



*Thank You, America,
for the Big Reception*

ALFRED

COURT

The Master of Wild Animals

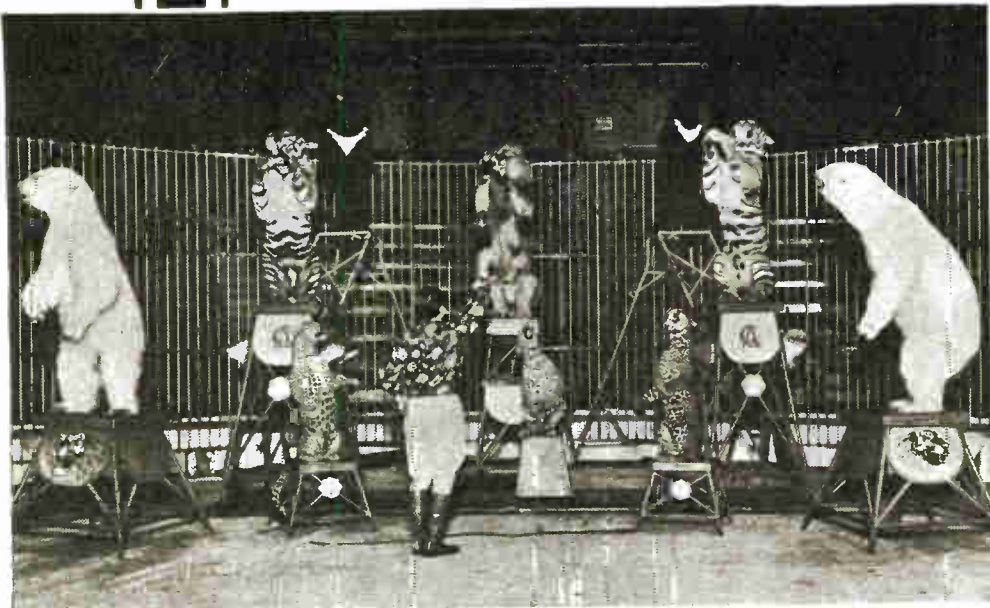
Featured With

**RINGLING BROS.
BARNUM AND BAILEY CIRCUS**

with his

60 ferocious wild beasts including:

- | | |
|-----------------|------------------|
| LIONS | SPOTTED LEOPARDS |
| TIGERS | MOUNTAIN LIONS |
| BLACK JAGUARS | GREAT DANE DOGS |
| POLAR BEARS | SPOTTED JAGUARS |
| OCELOTS | BLACK PANTHERS |
| HIMALAYAN BEARS | BLACK LEOPARDS |
| PUMAS | INDIAN LEOPARDS |
| COUGARS | AFRICAN PANTHERS |



● Alfred Court presents his 3 big mixed groups worked by himself and his famous trainers:

**Prince Amdon Damoo Dhotre
Miss May Kovar
Frederick Olsen**

Alfred Court's act is especially adapted for theaters, fairs and other presentations, indoor and outdoor.

ALFRED COURT
Care of The Billboard
1564 Broadway New York City



The Billboard

Vol. 52
No. 22

June 1,
1940

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

GGIE AIMS AT 6,000,000 GOAL

Four A's May Quit the Theater Authority; AGVA, AGMA Already Ignoring TA; Clear Own Benefits

NEW YORK, May 25.—Revision or complete elimination of Theater Authority is under discussion in the offices of the Associated Actors and Artistes of America, which took this step following pressure from member groups. Four A's branches have been maintaining that a tremendous number of so-called benefits have been okehed by TA and that more acts have been working for nothing since its establishment than ever before.

Action is intended to result in fewer benefits, as each individual group will be required to clear its own free shows and talk to each act before okehing his appearance on any benefit.

Among those already functioning as independent benefit clearing organizations are the American Guild of Musical Artists and the American Guild of Variety Artists. Ted Carr, of AGMA, claims that during the last season 90 per cent of the concert work in New York and 75 per cent on the road has been filled under the guise of benefits. He added that prior to TA, AGMA seldom okehed a benefit and that it intends to continue with that procedure henceforth, requiring all performers to be paid.

AGVA, at the same time, issued new membership books providing space for a full record of all benefits played by the individual. According to Executive Secretary Hoyt S. Haddock, AGVA members will now be required to visit their locals for an okeh to play a benefit, and in most cases such permission will not be granted. He feels that eventually AGVA will okeh as few benefits as the Ameri-

can Federation of Musicians, which keeps a very close check on this situation.

The new AGVA membership books carry a record of the name of each benefit, the date and individual clearing. Preceding the record is this caption: "No free show or benefit shall be played unless officially cleared and entered by the union. No exceptions."

The entire TA matter is said to have come to a head recently when Alan Corelli, executive secretary of TA, appeared before the Four A's board for an okeh on a Chicago benefit wanted by an organization that is widely known for its wealth.

In effect, AGVA and AGMA have walked out on Theater Authority, since these groups had previously pledged themselves to adhere to TA policies. This greatly weakens the ranks of TA, the bulk of talent for benefits coming from the night club and musical fields.

Showmanship

DETROIT, May 25.—A showman turned preacher is using his stage experience to good advantage to sell religion in a church at Dexter, Mich. The Rev. William Hainsworth used to be on Chautauqua, as well as with various dramatic stock companies. Now he's staging *The Pastor's Grist Mill* every Thursday evening at the church. The show is described as a mixture of "skits, planologs, humorous stories and monodramas," and the reverend admits that he got the idea from his experience on the road.

Opening of Sanfran Fair Marked By Ducat Push to Profit Figure

SAN FRANCISCO, May 25.—Officials were highly optimistic as the second edition of Golden Gate International Exposition prepared to open this morning. They predicted a record opening-day crowd. Attendance on debut day last year was 128,697. Unofficial estimates in round figures are that the expo will do well by its obligations at the 5,000,000 attendance mark and will show a profit at somewhere between that and 6,000,000. Nearly 7,000 of the \$7.50 season-ticket books for adults have been sold and during the week expo ticket division has been plastering sales agencies with the new single souvenir ticket

and a choice of one of the bigger specs for 50 cents.

Final rehearsals were held in the Aquacade, with 466 gallons in the giant tank, and the *Folies Bergere*. Ready to open well in advance was *America, Cavalcade of a Nation*, the hundreds of players having put in several weeks perfecting roles. Salici Puppets were moved into (See GGIE Aims at 6,000,000 on page 30)

formers' union the privilege to issue franchises to any and all offices.

While AGVA has been in favor of one agent organization, for purpose of convenience and economy in dealing with various offices, ARA opposition sprung up from various sources, including independent agent groups in Chicago, Philadelphia and New York. AGVA at one time levied a \$50 franchise fee on non-ARA offices to conform with the \$50 ARA membership fee, but rescinded the levy afterwards, fearing the wrath of anti-trust laws.

According to ARA members and AGVA sources, ARA sought an opinion from the Columbia University Law Department on the legality of the entire procedure. Earlier ARA contacted the well-known law firm of Root, Clark, Buckner & Ballantine for an opinion, but turned to other sources when a fee of \$2,000 was demanded. I. Robert Broder, counsel for ARA, denies that the organization asked for or secured any opinion.

AGVA Franchises Going Out to Non-ARA Agents

NEW YORK, May 25.—Hoyt S. Haddock, executive secretary of the American Guild of Variety Artists, signed 300 agent franchises yesterday that will be mailed out following a meeting with the negotiating committee of the Artists Representatives' Association. These franchises will go to non-ARA members, with no fee attached. Purpose of the meeting will be to announce to ARA that AGVA can not limit its franchises to ARA members only, and that the AGVA-ARA agreement, formulated some time ago, gives the per-

In This Issue

	Pages
Broadway Beat, The	17
Burlesque	25
Carnival	42-53
Circus and Corral	32-34
Classified Advertisements	54-57
Coin Machines	70-100
Endurance Shows	26
Fairs-Expositions	40-41
Final Curtain	28
General News	3-5
General Outdoor	63-69
Hartmann's Broadcast	64
Legitimate	15-16
Letter List	29 and 31
Magic	25
Music	9-14
Music Merchandising	78-84
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	64
Orchestra Notes	10
Out in the Open	64
Parks-Pools	36-39
Pipes	61-62
Possibilities	21
Radio	6-8
Radio Talent	7
Record Buying Guide	80
Repertoire-Tent Shows	26
Rinks-Skaters	35
Sheet Music Leaders	11
Show Family Album	55
Songs With Most Radio Plugs	11
Sponsored Events	57
Television	6
Theater Talk	15
Thru Sugar's Domino	4
Vaudeville Reviews	22-23
Vaude-Film Grosses	21
Wholesale Merchandise-Pipes	58-62
World's Fair	30-31

ROUTES: Orchestra, page 14. Acts, Units and Attractions, 20 and 66. Repertoire-Tent, 20. Dramatic and Musical, 20. Ice Shows, 20. Carnival, 67. Circus and Wild West, 67. Miscellaneous, 20. Additional, 67. Lists of Events for Two Weeks, 62.

War Hits Show Business

Grosses Affected in All Fields; Jittery Audiences Are Apathetic

NEW YORK, May 25.—The European War, which has been burning up the front pages of the country's newspapers the last couple of weeks, has created a nerve-straining reaction on all amusement fields from Coast to Coast. The severity of the headlines is being reflected in the daily gross of practically all entertainment enterprises, and important investments are influenced by the development of conditions abroad.

First to suffer were legit theaters and leading night clubs operating gambling casinos. With the Wall Street ticker tape unsettled, the spenders have been staying away to worry about their huge investments and are not too concerned with Broadway fare. The big summer niteries which cater to the money boys fear a poor season, unless European conditions take a sudden turn for the better.

Audiences, generally, are very cool to any entertainment bill these days. Regardless of the attraction, acts and producers have to double their efforts to secure the normal amount of response. This has been particularly noticeable in the top night clubs here, where the performers complain that shows are watched only as a matter of duty, and at the world's fair, where heavy applause

at the topnotch revues is conspicuous by its absence.

Both theater and niteries managers are urging acts to avoid military music in their routines, if possible, and any reference to the war. Parade numbers to martial music, which are usually good for a show-stop hand, are received

Many Theatrical Equipment Firms Set for Chi Showing

CHICAGO, May 25.—Many manufacturers of theatrical equipment and supplies will exhibit at the Equipment Dealers' Exposition, a phase of the 11th annual national convention of the Allied States Association of Motion Picture Exhibitors, to be held at the Morrison Hotel June 19 to 21. Among the companies that have already taken space are Arcus Ticket, DeVry Corp., Holmes Projectors, Cretor Mfg. Co., American Ticket, American Seating, American Vending, National Carbon, National Theater Supply, R. C. A. Manufacturing and Universal Theater Premiums.

Jack Kirsch, president of Allied Theaters of Illinois, Inc., is chairman of the national convention.

with lack of fanfare and in some cases with total silence. This is also true of tunes with any direct or indirect reference to war or the warring countries. Band leaders have cleaned their current libraries of all such material and are trying to play just straight dance and entertainment music.

While music publishers have a number of new war-flavored tunes on their shelves, they are afraid to touch them. Each is waiting for the other to give the "go" signal, but as yet no one has considered it a wise or timely move.

Band leaders with remote broadcasts are lucky these days if they can pipe a full program without interruption. Most of the remotes are sliced apart with war bulletins, with half-hour broadcasts losing as much as 12 to 15 minutes. In a few cases, entire band pick-ups have been eliminated to permit a special foreign hook-up.

Costly to Radio

Stations, both network and independent, have had their pay rolls and expenses boosted, as is the case in every emergency. Their frequent foreign broadcasts and, when news developments require it, the operation on a 24-hour-a-day schedule are costing them thousands of dollars. Also, many stations are paying their staff men overtime to be on hand to pick up short-wave broadcasts and to relay them to listeners in this country. Listeners, incidentally, are so war-minded these days that more and more questions submitted to quiz programs deal with war subjects.

Hollywood, due to its tremendous investments in European markets, is (See War Hits Show Business on page 23)

MEXICO WANTS NAMES

Okeh for Standard Acts, But Contract Is a Prerequisite

MEXICO CITY, May 25.—The rules for artists entering this country are simple, entail very little expense and are designed to protect the performer.

The present ruling of the Federacion Teatral, Mexico's performer union, is that an act must have a definite contract to work here before entering the country. This is enforced thru the co-operation of border immigration officials, who check with the union to see if a contract has been filed before allowing the performer to enter.

If the act or unit has a contract then there is a charge of 22 pesos at the border for a visa stamp for each individual. One month after entering, pro-

viding the performer is going to stay longer, he must register at the immigration office in Mexico City and pay 10 pesos for another stamp. Also he or the agent must contact Jorge Mondragon, general secretary of the union, and pay 25 pesos for a six-month membership for each individual. At the present rate of exchange of six pesos to one American dollar (See Mexico Wants Names on page 65)

Labor Stage in 2d Labor Jam

NEW YORK, May 25.—Labor Stage, Inc., affiliate of the International Ladies' Garment Workers' Union and producer of the legit hit, *Pins and Needles*, is involved for the second time within the past month in labor charges. The second case is now before the board of the State Division of Placement and Unemployment Insurance, which has been asked to rule on an order requiring Labor Stage, Inc., to pay unemployment insurance tax on 50 employees among (See LABOR STAGE on page 63)

Fire Razes Bleeker Hall

ALBANY, May 25.—Harmanus Bleeker Hall, Albany's legit playhouse, was completely destroyed by fire shortly after midnight Monday morning. A large audience had vacated the theater about 20 minutes before the fire was discovered. Prominent stars of the drama, opera and concert stage appeared at this palatial theater.

The property loss is estimated at \$150,000. The cause of the conflagration has not been determined. The house was owned by Christopher J. Buckley, and up to the time of the fire was leased by

A Bargain?

NEW YORK, May 25.—One member of the Artists' Representatives' Association, upon learning that the conservative law firm of Root, Clark, Buckner & Ballentine wanted \$2,000 for an opinion on the legality of an arrangement with AGVA whereby the performers' union would issue free licenses to ARA members while non-ARA agents would be charged \$50, commented that for that kind of coin ARA should be able to get an opinion from Justices Hughes, Stone, Roberts, Frankfurter and Black, with a dissent from McReynolds thrown in for good measure.

75C More for AGVA; Warns on Auditions

NEW YORK, May 25.—American Guild of Variety Artists will secure the additional loan of \$7,500 from Screen Actors' Guild and Equity, according to Hoyt S. Haddock, executive secretary of AGVA. Of the original \$12,500 request, \$5,000 was given last week. This brings AGVA's total debt to Equity and SAG up to \$62,500.

In the meantime AGVA is clamping down on the public audition racket, which is in line with its campaign to eliminate free shows. AGVA is informing all night clubs under contract and members that the regular club date minimum is to be paid for each public audition.

Robert Edwards, formerly of Edwards and Arden, was appointed national organizer and given the Cincinnati area. He left today to start organization work.

Negotiations for a closed shop agreement are under way between AGVA and the Hotel New Yorker.

the Fabian Enterprises. It is not known at present whether it will be rebuilt or not. One life was lost, that of the watchman, Albert A. Crier, who discovered the fire.

Thru Sugar's Domino

BURLESQUE could blame only its alleged leaders when it was kicked into the gutter by both the public and legitimate show business more than a decade ago. Burlesque is still in the gutter and the responsibility still falls on the shoulders of the men who rule its destinies. An industry—or, as in the case of burlesque, an alleged industry—cannot climb higher than the level of the men who belong to its inner council. Even with the knocking around it has received at the hands of those who would benefit most from its elevation, burlesque still harbors the germ of a tremendous revival of interest and activity in flesh entertainment. There must be something indestructible in the fabric of burlesque if it has managed to survive even in its present bedraggled state the pelting of the short-sighted, low-minded gentry who are audacious enough to call themselves showmen.

There are still showmen and decent guys in the business end of burlesque, but there must be something wrong with them if they have managed to remain in the field. If it is a question of their inability to adjust themselves to the demands of learning the angles of another branch of the show business they are to be condoned but not excused. Burlesque is not to be condemned so much for what it is as for what it isn't. Another way of saying that burlesque remains in the gutter while opportunity constantly and patiently beckons it to assume its rightful place in the higher brackets of the show business.

It is not difficult to prove that burlesque is what it is because of the depravity and short-sightedness of most of its leaders. As far as the industry itself is concerned, proof is not needed. Everybody in burlesque knows it, but the trouble is that few care and those that do care are unable to do anything about it. In the troublous world of today might is right even in burlesque.

Lacking imagination, foresight and the desire to lift themselves up, burlesque managers have in recent years sold out to concessioners, racketeers with a yen for playing the boss of girle shows and other disreputable types of angle boys. The result is reflected in the character of shows produced and in the total lack of vitality in the entire field. For years burlesque has been two steps ahead of the cops at best—frequently not fast enough to outdistance the coppers and the politicians who (See SUGAR'S DOMINO on page 64)

Chi Summer Run For "Ice Vanities"

CHICAGO, May 25.—*Ice Vanities of 1940*, which had its premiere at the Philadelphia Arena November 8 last and ended its season April 6 in the same arena after having played to more than half a million people, is all set for a summer run at the Arena here from July 4 to August 2. With the exception of fairs and resort centers this will be the first run of a professional ice show in a major city during the summer months.

Ice Vanities of 1941 will open its season November 8 and will continue until next March. Rehearsal periods here will whip into shape new numbers which will be inserted in the Chicago run as soon as they are ready, William O'Brien states.

Icolite Show for St. Louis

ST. LOUIS, May 25.—The first Icolite show in the Mississippi Valley has been set for four weeks at the Park Plaza Hotel, starting May 31. Dot Franey and Co., which recently completed a four-and-a-half-month engagement at the Book-Cadillac Hotel, Detroit, heads the unit.

EDDIE LE BARON

(This Week's Cover Subject)

EDDIE LE BARON—dance instructor, night club owner, film producer, but above all a maestro, has had but three location engagements in his entire career as a band leader. Those three dates, however, were in three of the nation's top spots—Hotel Ambassador, Los Angeles (two years); Sert Room of the Hotel Waldorf-Astoria, New York (20 weeks), and the Rainbow Room, New York, where he has the all-time record of three years.

Le Baron has only been east for a little more than three years, just long enough to establish his popularity as one of the outstandingly slick Latin American bands, produce several Spanish pictures, make best seller records of rumbas, congas and tangos for Decca and Royale and play several theater tours.

While on the Coast, waving his baton at the Hotel Ambassador, Los Angeles, Le Baron acquired controlling interest in 11 Latin American bands and started the cycle of Latin night clubs, owning three out there at various times. Whenever he had time he also personally conducted his dance school devoted to the hip-swaying dances that were raging the country.

Apparently not finding enough to do with himself, he formed the Eddie Le Baron Productions, Inc., producer of Spanish-speaking films which have been distributed in South America and other countries of Latin origin. He was not born in Spain, however—Venezuela is the place of his birth—in 1906.

Now he begins on a road tour of theaters, one-nighters and colleges into the regions reached by the four NBC shots he's had for the past so many years, these having been lined up by Music Corp. of America. Featured with the Le Baron band are Jacqueline Salter and Morris King.

World's Fair Reviews

Additional News in World's Fair Department

Ford Theater

(Free)

Ford Motor Co. presents a combination technicolor industrial film, modern ballet and fashion parade; film, "Melody in F," shows "Ford Cycle of Production"; ballet, "A Thousand Times Neigh," designed by Walter D. Teague, presented by American Ballet Caravan Co., director Lincoln Kirstein; music: Tom Bennett; choreography, William Dollar; masks, William Duncan; costumes, Alvin Colt; orchestra and chorus for recorded music, Norman Cloutier; featured dances by Marie Jeanne, Nicki Magallanes, Karl Karnikovski and Vladimir Vossilieff.

This is a swell 45-minute free show that starts right on the hour from 10 a.m. to 9 p.m. Entrance to the "\$500,000 theater and salon wing" is from the main room of the huge Ford exhibit. New this year, the theater seats 500, but there is standing space for another 500 on each side, where Ford cars are available for inspection.

Shows opens with a film, an entertaining and clever 20-minute presentation of the creation of Ford cars. Animated models are used in the scenes, interspersed with actual Ford plant shots. Then comes the ballet, running 18 minutes and using 18 performers, including Karl Karnikovski and Vladimir Vossilieff working very well in a horse skin. The ballet is a gay, sprightly affair using modern dance technique, snappy costumes, pantomime and recorded music (singing, choral and narration). There are three scenes, changed quickly on the revolving stage, portraying the horse giving way to the advance of the motor car. Finish has the horse sticking to the race track and the modern auto in command everywhere else.

The dancers are uniformly good, soloists more than competent and entire

cast goes thru the motions of singing or talking even tho the recorded music takes care of all sound. The dancers work in two shifts.

The finish of the show has a male spieler praising Ford cars and introducing six good-looking pro models in ducky Lord & Taylor outfits, the gals (See FORD THEATER on page 30).

Michael Todd's New Orleans Village

(25 cents)

Michael Todd presents the Hassard Short musical productions of "Du Barry Brown," "Sazerac" and "Mardi Gras Frolic." Outdoor stage designed by Watson Barratt; costumes, Irene Sharaff; score, Allan Roberts, Buddy Bernier and Jerome Brainin; orchestra, Jay Freeman. "Du Barry Brown" features Ann Lewis, Berry Brothers, the Zephyrs, St. Elmo Johnson Choir and Bruce Dancers. "Sazerac" is with Mark Plant, Ruby Mercer, Emmett Oldfield and Co., Albertina Rasch Girls and Carlos and Carita. "Frolic" features Muriel Page flame dance, Carrie Fennell, Ben Dova. Bill Doll is chief press agent.

If the Forty Fair gets the people, Michael Todd, America's latest entry for the P. T. Barnum sweepstakes, will turn them into this peppy village, neatly revamped from Jessel's Old New York layout. And he'll deserve it. In fact, how he can give so much show, with its big cast and its riot of color and girls, for a quarter is a mystery. It becomes more so in view of the expo's financial equity in the project as a result of its having sunk a big chunk of money into it last year—fair getting its share from the top.

At opening Friday evening (May 17) (See New Orleans Village on page 65)

Philly Group Plans Cut Stude Ducats

PHILADELPHIA, May 25.—The development of a youthful audience for the legitimate theater will be one of the prime objectives of the Philadelphia Theatergoers' Council next season. Shubert interests, controlling the Forrest and Locust here, have signified their willingness to co-operate with the movement. If the Council can submit a practical plan they will offer students at schools and colleges tickets at reduced rates on specific nights for all their productions.

