>                    | <p><b>SALT LAKE CITY, Utah</b><br/>         J. H. Rutter<br/>         73 S. 4th Street East<br/>         (Tel. Wasatch 2382)</p>                       |
| <p><b>BALTIMORE, Maryland</b><br/>         The Hub Enterprises<br/>         406-40E West Franklin Street<br/>         (Tel. Vernon 8111)</p>                        | <p><b>DAYTON, Ohio</b><br/>         Mutual Service Company<br/>         1211-13 East Third Street<br/>         (Tel. Adams 3369)</p>      | <p><b>KANKAKEE, Illinois</b><br/>         Gousset Sales Company<br/>         444 South Schuyler Avenue<br/>         (Tel. Main 360)</p>            | <p><b>OAKLAND, California</b><br/>         Northern Distributing Co.<br/>         128 E. 14th Street<br/>         (Tel. Twin Oaks 3634-3579)</p>                       | <p><b>SAN ANTONIO, Texas</b><br/>         United Amusement Company<br/>         310 South Alamo Street<br/>         (Cathedral 1431)</p>               |
| <p><b>BILOXI, Mississippi</b><br/>         United Novelty Company<br/>         504 West Howard Avenue<br/>         (Tel. 101-102)</p>                               | <p><b>DENVER, Colorado</b><br/>         Denver Distributing Company<br/>         1856 Arapahoe Street<br/>         (Tel. Cherry 4800)</p> | <p><b>KANSAS CITY, Missouri</b><br/>         United Amusement Company<br/>         3410 Main Street<br/>         (Tel. Valentine 5825)</p>         | <p><b>OMAHA, Nebraska</b><br/>         Calamia Distributing Company<br/>         714 S. 13th Street<br/>         (Tel. JA 2310)</p>                                    | <p><b>SAN DIEGO, California</b><br/>         A. J. Fox Company<br/>         235 West F Street<br/>         (Tel. Franklin 6497)</p>                    |
| <p><b>BIRMINGHAM, Alabama</b><br/>         Birmingham Vending Company<br/>         2117 Third Avenue, North<br/>         (Tel. 3-5183)</p>                          | <p><b>DES MOINES, Iowa</b><br/>         A. A. Becker<br/>         669 34th Street<br/>         (Tel. 7-4058)</p>                          | <p><b>KENTON, Ohio</b><br/>         Tienton Bridge<br/>         4-5 North Cherry Street<br/>         (Tel. 9260)</p>                               | <p><b>ORLANDO, Florida</b><br/>         Warren Fitch<br/>         543 West Central Avenue</p>  | <p><b>SAN FRANCISCO, California</b><br/>         Rex Vending Company<br/>         759 Ellis Street</p>   |
| <p><b>BLYTEVILLE, Arkansas</b><br/>         O. M. Morgan<br/>         423 Madison Street</p>  | <p><b>DETROIT, Michigan</b><br/>         Sauve Music Company<br/>         3002 Grand River Avenue<br/>         (Temple 2-5788)</p>        | <p><b>KNOXVILLE, Tennessee</b><br/>         Carl E. Palmer<br/>         Park Hotel, Walnut St. and Union Ave.<br/>         (Tel. 2-5116)</p>       | <p><b>PHILADELPHIA, Pennsylvania</b><br/>         Keystone Vending Company<br/>         1423-25 Spring Garden Street<br/>         (Tels. Stevenson 1450-Race 2279)</p> | <p><b>SEATTLE, Washington</b><br/>         Northwest Sales, Inc.<br/>         3144 Elliott Avenue<br/>         (Tel. Garfield 0460)</p>                |
| <p><b>BOSTON, Massachusetts</b><br/>         Supreme Amusement Co. of New England, Inc.<br/>         1022 Commonwealth Avenue<br/>         (Tel. Longwood 3264)</p> | <p><b>ELGIN, Illinois</b><br/>         Elgin Music &amp; Novelty<br/>         112 S. Grove Avenue<br/>         (Tel. Elgin 884)</p>       | <p><b>LITTLE ROCK, Arkansas</b><br/>         Standard Automatic Music Co.<br/>         1900 W. 7th Street<br/>         (Tel. 40584-7924-22469)</p> | <p><b>PHOENIX, Arizona</b><br/>         Bennett's Music Company<br/>         516 West Washington Street<br/>         (Tel. 3-2456)</p>                                 | <p><b>SIoux CITY, Iowa</b><br/>         Pontralo Distributing Company<br/>         204 Commerce Building<br/>         (Tel. 8-4455)</p>                |