Council leaders announced that they are carrying on similar negotiations with the Theater Guild, the Playwrights' Co. and other producing organizations which book their plays thru the Shubert organization in Philadelphia.

Quaker Net Expands

PHILADELPHIA, May 25.—Quaker State Network, regional chain created two years ago by Roger W. Clipp, WFIL general manager, crosses State lines in adding WSNJ, Bridgeton, N. J. Permanent lines have been installed between WFIL and WSNJ, and in addition to the net shows Jersey station will carry many local WFIL shows. Tie-up intensifies WFIL coverage of the south Jersey market at a season when the city's millions are inclined to seek the ocean resorts.

PUSH ONE-BIG-UNION PLAN

"Ice Follies" Sock In S. F. Opening; Attendance Upped

SAN FRANCISCO, May 25.—The *Ice Follies* of 1940 opened at Winterland Wednesday (15) to a capacity house. Touring unit is practically the same as appeared here a year ago, headlining Evelyn Chandler, Bruce Mapes, Bess Ehrhardt, Roy Shipstad, Frick and Frack and 24 skating chorines.

Opening night was a sell-out to society, with 20 per cent of the gate being turned over to the Children's Theater Association. Management spiked talk that *Follies* may ink deal to bring show to the Golden Gate International Exposition, pointing out that *Follies* is not a grind show.

Attendance at end of first week's run reported up 30 per cent over corresponding period a year ago.

Show went into production Wednesday for its 1941 tour under supervision of Fanchon & Marco and Fran Claudet. *Follies* was in for 17 weeks last summer.

Ann Arbor Does 5 Grand Average

DETROIT, May 25.—Opening of the Dramatic Festival season of five weeks at the Lydia Mendelssohn Theater, Ann Arbor, drew nearly 5,000 people for the opening play, Shaw's *Pygmalion*, which ran for eight shows, the longest run of the scheduled season. Prices were from 50 cents to \$2, indicating a gross slightly in excess of \$5,000. Ruth Chatterton was starred.

Average attendance at the second production, a revival of *The Winter's Tale*, is showing a decided pick-up, with night shows running close to house capacity of 725. With only seven performances, at the same scale of prices, gross should be about the same. Starred are Mady Christians, Joseph Holland, Hiram Sherman and Diana Barrymore.

Chi Down to One Legit

CHICAGO, May 25.—After next Saturday, Chicago will be down to its usual summer quota of one legit theater. Lone survivor will be *Life With Father*, which after 15 weeks at the Blackstone shows no signs of abatement and probably will run thru summer.

Margin for Error closes tonight at the Grand Opera House. First two weeks were light, but closing week showed a considerable pick-up. On June 1, *The Man Who Came to Dinner* concludes a big 23 weeks at the Harris. Show will close for the summer and resume its road tour next fall. *The Little Foxes*, with Tallulah Bankhead, concludes only a fair six weeks June 1.

Only legit entry in prospect for summer months is the Al Jolson musical, *Keep Punchin'*, set for July 7 at the Grand.

"Purchase" Record in Phil

PHILADELPHIA, May 25.—*Louistana Purchase*, extending its scheduled week at the Forrest Theater, chalked up a record-breaking gross of \$33,000 for the first week. Tickets were scaled at a high \$3.98 top, and local critics were lavish in their raves. The Irving Berlin musical also gave the Forrest its first absolutely capacity premiere in the history of the house. Opening night was a sell-out, starting the box-office ball with \$4,200, according to Lawrence Shubert Lawrence, Forrest manager. Lawrence also disclosed that \$22,000 was in the box office before the rise of the premiere curtain. Musical rings down the local legit season.

DANNY MONTAGUE

Colored Midget

I can play you 46 weeks in 52, Australia and New Zealand. Opening date August 12. Cable immediately if interested.

MEEKIN

Haymarket, Sydney

Showing 'Em How It's Done

CAMDEN, N. J., May 25.—Night lifers, figuring that the music boys have it easy playing all the time, will now have an opportunity to pay for the privilege of watching the tootlers really work. Patrons of Howard Johnson's Cafe, at near-by Pennsauken, will find a new kind of entertainment Monday nights when a local 10-piece orchestra will hold its rehearsals in the establishment. Customers will have the opportunity of seeing how four saxes are drilled for smooth harmony and how brass sections are whipped into shape. Johnson undoubtedly figures it will make leaning against the old bar rail pleasanter for his patrons.

Detroit Expects A Good Summer

DETROIT, May 25.—Check-up of theatrical employment indicates the best summer in recent years in prospect, with the stagehands' local having an unusual number of members employed.

Stage shows on what is practically an alternate week policy at the Michigan and Fox, after a year of straight pictures; opening of Eastwood Gardens, yesterday, and of Westwood Gardens, June 7; opening of a new Al Jolson show at the Cass Theater June 23, and the new outdoor dance floor being installed at the State Fairgrounds are highlights.

Local 1 Elections

NEW YORK, May 25.—Drawing the highest number of votes accorded any candidate, John C. McDowell was re-elected secretary of Local 1 of the IATSE at the annual elections. Robert Anstett was re-elected president, and John J. Garvey returned to the treasuryship unopposed.

Vincent Jacobi again won his business agent post, tho opposition, caused by his threat to compete with George Browne for the international presidency, mounted over any opposition he had yet experienced. He also won a post as delegate to the national's convention June 3 in Louisville. The president and secretary polled the most votes of the 10 convention delegates elected.

Solly Fernick defeated Frank Powderly for the second business agent post.

Harris Heads Cascades Fest

JACKSON, Mich., May 25.—Will J. Harris, Chicago producer, has been set to take charge of the third annual Cascades Festival, scheduled for eight nights, beginning August 10. Spectacle will be staged at Sparks' Foundation on 10 stages, with the cascades used as a natural background.

Some 900 people will be employed, topped by a name personality yet to be selected. The Greater Jackson Association sponsors the event.

Wife Writing Biog of Founder of B. & K. Circuit

CHICAGO, May 25.—A biography of A. J. Balaban, founder of the Balaban & Katz chain of vaudefilms, is being written by his wife, Mrs. Carrie Balaban.

Eight years ago Balaban retired from active participation in his theatrical enterprises because of ill health and a desire to study abroad. Since retiring he has garnered many new ideas for stage attractions and before the end of the year hopes to be back in the harness.

"Sapolio Road"

DETROIT, May 25.—*Tobacco Road* was thoroely revised before it opened here, according to Police Censor Sergeant Joseph M. Kollar. The play was banned a few years ago by Kollar's predecessor, the late Lieutenant Lester Potter.

Kollar said, "Situations as they appeared before were stark realism, and now they are comedy so that people get a laugh out of them." Russell McLaughlin, drama critic of *The Detroit News*, suggested that future productions might add a hillbilly band.

Reis Report Submitted; Suggests 1 Card, Single Dues, Fewer Execs

NEW YORK, May 25.—Just six months after his appointment by the International Board of the Associated Actors and Artistes of America to report on all branches of the union, Bernard Reis, accountant, submitted a plan for the complete amalgamation of all the branches, recommending abolition of sinecures, complete centralization of housing facilities thruout the country, elimination of present method of professional segregation via branch autonomies and jurisdictions, establishment of a system of dues scaled on income groups and ranging from \$18 to over \$100, and institution of one-card plan of membership which would permit a performer to move from radio to legit to pictures or any other type of work without having to pay half dues to another jurisdiction. Four A execs have been reluctant to discuss the suggested program, saying an international board resolution forbade discussion. Execs of the branches plead ignorance with the details on ground that there are not enough copies of the heavy report to go around to every branch. It is said there are only four copies.

It is figured, however, that the plan stands little chance of adoption. One of the officials favoring it described it as the most "radical but practical plan yet devised on the subject, for it spares no official's feelings." It reveals, besides offering a new plan of operation, that

the \$13,000 salary listed for Frank Gillmore, president of the AAAA and recent target during talks of economy in the International, is "chicken feed" compared to the moneys paid some officials in the branches.

Opposition Expected

Early reaction indicates that opposition to the program will come from the Hebrew Actors' Union, which has one of the highest dues rates and one of the wealthiest treasuries in the International; the American Federation of Radio Artists, which is coming into the money class; Actors' Equity Association, which still nets \$17,000 annually despite the shrinking of its field; the Screen Actors' Guild, another solvent branch, which has consistently refused to relinquish its West Coast power to an Eastern headquarters, and the Brother Artists' Association, which recently squawked at threats of being amalgamated with the American Guild of Variety Artists. Probably supporting the plan thus far are AGVA and the American Guild of Musical Artists.

The survey shows that among all branches there are only about 25,000 paid-up members on whom a per capita tax is calculated. Adoption of the Reis plan would effect economies estimated at a minimum of \$100,000 annually. The present independent jurisdictions would (See ONE-BIG-UNION PLAN on page 23)



**1270 SIXTH AVENUE
RADIO CITY • NEW YORK**

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless the desired character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

NEW YORK OFFICE: 100 NASSAU ST. NEW YORK, N. Y.

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

MT = Cable, High Rate

GIVE YOUR SHOW PLACE TOP BILLING WITH CORRECT TIME. WESTERN UNION CORRECT TIME SERVICE IS A NATIONAL STANDARD OF ACCURACY AND COSTS AS LITTLE AS 4c A DAY. DON'T BE SATISFIED WITH ANYTHING LESS THAN ACCURACY.

Do you want to be seen in New Plays in New York so that Authors, Agents, Managers and Talent Scouts can appraise your Talents? It can be done by joining

NEW PLAYS AND PLAYERS

a partnership of actors, authors and singers, to bring New Talent to Public Attention. For information write

NEW PLAYS AND PLAYERS

110 EAST 59TH STREET, NEW YORK CITY

CORNEASE

25¢ At Drug Stores means HAPPY FEET

Or Postpaid from CORNEASE, 69 Renwick St., Newburgh, N.Y. —OR YOUR QUARTER BACK

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50</p> <p>FIVE ROLLS . . . 2.00</p> <p>TEN ROLLS . . . 3.50</p> <p>FIFTY ROLLS. 15.00</p> <p>100 ROLLS . . 29.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders</p> <p>Size: Single Tick., 1x2"</p>	<p>TICKETS</p> <p>dot on the spot and the clock will time your order from its receipt till on its way to you completed in a satisfactory manner. Tickets in Rolls, Strips, Machine Fold, Books or in other forms. Let us quote you on anything in line of TICKETS</p> <p style="text-align: center;">THE TOLEDO TICKET COMPANY, Toledo, Ohio</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine</p> <p>10,000. \$ 6.95</p> <p>30,000. 9.85</p> <p>50,000. 12.75</p> <p>100,000. 20.00</p> <p>1,000,000. 150.50</p> <p>Double Coupons, Double Price.</p>
---	--	--

Conflicting Reasons Given For Loss of Boston Leader's Yankee Remote; Involves BMI

NEW YORK, May 25.—Latest development in the radio music situation has occurred in Boston, where Lew Conrad, band leader, who recently aired over the Yankee Network from a night club, reportedly relinquished air time because he refused to play a certain amount of music controlled by Broadcast Music, Inc. Reports on the situation are conflicting, Yankee Network officials claiming that Joe Schneider, owner of Steubens, where Conrad played, states remote was canceled when spot closed.

According to sources in New York, Conrad, when told to play BMI music, contacted Boston representatives of the American Society of Composers, Authors and Publishers, who in turn contacted the ASCAP home office. ASCAP's answer was to advise Conrad to use "intellectual honesty" in his choice of songs, and to play the BMI music if he thought the tunes were of sufficient merit.

Conrad, then, according to his correspondence with ASCAP, left the air, his belief being that the BMI music, which is now limited in repertory, might damage his band's reputation.

Linus Travers, vice-president of the Yankee Network in absence of John Shephard III, states the real reason Conrad was canceled was because the season ended.

The same practice was followed last year, Travers said. Schneider, according to Travers, subsequently requested time to continue for two more weeks, but Travers states this could not be given because the spot has already been filled.

Travers also states Conrad has been very co-operative on BMI tunes, even stating that he would like to use one of them as his theme when he returns to the air in the fall.

Shortly after Boston trouble occurred, a similar situation came to light in New York, where radio talent began to register squawks that pressure was being exerted to plug BMI music. Case involves a harmony singing quartet on Columbia Broadcasting System.

CBS on its early programs has greatly increased use of non-ASCAP music the past month. In addition to use of BMI songs, for instance, the network has hyped performances of tunes controlled by the Society of European Stage Authors and Composers (SESAC) and public domain numbers.

Check-up of SESAC performances by execs indicates that on the net's early programs the performing rights society's plugs have taken nearly a 100 per cent jump in the past month.

National Broadcasting Co.'s music department, queried as to use of BMI music, stated an increased amount was being used, but that no attempt was being made to supplant ASCAP material.

Resent Miller Statement

With regard to charges by Neville Miller, president of the National Association of Broadcasters, that ASCAP was indulging in "Fifth Column" activities, E. Claude Mills, ASCAP executive, stated, "It's in such bad taste that we would not think of responding to the charge." He added that Miller's statement was ridiculous.

ASCAP execs further stated that it would be no use for the broadcasters "to beg, becloud or evade the issue. ASCAP's new formula to govern rates at which licenses will be issued contemplates a correction which existed in the old contract which had been negotiated with and approved by the NAB. The contract the NAB negotiated and insisted upon gave tremendous advantages to networks and imposed a dis-

proportionate burden of music costs on the independent stations.

"ASCAP seeks now to remedy those inequalities . . . so that the networks will pay their fair share of music royalty costs.

"And naturally the NAB, which is presumably dominated by the same influences as controlled it when the previous formula was adopted in 1932, resents the fact that ASCAP will not deal with the NAB but insists on dealing with the broadcasters themselves."

One exec added that the NAB committee in 1932 "sold radio down the river."

Final drafts of ASCAP contracts are still being worked out. ASCAP expects, however, that it will begin to sign stations in a couple of weeks.

ASCAP's motion to quash the Federal Grand Jury subpoena, which calls for ASCAP's books and records, will be heard Wednesday (29) before Henry W. Goddard, Federal Court Judge. ASCAP believes the criminal phase of the subpoena will be quashed.

Y. & R. Go "Agent-Happy"; 4 New Shows

NEW YORK, May 25.—With four new shows slated to be bought shortly, Young & Rubicam advertising agency has become talent agents' Mecca for the past few weeks. Agents are trying to sell their wares for any or all of the programs to be purchased.

Y. & R. are buying one show for Ensign, to replace *What Would You Have Done* now on NBC Blue; a new show for Half and Half (American Tobacco) replacing Ben Bernie; a network show for Fall Mall cigarets and another for Postum (General Foods).

NBC Trying To Get Ray Gram Swing Biz

DETROIT, May 25.—Inability of CKLW, Windsor-Detroit station, to carry commentaries of Raymond Gram Swing, sponsored by White Owl cigars, has led National Broadcasting Co. to shoot for the business. Report has NBC trying to sell the sponsor, which is now without Detroit coverage.

Swing's new analyses cannot go on CKLW because of the war censorship imposed on Canadian radio stations.

PHILADELPHIA, May 25.—Fels-Naptha, soaps, buys a quarter-hour live musical show on WFIL for a Monday, Wednesday and Friday ride at 11 a.m. during the summer. Shot features singing of Rhona Lloyd, assisted by Bill Spooner at the organ and staff announcer Fred Temple dishing out homey philosophy and poetry. Program was created by WFIL and sold locally to the Fels organization, whose home office is here. It's a turn-away from the usual soap serial and will be used by Fels in the nature of a test for network spreading.

Cigar Mfrs.' Claims Conclude In Proffered Bet, No Takers

PHILADELPHIA, May 25.—A squawk lodged with Ivey & Ellington, advertising agency for Bayuk's Phillies Cigars, by J. Walter Thompson, agency for General Cigars (White Owls) seems to have ended in a stand-off. The last report heard was that Ivey & Ellington had offered to wager \$1,000, proceeds to go to a charity, on the disputed question.

Thompson agency squawked over the commercials on Sam Balter's sports show over Mutual, for Phillies. Commercials claimed that Phillies had outsold any and all other cigars at the same nickel price during 1939, by a two-to-one ratio. "Wasn't so," said Thompson for General Cigars. Squawk is said to have been made to Mutual, since Mutual not only carries Balter but Raymond Gram Swing

Pondering

NEW YORK, May 25.—Talent agents claim that the European situation is making itself felt on buying of new fall radio show. Claim is that some accounts, such as food companies, are taking their time, wanting to see what is to happen. Condition of the stock market is another factor claimed to be affecting fall radio buying.

Vaughn De Leath in Conn. Court Victory

BRIDGEPORT, Conn., May 25.—A \$10,000 breach of contract suit brought against Vaughn De Leath, radio singer, and her husband, Irwin Rose, manager, by Alfred Fioretti, New York operatic singer, was dismissed in the Superior Court here this week. Judge John Rufus Booth ruled that Fioretti had failed to establish "by a fair preponderance of the evidence" the existence of any of three contracts he claimed he had with Mr. and Mrs. Rose.

Fioretti had contended that he had coaching and managerial contracts with Miss De Leath and also that she had promised to pay him \$20 a week for "plugging" her songs. He said they failed to gain employment for him. Both Miss De Leath and Rose testified that they had used all of their resources to "push" Fioretti.

Crosley Exec Buying WING, Dayton, Station

DAYTON, O., May 25.—Subject to FCC approval, control of WING here will be acquired by Charles Sawyer, vice-president of the Crosley Corp. (WLW-WSAI) and Democratic national committeeman from Ohio. Option, which Sawyer holds, expires July 1 and is said to call for a purchase price of \$51,000 for 51 per cent of the stock.

Sawyer is also seeking stations in Springfield and Lancaster, O., with the FCC granting the oke for a transmitter in Springfield. Sawyer is co-owner of this station with Ronald Woodyard, manager of WING.

WING won an award for outstanding exploitation in the Third Annual Radio Exploitation Survey conducted by *The Billboard*.

Marcelli Guest Conductor On Carnation Contented

CHICAGO, May 25.—Rico Marcelli will take over the baton as guest conductor of *Carnation Contented* program June 3. Since the death of the late Josef A. Pasternack, regular conductor, April 29, spot has been occupied by Roy Shields, NBC Central Division Musical Director. Marcelli has not as yet been made permanent director, having been signed to do only three shows by the agency handling account, Erwin, Wasey & Co. Procedure, however, is the same as that which started Pasternack as regular director.

Lathrop to Minnesota Net

JACKSON, Miss., May 25.—Tom Lathrop, commercial manager of WSLI, left here Tuesday (14) for St. Paul. He was recently appointed sales representative for the Minnesota Network, which consists of three stations affiliated with NBC.

FCC's F-M Decision To Slow Tele Talent

NEW YORK, May 25.—Talent playing over National Broadcasting Co.'s television station, W2XBS, may be forced to go off the air for a period, owing to re-adjustment of television channels, necessitated when Federal Communications Commission gave the go-ahead signal to Frequency Modulation. Tele channel No. 1 is to be discontinued, and channel No. 2 will be renumbered No. 1.

NBC said it was waiting final word from the FCC on the television report before making readjustments. The report is expected in a week.

Situation would, said NBC spokesmen, cause the tele department expense and trouble in making readjustments, because qualities of the different channels are not the same.

Chi Air Actors Aim At Directors' Posts

CHICAGO, May 25.—Number of Chicago actors have recently abandoned Thespi's boots behind the glass on the *Kitty Keene* show steps Frank Dane. Not long ago Burr Lee was hired as staff production man at NBC. Before him to the same staff went Charles Penman.

Another manifestation of this trend is apparent in the roll call of C. L. Menses's advanced course in radio drama, now in session at the Merchandise Mart Students taking the course in production include Anne Seymour, one of the busiest actresses in Windy City strip shows; Dan Sutter, of *Manhattan Mother*, and Jack Ross, of the *Ranch Boys* trio.

Explanation offered is that the economic life of a radio actor is precarious, whereas a director, when he is given a show, generally is sure of 13 or 26 weeks work. An actor spends 50 per cent of his time looking for work, 40 per cent of it worrying about whether he'll find it, and 10 per cent—if he's lucky—behind the mike.

Columbia Records Ponders Air Series

NEW YORK, May 25.—Columbia Records auditioned a new musical show this week, program produced by Ward Wheelock agency, which handles the Columbia Records account. No decision on buying up to Friday noon.

Program featured Raymond Scott's Orchestra, Mary Jane Walsh, singer, and a musical quiz.

Television Review

Reviewed Thursday, 9-10:10 p.m. Style—Variety. Reviewed on RCA Television Receiver. Station—W2XBS, New York.

NBC has presented much better television programs than this one. Thursday's session, however, indicated forcefully and concretely to what extent the medium might be used for propaganda and educational purposes.

Specific instances were a talk by Capt. Edwin Glavin, titled *Your American Army*, and a lesson in French conducted by Joan Hardy.

Glavin used maps and posters to illustrate his spiel, and then had various army officers conduct an interview with a man who, for program purposes, was trying to join the army. Propaganda value was nothing short of terrific. Suffice to say, this particular item ended with the American flag waving on the tele screen and appropriate patriotic music on the sound track.

Miss Hardy's French lesson was conducted with Ray Forrest, tele announcer, as the pupil. Scene was the Stork Club, where Miss Hardy showed Forrest how to order a French meal. She described the dishes on the menu, had Forrest practice pronunciation, etc. It was of undeniable interest and indicates an educational medium of vast possibilities.

Program opened with a hayseed serial drama, of passing interest, and included some three or four operatic numbers, spotted at different intervals and very well sung by Vivian Della Chiesa. Garcia-Overlin fight concluded.

Definition and camera good this session. Ackerman.

Twist

PHILADELPHIA, May 25.—WFIL's Jack Steck, who was stopped short by the FCC on a giveaway stanza, steps forward with a new and novel pot-o'-gold radio idea. He would select a telephone number on his program from WFIL and then dial it. When the party answers, if they are listening, ask them to lend you \$1.50 until next week.

Proposed AFRA Wax Scale

NEW YORK, May 27.—Scale following is the one finally drawn after months of work by the American Federation of Radio Artists. Union is presenting the scale to the transcription companies this week, and negotiations are to start immediately. Story on the scale will be found elsewhere in the Radio Department of this issue.

Class A Scales

Actors and Announcers

1 minute or less.....	\$ 2
Over 1 and up to 2 minutes.....	3
Over 2 and up to 5 minutes.....	5
6 to 15 minutes.....	15
16 to 30 minutes.....	25
31 to 60 minutes.....	35

If program is over 60 minutes, excess is to be computed in units of 15 minutes or part thereof and paid at rate applicable to 15-minute programs.

Rehearsals to be paid at \$6 per hour with one hour required on each record. Thereafter, rehearsal to be paid at rate of \$1.50 for each 15 minutes or part thereof.

These waxes can be used by one sponsor only. For each additional sponsor the artist is to be paid not less than basic program fee applicable.

Singers

Class 1, Groups of Nine or More Voices

5 minutes or less.....	\$ 5 per person for one sponsor only
6 to 15 minutes.....	14 per person for one sponsor only
16 to 30 minutes.....	16 per person for one sponsor only
31 to 45 minutes.....	18 per person for one sponsor only
46 to 60 minutes.....	20 per person for one sponsor only

Rehearsal: Orchestra and all coaching rehearsal at rate of \$4 per hour, with one-hour rehearsal required on each record. After first hour, rehearsal to be paid in quarter-hour periods at rate of \$1 per quarter hour or part thereof.

Class 2, Five to Eight Voices

5 minutes or less.....	\$ 8 for one sponsor only
6 to 15 minutes.....	24 for one sponsor only
16 to 30 minutes.....	28 for one sponsor only
31 to 45 minutes.....	32 for one sponsor only
46 to 60 minutes.....	36 for one sponsor only

Rehearsal: Orchestra rehearsal \$4 per hour, with one hour required on each record; after first hour, pay computed on quarter-hour periods at rate of \$1 per quarter or part thereof. Not necessary to pay coaching rehearsal.

Class 3, Groups of Two to Four Voices

5 minutes or less.....	\$10 for one sponsor only
6 to 15 minutes.....	30 for one sponsor only
16 to 30 minutes.....	35 for one sponsor only
31 to 45 minutes.....	40 for one sponsor only
46 to 60 minutes.....	45 for one sponsor only

Rehearsal: Orchestra rehearsal at \$5 per hour, with one hour required on each record. After first hour, rehearsal computed in quarter-hour periods at rate of \$1.25. Not necessary to pay for coaching rehearsal.

Class 4, Soloists

5 minutes or less.....	\$15 for one sponsor only
6 to 15 minutes.....	40 for one sponsor only
16 to 30 minutes.....	50 for one sponsor only
31 to 45 minutes.....	60 for one sponsor only
46 to 60 minutes.....	70 for one sponsor only

In programs over 60 minutes, the excess to be computed in units of 15 minutes or part thereof and paid at rate of 15-minute programs.

Rehearsal: Orchestra rehearsal at \$6 per hour, with one hour required on each record. After first hour, computed at rate of \$1.50 per quarter hour. No pay on coaching rehearsal.

Library Service for Singers

Class 1, nine or more voices.....	\$20 per person per side
Class 2, five to eight voices.....	32 per person per side
Class 3, two to four voices.....	40 per person per side
Class 4, soloists.....	50 per person per side

If soloist is a member of a group, he is paid at soloist rate. Library service waxes not to be used for any purpose after six months from date of recording. Recordings may be licensed for six months more by additional payment of original fee.

Class B Scales

1 minute or less.....	\$ 2.00
Over 1 and up to 2 minutes.....	3.00
Over 2, up to 5 minutes.....	5.00
15 minutes.....	10.00
16 to 30 minutes.....	12.50
31 to 60 minutes.....	17.50

From All Around

PHILADELPHIA NOTES: Benedict Gimbel Jr., WIP prez, elected to the NAB membership committee. . . Penny Pendleton, formerly singing songs for KYW, joins Joe Frassetto's music crew at WIP. . . Lizzie Pearson is the new night receptionist at WCAU. . . Mrs. Langdon Caskin, the KYW Story Teller, invited to guest it at the Booksellers' Association meeting here this week. . . Capt. Ed Mulvihill's *Fishermen's Guide* back on WIP for its fourth season. . . George Kobler, KYW singing star, turning to the night clubs for the summer, making his debut at the Princeton Grille here. . . Walton Newton, WIP speller, leaves June 2 for a visit to his Dallas, Tex., home.

Roscoe Turner, speed flyer, is now a radio sponsor. As president of the Roscoe Turner Aeronautical Association he sponsors *Airport Interview* on WIBC, Indianapolis, Sunday mornings. . . Ernie Smith, who broadcasts the San Francisco Seals games for KGO, San Francisco, has another program, *Hits, Runs and Errors*, four times a week. . . The Three Suns, consisting of Mortie and Al

Nevins and their cousin, Artie Reis, formerly of the vaude team of Reis and Dunn, are doing a new series five times a week over KDKA, Pittsburgh. . . Chico Prince, nag owned by Capt. Myron Fox, sales and program director at KDYL, Salt Lake City, took a trophy at the 13th annual Utah Horse Show recently.

News from KOA, Denver: Don Martin has been added to the news staff. . . Tor Torland, station's Norwegian news expert, has bought himself a motorcycle. . . Alberta Pike, commentator on the Union Pacific Railroad's *Let's Go!*, set for another 52 weeks.

Clifton Howell, former producer at KFI and KHJ, Los Angeles, has succeeded Arthur W. Stowe as program director at KSFO, San Francisco. . . Frank Gaunt, director at WICC, Bridgeport, Conn., will take over the Plymouth Theater, Milford, Conn., on July 1 for a 10-week run. . . Martin Heyman, formerly with WELI, New Haven, Conn., has joined WERY, Waterbury, Conn., as announcer at WERY's New Haven studio, replacing Perry Lafferty, who recently went with

Radio Talent

New York By JERRY LESSER

BASIL LOUGHRANE, director of *Light of the World*, says that he is flooded with letters from prominent actors and actresses. Many of them specify the part they would like to play on his show, proving that they have their favorite Biblical characters. . . RALPH EDWARDS, who conducts *Truth Consequences* quiz on CBS, is writing a book with that title. . . On another CBS quiz show, *Take It or Leave It*, a voice frequently is heard above the din shouting, "You'll be sorry." It's DAVID ROSS, announcer of the program. . . JOAN BLAINE'S director, RIKEL KENT, will speed to Cincinnati for a visit with relatives the week-end JOAN leaves on a two-week cruise. It'll be her first vacation in five years and Kent's first trip home since he left WLW last fall.

Ben Bernie became a grandfather last week; his horse presented him with a filly. . . Want to be a success on the radio? They claim it's very easy. All you have to do is pick out the right moniker, because one of the most important factors for the commercial success of radio lies

in the moniker of the actor or the program. In radio, the more "homey" sounding the name, the greater seems the success of the stars and programs. For instance, filmdom is full of "Delight Dares" and "Yvonne Vonns" but in radio the leading stars have names such as Kate Smith, Tommy Riggs, Fred Allen, Jack Benny, etc. In the script show department the more simple the name the better the show's chances for longevity on the network. Look at "Amos and Andy," "Myrt and Marge," "Betty and Bob" and "Just Plain Bill." Maybe Ed Byron, director of "Mr. District Attorney" has the answer. He says, "The ears discard the phony quicker than the eye. That's why radio actors' names and radio shows' titles have to be as simple and concise as possible."

BARBARA TERRELL is now playing the lead in *Superman*. . . PEGGY CONKLIN, of legit, is now in *Big Sister*. JULIUS SEEBACH, WOR vice-prez in charge of programs, off to Georgia for his annual vacation.

Chicago

By NORMAN MODELL

HERB NELSON is planning to move to New York, where he will attempt to plant his roots in legit. . . NEAL KEEHN, director of special events for KMBC, Kansas City, Mo., was in town on business. . . SANDRA MICHAEL is here launching her new Dreyfus commercial, *Lone Journey*, cast of which was not decided upon as late as Friday (24) the strip starts Monday (27). *Affairs of Anthony* will be abandoned because Sandra won't have time to write it. . . LUTHER OSSENBRINK, or ARKIE of the WLS *Barn Dance*, will soon have his book on square dances off the press. . . CHARLOTTE HOLLAND and SAM WANAMAKER were slated to walk down the aisle Sunday (26). . . EILEEN PALMER TREMAYNE is playing the part of Gen Porter in CBS's *Stepmother*. . . NBC is getting up a half-hour presentation of HARLAN WARE'S *The Story of Bud Barton*, kid show, which has more literary merit than any on the air.

Olan Soule, who joined the Carter cast last week, discovered a new voice that he never knew he had until it was brought out in C. L. Menses' dramatics class. It's so deep he sounds like a Russian bear playing heavy. . . *Newcomers:* To "Road of Life," Harry Elders; to "Ma Perkins," Phil Lord; to "Kitty Keene," Carlton Kadell. . . Carlton Brickert takes over Hugh Studebaker's role of Cap'n Barney on "Show Boat." . . Fran Allison guested on both the 10 p.m. and 11 p.m. WLS "Barn Dance." . . Ruth Chatterton has been set for "Fifth Row Center," June 14, by William Morris Office. . . Lee Randon, of CBS sound effects staff, trips with "First Nighter" cast to Peoria, Ill., and Springfield, Ill., to add the biz in the stage presentations.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK: IRON-clad rule has been made regarding the Kate Smith hour program. Nobody can get in without tickets any more. Edict was delivered after it was learned that a General Foods exec—with a ticket—practically had to hang on the ceiling to see the show because so many had cuffed their way in. . . Young & Rubicam produced the Red Cross program Sunday (26) gratis, and it's costing dough. Two men did a full-time publicity job on it. . . George McGarrity will produce the Bristol-Myers summer show with Abbott and Costello. . . Harry Von Zell stands to lose by going to the Coast with Fred Allen for the last three Allen broadcasts. He is on *We, the People*, *Aldrich Family* and *Fun in Print*. . . Aldrich Family, incidentally, has moved into first place on the NBC Blue network, according to latest ratings. It supplants Lowell Thomas in first position. *Info, Please* is right up with the winners.

NBC's Jack Miles on vacation. . . When Fred Allen goes to the Coast June 6, Wynn Murray warbler, will be replaced by Betty Jane Rhodes. . . Bob Welch's wife, Templeton

Fox, will be screen tested soon by 20th Century-Fox. . . Irving Szathmary is organizing a band of his own and will cut disks for AMP June 4. Band will do symphonic arrangements of pops. . . AMP is releasing recordings twice and three times a month instead of monthly, as formerly. . . Bill Stewart has Jack Benny and "Ellery Queen," Young & Rubicam radio people, wearing fibre glasses—which is one of Y&R's accounts. . . A new SESAC field rep is Raymond F. Allen, formerly with RCA. The performing rights society, incidentally, has secured 18 renewals of station licenses in the past month, and has sold licenses to the World's Fair and six exhibitors out there. . . Xavier Cugat cuts a series of disks for AMP starting Tuesday (28).

Jimmy Saphier back from White Sulphur Springs. . . P. & G. started *Lone Journey*, another daytime serial, on the NBC Western Red, May 27. . . George MacGregor has resigned from Ruthrauff & Ryan and is joining Compton Advertising, Inc. . . Joey Nash this week recorded his 243d song on transcriptions. All within one year.

BMI's New Catalog

NEW YORK, May 25.—Broadcast Music, Inc., this week acquired the catalog of Hinds, Hayden & Eldredge, numbering more than 2,000 songs. Catalog is mainly standard music and reputedly useful for themes and background scores.

Firm has had no performing rights society affiliation.

CBS. . . George Reuter, until recently on the continuity staff of WBBM, has left for Peoria to become continuity director of WMBD. . . Additions to the staff of KYSM, Mankato, include Bill Rhodes and Orren Melton. Rhodes, formerly of WSAU, Wis., will be sports announcer, and Melton, from St. Paul, will be in charge of news.

Program Reviews

EDST Unless Otherwise Indicated

"Fun in Print"

Reviewed Sunday, 6-6:30 p.m. Style—Quiz. Sponsor—International Silver Co. Agency—Young & Rubicam. Station—WABC (New York).

Another quiz, but unlike some of its recently arrived predecessors, *Take It or Leave It* and *Truth or Consequences*, it's not especially bright. Is pretty well a routine do-you-know-it affair. Questions have to do with any fact in print, whether in a book, magazine, newspaper or what have you. Sigmund Spaeth emcees, and the show is supervised by the Literary Guild. Contestants include those selected from the literary world and from the studio audience. Prizes include, of course, memberships in the Guild.

Program is a replacement of *Silver Theater*, for the summer only. It's an inexpensive program, obviously, and the entertainment quota is in direct ratio. *Franken.*

Telephone Hour

Reviewed Monday, 8-8:30 p.m. Style—Musical. Sponsor—Bell Telephone System. Agency—N. W. Ayer & Son, Inc. Station—WEAF (New York, NBC Red network).

The telephone company's recently inaugurated series is a thoroughly delightful light musical program. Vocal recruits are James Melton and Francis White, two completely pleasing warblers, with Don Voorhees on the baton of a 57-piece orchestra. Ken Christie handles chorus arrangements.

Show should do the institutional job sought. It's grand listening. *Franken.*

"Cinderella"

Reviewed Wednesday, 11-12 p.m. Style—Phonograph recordings and talk. Sponsors—Participating. Station—WHN (New York).

WHN has taken a twist on the phonograph playing sessions and has spotted a girl, billed simply as Cinderella, to emcee the disk show, idea being that at midnight she takes her glass slippers and lams. It's a good idea, and with phonograph records what they are these days, you can't go wrong. Sponsors include Cort cigarets.

Trouble with the show is its mistress of ceremonies. Her voice is flat and monotonous, and rings with a noticeable lack of sincerity. This is apparent both in doing the commercials and in her chats with listeners who send in telegrams with requests. *Franken.*

Jay Sims

Reviewed Tuesday, 11-11:15 p.m. Style—News. Sponsor—Look Magazine. Station—WOR (Newark).

WOR's 11 p.m. news program is one of the most solidly entrenched programs of its kind in the Metropolitan New York area. It was one of the first 15-minute news shows available in this section, having started with Transradio when the regular newspaper news service banned radio some years ago. They've learned about that since.

According to report, Arthur Hale, newscaster who had this spot for years and is closely identified with it, asked to be relieved so he could concentrate on his *Confidentially Yours* series. If true, it under ordinary conditions but especially as circumstances are today, with the tre-

mendous popularity of news programs.

Hale's successor is Jay Sims, a recent addition to the WOR announcing staff. On the program caught Sims seemed a bit rough on his delivery and stumbled occasionally, most noticeably on the pronunciation of some of the foreign names in the news. *Franken.*

Nine o'Clock Scholars

Reviewed Friday, 9-9:30 p.m. Style—Quiz show. Sponsor—Philadelphia Record. Agency—Placed direct. Station—WIP (Philadelphia).

An institutional stanza sponsored by *The Record*, morning newspaper, designed to create a home-town *Info Please*. Does it creditably. Faithful to Fadiman, a used query gets the sender a deuce spot, with a \$5 bill for a stumper. For the bafflers, an extra added is a book selected each week by the sheet's Book Editor, Louis Nicholas, who also rings in the institutional plugs. Book selection when caught was Osa Johnson's *I Married Adventure*.

Music-theater critic Edwin H. Schloss is the "teacher." Jimmy Craven and Charles Fisher are the two scholar-stalwarts, also members of the paper's staff.

Guests are added to the puzzle fest, leading intellectual lights getting the call. Had Joseph T. Fraser Jr., secretary of the Philadelphia Academy of Fine Arts, and William K. Huff, exec director of the Philadelphia Forum and manager of the summer concert series at Robin Hood Dell, added "pupils" when caught.

It's a faithful carbon and, considering the local angle, a decided click. Studio audience fills the back row seats. Paper pays off in agate lines for the time. *Orodenker.*

Fletcher Wiley

Reviewed Tuesday, 2:30-2:45 p.m. Style—Talk. Sponsor—Campbell Soups Co. Agency—Ward Wheelock Co. Station—WABC (CBS Network).

Fletcher Wiley's daily 15-minute talk for Campbell's Soups is an unpretentious program with a good human-interest slant. Presentation is the ultimate in informality, Wiley foregoing ceremony both in his story and in his commercials.

Session opened with a brief and unfunny gag, following which Wiley discoursed on one phase of the economic aspect of marriage. His contention briefly was that women were chained to the home by "monetary handcuffs," that many husbands were niggardly and unfair and that daughters should be taught a means of earning a living. Interesting stuff to many people.

Wiley is already known to listeners on the Coast, where he is very popular. He will probably become more popular thruout the nation, owing to the interest of his talks and his delivery, which is free of all affectation and good and schmaltzy. *Ackerman.*

"Saturday Rhythm Serenade"

Reviewed Saturday, 9:30-10 a.m., CDST. Style—Musical. Sustaining on WBBM, Chicago (CBS network).

Marshall Sosson conducts the CBS orchestra in a midmorning musical pleasing to the sleepy ear. An accomplished violinist, he features his fiddle several times thruout the program. Selections offered were mostly pop tunes. Arrangements sell the show, ranging from the sweet rhythms of the leader's violin to swing blasts, such as Sosson's own tune, *Pretty Triz*. Edith Hendrick vocalizes in a torchy manner. Another feature worth listening to is the music of Frances Lee at the Hammond organ. *Modell.*

Fran Allison's Spots

CHICAGO, May 25.—Fran Allison has been signed as featured soloist on Ralston's Purina Checkerboard, variety show, which will wax 26 disks thru World in the middle of June for its fall series. Show continues as before with only other change a reorganized five-piece combo called the Checkerboard Band. Glenn Welty is the musical director; Billy Meredith, producer and writer; Hugh Aspinwall, emcee; Howard Peterson, organist, and talent also includes the Checkerboard Quartet. Agency is Presba, Fellers &

AFRA-Wax Negotiations Start; Scale Close To Live Salaries

NEW YORK, May 25.—American Federation of Radio Artists this week completed the third and final draft of its transcription code prior to opening negotiations with recording companies next week. Scales are comparable to live scales and waxes are divided into Class A and B transcriptions. Code provides, among other points, for the following salient items:

(1) Signatory agrees that artist retains common law and property rights in his recorded interpretations. (2) When entire program is canceled, artist shall be paid in full for all contracted time, unless he had been notified in writing 24 hours in advance of first scheduled call for rehearsal. If an artist is canceled, he gets full pay for contracted time, except in cases where cancellation is based on gross insubordination, etc. (3) Under limitations of use clause, recordings of five minutes or less may be played as often as desired for the original fee, but not after two months from date of recording. Upon payment of equivalent of original fee, use of recordings is extended for two months more. (4) Where recordings are sold, leased or made available for foreign distribution, artists get an additional fee equal to original fee. (5) AFRA reserves right of demanding a bond posted in advance if union feels signatory is not reliable. (6) Actors are taken to include emcees, narrators, commentators and comedians. (7) AFRA shall receive from signatories a complete record showing all facts regarding recordings' distribution and use. No manufacturer or producer shall use the master for pressings other than those initially made, except

thru an accounting to AFRA and payment to members who appeared on said master, of the original fee. (8) Artist may double one part for a single performance on one program for which that fee is paid. No doubling on five minutes or less. (9) No dubbing. No mechanical reproduction will be made, except from live performances, without permission.

Code further provides that the union agrees to continue an open shop, that the union is recognized as exclusive collective bargaining agency and that disputes will be referred for settlement to the American Arbitration Association.

Code is to hold for the period from June, 1940, to June, 1941.

Code divides waxes into two chief categories, Class A and B. Class A includes custom-built waxes to be used by one sponsor for a specific product, or open-end waxes for one sponsor used on four or more stations for one product, or one or more stations of 50,000 watts power or over.

Class B waxes are open-end transcriptions which may be used on any number of stations not over 1,000 watts, provided that if open-end wax is used by one sponsor for one product on four or more stations up to 50,000 watts, such et.'s become Class A and subject to all Class A conditions.

Artists engaged for Class A shall be paid an additional fee, equal in amount to the fee for the original recording, (a) for the use of such recording by each subsequent sponsor, (b) for each alteration or deletion of the commercial message.

Shows From N. Y. World's Fair On Upeat; WMCA Sets 30 Wkly.

NEW YORK, May 25.—Thru a deal made with Johns-Manville Co., WMCA has become the No. 1 station in the field of broadcasts emanating from the 1940 New York World's Fair. From the period between May 26 and June 1, with the schedule not completed as yet, WMCA had 32 individual programs on the board. Total time for these shows came to six hours and 25 minutes for the week, far in excess of fair time going to other stations.

It is understood that the reason Johns-Manville is concentrated on getting radio shows into its exhibit was because of the poor attendance figures recorded by the J-M free show last year. For the 1940 expo the company built a new radio studio, reportedly at an outlay of \$150,000. WMCA has been given use of this studio at no cost other than the installation of equipment. Over the week-end of May 18 and May 19, the J-M show drew 30,000 people, bulk said to be drawn because of the radio plugs.

Another reason for so many WMCA

fair shows is that the fair relaxed a regulation in force last year. During 1939 the fair would not permit commercial broadcasts from the grounds unless the sponsor was an exhibitor. This held down the number of shows coming from the expo, and the barrier was lifted as a result.

With the exception of WNYC, which is pumping about 20 shows a week from the fair, other stations seem to be behind last year's totals, altho a considerable increase is expected shortly. CBS has no fair programs at this time, but a schedule is being set up. Mutual and NBC have several apiece, including pickups from the Dancing Campus and broadcasts of the World's Fair Orchestra concerts. NBC totals five weekly now, while WOR has Uncle Don (Carney) each week-day evening.

WMCA states the demand for fair tickets to the Johns-Manville studio, which seats 200, has been so great that rehearsals had to be opened to the public.

Comment

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

Not even slovenly engineering and a somewhat evident lack of rehearsal can stop the BOB HOPE program from coralling laughs galore. Hope has found his formula long since and, armed with good writers, his superb delivery and timing, plus tag lines which gain in popularity each week, he is now the center of the fastest comedy half hour in radio.

But the program last week was very badly handled from the panel, and a good portion of JERRY COLONNA'S filter-mike lines were lost when the juice was turned on too late. This seems to be so simple a procedure it's hard to understand. Colonna is today a much more deft comedian than he was a year or so ago—and even then he was a darn funny person. Material was below standard on the Brenda and Cobina routine, but the twain is an excellent team.

Announcer BILL GOODWIN has gotten into a bad habit of shouting his lines, and in his crossfire with Hope kept blasting and blasting. That again might have been a result of lack of rehearsal.