| <p><b>BUFFALO, New York</b><br/>         Rex Amusement Company<br/>         1443 Main Street<br/>         (Tel. Garfield 7780)</p>                                  | <p><b>FARGO, North Dakota</b><br/>         Frank D. Gruenzner<br/>         721 7th Street, North<br/>         (Tel. 8818)</p>             | <p><b>LOS ANGELES, California</b><br/>         The Riddell Company<br/>         2520 W. Pico Boulevard<br/>         (Tel. Parkway 1179)</p>        | <p><b>PITTSBURGH, Pennsylvania</b><br/>         B. D. Lazar Company<br/>         1423-25 Fifth Avenue<br/>         (Tel. Grant 7818)</p>                               | <p><b>SIoux FALLS, South Dakota</b><br/>         Gordon Stout<br/>         1131 West 10th Street<br/>         (Tel. 7839W)</p>                         |
| <p><b>BUTTE, Montana</b><br/>         H. B. Brinck<br/>         825 East Front Street<br/>         (Tel. 6726)</p>  | <p><b>FLINT, Michigan</b><br/>         George J. Miller<br/>         329 Delia Street<br/>         (Tel. 2-3477)</p>                      | <p><b>LOUISVILLE, Kentucky</b><br/>         Carl A. Hooper<br/>         527-549-551 S. 2nd<br/>         (Tel. Wabash 4063-Belmont 2409)</p>        | <p><b>PORTLAND, Oregon</b><br/>         Coast Amusement Company<br/>         1932 West Burnside<br/>         (Tel. Broadway 1517)</p>                                  | <p><b>SPOKANE, Washington</b><br/>         Standard Sales Company<br/>         171-173 South Post Street<br/>         (Tel. Maine 4904)</p>            |
| <p><b>CHARLESTON, West Virginia</b><br/>         R. M. Bender Distributing Co.<br/>         821 Bigley Ave.<br/>         (Tel. 36-813, 34-949)</p>                  | <p><b>GALION, Ohio</b><br/>         Galion Music Co.<br/>         401 Cherry Street<br/>         (Tel. 1776)</p>                          | <p><b>MEMPHIS, Tennessee</b><br/>         Earl Montgomery<br/>         1174 Union Avenue<br/>         (Tel. 2-1700)</p>                            | <p><b>RENO, Nevada</b><br/>         Nevada Novelty Co.<br/>         205 East 2nd Street</p>  | <p><b>SYRACUSE, New York</b><br/>         Rex Amusement Company<br/>         710 South Salina Street<br/>         (Tel. 2-3692)</p>                    |
| <p><b>CHARLOTTE, North Carolina</b><br/>         Moseley Vending Machine Exchange, Inc.<br/>         425-427 S. Tryon Street<br/>         (Tel. 3-8463)</p>         | <p><b>GARY, Indiana</b><br/>         J. P. Kramer<br/>         416 Grant Street<br/>         (Tel. Gary 25036)</p>                        | <p><b>MILWAUKEE, Wisconsin</b><br/>         Badger Novelty Company<br/>         246 North 30th Street<br/>         (Tel. Kilbourn 3030)</p>        | <p><b>RICHMOND, Virginia</b><br/>         Moseley Vending Machine Exchange, Inc.<br/>         00 Broad Street<br/>         (Tel. 3-4511)</p>                           | <p><b>TORONTO, Ontario, Canada</b><br/>         Baldwin International, Ltd.<br/>         620 King Street, West<br/>         (Tel. Adelaide 3295-8)</p> |
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| <p><b>CINCINNATI, Ohio</b><br/>         Ohio Specialty Co.<br/>         12 W. Court Street<br/>         (Tel. Parkway 2900)</p>                                     | <p><b>INDIANAPOLIS, Indiana</b><br/>         Frank Wixel<br/>         456 Massachusetts Avenue<br/>         (Tel. Lincoln 0932)</p>       | <p><b>NASHVILLE, Tennessee</b><br/>         H. G. Payne Company<br/>         314 Broadway<br/>         (Tel. 6-4545)</p>                           | <p><b>SAGINAW, Michigan</b><br/>         Edward Heinz<br/>         835 East Genesee Avenue<br/>         (Tel. 2-7532-3-1159)</p>                                       | <p><b>WICHITA, Kansas</b><br/>         Marion Company<br/>         562 West Douglas<br/>         (Tel. 3-9458)</p>                                     |
|   | <p><b>JACKSON, Ohio</b><br/>         Summers Sales Company<br/>         275 East Main Street<br/>         (Tel. 22)</p>                   |  | <p><b>ST. LOUIS, Missouri</b><br/>         Ideal Novelty Company<br/>         1518 Market Street<br/>         (Tel. Garfield 0072)</p>                                 | <p><b>ZANESVILLE, Ohio</b><br/>         P &amp; J Novelty Co.<br/>         807 Main Street<br/>         (Tel. Main 4716)</p>                           |

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