Perhaps time mellows, but SKINNAY ENNIS' singing seems much less bothersome than in the past. In fact, it's now enjoyable and his band is in excellent shape. Six Hits and a Miss supply first-rate rhythmic warbling.

Even when it's below par it's a swell show.

Interviews with radio performers, combined with news and gossip of the broadcasting industry, seldom make for good listening, usually because they are so completely hoked up with balderdash, milk, honey and an extra doppel of sugar. A pleasant exception to this rule is the *Radio Beam* conducted on WMCA weekly by JACK SHAFER, radio columnist for the Newhouse newspapers. Shafer has a brisk script and a thoroly professional manner, and the program keeps moving at good speed. Orchestra leader FRANKIE MASTERS was his guest, when caught, and the interview, while it did have a small overdose of palsy-walsy lines, made interesting listening. *J. F.*

PHOTOGRAPHS

Any Size — Any Quantity

— SPECIAL OFFER —

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

100 (1 Picture)
8 x 10 for... 5.00

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

Quality Reproductions

ACQUA PHOTO SERVICE

80 West 40th St., New York City.

SWING FLUNKS ITS FINALS

Clinton's Disk Plans Elaborate

NEW YORK, May 25.—Larry Clinton, due to make his bow on both the Victor and Bluebird labels (75 cents and 35 cents, respectively) June 1, will eliminate his own competition on both labels by selling carriage trade stuff on the expensive label, leaving the pops for Bluebird disking. First of the plans call for a mixed choir of 12 voices which he will build himself, according to Milton Pickman, Clinton's personal manager. Choral group will be known as "Larry Clinton's Philharmonics." The vocal group will not make appearances with Clinton, just recordings.

Under the 26-side contract for the six-bit records, Clinton also plans to use top name vocal talent, the first of whom will be Bea Wain, who will rejoin him just for the record dates. Such names as Grace Moore, Lawrence Tibbett, Eddie Cantor and Al Jolson are thought of by Pickman for platter work with Clinton, and according to him the idea presents no difficulties. The big name records will consist mostly of modernized versions of semi-classics.

Miller Breaks Pleasure Beach Record With 3,750

BRIDGEPORT, Conn., May 25.—Pleasure Beach Ballroom here, opening last Sunday (19) after being shuttered since last summer, broke all attendance records in its history when Glenn Miller drew 3,750 cash customers. Ducats were scaled at \$1.10, making a beautiful gross of \$4,125.

Tomorrow (26) Woody Herman is the attraction. After May 30 spot will be open nightly, with local bands week-nights and names Sundays and holidays.

Goodman Attracts 2,000

SPOKANE, Wash., May 25.—Benny Goodman drew 2,000 dancers for a \$2,000 gate Tuesday (21) at Natatorium Park here. But this was not up to expectations of Owner Louis Vogel, who said he planned on 3,000. Admission was \$1.15 per person, including tax. Weather was ideal. Phil Harris holds the Nat attendance record of 2,787 in 1937.

Vogel announced at beginning of season he would book all the name bands he could get. Gus Arnheim and Hal Grayson are set for June 4 and 5, respectively.

Jersey Coast To Host More Top Names Than in Previous Years

ATLANTIC CITY, May 25.—In addition to the amusement piers and several beach-front hotels, which have always been regulars, the traveling name bands this season will find a ready market in the nitery zone here. Emphasis has always been on floor show names, with pick-up bands for the music-making.

Nitery band-stand parade has been started by Frank Palumbo, Philadelphia nitery nabob who bonifaces Renault's Tavern here. Spot becomes a CRA exclusive, the bookings will come thru Dick Ingram, Philadelphia band booker, with Don Bestor the initial baton-waver, opening the spot June 29. Weekly and fortnight stands are planned, with follow-ups in Little Jack Little, Blue Barron, Charlie Barnet and Sonny James.

Expected that success of Bestor's initial stand will find the others hopping on the big-band band wagon, the nitery ops already lending an attentive ear to the New York booking boys. In addition to Renault's, Palumbo also divides his summer operations with the Avalon, Wildwood (N. J.) nitery further down the coast. And since the Avalon is being enlarged to exceed 1,000 capacity, click of names here will undoubtedly mean a duplication of the policy in Wildwood.

Piers Open Territory

Interest is also centered on the pier

Pa. Prom Trotters Learn The Art of Band Buying

PHILADELPHIA, May 25.—Colleagues have been paying stiff tariffs to get their favorite name bands for their proms, demanding the easy-to-book Friday and Saturday nights. But now, getting apparently buying-wise, school boys are willing to pass up those choice nights, and are getting terrific buys on bands by taking them on an off-night.

Temple University here changed the traditional Friday night for the Senior Ball to a Monday night, thus being able to stand the gaff financially for Glenn Miller. Franklin and Marshall College, at near-by Lancaster, Pa., has also set aside a Monday night for its Senior Ball to get a better buy on a name. And now there's talk out at the University of Pennsylvania of holding the dances next season on an early week-day.

Switch is a break for dance promoters and ballroom operators who depend on the week-end nights but are the booker's second choice when a college committee puts in a bid.

Musicians Earn More Than Million in Six Months of Club Jobs

NEW YORK, May 25.—Six-month financial report for club dates, ending April 31, submitted to Musicians' Union, Local 802, AFM, by Max Arons, chairman of the trial board, shows that local tooters earned \$1,045,716 for playing private parties in the New York territory in the past half year. This does not include single engagements of any other type, which also run into several million dollars annually, according to Arons.

The report shows that for the more than a million earned, 81,241 musicians were put to work. Union tax of 3 per cent per engagement was reported at \$31,622. Since the inauguration of the Collection and Escrow Department last year, requiring the leaders to post the bandsmen's salaries with the union up to two weeks after the engagement, the percentage of kickback on club jobs has fallen considerably, said Arons.

NEW YORK, May 25.—Report for the month of April accounts for musicians earning \$197,202 during the 30-day period, covering the employment of 16,001 men.

band bookings. Steel Pier, for many years an MCA exclusive thru Eddie Sherman, New York vaude agent who handles all the pier's bookings, now becomes open territory for the first time. Instead of weekly changes of MCA bands, season will find GAC getting a heavy play. Following the opening Memorial Day week-end, when Johnny Green does initial honors, bands set to follow include Glenn Miller, Jimmy Dorsey, Larry Clinton, Al Donahue and Johnny McGee, all from the GAC rolls. William Morris has Will Bradley set for the July 3 week.

Hamid's Million-Dollar Pier, Steel Pier's opposition dansant, also becomes open territory for the first time, bookings in previous seasons thru GAC. May 30 opener has Phil Spitalny, with successive solo stands over the week-end for Teddy Powell, Jan Savitt and Joe Frassetto. Pier also has George Hall with Dolly Dawn set for the July 14 week.

At Wildwood Guy Hunt and Bill Gerst, operating Hunt's Ocean Pier, are also readying a parade of name bands. Instead of the usual weekly stand, plan is to use a semi-name for a house band, with the bigger names on solo stands each week. Deal is on fire for Charlie Spivak's new band to do the house duty. Spot will undoubtedly be booked again by Mike Nidorf, of General Amusement Corp., who has had an exclusive here for many seasons.

Collegians Almost Unanimous In Declaring Trend to Sweet

86 schools out of 108 say jive is on the wane—only 10 think otherwise—new style is a rhythmic sweet-swing—waltz coming into campus favor

NEW YORK, May 25.—After many false starts during which its demise—like Mark Twain's—was greatly exaggerated, swing now seems definitely headed for the graveyard if the current attitude of that part of the dancing public which was so largely responsible for its rise and maintenance—the nation's college kids—is any criterion. The likes and dislikes of the prom-trotters from Maine to California must very definitely be taken as a criterion in the matter of bands and musical styles, for collegiate America is one of the largest markets for dance music and one of the greatest single factors in shaping its future course. And now, almost overwhelmingly, comes the verdict of Jack and Jill College against swing and in favor of a much more subdued sweet-swing, substituting rhythmic melody for blasting jive.

The verdict of the campus constituents bears out opinions expressed by those within the music trade. Ballroom managers, hotel operators, booking offices themselves, have all noticed the handwriting on the wall as regards out-and-out swing and swing bands. In its third annual college music survey *The Billboard* reveals how right they are in judging public tastes. The results of the questions anent swing put to the editors of 108 college and university campus publications and humor mags constitute definite proof that swing is getting the cold shoulder from the same group that made its prominence possible. The significance of the answers to these queries is of the utmost importance to bands and their managements for upon this current campus attitude depend continued success for some orchestras, possible oblivion for others and potential acclaim for still others.

SWEET-SWING

To the question, "Did swing music monopolize your campus tastes in dance music during 1939?" 59 editors answered yes, as against 49 who replied in the negative. While the vote is obviously on the side of swing here, the words "during 1939" must be taken into account. This, plus the fact that swing's margin of victory is pretty slim, is indicative that even as far back as 12 months ago swing was beginning to wear its crown uneasily. Far more revealing are the returns on the question, "Has there been a decline in the popularity of swing music among your student body, and if so, to what extent?"

Answers to this query mirror best the shape of things to come. Out of 108 answers, a mere 10 said there had been no decline, as against 86 who expressed the belief that swing is on the wane. Of these 86, 65 nominated sweet-swing as the musical style that has superseded King Swing, and seven opined that out-and-out sweet rhythm would be the thing. Fourteen just stated that swing was dying, without amplifying the subject, while the remaining 12 votes (between 108 and the 10-86 coterie) were evenly split as to no decision and only a slight decline.

This overwhelming preponderance of votes for a sweet-swing style as the successor to blasting rides and riffs would seem to point the way dance music is heading more than anything else. If there were any doubts in the minds of the music trade, singly or collectively, as to the rhythmic style next on the agenda those doubts should certainly be dissipated by the expressed attitude of young America. And this preference for sweet-swing is backed up by legitimate and intelligent reasons from the prom-trotters. It's not only a case of wanting a new style; they know why they want it. That "why" will be explained thru direct quotes from the collegiate editors.

JITTERBUG KAYO

An additional knockout blow is administered to swing in the reactions to the question, "Did jitterbug dancing monopolize the dance floor at your proms during 1939?" A tidal wave of "nos," to the number of 93, rolled in, as against a hopeless 15 in the affirmative. Parents

worried about their young hopefuls knocking themselves out in frantic contortions on the dance floors of their schools apparently need worry no longer, since the boys and gals are now almost universally going for the regulation ballroom steps, or, as one editor puts it, "straight, ordinary, unadulterated dancing."

How the country's students feel about this business of swing or no swing is perhaps best illustrated by quoting directly from the college editors themselves.

At Williams College, Williamstown, Mass., there has been a "swing to the more 'solid' type of music, interest centering around arrangements of different bands," with "the obvious superiority and better musicianship of this type compared to the straight jam sessions" the major factor influencing the change in style of dance music favored here. "Softer, more tasteful swing" is the descriptive way Harvard University, Cambridge, Mass., puts it. Northeastern University, Boston, students have definite reasons for their swing away from swing: "Monotonous recurrence of 'type' swing themes; inability to dance continually to hot music; soothing melodic arrangements of sweet bands; increase in number of sweet recordings; and a general typing of swing tunes which lacked the originality or ability of an Armstrong or Goodman outfit."

RECORD INFLUENCE

Tufts College, Medford, Mass., and Radcliffe College, Cambridge, Mass., both go the whole hog and favor waltzes, students at the former "even requesting two or three waltzes at each prom," while the latter campus-ites are welcoming a "revival of the Viennese type waltz." Tufts also illustrates the tremendously increased importance of phonograph records by pointing to the platter as the factor that is influencing the change in dance styles. Strauss waltzes get the nod at Boston University. Massachusetts Institute of Technology, Cambridge, answers the "decline in swing popularity" query extremely significantly by saying that "major school dance committees are no longer blindly sure campus opinion demands top swing bands for affairs."

Cornell University, Ithaca, N. Y., sums it up vehemently by declaiming that "most got damn tired of the jitterbugs." (See *Swing Flunks Its Finals* on page 10)

Danger—Swing Band Working

NEW YORK, May 25.—"Yes," says Abner O. Selvig, of North Dakota State College, Fargo, in answer to the question as to whether swing has gone down in popularity at his school, "to the extent that one's life is no longer in danger." Campus apparently believes in safety first at its dances.

The same idea, more or less, is expressed by P. R. Heinmiller, of the Case School of Applied Science, Cleveland, who finds sweet conquering swing on his campus because "it's easier on the nerves, and more dancing (the main purpose for going to a dance) is accomplished." The point about dancing being the main purpose for going to a dance is also well taken.

Dixie Collegians Loyal to Swing— But "Keep Your Feet on the Floor"

NEW YORK, May 25.—Swing may be fading in the majority of ivy-covered institutions of higher learning around the country, but Presbyterian College in Clinton, S. C., remains a very redoubtable stronghold of the ride and the riff. As a shining example of loyalty to a cause—and also as an erudite exposition on the finer points of jitterbugging—we offer these verbatim remarks of Pete McCormick, editor of *The Collegian*, student mag, and retired editor of *The Blue Stocking*, college newspaper.

"Swing was definitely the thing at Presbyterian College during 1939. The hep cats were in complete control of the social affairs on this campus, and furthermore there were very few 'bugs' of the 'gimme-the-waltz' type. Altho a number of the fellows have stated dozens of times that they are fed up on the jive music, they can always be found mowing the tapestry heel and toe when the music has the most remote signs of 'git-warm' rhythm.

"Bugging definitely was the tops in the dance-floor market on this campus. When space for the jivesters was not always available there were serious threats as to pushing down walls and dancing up and down each other's backs. For real honest-to-goodness 'we-love-to-dance' jitterbugs this is the place. They may not be the best, but when they dance they do it for the sheer joy of it.

"This college is definitely a swing school as far as dancing goes. How long that will last no one knows, but it isn't fading very fast at present. Should a new and more appealing style of slow dancing be introduced, it is quite possible that the change would come about, as the fellows here like variety. Already they have been seen inventing new waltz steps, which they swing into on the slow numbers.

"However, they show their happiness when they're kicking at the ceiling and swinging the fems. Now don't make the mistaken assumption that these bugs throw the girls all over the floor and over their heads. They are 'I'll-keep-my-feet-on-the-floor' dancers, and there is more real rhythm in a jivester who can really swing without 'soloing' than there is in one who spreads his wings and makes three-point landings on other dancers.

"Ninety-nine per cent of the fellows here consider the extreme bugging (throwing the partner in the air) an indecent and vulgar dance, but they can put themselves wholeheartedly into a 'keep-your-feet' number."

SWING FLUNKS ITS FINALS

(Continued from page 9)

"Lack of grace" in shagging put a stop to it at Yesiva College, New York City; "conservative dancing is less fatiguing and infinitely more graceful." Swing takes it on the chin from the University of Scranton (Pa.), where "bands which present good novelties have won great favor, and bands playing 'solid swing' all night seldom return. Swing died a natural death here—people were tired, literally and figuratively, of hopping around on the wax." "The initial novelty (of swing) has worn off, due to the monotony of its being overdone and played out," says Stevens Institute of Technology, Hoboken, N. J.

Haverford (Pa.) College takes the middle road, preferring "the versatile type of band . . . we find pure swing as boring as pure sweet." A unique exposition of sweet-swing comes from Duke University, Durham, N. C., which "appreciates it—just enough swing to cause your shoulders to swing." Dukes and their duchesses also "prefer two sweet-swing numbers in moderate tempo to one fast number per dance set." Louisiana Polytechnic Institute, Ruston, says that "within the past few months swing music has gone into a virtual tailspin. Because of the great amount of space jitterbugs take on the floor and because most of the dancers prefer waltzes or slow dancing to jitterbugging, the ratio of sweet numbers is now three to one. To get larger crowds at their dances dance committees are now advertising that the orchestra will feature sweet music instead of fast numbers."

RETURN TO SANITY

University of Florida, Gainesville, goes for "smooth, complicated dancing, involved steps requiring dips, twirls and planned steps" which "have pushed out jitterbugging and required more even

Well, It's a Reason

NEW YORK, May 25.—Many opinions for and against swing, sweet and sweet-swing were put forth by the collegiate editors participating in *The Billboard's* third annual college poll, and many reasons for same were propounded, but the prize for the most eyebrow-lifting of them all must go to Furman University's (Greenville, S. C.) H. Carraway, editor of *The Hornet*.

Declaring that there has been a decline in the popularity of swing, and that waltzes have come back to his campus, editor Carraway is authority for these factors having influenced the change: "Gone With the Wind, and the change to femininity."

tempos." Change from swing to the slower rhythms at the University of Mississippi, University, was brought about by a "return to sanity of majority of students." Texas A. and M. College Station, has a very elemental reason for abolition of swing—"just a desire for something different, tiredness with the old."

"The lack of rhythm in swing music" turned the collegians at Baylor University, Waco, Tex., against it, not to mention "the extreme ends to which jitterbug dancing went," while "radio programs, records and pictures" were the influencing factors in bringing about a victory for sweet stuff, two-to-one, at Arkansas State College, Jonesboro. Southeastern State College, Durant, Okla., doesn't state what it means by "psychological reaction to jitterbugging" influencing that school against swing, but it's sure at any rate that jive is no longer alive.

Not Swing's Fault

NEW YORK, May 25.—Blame for the decline in popularity of swing at New York University is not placed upon the commodity itself by Shirley Schwartz, of *Education Sun*, campus publication, who gives as the reason the fact that "students started to age."

Maybe that's a legitimate reason, and then again it sounds like a dirty crack.

University of Chicago students have a couple of unusual thoughts on the subject: "There is very little pure swing left, since all too much of it has been commercialized, and it must be sought out. Two reasons are at fault for any loss of popularity of swing music on this campus, first, usual inability of anyone who is not a perfected swing dancer to dance to the stuff, and secondly, the publicity that swing has been getting. It is unfortunate that such a situation should exist, but on a campus like this students are influenced by the publicity they read, and they believe, at least to a certain degree, that it's being pretty much childish to have a passion for swing."

Putting the matter on an amazingly high plane, the University of Kansas, Lawrence, has figured out that "maybe a more settled economic trend influenced the desire for smoother music." Local orks are blamed for bringing a change to sweet synops at Kent (O.) State University; swing was "overworked on the campus, with every local orchestra trying to 'out-jam' the others." State University of Iowa, Iowa City, puts this interpretation on it—"Dance Fashion influences everything. There are college fashions in clothes—and music. Swing is growing old."

LACK OF PERFECTION

Says the University of Minnesota, Minneapolis, "the majority of students want to dance when they go to a ball or prom. They get their swing at the local theater stage shows." The factors that brought (See *Swing Flunks Its Finals* on page 27)

Orchestra Notes

By DANIEL RICHMAN

Broadway Band Stand

FRANKIE MASTERS is the follow-up to Ben Bernie at the Hotel Taft, Frankie bringing his bell-tones into the Grill June 24 for a trio of months . . . EDDY DUCHIN winds up his second engagement of this year at the Plaza's Persian Room on the 30th, DICK GASPARRI moving in the next night . . . Duchin, with practically a whole new band, swings west, winding up at the Coconut Grove in Los Angeles July 2 . . . he'll be back for another local stand later in the summer . . . JANET TAYLOR, who worked with Ann Richardson in CRA's contract department, this week followed the latter's lead in switching over to General Amusement Corp., where she'll again be associated with Miss Richardson on contracts . . . still on the distaff side, ANN DUPONT, with a new all-male band and a new style which she calls "sweet-jump rhythm," gets a nice break in getting the call from Leon Shor for the summer stand at his noted Roadside Rest in Long Beach, L. I. . . ork starts June 18 . . . a little confusion seems to exist as to just who is to make the music at Monte Proser's world's fair emulation of his Beachcomber on Broadway . . . JOHN KIRBY is announced as being booked at the spot, the Zombie, beginning June 3, but both BOBBY NORRIS and RON PERRY are laying similar claims to going in there . . . a couple of maestri around town have been apologizing to patrons for the noise they claim must be made when they go on the air . . . both BOB CHESTER and TOMMY DORSEY, at the Essex House and the Astor Roof, respectively, have been asking ringsiders to bear with them if the blasting gets to be a little more than the walls can stand when they broadcast.

This Changing World

TWO sidemen who had come to be regarded practically as stand-bys in the orks in which they tolled have come to a parting of the ways with their respective batoneers . . . CLYDE HURLEY, featured hot trumpet with Glenn Miller since the latter's days of obscurity, is out, CHARLIE FRANKHAUSER replacing . . . and NICK FATOOL winds up his reign over the drums in Benny Goodman's rhythm section . . . Bobby Byrne makes a change in his sax section, CHARLIE DI MAGGIO going in for JACK TORCHIN . . . BERNIE MAYER added to Byrne's arranging staff . . . JOE CARNEY leaves his road managerial capacity with Count Basie, MILTON EB-BINS, former ork leader, taking up the reins . . . Bob Crosby's Band is understood to be undergoing some drastic changes, with IRVING FAZOLA, top-flight clarinetist, leaving to join the NBC staff, and BILLY BUTTERFIELD (trumpet), WARREN SMITH (trombone) and GEORGE KOENIG (sax) all making an exit . . . STUART ALLEN, former vocalist with Richard Himber, is the latest to front a band of his own, with Frederick Brothers' Music Corp. getting it a stand at Grossinger's, Ferndale, N. Y., for the summer, starting Decoration Day.

Chicago Cacophony

DUKE ELLINGTON has a date at the Hotel Sherman sometime in August . . . GEORGE JEAN, new maestro backed by Freddy Martin (in whose band he worked), goes into the Wilshire Hotel . . . several other new aggregations are being organized in this vicinity . . . one has RAY MARX at the helm, with Art Weems, of the local GAC office, showing a keen interest in the project . . . another is being readied by JIM BLADE, formerly the pianist at the Sherman's Dome . . . latter crew takes life at the behest of MCA . . . HENRI GENDRON once again does the kicks at Bouche's Villa Venice, opening of which has been changed from June 8 to the 13th . . . a rumba band, thus far unnamed, will also be used at the spot . . . BOYD RAEBURN takes on songstress BETTY BENNETT to fill wife Lorraine's place while she keeps a date with the stork . . . new addition to FBMC staff here is BILL PINSLEY in the one-nighter and cocktail combo departments . . . Howard M. Fox is set to open his outdoor ballroom at White City, June 8, with JACK RUSSELL taking over the summer assignment . . . dansant is under the management of Jack Belasco.

Atlantic Whisperings

BILLY HAYS takes over the music making assignment at the Open Door Cafe, Philadelphia, Ted Oliver bowing out . . . Anchorage Inn, in the same city, back in the union's good graces, tees off with CY DELMAN, proprietor ART PADULA lining up a name parade to follow . . . also in Philadelphia, JOE VERNON and his Midshipmen, are newcomers to the Viking . . . Babette's, Atlantic City's ace cabaret, lights up for the season with JOSEPH BRIGLIA, with EMANUEL OVANDA for the rumba relief . . . it's a summer stand for JOHN KRAUS at Hotel White Way, Atco, N. J. . . . Gingham Club, Wildwood, N. J., gets JOHNNY WATERS . . . and at the same resort THE THREE PEPPERS will bring their peppery potions to JACK DIAMOND'S later in the month . . . BILLY CRAIG and his Arcadians set at Washington Square Inn near Norristown, Pa. . . . VIOLA KLAISS and her Musical Maidens make the melodies for the Venice Grill, Philadelphia . . . SONNY FONTAINE, at Jack Lynch's, Philadelphia, gets a WCAU wire for the first time with feeding to CBS later in the month.

Midwest Melange

AFTER a three-week engagement at Green Tree Cafe, Wichita, Kan., which started May 18, PAUL PAGE moves into Colonial Gardens, Lake Manitou, Ind., for a pair of weeks . . . TINY HILL stops off at Forest Park (Wis.) Highlands June 16 . . . and LARRY FUNK makes it Excelsior Park, Minneapolis, June 11 . . . CARL SCHREIBER begins his fourth season at Hotel Baker, St. Charles, Ill., June 1 . . . Blatz Palm Gardens, Milwaukee, is holding LANI MCINTYRE until June 22, after which the outfit moves to the Lookout House, Covington, Ky., for a June 25 opening . . . FREDDIE FISHER goes back again to Old Vienna, Cincinnati, June 3 for an indef run . . . EDDY ROGERS is pencilled into the Schroeder Hotel, Milwaukee, for a quartet of weeks, commencing June 22 . . . EMERSON GILL winds up a three weeks' stand at the Centennial Terrace, Toledo, June 13, and two nights later begins an indefinite stay at the Bayshore Beach Club, Virginia Beach, Va.

On the Eastern Front

LARRY CLINTON takes in the four weeks, starting July 9, at Frank Dalley's Meadowbrook, Cedar Grove, N. J. . . . LOU BREESE, who leaves Chicago's Chez Paree June 21 instead of the 28th, plays Kennywood Park, Pittsburgh, for two weeks, as of August 5 . . . same spot gets MAL HALLETT for the same length of time in July, the 2d, to be exact . . . at the conclusion of six weeks at Jack Dempsey's Broadway Bar, New York City, DAVE DENNIS takes his new ork to West End, N. J., and the Hollywood Hotel, June 25 . . . GEORGE DAMEREL (son of Myrt, of radio's Myrt and Marge) brings his boys into the Club Fordham, Budd Lake, N. J., for the hot months . . . GUS BIVONE, surrounded by a 15-piece outfit, locates at the Post Lodge Inn, Larchmont, N. Y., with five Mutual wires weekly . . . Bivonne is known for his featured clarinet work with the old Artie Shaw band, and with Teddy Powell and Bunny Berigan . . . Tappen's, at Sheepshead Bay, Brooklyn, features GUY HASTON and his Six Versatile Guys on the band stand.

Of Maestri and Men

GEORGE OLSEN takes his first William Morris booking, after his switch over from MCA last week, at Ellitch Gardens, Denver, starting three weeks there on July 11 . . . band-stand incumbent immediately prior to Olsen will be LAWRENCE WELK, going in June 20 . . . TOM GENTRY, with a new 13-piece band, including the three Youngman Brothers, takes in the Buena Vista Hotel, Biloxi, Miss., June 1-23, to be followed next day by HERBIE HOLMES for four weeks . . . PHIL DOOLEY, Chicago leader, who augmented his band in New York, moves South May 31 on his first string of one-nighters . . . piece of the outfit is owned by press agent Dick Courtenay . . . the 27th finds MILT HERTH embarking upon a fortnight's stay up in Canada, at Chez Hippodrome, Toronto . . . GEORGE KING leaves the Stan Zucker personal management fold, but continues under the MCA booking aegis

PHOTO REPRODUCTIONS
In All Sizes.
Write for Complete Price List.
MOSS PHOTO SERVICE
155 W. 48th St., New York City
References: MCA, Victor, CRA.
RCA, William Morris, etc.

100
8x10
\$5.50
50
\$3.25

Music Items

Songs and Such

STANLEY ROSS (of the vaude dancing-comedy trio, Lowe, Hite and Stanley), who claims to be the world's shortest songwriter, wrote a new song, *While I Dance This Waltz With You*.

A combination of band leader, press agent and composer are responsible for *God Made Little Green Apples, Too*, Andy Kirk, Sam Geison and Mary Lou Williams.

Band leaders may have been plenty active on the songwriting front of late, with Lou Breese and Harry Kogen collabing on *Is It On, or Is It Off?*

At the same time, Famous Music sent Maestro Boyd Raeburn and John Gaunt a contract for their new song, *My Dreams*.

Jose Pina, writer-composer of the Latin tune *La Cumbancha*, had it recorded this week for Victor by Alfredo Mendez Orchestra of Station WBNX.

T. J. Campbell, Atlanta, songwriter and publisher, just released *School Lets Out*, his own song.

Clarence Stout, tunesmith of Vincennes, Ind., is in again with *Old Chief Walla Hoo*. Chart Music publishing.

Al Porgie succeeded George Marlo as professional manager of Crawford Music, following Marlo's resignation to become p. m. of BMI. Altho Marlo resigned as president of the Music Publishers' Contact Employees' Union, Bob Miller, secretary of the song pluggers' union, believes that Marlo will reconsider and remain at the post.

Publishers and People

Bregman-Vocco-Conn are publishing Frankie Masters' latest, *Say When*. Eddie Lambert took over his new contact assignment with Jewel Music, New York, this week.

Irwin Dash came back to the home grounds in New York last week after successfully establishing his own music

Confessions of an AFM Spy

NEW YORK, May 25. — One of Tommy Tucker's musicians has the distinction of being one of the first spy suspects rounded up in the United States in the ferretting out of alien activities—all because he's a candid camera fan.

While playing a one-night date in Youngstown, O., Gene Steinbach, Tucker pianist, was arrested for taking pictures of a steel mill in operation. His Aryan-sounding name virtually convinced the local gendarmes that he was doing foreign missionary work. Tucker, however, came along and proved his identity.

Their next date is at Elitch Gardens, Denver. Steinbach has been warned about the mint there.

firm in London.

Frank Hennigs, professional manager of Edward B. Marks, registered the title of the 1940 World's Fair theme, *Hello, Folks*, as the title for a new song.

Marks' catalog has also added Ozzie Nelson's song, *I'm Looking for a Guy Who Plays Alto and Baritone and Doubles on a Clarinet and Wears a Size 37 Suit*, which Hennigs and the boys are going to work on.

Kalmar-Ruby catalog has been sold to Loeb-Lissauer, Inc.

Universal Pictures has tentatively titled the Andrew Sisters-Ritz Brothers flicker *Hit the Road*. Lou Levy, guiding light of Leeds Music and personal manager of the Andrews, just released a song of the same name last week.

N. O. Road Orks Stymied

NEW ORLEANS, May 25.—Plan of Marty Burke's Club to build up local orks for later road tours struck a snag this week when Local 74, AFM, jerked Julian Lane's Band from the spot. The club darkened for a night, but has reopened now with a non-union group.

CRA Drops 50G Suit Vs. Morris Agency in Hands-Off Agreement

NEW YORK, May 25. — Consolidated Radio Artists' \$50,000 damage suit against the William Morris Agency was withdrawn in Supreme Court here this week after an amicable settlement had been negotiated between Harry Berman, attorney for CRA, and Michael Halperin, of Wilzen & Halperin, attorneys for the Morris office.

The settlement consists of a hands-off policy on the part of both offices on the submitting of bands that are under exclusive contract to one or the other. Suit arose over CRA's allegations that it repeatedly warned the Morris Agency not to submit Russ Morgan's Band for prospective bookings, but, according to CRA spokesmen, Morgan was submitted anyway. CRA's suit was also based on the assertion that the Morris office was "inducing" Morgan to break his contract with CRA and sign with the Morris Agency.

Trouble a Year Ago

The Morgan trouble started as far back

as last year, when William Morris started a band department in the agency and Morgan was offered a berth with the office. Morgan asked for a release from his CRA contract and promised to pay \$25,000, which he said the Morris office was going to loan him against future earnings. He couldn't, however, produce the 25Gs, so CRA held him to his contract with them.

Shortly before the Morris office was to file a notice of appearance, the attorneys got together and worked out an agreement whereby Morris will not submit Morgan or any other CRA bands without permission. In the withdrawal CRA is reserving the right to re-enter suit if the agreement is not lived up to.

Band Leader Gets Involved In a Car-medley of Errors

DETROIT, May 25.—Danny Demetery, just after opening for a summer stand at the Eastwood Park Ballroom here, was enjoined by the Wayne County Circuit Court from going across the county line because of a damage suit involving ownership of a car. The ballroom is 40 feet from the county line, but on the wrong side, and Danny was reported considering some kind of remote control direction for his outfit.

The car in question was sold by Demetery, he claims, before it was involved in an accident, but the actual ownership and liability for the accident will have to be litigated. Car was driven at the time by a parking lot attendant. Unusual coincidence in that the car was resold by the motor company (to whom Demetery sold it) to Sharon Lynn, producer at the Club Royale, across the street from the ballroom.

Virginia Beach Resorts Set Early-Season Bands

VIRGINIA BEACH, Va., May 25.—Partial line-up of bands for two spots here, Cavalier Beach Club and Surf Beach Club, is as follows: Former club has Leighton Noble, May 25-31; Herbie Kay, June 1-16; Everett Hoagland, June 17-30; Paul Pandarvis, July 1-7; Hal Kemp, July 8-14; and Pendarvis on a repeat July 15-28.

Surf Beach brings in Joe Venuti, May 29-June 19; Will Bradley, 19th to July 2; Ben Cutler, July 21-August 3; Duke Ellington, August 4-10, and Al Donahue, August 11-24.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS



SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH		Position	Title	Publisher	Net	Plugs
Last This Wk.	This Wk.	Last This Wk.	This Wk.	Last This Wk.	This Wk.	Last This Wk.	This Wk.	Last This Wk.	This Wk.	Last Wk.	This Wk.			Indle
1	1	2	1	1	1	1	1	1	1	6	1. TOO ROMANTIC (F)	Paramount	25	29
2	2	1	2	2	2	2	2	2	2	7	2. WHERE WAS I? (F)	Remick	33	15
5	3	5	3	3	3	3	3	3	3	8	3. SHAKE DOWN THE STARS	Bregman, V. & C.	32	19
4	4	8	4	6	4	4	4	4	4	3	4. WOODPECKER SONG	Robbins	28	14
3	5	3	5	3	5	3	5	3	5	5	5. SAY IT (F)	Famous	27	28
6	6	13	6	4	6	8	6	4	6	10	6. YOUR'S IS MY HEART ALONE	Harms	24	9
10	7	4	7	7	7	7	7	7	7	11	7. WHERE DO I GO FROM YOU?	Mercer	21	4
7	8	7	8	15	8	15	8	15	8	5	8. IMAGINATION	ABC	20	26
15	9	9	9	13	9	13	9	13	9	10	8. SIERRE SUE	Shapiro, Bernstein	20	6
12	10	11	10	9	10	9	10	9	10	1	9. MAKE BELIEVE ISLAND	Miller	18	8
—	11	6	11	11	11	11	11	11	11	5	10. LITTLE CURLY HAIR IN A HIGH CHAIR (F)	Felst	16	21
9	12	14	12	12	12	12	12	12	12	6	10. MY, MY (F)	Famous	16	11
8	13	10	13	—	13	—	13	—	13	2	11. I CAN'T LOVE YOU ANY MORE	Oلمان	14	8
13	14	—	14	—	14	—	14	—	14	9	11. THE BREEZE AND I	Marks	14	8
—	15	—	15	—	15	—	15	—	15	7	12. WIND AND RAIN IN YOUR HAIR	Paramount	13	16
										12	12. ANGEL IN DISGUISE (F)	Witmark	13	5
										12	12. YOU'RE LONELY AND I'M LONELY (M)	Berlin	13	4
										—	13. HER NAME WAS ROSITA	Shapiro, Bernstein	12	4
										7	14. LET THERE BE LOVE	Shapiro, Bernstein	11	18
										—	14. SKY FELL DOWN	Witmark	11	5
										—	14. MEET THE SUN HALF WAY	Santly, J. & S.	11	5
										—	14. DANNY BOY	American	11	4
										8	15. WHEN YOU WISH UPON A STAR	Berlin	10	23
										—	15. CHARMING LITTLE FAKER	Bregman, V. & C.	10	15
										—	15. SAY SI SI	Marks	10	8
										—	15. FROM ANOTHER WORLD	Chappell	10	8
										10	15. PLAYMATES	Santly, J. & S.	10	7
										—	15. I HAVEN'T TIME TO BE A MILLIONAIRE	Santly, J. & S.	10	6
										—	15. BLUE LOVEBIRD (F)	Felst	10	2

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, May 24. 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.

Bob Chester

(Reviewed at the Essex House, New York)

A TREMENDOUS improvement in musicianship, arrangements and general styling in the nine months since Chester premed his new band has made the outfit a major threat to the current hierarchy of swingdom. The amount of musical polish that has been rubbed on the unvarnished surface of last fall's tyro aggregation puts Chester in a position now where he can swing—and play sweet—with the best of them.

Set-up numerically is the same—five reed (including Bob's tenor sax), five brass and four rhythm. But what comes out now is solid, dynamic and musically right. The ork has a drive and a lift not always present in every alleged swing band, and as a result dancing and listening are way above par. The sweeter rhythms are on the same high level, but it's in this department that Chester makes his only mistake. That is in echoing the Glenn Miller reed stylings. It doesn't matter whether it's a deliberate imitation or whether it isn't; or whether it was original with Miller or not. The fact remains that Glenn got there first, using as a trademark the clarinet-tenor combination.

Chester's work is far too good to run the risk of anyone's turning up his nose at it because some of it seems to have been inspired by Miller's success with a particular reed style. The band has quite enough to recommend it on its own, and dropping the reed similarity would be the smartest thing it could do to attain universal acclaim and bring into the fold those disgruntled souls who may resent the technical style infringement.

Ork shows its versatility here by turning out tooting as good in a subdued way as when the bars are down. Entire library—taking in the field from swing to congas—is well scored and well played. Bob doesn't hog the spotlight with his tenor, letting the other boys have their innings, and solo or ensemble the crew delivers dance music out of the top drawer.

Dolores O'Neill adds to the generally satisfying picture with some particularly good song selling, both vocally and visually. Al Stuart (trumpet) makes the rhythm and novelty ditties stand out, while Chester, out front, completes the

The Reviewing Stand

excellent impression with genialty and good looks. *Richman.*

Teddy King

(Reviewed at Chez Ami, Buffalo)

KING, maestro of the old vaude days who knows the band business inside out, is now on the comeback trail with a young unit of clean-cut boys. King's wide experience, coupled with the band's obvious eagerness to please, is a big asset. King himself plays no instrument, but fronts capably and wins the crowd with antics which include gabbing, hoofing around the stand and tap dancing on top of the piano.

Still developing a style of its own, band features a "rolling rhythm" on sax which is outstanding, with brass employed in muted tones to give combo volume and body. Rhythm section works in conventional manner. Generally lads stick to the sweet tunes, books including mostly pops, with a sprinkle of tangos, rumbas and congas.

Instrumentation has four saxes and four brass, with one trumpet doubling occasionally on guitar to augment the rhythm department, which carries drums, piano, bass.

With few instrumental solo highlights, emphasis is put on an array of vocalists, who give the band's presentations the needed sparkle. Trudy Gorman, fem thrush, handles ballads and blues to good advantage. A good-looking brunet with a winning personality, gal works hard and sells herself well enough, altho she still lacks experience. Connie De Salvo (trumpet) scores well with ballads and novelty numbers. Hal Lind (bass) and Fred Meinz (sax) share the lime-light on comedy vocal solos, which go over big. *Warner.*

Jimmy James

(Reviewed at King's Ballroom, Lincoln, Neb.)

TROMBONIST JAMES, a West Coast band-leading recruit fairly new in the Midwest, hasn't too much to offer the dance business, his orchestra being ragged in all departments. Most traffic

will probably be thru the low-priced and smaller town halls, which will work him at a handicap because he has enough men to make his nut more formidable than the places he's due to play can stand.

Most of his arrangements favor the jump patronage, with a few of the smoother variety sandwiched in occasionally. With himself on the slide, brass counts up to four, and can even swell to five when vocalist Pat Herman joins. There are four saxes and three rhythm men.

Herman, in the voice business, isn't very forte, his pipes on the weak side. Novelties are few, most of the numbers played straight and with a minimum of featuring. *Oldfield.*

Freddie Daw

(Reviewed at the Merry Gardens Ballroom, Chicago)

DAW satisfies dancers with his library of sweet swing. He has two points to offer for sale, and there are plenty of takers. One is a smooth-sounding combination; two, a swell display of showmanship. It is a pleasure to watch him work, putting a lot of energy into gestures that please the patrons.

With an instrumentation of four reed, three brass and four rhythm, this ork is especially good on the sentimental tunes. Occasionally, however, it gives out with a Latin number, and puts it over nicely. The femme vocalist, Mary Jane Dodd, takes over the maracas for the rumba numbers.

Daw, who used to sing with Ace Brigode, has a commercial outfit. Best asset to the band is Daw himself, because his clowning, crooning and jovial mien go over big with the customers. *Modell.*

Ted Oliver

(Reviewed at Open Door Cafe, Philadelphia)

AFTER playing the Penn-Jersey territory with a succession of small combos, Oliver has blossomed out with a full-fashioned crew of a dozen. Is de-

serving of maturity, doing right by himself and the band in dishing out a ballroom brand of music that builds on a heavy rhythmic foundation yet manages to be tuneful at all times.

The maestro, a portly and engaging piper, paces the hoof incentives with a stellar style of clarinet blowing. Faces four saxes, three trumpets, trombone, piano, bass and drums. Setting for the music is in the Artie Shaw tradition, with reeds for the body music and brass horns making the trimmings. Arrangements are youthful and varied, giving toe-tapping treatment to the pops with a generous sprinkling of the ride and ruff tunes.

Personal appearance of the boys is on the plus side. A fem chirper would add a welcome spark of charm to the stand, altho vocals are dispensed adequately enough by tenor saxer Don Massey and bass violist Anthony Fantani. *Orodenker.*

Anson Weeks

(Reviewed at Hotel Muehlebach, Kansas City, Mo.)

THIS band has changed nearly 100 per cent since its last appearance here in February of last year, and most of the steps taken by maestro Weeks have been for the better. While in Chicago recently, he revamped the crew and did away with all but one brass, and this lad, Ray Davis, occasionally doubles from trumpet to sax. To balance the powerful reed section is a violin trio of Al Karg, George Bay and Louis Schneider from Wayne King's ork. Saxes also do a lot of clarinet tooting in the Hal Kemp manner.

The result is plenty good. Band is solid, three rhythm turning out a neat background, and much of the blare has been eliminated, the crew now appearing tailor-made for hostelry locations.

Anson doesn't play as much piano as formerly, preferring to batoneer, which he does capably. Billed as the "Ambassador of Rhythm," he lives up to his title okh, making a genial friendly leader. The outfit treats rhythm tunes with a bouncy tempo, occasionally with a little barrelhousing from Ivory-pounder Harry Frohman.

Vocalist Eunice Clarke chirps most of the lyrics with personality and pep. Saxophonist Wes Hite also takes a few vocal chores. *Locke.*

Review of Records

By M. H. ORODENKER

The Show Sides

IRVING BERLIN has enhanced the new Louisiana Purchase musical with a half dozen or so of lovelies that make their first wax impression on the Victor-Bluebird labels. On the higher-priced platters, *Latin's Know How* has LEO REISMAN'S suave rhythms in a rumba fox-trot style with a background richly suggestive of Latin America. Mated with *It'll Come to You*, in the medium tempo and quite effective in its minor key. TOMMY DORSEY takes on a pair from the Berlin pen for a medium tempo-sweet-swing ride on the ballads, *It's a Lovely Day Tomorrow* and *You're Lonely and I'm Lonely*. HAL KEMP, with swirling saxes and muted brass, gives a distinctive touch to *You Can't Brush Me Off* and the title song, *Louisiana Purchase*. BEA WAIN gives voice to the *Lovely Day* lullaby, platter-mating with a pop blues ballad, *It's Somebody Else*.

On Bluebird, CHARLIE BARNET sets a heavy rhythm base to make it toe-tickling for *Fools Fall in Love* and *Lovely Lullaby*. FREDDY MARTIN gives a smooth and sweet interpretation of the *Lovely Day* ditty and *You Can't Brush Me Off*. All the tunes are hit parade potentials and it's a certainty that more than one from this rich Berlin score will scale the heights.

Al Dubin and Jimmy McHugh have also done themselves proud with the musical setting for the new Jimmy Durante show, *Keep Off the Grass*. The first sampling comes from Royale with RICHARD HIMBER pairing the ballads *Clear Out of This World* and *On the Old Park Bench*, the former a sure-fire to find a comfortable niche among the top hits of the day. Victor has LEO REISMAN coming forward with the *Clear Out* opus, coupled with a righteous rumba fox-trot, *A Latin Tune, a Manhattan Moon and You*. And on Bluebird, GRAY GORDON gives his stylized tic-toc syn-copations for the *Clear Out* classic, coupling with another rhythm ballad

from the *Gay New Orleans* score, *It Wouldn't Be Love*.

From the already-familiar Rodgers-Hart *Higher and Higher* score, RUBY NEWMAN on Decca styles the *Ev'ry Sunday Afternoon* ballad and the *Nothing But You* waltz with his singing fiddle strings. On Vocalion, DICK JURGENS makes top sweet music with *From Another World* and the waltz entry. And for Columbia, BENNY GOODMAN blends his modernistic harmonies for *It Never Entered My Mind*, making the couplet complete with a pop ballad beauty, *The Sky Fell Down*.

From a screen score, Bing Crosby's *If I Had My Way*, Johnny Burke and Jimmy Monaco can take bows for four delightful ditties which Bluebird rushes first. GLENN MILLER teams the romantic ballad *April Played the Fiddle* with a second ballad entry, *I Haven't Time to Be a Millionaire*. MITCHELL AYRES fashions the music for *Meet the Sun Half-Way*, which smacks of Crosby's earlier *Pocketfull of Dreams* smash, coupled with a rhythmic tongue-twister, *The Pessimistic Character*.

Paced by a Piano

THE boys spotlighting the Steinway bench make for many interesting whirlings of the wax. The scintillating dixieland piano style of BOB ZURKE is show-cased on Victor for *Tea for Two*, mated with ballad music *I Love You Much Too Much*. Devoted to the same style of ivory work, JOE SULLIVAN makes his band bow on Vocalion with *Oh, Lady, Be Good*. It's a mixed small band given over to the jam style, but apart from Sullivan's own Steinwaying, it fails to impart any kicks. For a companion piece, *I Can't Give You Anything But Love* is occupied mostly by the coon-shouting of Joe Turner, the boogie-woogie songsmith at New York's Cafe Society, where Sullivan holds forth. It's all strictly for addicts.

COUNT BASIE further illustrates the (See *REVIEWS OF RECORDS* on page 63)

Music in the Air

By SOL ZATT

Interrupted Remotes

THE war in Western Europe has also taken its toll on dance remote programs in the U. S. A., what with constant interruptions of war news. Leaders will just have to make the best of it, even tho it does cut deep gaps in planned programs and ideas that make for better musical listening.

After listening to the war news the public tendency is to discuss the news and perhaps ignore the musical offerings that follow. Bandsmen don't know whether they're on the air or not these days, with special broadcasts coming in on a moment's notice. As a consequence, leaders will now have to keep on their mettle with plenty of good ideas and worthy programs so as to keep the audience tuned to the dial after the interruption and make the listening worth while. Plenty of people are worried, and the leader almost has to perform what amounts to a public service in providing a pleasant note.

Three programs caught on the same night were sandwiched in between news flashes, piping in special correspondents from European countries with lengthy bulletins and analyses of events abroad, which drew attention away from the musical broadcasts and broke up whatever continuity they might have had.

Society Stuff

RUBY NEWMAN (*Ritz-Carlton Hotel, Boston, NBC Blue Network, May 21, 12-12:30 a.m.*), Backbay favorite society maestro, plays a conservative midnight dance session, leaning predominantly to the sweet side and making one stab at a swing arrangement, which was regrettable. Giving the proper intro to *A Pretty Girl Is Like a Melody*, Newman offered what he called a "swing-sation" version of the tune, making it unrecognizable and playing it in such a fashion that the entire personality of the song was lost.

That one phase was regrettable because Newman has an otherwise pleasant, listenable and danceable program. He sticks to pops, but with enough selection to give pleasant variation to the sustainer. Marlon Shaw adeptly aids on the vocals.

Nice Listening

BERNIE CUMMINS (*Edgewater Beach Hotel, Chicago, NBC Red Network, May 21, 11:15-11:30 p.m.*) gives a 15-minute program that is tops for listening, tuneful musically, and relaxing if the listener wants to sit back in an easy chair. While Cummins also stuck, in the main, to the pop vein, he had a sprinkling of ballad and novelty plus a vocal assignment on each song, which was a distinct aid to the listening value of the program.

His two vocalists, Connie Barleau and Walter Cummins, were as much a part of the show as the band itself, what with the accent on the singing. Chet Gains, one of the bandsmen, pitched in on the tonsiling of a Western ballad that fitted in nicely. Altogether, a thoroly enjoyable quarter hour of listening.

Swing in a Large Dose

BRINGING his talents out to the Midwest, BUD FREEMAN (*Hotel Sherman, Chicago, NBC Red Network, May 21, 1:30-2 a.m.*) unquestionably has a great swing band, but not everybody who listens to the radio in the early morning hours is a jitterbug. Consequently, one pop tune in a half-hour's selection of solid jive numbers can tend to be annoying instead of enjoyable.

Musically it's one of those programs that the j-bugs might listen to in a worshipping mood, but commercially the late hour listeners may twist the dial if they're not inclined to a classic brand of swing.

The entire program is filled up with (See *MUSIC IN THE AIR* on opp. page)

Bands on Tour

Advance Dates

WOODY HERMAN: Georgia Tech, Atlanta, May 30; The Citadel, Charleston, S. C., 31; Georgia Tech, Atlanta, June 1; Staunton (Va.) Military Academy, 3; Augusta (Ga.) Military Academy, 4; Armory, Danville, Va., 6; VPI, Blacksburg, Va., 7; Hershey (Pa.) Park, 8; Univ. of Virginia, Charlotte, Va., 10.

MAL HALLETT: Miller Theater, Augusta, Ga., May 30-June 1; Plaza Theater, Asheville, N. C., 2; Carolina Theater, Greenville, S. C., 3; Armory, Columbia, S. C., 4; Carolina Theater, Spartanburg, S. C., 5; Carolina Theater, Greensboro, N. C., 6.

AL DONAHUE: Univ. of Maine, Orono, Me., June 6; Mass. State College, Boston, 10; Holy Cross, Worcester, Mass., 12; Bowdoin College, Lewiston, Me., 13; Tufts Univ., Medford, Mass., 17.

WILL BRADLEY: Auditorium, Asheville, N. C., June 11; Valdosta (Ga.) Auditorium, 17; Dancing Campus, World's Fair, New York, July 13.

BOB ZURKE: Sunnybrook Ballroom, Pottstown, Pa., June 8; Iren Club, Dallas, Tex., 11.

DUKE ELLINGTON: Mystic Night Club, Youngstown, O., June 15.

LARRY CLINTON: Oriental Theater, Chicago, June 28 (week).

RAY NOBLE: Park Highlands, St. Louis, July 2.

ALEX BARTHA: Bryn Mawr (Pa.) College, June 1; Brookline Country Club, Philadelphia, 8 and 22; Valencia Ballroom, York, Pa., 28.

HERBY WOODS: Manufacturers' Country Club, Philadelphia, June 11; Hunt's Ocean Pier, Wildwood, N. J., 15; Philadelphia (Pa.) Country Club, 25.

MODERNISTIC BALLROOM, West Allis, Wis., opens May 27, with Russ Morgan making the first night music. Stephen Swedish's Ork plays the spot as house band.

Gag—Double Dose

NEW YORK, May 25. — Tommy Dorsey was the recipient of a couple of gags during his opening Tuesday (21) on the Astor Roof here that had the first-nighters howling—with the follow-up rib particularly mirth-provoking among the music crowd. After TD finished his midnight broadcast two Western Union and two Postal Telegraph boys climbed the podium, and in that out-of-tune way peculiar to telegram deliverers gave forth with the *Happy Birthday To You* jingle, but sung to these words—"Happy opening to you, etc., dear Tommy, from brother Jimmy to you."

While Billy Burton was taking bows on the clever publicity stunt he had pulled for his charge (J. Dorsey), Jack White, Frankie Hyers and Pat Harrington, the madmen of White's Club 18, embellished the thing a bit by grabbing the mike, repeating the jingle, but giving it this interpretation—"Happy closing to you, etc., dear Tommy, from Rockwell-O'Keefe!"

Kaye Good With \$1,207

SPRINGFIELD, Mass., May 25.—Sammy Kaye drew 1,322 persons to the box office of the Butterfly Ballroom for his one-night stand here last week. Take of \$1,207.94 was good, according to Manager Mitchell LaBuda, who has had some bad luck with bands this season. Admission was 75 cents for ladies and 99 cents for men.

Weeks' Week in Houston

HOUSTON, May 25.—On Thursday (23) Anson Weeks Ork opened at the Plantation here, and on the following day Ranny Weeks opened the summer season of the Top Deck of the Rice Hotel.

Increase in One-Night Theater Dates Throws Name Maestri Into Revolt Against Road Wage Scale

NEW YORK, May 25. — Name band maestri are conducting a subtle revolt against Local 802's traveling one-night theater and ballroom scale, with the consequence that many are turning down work if a full week can't be routed at the start. There is the further possibility that leaders may attempt to pressure the union into setting up a separate category for themselves, "to protect our interests against excessive costs."

Situation concerning traveling scale, local scale, surcharges for 802 bands playing out of town, and extra expenses, runs

a maze of complications that hasn't been taken too seriously in the trade; but since one-night theater work has taken an increased boom in the past year the leaders are squawking that if fill-in dates can't be made on the road the costs for two nights are almost as much as a full week's pay.

Principle beef is that if a New York band goes out on the road and only plays four days out of the five that constitute a work week, and the dates are 100 miles apart, the leader must shell out \$106 to each musician in the crew; whereas if they play a full week the cost is \$73 per man—maximum traveling scale on theater dates. Ballroom dates are still less because they can pay local scale, which runs from \$6 to \$12 (and not many of the latter) a day, plus 10 per cent for traveling tax.

More Taking Gamble

These dates are dubbed "miscellaneous engagements" by the union, but some of the top maestri are turning down this type of work, preferring to lay off rather than lose money themselves if a full week is not completed. This is the type of situation that got Paul Whiteman in dutch with the union, when he was forced by the 802 trial board to shell out \$15,000 to his musicians as the difference between out-of-town scale and the rate of pay set down by the local.

The preponderance of New York bands taking one-night dates, however, shows that there are more who are willing to take the gamble and fill in while on the road than not go out at all. Leaders have found, when the situation becomes desperate in filling in one day, that when the band lands in a town a good stunt is to approach a ballroom operator and play strictly percentage, without a guarantee of scale. Even if the leader loses money on the date it will be made up by the fact that he pays a full week's wages instead of the miscellaneous traveling scale.

Separate Status Wanted

In the main, those who are turning down work are leaders with very large organizations, who figure that if they have to pay at the current rate of exchange, a one-night tour would be disastrous if they don't play a full week. Result is the agencies are tearing their hair routing in full weeks of one-nighters before sending the band on the road. Or in exceptional cases of strong names they guarantee fill-in dates or make up the difference themselves.

The baton wavers feel that if leaders can get a separate classification in the union, with enough representation on both the trial and executive boards, they can wield enough pressure on the rest of the membership to change the traveling scale to one they consider more equitable to them.

Likelihood of such a movement was considered to be remote by Max Arons, chairman of Local 802's trial board, because, he said, although there have been verbal complaints to the union, none have been formally made.

ASCAP Cracks Whip For First Time in Dirty Song Drive

NEW YORK, May 25. — American Society of Composers, Authors and Publishers gave out its first whipping this week in its drive to cut out the future publication of double entendre songs, by withholding ASCAP writer-membership from Hughie Prince, co-author of *She Had To Go and Lose It At the Astor*.

Prince was told that his application is being held in abeyance until next September, at which time it will come up for consideration again. In no uncertain terms he was also told that he was refused at this session because of his affiliation with the Astor song. He has been a songwriter for 10 years, and is on the writing staff of Leeds Music Co.

Co-Author Not Involved

Although the song was written under the pseudonym of Joe Doakes and Joseph Doakes, it was common knowledge in the trade that Prince and his writing partner, Don Raye, were the authors. Raye missed the firing line by being voted into ASCAP four months ago, on a non-participating basis.

ASCAP began its drive several months ago, and since then a quietus has been put on salacious songs. The action taken against Prince is interpreted as a warning to new songwriters as well as those who are established.

Gene Buck, ASCAP president, could not be reached for comment up to press time. His secretary, Sylvia Rosenberg, said she could make "absolutely no comment."

Mobile Aud Runs Afoul Of Local Musicians' Union

MOBILE, Ala., May 25.—Fort Whiting Auditorium here, the largest in the city and the only one with more than 800 seating capacity, has been placed under ban by the local musicians' union. Auditorium is owned by the State and operated by a commission of Mobile national guard officers and citizens. Glen Gray, billed for May 29, will switch over to the Battle House Auditorium.

Aud commission said it is "perfectly willing to hire only union musicians when it is an employer," but it does not feel it can dictate to the various organizations which use the auditorium. The commission claims negotiations should be carried out between the union and the organization leasing the hall and not between the union and auditorium committee.

Selling the Band

Exploitation, Promotion and Showmanship Ideas
By M. H. ORODENKER

Welk's Winners

KEITH BAIN, Lawrence Welk's manager, sends along to this corner some notes on some ideas which have been tried out with satisfactory results and are worthy of passing along to others.

On the opening day of each engagement there is always a press party of one kind or another. Instead of inviting the press representatives with a telegraphed invitation or a phone or personal call, Welk sends each one a small bottle of champagne (one-half pint size, or as they are better known, splits). Attached with cord to the neck of the bottle, as an address or shipping label, is a small white envelope. Inside the envelope is a plain white card asking the person to be the band's guest opening night at such and such hotel or theater.

This form of invitation has met with much favorable comment for Welk. The idea is, of course, a natural tie-in for Welk's Champagne Music, and particularly in a new town it has gone far in introducing the band. The same idea can be easily carried out by other bands carrying tag lines lending themselves to descriptive items.

The trend in recordings during the past six months seems to lean strongly toward the hits of yesteryear. In an attempt to get the public's reaction to certain old tunes which Welk has under consideration for a record date he devotes one of his remote broadcasts to

the idea. During the remote, Welk plays three "old" tunes.

The announcer briefly explains the idea and asks the listeners for their comments—which of the songs they would like to hear on recordings and also their suggestions of other old classics. The programs have drawn a favorable amount of mail and the public seems to like the thought that for the first time a band leader has invited it to play a significant part in selecting the songs which are to be recorded.

Manhattan Transfer

SEVERAL good promotional stunts for Gene Krupa's recording of *Manhattan Transfer* have been pulled. WNEW, New York, ran a contest on Hal Moore's program for two weeks offering autographed disks as prizes. Jack Shafer, of *The Newark (N. J.) Star Ledger*, ran several columns offering a recording for the best background stories on the old Pennsylvania switch-over station which served as the song's inspiration. In addition, C. J. Ingram, of *The Jersey Journal*, co-operated in plugging the number.

One day Krupa took his boys down to the Pennsylvania station in New York and played the number before the surprised and open-mouthed audience of several hundred commuters and red caps. They then boarded a special train, the Manhattan Transfer Anniversary Special, for Newark, N. J., where Edgar F. Thompson, acting for Mayor Ellenstein, was presented with special autographed records. Then the band beat it out in the Newark terminal, the stunt drawing newspaper and pictorial coverage from all corners.

Not all music fits into a summer cottage or a canoe. Accordingly, RCA-Victor has drawn up a list of 10 albums and 15 single recordings as an example of essentially "summer" music which is well adapted for hot-month concentration. All disks are regular catalog numbers.

In addition to window displays, special mailing pieces and newspaper advertising, the summer list will be promoted in the Victor house organs for record buyers and merchandisers, and played as well on the waxwork's "Music You Want" radio programs.

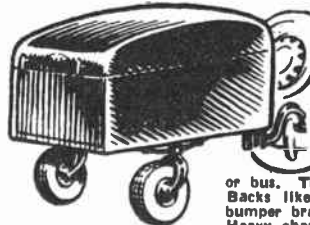
Paging Rube Goldberg

NEW YORK, May 25.—Bill Robbins, booker of the Park Central Hotel's Cooanut Grove, conceived and put into execution what he feels is a fool-proof band-stand idea with a twofold purpose. When Del Courtney opened at the spot recently the boys sat behind music stands only half of which are of solid construction.

A diagonal separates the solid part from a screened section, the idea being to allow the music to go thru the screen on one side and the air to come in the other side and cool off the instruments.

No reports yet on how it's working.

Carry Samples, Merchandise, Instruments, Luggage in New, Rugged, Streamlined ROSE TRAILERETTE



Bands, orchestras, small acts and coin machine operators find the new Rose Trailerette is the best and cheapest way to transport luggage, instruments, properties, etc. You ride in genuine comfort. Cheaper than train or bus. Trails perfectly at any speed. Detaches instantly. Backs like it was part of the car, because attached to bumper brackets in TWO places . . . has swivel wheels! Heavy chassis.

5 MODELS
LOW AS

\$36.50

FREE FOLDER! Send card for Direct-From-Factory-To-You Low Prices on open and closed models. Write for yours, TODAY!

FRANK ROSE MFG. CO., Dept. B-317, Hastings, Neb.

(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.

Abb, Vic (Stuyvesant) Buffalo, h.
Akin, Bill: (Embassy Club) Denver, nc.
Alexander, Van: (Evergreen Club) Bloomfield, N. J., nc.
Allen, Shorty: (Fiesta) NYC, re.
Allen, Al: (Spread Eagle Inn) Northfield, N. J., nc.
Alfredo, Don: (Child's Spanish Gardens) NYC, re.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Angiardo, Ed: (Earl Carroll) Los Angeles, nc.
Apollon, Al: (Hillcrest) Toledo, h.
Aristocrats, Four: (Shawnee) Springfield, O., h.
Arthur, Artie: (Ken) Boston, nc.
Arthur, Leonard: (The Place) NYC, nc.
Ayres, Mitchell: (Swiss Garden) Holgate, O., 29; (Coney Island) Cincinnati 30-June 6.

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain, N. Y., re.
Barnet, Charlie: (Paramount) NYC, t.
Barrett, Hughey: (Ten Eyck) Albany, N. Y., h.
Barrie, Dick: (Coney Island) Cincinnati, p.
Barron, Blue: (State) Norfolk, Va., t.
Bartal, Jeno: (Piccadilly) NYC, h.
Bassie, Count: (Apollo) NYC, t.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (Palmer House) Chi, h.
Becker, Saxie: (Top Hat) Phila, ro.
Becher, Gene: (Commodore Perry) Toledo, h.
Becker, Howard: (Pines) Perrysville, Pa., nc.
Beckman, Jack: (Brown) Louisville, h.
Benczi, Charles: (Simmermen's Hungaria) NYC, re.
Benedict, Gardner: (Netherland Plaza) Cincinnati, h.
Benson, Ray: (London Chop House) Detroit, re.
Bernie, Ben: (Taft) NYC, h.
Bestor, Don: (Muehlebach) Kansas City, Mo., h.
Bibbs, Oliver: (Southern) Tulsa, Okla., nc.
Biltmore Boys: (Washington) Indianapolis, h.
Blanco, Pedro: (Embassy Club) Phila, nc.
Bonner, Carl: (Club Royale) Detroit, nc.
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont-Plaza) Boston, re.
Bowne, Jerry: (Royal Hawaiian) San Francisco, nc.
Bradley, Will: (Military Academy) Mercersburg, Pa., 31.
Bradshaw, Tiny: (Savoy Ballroom) Chi 2; (Arcadia Hall) Detroit 3.
Bragale, Vincent: (Beachcomber) Boston, nc.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Breese, Lou: (Chez Paree) Chi, nc.
Britton, Milt: (State-Lake) Chi, t.
Brown, Les: (Arcadia) NYC, b.
Bruno, Anthony: (Latin Quarter) Boston, nc.
Burkhardt, Johnny: (Southern Mansion) Kansas City, Mo., nc.
Burke, Morty: (Purple Derby) Phila, nc.
Bush, Eddie: (Hurricane) NYC, nc.
Byrne, Bobby: (Glen Island Casino) New Rochelle, N. Y., ro.

C
Camden, Eddie: (Reid's Lake) Niles, Mich.
Candullo, Joe: (Kitty Brand's) Boston, nc.
Cabot, Tony: (Villa Moderne) Chi, nc.
Carlyle, Lyle: (Statler) Buffalo, h.
Carlyn, Tommy: (Buckeye Lake) Buckeye Lake, O., h.
Carpenter, Bob: (Gables Inn) Atlantic City, nc.
Castro, Armando: (Hurricane) NYC, nc.
Catron, Johnny: (Cabrillo) Los Angeles, nc.
Charmettes: (Frontenac) Detroit, nc.
Chavez: (Beachcomber) NYC, nc.
Chester, Bob: (Essex House) NYC, h.
Chiquito: (El Morocco) NYC, nc.
Clark, Lowry: (Book-Cadillac) Detroit, h.
Clinton, Larry: (New Yorker) NYC, h.
Cobina, Carlos: (Biltmore) NYC, h.
Coburn, Jolly: (Franklin & Marshall College) Lancaster, Pa., June 3.
Coffey, Jack: (Gibson) Cincinnati, h.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Coleman, Emil: (Ritz-Carlton) Boston, h.
Collins, Jay: (Sherman's) NYC, re.
Contreras, Manuel: (L'Aiglon) Chi, re.
Cordero, Romulo: (Cuban Casino) NYC, nc.
Cortez, Flores: (Deshler-Wallick) Columbus, O., h.
Courtney, Del: (Park Central) NYC, h.
Crocker, Mel: (Hi-Hat Club) Steubenville, O., nc.
Cromwell, Chauncey: (Ritz-Carlton) Atlantic City, h.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cummings, Bernie: (Edgewater Beach) Chi, h.
Cutler, Ben: (Rainbow Room) NYC, nc.

D
Danders, Bobby: (Gay '90s) Chi, nc.
Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., nc.
Davey, Arthur: (Villepique's) Sheephead Bay, N. Y., re.
Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.
Davis, Johnny: (Miami) Milwaukee, nc.
Daw, Freddie: (Merry Gardens) Chi, b.
De Huarte, Julian: (Casa Marta) NYC, nc.
De La Rosa, Oscar: (Havana Madrid) NYC, nc.
De Lao, Rafael: (Cuban Casino) NYC, nc.
Delton, Dick: (Syracuse) Syracuse, h.
Dennis, Dave: (Jack Dempsey's) NYC, re.
Denny, Jack: (Village Barn) NYC, nc.
Dibert, Sammy: (Powatan Club) Detroit, nc.
Di Pardo, Tony: (Cosmopolitan) Denver, h.
Donahue, Al: (Peddle School) Hightstown, N. J., 31.
Dorsey, Jimmy: (Pennsylvania) NYC, h.
Dorsey, Tommy: (Astor) NYC, h.
Draper, Nick: (Sir Francis Drake) San Francisco, h.
Duchin, Eddy: (Plaza) NYC, h.
Duffy, George: (Terrace Beach Club) Virginia Beach, Va.
Duke, Jules: (Tutwiler) Birmingham, h.
Dunsmoor, Eddy: (Casa Del Club) Tulsa, Okla., nc.
Dusenbury, Blondie: (Black & Tan) Reading, Pa., nc.

E
Engle, Charlie: (5100) Club) Chi, nc.
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.
Eby, Jack: (Royal Palm) Miami, nc.
Eldredge, Roy: (Kelly Stables) NYC, nc.
Ellis, Joe: (Queen Mary) NYC, re.
Elsom, Joe: (Club Moderne) Tacoma, Wash., nc.
Evans, Bobby: (Cotton Club) Phila, nc.

F
Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Fedor, Jerry: (Fischer's Casino) Detroit, nc.
Felton, Happy: (Beverly Hills) Newport, Ky., cc.
Fidler, Lew: (Paxton) Omaha, h.

Fielder, Johnny: (Plaza) San Antonio, h.
Fields, Shep: (St. Francis) San Francisco, h.
Flo Rito, Ted: (Cleveland) Cleveland, h.
Florenza: (Jack Lynch's) Phila, re.
Florenza, Dwight: (Savoy Plaza) NYC, h.
Fitzgerald, Ella: (Famous Door) NYC, nc.
Fletcher, Sammy: (Ramona Gardens) Grand Rapids, Mich., b.
Flindt, Emil: (Paradise) Chi, b.
Fodor, Jerry: (Fisher's Casino) Detroit, nc.
Foley, Frank: (Rendezvous) New London, Conn., re.
Fontaine, Neil: "Sonny": (Jack Lynch's) Phila, nc.
Foster, Chuck: (Oh Henry) Chi, b.
Francisco, Don: (Palmer House) Chi, h.
Freedley, Bob: (Troc) NYC, nc.
Freeman, Bud: (Sherman) Chi, h.
Freeman, Snooks: (Club 47) NYC, nc.
Friml, J. Rudolph: (Providence-Biltmore) Providence, h.
Frontiersmen, The: (Harry's) Decatur, Ill., nc.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

G
Gagen, Frank: (Statler) Cleveland, h.
Gasparre, Dick: (El Morocco) NYC, nc.
Gaston: (Monte Carlo) NYC, cb.
Gates, Bill: (Cadillac Tavern) Phila, nc.
Gholson, Jay: (Top Hat) Atlanta, nc.
Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.
Gill, Emerson: (Centennial Terrace) Toledo, nc.
Glass, Billy: (Pastor's) NYC, nc.
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.
Goodman, Benny: (Mark Hopkins) San Francisco, h.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Gray: (Edison) NYC, h.
Gordon, Don: (Armbruster's) Great River, N. Y., ro.
Graffolier, Frenchie: (Club 100) Des Moines, nc.
Granado, Guy: (Hollywood) NYC, nc.
Grant, Bob: (Ciro) Hollywood, nc.
Gray, Glen: (Roosevelt) New Orleans, h.
Greene, Bob: (Pepper Pot) NYC, nc.
Gruen, Eddie: (100 Club) Chester, Pa., nc.

H
Hahn, Al: (Radisson) Minneapolis, h.
Hale's, Tige, Concert Band: Logan, W. Va., 29-June 2.
Hall, Sleepy: (Biltmore) NYC, h.
Hall, George: (Texas A. & M. College) College Station, Tex., 30-31; (Olmos Club) San Antonio, June 1; (Rice Hotel) Houston 3.

Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.
Kobblers, Korn: (Club Edgewood) Albany, N. Y., nc.
Kovach, Johnny: (Holy Trinity Academy Senior Prom) Westfield, N. J., 29-30.
Kuhn, Dick: (Ritz-Carlton) Atlantic City, h.
Kurtze, Jack: (Sagamore) Rochester, N. Y., h.
Kyser, Kay: (St. Catherine) Catalina Island, Calif., h.

L
Lake, Sol: (606 Club) Chi, nc.
La Maine, Dorothy: (Venice) Atlantic City, p.
Lande, Jules: (St. Regis) NYC, h.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Hi-Hat) Chi, nc.
Lang, Lou: (White) NYC, h.
Lansberry, Hal: (Belvedere) Baltimore, h.
La Plante, Lylle: (El Chico) Miami Beach, nc.
La Porte, Joe: (Old Roumanian) NYC, re.
Lapp, Horace: (Royal York) Toronto, Ont., h.
Lawn, Bert: (Surf Beach Club) Virginia Beach, Va., nc.
Lawyers, Fred: (University Grill) Albany, N. Y., nc.
Le Baron, Eddie: (Baker) Dallas, h.
Leighton, Kenny: (Melody Mill) Chi, b.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Bob: (Sports Circle) Hollywood, nc.
Leonardo: (Child's Rainbow Room) NYC, re.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
Lester, Bill: (Homestead) Kew Gardens, L.I., h.
Lewis, Ted: (Show Box) Seattle, nc.
Little, Little Jack: (Univ. Md.) College Park, Md., 30-31.
Livingston, Jerry: (Schroeder) Milwaukee, h.
Lloyd, Lewis: (Castle Cole) Norristown, Pa., c.
Lowe, Bert: (Lenox) Boston, h.
Lucas, Clyde: (Bon Air) Chi, nc.
Lunclford, Jimmie: (Crystal Cave Ballroom) Martinsburg, W. Va., 30; (Clemson College) Clemson, S. C., 31-June 1.
Lyman, Abe: (Park Central) NYC, h.
Lynn, Bert: (La Conga) Hollywood, nc.

M
McCullough, John: (Tally-Ho) Albany, N.Y., nc.
McCoy, Clyde: (State) NYC, t.
McCreery, Howard: (Antler) Colorado Springs, Colo., h.
McCune, Bill: (Essex House) NYC, h.
McDowell, Roy: (Cawthon) Mobile, Ala., h.
McGee, Johnny: (Syracuse) Syracuse, h.
McGrane, Don: (Diamond Horseshoe) NYC, nc.
McHale, Jimmy: (Westminster) Boston, h.
McIntire, Lani: (Lexington) NYC, h.

Powell, Teddy: (Million-Dollar Pier) Atlantic City 30-June 2.
Prima, Louis: (Casa Manana) Boston, nc.
Prospero, Fritz: (Rainbow Room) NYC, nc.
Pullo, Ben: (Joyland) Boston, nc.

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

R
Rapp, Barney: (Sign of the Drum) Cincinnati, nc.
Rasmussen, Don: (Metz) Wausau, Wis., nc.
Ravazza, Carl: (Colony) Chi, nc.
Ray, Al: (Colonial Inn) Bridgeport, Pa., nc.
Ray, Alvin: (Jefferson) Detroit, p.
Raymond, Nick: (Coq Rouge) NYC, nc.
Raymond, Harry: (Cotillon Club) Hartsville, S. C., 31; (Jr. Revelers' Club) Greenville, S. C., June 3.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reichman, Joe: (Ambassador) Los Angeles, h.
Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Richards, Jimmy: (Plantation) Dallas, nc.
Ridgely, Dick: (Montparnasse) NYC, nc.
Rinaldo, Nino: (865) Chi, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Rizzo, Vincent: (Jack Lynch's) Phila, nc.
Roberts, Red: (Madura's Danceland) Hammond, Ind., b.
Rodrigo, Nido: (La Conga) NYC, nc.
Rodriguez, Johnny: (Stork Club) NYC, nc.
Rogers, Eddy: (Henry Grady) Atlanta, h.
Rollini, Adrian: (Piccadilly) NYC, h.
Rudolph, Jack: (Jungle) Youngstown, O., nc.
Rudy's: (Gypsy Camp) NYC, cb.
Russell, Cordy: (Martin) Utica, N. Y., h.

S
Sabin, Paul: (St. Paul) St. Paul, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sanders, Roy: (Gateway Casino) Sommers Point, N. J., nc.
Sargent, George: (El Rancho Sportsmen's Club) Chester, Pa., nc.
Saunders, Red: (Club DeLisa) Chi, nc.
Saunders, Hal: (St. Regis) NYC, h.
Savitt, Jan: (Stanley) Pittsburg, t.
Schreiber, Carl: (Baker) St. Charles, Ill., h.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Senators, The: (Pal's Cabin) W. Orange, N. J., ro.
Sharkey, Bill: (Troc) NYC, nc.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Shevlin, Pat: (Evergreen Casino) Phila, nc.
Siegel, Irving: (New Home) Marshfield, Wis., nc.
Siry, Larry: (Ambassador) NYC, h.
Sissle, Nobe: (Diamond Horseshoe) NYC, nc.
Smith, Stuff: (Sherman) Chi, h.
Snyder, Mel: (Old Vienna) Cincinnati, re.
Sousa III, John Philip: (Paxton) Omaha, h.
Spor, Paul: (The Villa) near Toledo, ro.
Spratt, Jack: (Muncie, Ind., 31; Lawrenceburg June 1; Welch, W. Va., 6.
Stabile, Dick: (The Chatterbox) Mountain-side, N. J., nc.
Steiber, Ray: (El Dumbo) Chi, nc.
Stevens, Bert: (Governor Clinton) NYC, h.
Stoefler, Wally: (Belvedere) Baltimore, h.
Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvio, Don: (Bertolotti's) NYC, nc.

T
Tan, Jimmie: (Kaufman's) Buffalo, nc.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.
Terry, Frank: (McVan's) Buffalo, nc.
Thomas, Hark: (Commodore) Detroit, nc.
Thompson, Lang: (Wm. Penn) Phila, h.
Tingley, Vaughn: (Stone's Grill) Springfield, O., nc.
Tisen, Paul: (Commodore) NYC, h.
Torres, Dick: (Continental) Kansas City, Mo., h.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Travers, Ted: (Coral Gables) Lansing, Mich., cc.
Trovato, Salvatore: (New Yorker) NYC, h.
Tucker, Tommy: (Elitch Gardens) Denver, h.
Tucker, Orrin: (Riverside) Milwaukee, re.
Turk, Al: (Oriental Gardens) Chi, t.

U
Ulmer, Ernest: (Nicky's Shadowland) Houston, nc.

V
Van, Billy: (Music Bar) Atlantic City, nc.
Varallo, Johnny: (President) Atlantic City, h.
Varrell, Tommy: (Barrel of Fun) NYC, nc.
Vasquez, Eddie: (St. Moritz) NYC, h.
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.
Velez, Angel: (New Hollywood) Bridgeport, Conn., nc.
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.

W
Wald, George: (Lookout House) Covington, Ky., nc.
Walker, Johnny: (Riverside) Phoenix, Ariz., b.
Wallace, Roy: (Fountain Square Nip & Sip) Indianapolis, nc.
Warney, Leo: (Monte Carlo) NYC, nc.
Watson, Leo: (Onyx) NYC, nc.
Weeks, Ranny: (Rice) Houston, h.
Weeks, Anson: (Springlake Casino) Oklahoma City, nc.
Weems, Ted: (Aragon) Chi, b.
Weller, Curt: (Embassy) Phila, nc.
Weik, Lawrence: (Totem Pole) Boston, nc.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Widmer, Bus: (Riverside Park) Phoenix, Ariz., b.
Williams, Sando: (Astor) NYC, h.
Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., nc.
Williams, Griff: (Stevens) Chi, h.
Williams, Earl: (Glass Hat) Shreveport, La., nc.
Wilson, Teddy: (Golden Gate) NYC, b.
Winton, Barry: (Rainbow Grill) NYC, nc.
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

Y
Yarna, John: (Decker's) Newark, N. J., nc.
Young, Roland: (Lombard's) Bridgeport, Young, Ben: (Kennedywood) Pittsburg, p.

Z
Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zarin, Michael: (Tavern on the Green) NYC, re.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.
Zito, Horacio: (Belmont Plaza) NYC, h.
Zollo, Leo: (Covered Wagon Inn) Stratford, Pa., re.

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

Ham, Chick: (Cappy's) N. Eaton, Mass., nc.
Harper, Don: (Grove) Orange, Tex., nc.
Harris, George: (Bradford) Boston, h.
Harris, Phil: (Wildshire Bowl) Los Angeles, re.
Hauck, Happy: (Chez Ami) Buffalo, nc.
Hawkins, Erskine: (Savoy) NYC, b.
Heath, Andy: (Knight Tavern) Plattsburg, N. Y., nc.
Hecksher, Ernie: (Clift) San Francisco, h.
Helman, Dave: (Warwick) Lititz, Pa., h.
Helming, Kitty: (Middletown) Middletown, O., h.
Herbeck, Ray: (Log Cabin) Armonk, N. Y., ro.
Herth, Milt: (Darling) Wilmington, Del., h.
Hill, Tiny: (Excelsior) Excelsior, Minn., p.
Himler, Richard: (La. State Univ.) Baton Rouge, La., 31-June 2.
Hines, Earl: (Roseland) NYC, b.
Hoagland, Everett: (Bill Green's Casino) Pittsburgh, nc.
Holiday, Billie: (Kelly Stables) NYC, nc.
Holmes, Herbie: (Claridge) Memphis, h.
Holst, Ernie: (Stork Club) NYC, nc.
Hope, Al: (Park Lane) NYC, h.
Hugo, Victor: (Little Rathskeller) Phila, nc.
Horton, Girls: (Colonial Inn) Malone, N. Y., nc.
Humbert, Don: (Ort's) Boston, c.
Hutton, Ina Ray: (New Kenmore) Albany, N. Y., h.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J
Jay, Lou: (Wagon Wheel) Atlantic City, nc.
Jelesnik, Eugene: (Bal Tabarin) NYC, nc.
Jerome, Henry: (Child's Paramount) NYC, re.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Freddy: (Club 509) Detroit, nc.
Jones, Kaye: (Westwood) Little Rock, Ark., nc.
Jones, Emperor: (Brick Club) NYC, nc.
Joy, Jimmy: (Casino Gardens) Los Angeles, nc.
Juanita: (Lookout House) Covington, Ky., nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.

K
Kaithue, Johnny: (Gibson) Cincinnati, h.
Karson, Maria: (Green Tree) Washington, Pa., c.
Kaspar, Gordon: (Shawnee) Springfield, O., h.
Katov, Volodia: (Russian Kretchma) NYC, re.
Kavelin, Al: (Pabst Blue Ribbon Gardens) World's Fair, NYC.
Kaye, Sammy: (Strand) NYC, t.
Keller, Leonard: (Bismarck) Chi, h.
Kemp, Hal: (Chicago) Chi, t.
Kendis, Sonny: (Beachcomber) NYC, nc.
Kenley, Billy: (Essex) Boston, h.
Kenny, Mart: (Banff Springs) Banff, Alta., h.
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.
King, Russell: (Steve's) NYC, nc.
King, George: (Washington-Youree) Shreveport, La., h.
King's Jesters: (Philadelphia) Phila, h.
Kinney, Ray: (Lexington) NYC, h.
Klyde, Harvey: (Chateau) Chi, b.

McKinney, William: (Plantation) Detroit, nc.
McLean, Jack: (Trianon) Chi, b.
Manzanares, Jose: (Edgewater Beach) Chi, h.
Mariani, Hugo: (El Chico) NYC, nc.
Marinero, Joe: (Park Lane) NYC, h.
Martell, Paul: (Arcadia) NYC, b.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Marvin, Mel: (Grande) Detroit, h.
Masters, Frankie: (Roosevelt) NYC, h.
Mathey, Nicholas: (Casino Russe) NYC, nc.
Maus, Stewart: (Capitola) Capitola, Calif., h.
Meadows, Frankie: (Swing Club) NYC, nc.
Meakin, Jack: (Van Cleve) Dayton, O., h.
Meehan, Fran: (Wisconsin Roof) Milwaukee, b.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucha) NYC, nc.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., p.
Monchito: (Stork Club) NYC, c.
Moore, Carl: "Deacon": (Tower) Kansas City, Mo., t.
Morgan, Russ: (Auditorium) Detroit 29; (Lakeside Park) Dayton, O., 30; (Ohio State Univ.) Columbus 31.
Morris, George: (Whirlwind 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.

N
Naegra, Jimmy: (Viking) Phila, c.
Nichols, Red: (Famous Door) NYC, nc.
Nielsen, Paul: (Gay '90s) Indianapolis, nc.
Noble, Ray: (Palace) San Francisco, h.
Norris, Bob: (Belgium Pavilion) World's Fair, N. Y.
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

O
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Olman, Val: (La Martinique) NYC, nc.
Oliver, Fred: (Warwick) NYC, h.
Olsheld, Sid: (Gay '90s) Albany, N. Y., nc.
Orlando, Carlos: (Nor-Bridge) Phila, nc.
Orlando, Don: (Chez Paree) Chi, nc.
Ortogo, Al: (Deer Hunt) Drummond, Mich., nc.
Owens, Harry: (Roosevelt) Hollywood, h.

P
Page, Paul: (Trocadero) Wichita, Kan., nc.
Palermo, William: (La Marquette) NYC, nc.
Panchito: (Versailles) NYC, nc.
Parker, Roll: (Little Ritz) Norristown, Pa., c.
Patrick, Henry: (Stork Club) Phila, nc.
Patterson, Pat: (Willow Grove) Willow Grove, Pa., p.
Paul, Toasty: (Chicago Towers) Chi, h.
Paul, Eddie: (Indian Lake) Russells Point, O.
Perry, Ron: (Belvedere) NYC, h.
Petti, Emile: (Savoy-Plaza) NYC, h.
Pettit, Jerry: (Century Room) Tulsa, Okla., b.
Pierre: (New Russian Art) NYC, nc.
Pintande, Tommy: (Alpha) Alpha, N. J., h.
Powell, Walter: (Greystone) Mansfield, O., nc.
Prager, Col. Manny: (Idora) Youngstown, O., p.

Equity Fight on Neutrality Issue; Minimum Report

NEW YORK, May 25.—Instead of the usual row over election matters, the annual meeting of the Actors' Equity Association yesterday at the Hotel Astor raised a to-do over the neutrality issue and for the fourth time recommended to council the raising of the minimum salary from \$40 to \$50. Committee on employment reported the almost hopeless situation of trying to get a government allotment for a Federal Theater, and Winifred Lenihan, chairman of the committee seeking to establish terms for experimental theaters, reported that her group was going to meet again with the Dramatists' Guild next week, and that by next year a deal will probably be in effect.

The excitement over neutrality arose when some of the 350 members attending asked that Equity go on record indorsing nonintervention in the European conflict. Bert Lytell, presiding, ruled the political issue out of order in that it would embarrass the President of the United States. By a vote of 88 to 57 the floor sustained the Lytell decision.

Lytell was elected president of the association without opposition. Other officers elected were Walter Huston, Florence Reed, Augustin Duncan and Peggy Wood, vice-presidents; John Beal, recording secretary, and Paul Dullzell, treasurer. The only contest was for the council, where Tallulah Bankhead was seeking a post against the regular slate.

Despite loss of income from the Screen Actors' Guild, which ranged between \$15,000 and \$20,000 annually before the expiration of the dues agreement between SAG and Equity, the legit union netted \$17,346.61 during the past fiscal year, according to the treasurer's report presented at the meeting. The net is \$17,284.31 less than that of last year, the difference being attributed to the wholesale withdrawals (\$21) last November. Treasurer's report also stated that cash on hand and in the bank, as of March 31, was \$218,837; investments, \$97,364 (market value being \$94,003); securities and bondings held for producers, \$32,710. Total cash assets equal \$487,343.15. Loans still outstanding among sister unions in the Four A's were listed as \$15,500 to AFRA, \$5,500 to the Four A's and \$12,500 to AGVA.

Amer. Theater Soc. Block Booking Plan

NEW YORK, May 25.—Warren P. Munsell, business manager of the American Theater Society, announced this week that the society would inaugurate, in addition to its usual subscription plan, a tour of four shows, booked in a block on a guaranteed basis. The project differs from that of the Legitimate Theater Corp. of America last year in that the tour will be promoted in cities which, first, are not on the Society's subscription list, and secondly, which are not on any regular road touring schedule. He said percentage dates will be absolutely out of the picture.

The package price will be about \$6,000. The details of the plan have yet to be completed, it is likely that the society will not permit the package to be split up.

As did LTCA, the Society has communicated with the Junior League to act as buying sponsors. Plan calls for using United Booking Office where that outfit has ready access to sponsors and theaters, and for booking shows into auditoriums. Munsell declared that if 100 cities can be lined up the enterprise will be a success. He hopes to make contacts in cities such as Allentown, Reading and Lancaster, Pa.; Utica and Syracuse, N. Y.; New London and Bridgeport, Conn.

Philly Legit Famine

PHILADELPHIA, May 25.—In spite of the loose coin assured by the Republican conventioners due to hit town in another week or so, promised plays have failed to materialize. Local legit situation such that American Theater Society could only give four plays of the strip of six bought by subscribers. Two due will hang over to next season, sub renewals to be on basis of four plays instead of the usual six. Those not renewing can take the two due next season or get a pro rata refund.

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.)

"At the Stroke of Eight"—0%

YES: None.

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

NO OPINION: None.

Acme Asks League Okeh

NEW YORK, May 25.—Acme Theater Ticket Office, which had been active in opposing the theater ticket code since its inception, has applied to the League of New York Theaters for a franchise which will enable the brokerage to receive allotments of tickets from the producers.

Theater Talk

By SHERLING OLIVER

Lines and Business:

As if the critical lambastings the show received weren't enough, audiences are making it even tougher for LAURENCE OLIVIER and VIVIEN LEIGH in their well-meant production of *Juliet*. Consisting largely of moviegoers, the spectators are shockingly devoid of manners—theatergoing manners, if one must be leniently specific. They seem to come solely for the joy of commenting loudly on MR. OLIVIER and MISS LEIGH in person and, whenever they can forbear to give their chewing gum a rest, to speculate on the forthcoming marriage of this famous pair. Shakespeare gets worse treatment at their hands than could ever be accusingly laid at the foot of any actor.

Bits and Pieces:

JIM BACKUS, whose comedy routines in the clubs were attracting attention, has been signed for a featured comedy role in the OLNEY production of *Two Weeks With Pay*. He will continue with his radio programs, however. SAMUEL G. HARRIS, of the WEVD Artists' Bureau, will marry MOLLY FRANK in June. The producers say that *Life With Father* has had standees at every one of the 226 performances. This ought to be a record of some kind. OSCAR SERLIN hops to the Coast this week, but he won't say whether it's a buying or a selling trip.

JOHN GRIGGS' recent bill-of-fare at his Bijou-Dream Theater was LON CHANEY in *Phantom of the Opera* and *Bait*. Admission—a bottle of beer! A new group calling itself "Mary McGowan Presents" will present *Mary's Little Lamb*, a new play by MARY MCGOWAN and ARISTIDE D'ANGELO, at the Provincetown June 5. Sets are by GENE JOHNSON, and sponsors include FRANCHOT TONE, ERWIN PISCATOR, MORRIS CARNOVSKY, SAUL COLIN, LEE STRASSBERG, ELIA KAZAN, ROMAN BOHNER, HAROLD CLURMAN and PHILIP LOEB. What? No Group Theater?

The Barter Theater announces that one of its summer bills will be *King Edward III*, a Shakespeare play new to America and not performed anywhere for 340 years. BOB PORTERFIELD says it must be a Shakespearean play because no one has been able to prove that it isn't. FRED STEWART will stage it. THE LOST COLONY, historical pageant which runs at Manteo, N. C., will again have some Broadway actors. RUSSEL COLLINS will play Old Tom, GREGORY MORTON will do Sir Walter Raleigh and HENRY BUCKLER takes over *The Historian*.

The Dramatic Workshop, a training school founded by ERWIN PISCATOR, announces three new departments: opera, to be headed by ERICH LEINSDORF, HERBERT GRAF and GEORGE

Buffalo Grosses 108 Grand For Year; Wants More Shows

16 plays not enough—no losing stands, three break even—Cornell gets highest gross, 11G, but Evans' "Hamlet" sets attendance mark—am groups cash in

BUFFALO, May 25.—It has been proved again this season, as in past years, that Buffalo is willing to support legit in a big way. Unfortunately, however, in the 1939-'40 year, as in previous seasons, the Queen City did not receive the desired and anticipated number of touring shows. Despite announcements and promises thruout the winter and spring, *Abe Lincoln in Illinois* and Katharine Hepburn's *Philadelphia Story* were among the missing. Many mail-order checks had to be returned by the Erlanger Theater, lone-reigning legit house here. An inadequate number of touring shows for the thriving Erlanger again gave a break to the two semi-pro theater organizations here. The Studio Theater group, headed by Jane Keeler, did very well, while the Catholic Actors' Guild, piloted by Father Francis Growney and Margaret Ryan, also reports a good season and is at present shopping for a larger location.

The Erlanger grossed a fine \$108,200, without any losing bookings. Only three of the total of 16 shows were not good money-makers, but even they managed to break even. This compares favorably with last season, when the Erlanger pulled in \$102,600 for 14 shows without any losing ventures. In the 1937-'38 season, the Erlanger's banner year since

1929, a fine \$132,950 was achieved with 20 shows, including two lemons.

Proving itself a consistently good market for Broadway's products, Buffalo could be included in more touring itineraries. This city continues to be a good prospect for almost any type of stage production if properly promoted.

Mikado in Swing, the all-colored show, was on tap August 28-September 2, a week stand which grossed \$4,500 despite very hot weather. *Skylark*, the Gertrude Lawrence vehicle, appearing here October 5-7, came thru with a fine \$9,200 on its try-out tour in four performances. *Married an Angel* took \$7,500 in four performances, October 12-14. The biggest haul of the entire season was made when Katharine Cornell and Francis Lederer appeared in *No Time for Comedy*, which had a gross of \$11,200 for four performances, October 19-21. Miss Cornell being a Buffalo gal aided the draw, and top-price tickets of \$3.30 sold like hot cakes, with a filled house thruout the stand.

Edward Everett Horton with *Springtime for Henry* did well enough, garnering \$7,000 in four performances, October 26-28. The second biggest gross of the year was brought in by Paul Muni in Maxwell Anderson's *Key Largo* which, in four performances, November 9-11, with top admission charge \$3.30, was good for \$10,300. A second company of *The Man Who Came to Dinner*, starring Clifton Webb, clowned across the Erlanger stage to the tune of \$6,250, a good gross considering the fact that it came Christmas week-end, a poor show time. It gave four performances, December 21-23. A rather meager \$2,550 was produced by *Outward Bound*, starring Laurette Taylor, Florence Reed and Diana Barrymore, December 28-30.

Kiss the Boys Goodbye, in its second time here and with a low top of \$1.10, did \$4,200 January 1-6, breaking about even. *Tobacco Road*, with John Barton, back for the eighth time, proved that it has lost nothing of its early drawing power. A take of \$9,000 was excellent for six days, January 29-February 3, considering a low top of \$1.65. Helen Hayes, who gave Buffalo an all-high in *Victoria Regina* a few seasons ago, scored pleasingly in *Ladies and Gentlemen* with \$7,600. Playing February 5-7, an early-in-the-week stand, was a handicap, since Buffalo is primarily a week-end amusement town. A bad cold spell also hurt biz. Earl Carroll's *Vanities* drew \$5,500, February 12-14.

The full-length version of *Hamlet* with Maurice Evans drew the biggest crowds of any play, with standees at every one of the four performances, February 19-21. The gross was not the biggest, however, despite the large attendance, because student tickets were sold at cut-rates. *Hamlet's* \$10,100, however, rates high, and the production was acclaimed the best of the season's crop by local critics. *Mamba's Daughters*, starring Ethel Waters and playing four shows, February 29-March 2, fell in line all right with \$4,500. Cornelia Otis Skinner, presenting her monologs, was good for only a slim \$2,500, March 11-13. *The Little Fozes*, with Tallulah Bankhead, drew well, April 4-6, in four performances, pulling in \$6,600.

At present there is no prospect of more shows until early fall, according to Robert C. Stevenson, manager, and Fred Ziemer, treasurer, heading the Erlanger personnel.

Jane Keeler's Studio Theater, capitalizing on the lack of Broadway importations, made good money feeding the localites little theater productions. With 780 subscribers (at \$10 per 12 tickets) the group started out with \$7,800 and has since added \$2,400 with box-office takes on the six plays presented so far (See BUFFALO GROSSES on page 16)

SZELL: musical-dramatic, under HANNS EISLER, and films under LEWIS JACOBS. . . . SHARKEY, the *Higher and Higher* seal, is the most publicity-conscious actor in town. If he's not guest of honor at a luncheon somewhere he's rooting around the exhibits at the fair and then cooling his fins at the "cold-dog" stand. . . . E. J. BALLANTINE will drop his sculptor's tools this summer and join CECIL CLOVELLY in the operation of the Student Theater at Woodstock. . . . JOHANNES LARSEN, Danish designer formerly with the Surry group, will do sets at Mt. Kisco this summer. JOHN KERR will stage-manage, and KENDALL CLARK is signed to a season acting contract. CLARK is the actor who so successfully pinch-hit for FRANCHOT TONE in *The Fifth Column* recently. . . . The addition of DAISY BELMORE, HERBERT RANSON, PAUL PARKS, JACK PRESCOTT, J. ASCHER SMITH, JOHN SEYMOUR, NEIL SKINNER, RICHARD ELLINGTON and JACK BENWELL completes the cast of the Players' revival of *Love for Love*. . . . *Pins and Needles* is putting the BERT-RAND RUSSELL controversy on the stage via a sketch titled *1 Plus 1 Equals 2*. . . . HAROLD J. KENNEDY announces his Amherst Drama Festival will open June 24 with SYLVIA SYDNEY and LUTHER ADLER in *No Time for Comedy*. HELEN BROOKS and EMMETT ROGERS as permanent members of the company will play the MARGALO GILLMORE and ROBERT FLEMING roles respectively. . . . SARA STAMM joins the Student Theater as business manager. . . . BARRY THOMSON, LOUIS CALHORN, JOHN EMERY, JOSEPH HOLLAND, HERBERT RUDLEY, HELEN TRENHOLME and DIANE BARRYMORE are involved in the Ann Arbor Dramatic Festival. Also TITO VUOLA, GRACE MILLS, ESTHER MITCHELL, J. P. WILSON, RICHARD TEMPLE, KASIA ORZAZEWSKI, HORACE McNALLY, FAY BAKER, FREDERICA GOING, GUY KINGSLEY, CARL REED and LEMUEL AYERS as art director.

FRANCHOT TONE is off to Hollywood to do *Virginia* for Paramount, and KATHARINE HEPBURN will invade the MGM lot for *The Philadelphia Story*. . . . JOSE FERRER will direct five plays at Mt. Kisco and act in five. Opening bill is ETHEL BARRYMORE in *The School for Scandal*, June 17. . . . OSCAR SERLIN has bought the stage and picture rights to *Nijinsky*, the biography by ROMOLA NIJINSKY, and plans both a play and a film on the life of this famous and tragic figure. . . . ROBERT SHAYNE, JOANNA ROOS and JESSICA ROGERS have signed with the Rice Playhouse, Oak Bluffs, Marthas Vineyard, Mass., which CHARLES EMERSON COOK and PAUL H. WHITNEY will manage. Opening date July 1.

New Plays on Broadway

Reviewed by Eugene Burr

BELASCO

Beginning Monday Evening, May 20, 1940

AT THE STROKE OF EIGHT

A play by Percy Robinson. Staged by Albert de Courville. Settings designed by L. L. Goldwasser, with executor uncredited. Press agents, C. P. Greneker and Reuben Rabinovitch. Stage manager, Jack Daniels. Presented by Joseph M. Gaites and Albert de Courville.

Mrs. EllisMargaret Moffat
Inspector JacksonReynolds Denniston
Constable HicksRalph Sumpter
Mrs. NolanSara Allgood
Tim NolanFrank Maxwell
Michael AllenHarry Young
Harold FairfieldRichard Waring
NicholsJ. C. Dunn
Dr. BartonEdward Harvey
Thomas FairfieldReginald Mason
George HopeWallis Clark
Madge BartonValerie Cossart
Sergeant BrownByron Russell
Father CollinsLaurence C. O'Brien
Mrs. DriscollGrania O'Malley
Old RyanHale Norcross

PROLOG: A Bedroom in a Kennington Flat. A February Afternoon.

ACT I—Scene 1: Parlor at Mrs. Nolan's, Foley St., Lambeth. That Same Evening. Scene 2: Smoking Room at the Fairfield's, Hindhead. Three Hours Later. ACT II—Scene 1: Smoking Room at the Fairfield's. Three Months Later. Scene 2: Witness Room at the "Old Bailey." Ten Minutes Later. ACT III—Scene 1: Smoking Room at the Fairfield's. Six Weeks Later. Scene 2: Parlor at Mrs. Nolan's. The Next Morning.

This corner was always under the impression that Dion Boucicault was dead, but it knows better now. Under the name of Percy Robinson he's still writing plays; he must be, because Percy Robinson's *At the Stroke of Eight*, which was brought to the Belasco Monday night by Joseph M. Gaites and Albert de Courville, could only have been written by Boucicault or one of his contemporaries. Rumor has it that the play has been floating around for some 10 or 12 years, but it must have been much longer than that.

So far as you can gather it's a preachment against capital punishment, told in terms of two complete sets of characters. One set is of the Abbey ("He's a foine, swate lad, surely") school and the other is of the West End ("Stout fella you must play the game!") school—which lends variety but hardly much cohesion. It's all about the murder of a prostitute and the conviction of the foine, swate Irish lad who was purely and honestly in love with her. But the deed was really done by the scion of a rich family who was temporarily out of his mind. He was very upset about it all until his father and uncle told him that he was subject to such seizures and couldn't really be held responsible; that made him happy until, for a typical Robinsonian curtain, he clasped his marble brow and shouted, "I may do it again! I may do it again!"

Anyhow, the Irish lad is convicted, and then the other, playing the game like a stout fella, writes a confession and shoots himself. And the final scene has the Irish lad's old mother waiting for the execution—at the stroke of 8, of course—and having quite a big scene for herself until she hears from an offstage newsboy about the pardon. The writing thruout may be

conservatively described as lush; but the writing of that last scene is quite beyond description.

Naturally, even good actors can't do much with this; and the unfortunate cast at the Belasco is further handicapped by the direction of Mr. de Courville, one of the co-producers. This last should really be seen by students of the theater; it doesn't miss a single point in what seems to be a determined effort to be as broad, obvious and hilariously hammy as possible.

A few gallant players manage, despite everything, to do commendable jobs, including those fine troupers, Reginald Mason and Reynolds Denniston. Wallis Clark does well by the murderer's uncle, but Richard Waring, as the murderer himself, still has symptoms of acute Wilkes-Booth poisoning. Sara Allgood, afflicted with the role of the Irish mother, probably can't be blamed for what she does; Harry Young is helpful as a friend, and Valerie Cossart, as an incidental ingenue, seems to be imitating a badly oiled butterfly. Some of the others are just too bad. When Mr. de Courville really gets going with his more susceptible players it seems as tho John Barrymore and *My Dear Children* were still haunting the house.

The audience on second night showed admirable restraint. At the second-act curtain one character says "Let's all go home now!"—and nobody cheered.

BROADHURST

Beginning Thursday Evening, May 23, 1940

KEEP OFF THE GRASS

A revue with music by James McHugh and lyrics by Al Dubin. Additional music by Vernon Duke. Additional lyrics by Howard Dietz. Sketches by Mort Lewis, Parke Levy, Alan Lipscomb, S. Jay Kaufman, Reginald Beckwith and Panama and Frank. Book directed and production lighted by Edward Duryea Dowling. Dances directed by George Balanchine. Costumes and scenery designed by Nat Karson. Settings constructed by

Nolan Brothers and painted by Van Ackerman Scenic Studios. Costumes executed by Veronica. Orchestra conducted by John McManus. Orchestration by Hans Spialek and Don Walker. Press agents, C. P. Greneker and Reuben Rabinovitch. Stage manager, Chester O'Brien. Assistant stage manager, Leslie Vines. Presented by the Messrs. Shubert.

PRINCIPALS: Jimmy Durante, Ray Bolger, Jane Froman, Ilka Chase, Betty Bruce, Nan Rae, Maude Davis, Larry Adler, Virginia O'Brien, John McCauley, Sunnie O'Dea, Jack Gleason, The Detuscans, Jose Limon, Daphne Vane, Robert Shackleton, Sid Walker, "Peanuts" Bohn, Hal Neiman, Emmet Kelly, Margery Moore, Dodson's Monkeys.

THE MORELLI SINGERS: Esta Elman, Virginia Burke, Martha Burnett, Imogen Carpenter, Lynn Lawrence, Jane Starner, Aileen Stone, Sylvia Stone and Frances Tannehill.

DANCING YOUNG LADIES: Billie Bernice, Mimi Berry, Gloria Clare, Harriet Clark, Margie Dale, Helen Devlin, Gloria Gaffey, Peggy Gallimore, June Leroy, Ann Lass, Peggy Littlejohn, Mary Joan Martin, Lois Martin, Jane Gray, Petri and Mimi Walthers.

DANCING YOUNG MEN: Ray Arnett, John Coy, Fred Deming, Jerry Robbins, Jerry Shepherd, Bob Sidney, Lee Tannen and Don Weismuller.

The Shuberts have done better than this. *Keep Off the Grass*, which opened at the Broadhurst Theater Thursday night, has all the essential ingredients of another *Life Begins at Eight-Forty* or *Streets of Paris*, but it seems to be thrown together almost haphazardly, and in its staging and its sketches it never has the sock and the point and the sure technique that made those shows delightful. There is, for one thing, an overload of dancing; for another, there is no real humor at all, despite the presence of the redoubtable Mr. Jimmy Durante, who flounders all evening thru sketches that not even he can lift; for another, the excellent musical ingredients keep missing. There are a few production numbers that feature outstanding dancing; that's the show's one claim. For the rest it's pretty dull.

In idea it's a sort of disjointed saga of Central Park, a cute notion but one that's never realized to the full. The settings, by Nat Karson, feature park themes without adding much imagination to them, and the whole affair ends by looking pleasant enough but pretty skimpy in most of its details. And even

the dancing, its forte, rests primarily on the ability of the performers rather than the choreography of George Balanchine. There are a couple of whirling production numbers—a Latin affair in which Betty Bruce and Ray Bolger do marvelous things at the two ends of a rope and a fencing interlude in which Miss Bruce and Jose Limon, aided by the Detuscans, offer color and excitement—and there's one delightful ballet about a Central Park Raffles, superbly danced by Miss Bruce, Mr. Bolger and Daphne Vane. But beyond that the routines are ordinary.

Mr. Bolger is, of course, terrific. And he's more than ably aided by Miss Bruce, a tap dancer who is also an accomplished tap ballerina and who rates for this reporter's money as one of the foremost dancers in America. Her solo tap is one of the dancing high spots of the season. And also aiding are Mr. Limon, an accomplished master of ballet; Sunnie O'Dea, who performs excellently in a couple of numbers with Mr. Bolger, and the aforementioned Detuscans.

Singing is handled chiefly by Jane Froman, who delivers the outstanding numbers to the obvious satisfaction of the audience, backed by an excellent girl sextet billed as the Morelli Singers and flanked by a young man named Robert Shackleton, whose chief duty seems to be to stand next to Miss Froman and interrupt her occasionally with an ineffectively delivered chorus. There is also a supposedly humorous dead-pan swing singer named Virginia O'Brien, who erupts incessantly and leaves this reporter as dead as her pan.

Mr. Durante struggles manfully but hopelessly with the alleged comedy, assisted by a corps of assorted comedians, including Nan Rae and Maude Davis. And Ilka Chase, from the more nearly legitimate stage, is another sacrifice to the sketch writers' strange ideas of humor. Larry Adler, that marvelous harmonica player, offers an amazingly beautiful example of his virtuosity in one of the evening's high spots. A good number of the tunes are catchy and pleasant, with James McHugh's music—noticeably in *A Latin Tune*, *a Manhattan Moon* and *You and Clear Out of This World*—aiding more than Al Dubin's lyrics. There are also a couple of comedy numbers that threaten to be excellent, but they bog down woefully because they make the mistake of thinking that tasteless smut is funny.

From Out Front

By EUGENE BURR

It is all but impossible to write of the horror abroad, for by the time that these words reach print the entire situation may have changed. Terror stalks quickly in this mechanized age, and human blood pours out to feed the machines and turn green fields into ruddy swamps. But that being the case, it is all but impossible to write of anything else. The theater is a place of sanity and refuge, but in these days of world madness mere sanity seems almost an aberration. And the crux of the horror is the fact that the insanity seems spreading to our own shores.

Thus far the theater has played—with a single exception—a fine part in resisting, by example at least, the growing spread of hysteria. But how long will it last? The one play that sought to substitute hysteria and lust for blood in place of the calm and reasoned thought that is so desperately necessary now—that play received universal hosannas from the drama critics on the dailies. And that same play caused a foreign subject in this country to remark, after seeing it, that his work here is now over.

The play is, of course, Robert E. Sherwood's *There Shall Be No Night*.

How long can the theater resist the hysteria that is sweeping the country like another Martian scare? And how long can theatrical opinion resist a body of criticism that places a premium upon betrayal—that raises to unbelievable heights of praise a play that is so viciously hysterical that even a calm schoolchild could pick out the fallacies in its thinking, whose propaganda is so obvious that its statements are fantastic on the face of them.

One way for the theater to resist is for it to realize that the small body of theatrical critics is not necessarily representative of the mass of theatergoers or of the nation at large. Outside opinion concerning plays seldom gets itself expressed, since commenting upon plays is a privilege jealously guarded by the anointed critics. Only occasionally is there a writer who, like Dorothy Dunbar Bromley, of *The New York Post*, is aroused to a clear statement. Said Miss Bromley (in part) writing of *There Shall Be No Night*:

"Heaven knows I am no jingoist or flag waver, and I don't mind admitting my country's faults. But I found it hard to sit quietly in my seat when the young radio-newspaper man covering Finland in the play lets go and compares this country with Pontius Pilate. This is only one of the sideswipes which Sherwood takes at his own country. According to the German consul in Helsinki, Americans can be trusted 'to mind their own shrinking business.' And the young man whose father is a Finnish professor and mother is an American can be trusted, one of the characters says, not to rush to the defense of his country because 'he is half American.' 'Mr. Sherwood sneers because this country has not yet realized that 'this is everybody's war.' . . . There can be an honest difference of opinion as to what we ought to do at this juncture in our own and humanity's interests. But is there any call for Mr. Sherwood to be mortified as an American because we are slow to sacrifice our position as 'a great, secure, distant country?'

"I would suggest to Mr. Sherwood that it is neither strange nor shameful for us to consider first of all the welfare of the American masses. . . . Shall we say to them, 'We have failed to give you security in this rich land of ours, so we condemn you to die for civilization in Europe?'

"I went to the play expecting to be profoundly moved by the humanity of the man who wrote *Abe Lincoln in Illinois*. I came away resentful of the playwright's gratuitous, below-the-belt attacks on his own country."

Mind you, Miss Bromley's is an unbiased outside comment upon a play that has been raved almost hysterically by practically every dramatic critic in New York. Is it any wonder that the theater must prepare to resist the onslaughts of the propagandists?

"Lincoln" 4G in Portland

PORTLAND, Ore., May 25.—A two-night stand of *Lincoln in Illinois* with Raymond Massey at the Civic Auditorium May 13 and 14 grossed \$3,900, William B. McCurdy, road show agent, reports. The figure was better than expected, McCurdy said, in view of the fact that the film preceded the stage version by only a few weeks. Weather was mild.

Maurice Evans in *King Richard II*, June 10; Tallulah Bankhead in *Little Foxes*, August 6, 7, 8, and Gertrude Lawrence in *Skylark*, September 2, 3 and 4, remain on the local legit schedule.

BUFFALO GROSSES

(Continued from page 15)

this season. One more is to be presented. Keeler's suburban summer theater has also been thriving for several years, and is anticipating another big season.

The Catholic Actors' Guild only presented two big shows this year but made good money.

BROADWAY RUNS

Performances to May 25, inclusive

Dramatic	Opened	Perf.
At the Stroke of Eight (Belasco)	May 20	8
Grey Farm (Hudson)	May 3	27
Ladies in Retirement (Mill)	Mar. 26	71
Lady in Waiting (Beck)	Mar. 27	70
Life With Father (Empire)	Nov. 27	230
Love's Old Sweet Song (Plymouth)	May 2	28
Male Animal, The (Cort)	Jan. 9	159
Man Who Came to Dinner, The (Music Box)	Oct. 16	256
Margin for Error (Majestic)	Nov. 3	235
Morning Star (Longacre)	Apr. 18	47
Romeo and Juliet (51st St.)	May 9	20
Separate Rooms (Mansfield)	Mar. 23	73
Skylark (Morosco)	Oct. 11	262
There Shall Be No Night (Alvin)	Apr. 29	32
Tobacco Road (Forrest)	Dec. 4, '33	2749
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	198
Higher and Higher (Shubert)	Apr. 4	60
Keep Off the Grass (Broadhurst)	May 23	4
New Helloppin' (Winter Garden)	Dec. 11	192
Pins and Needles (Windsor)	Nov. 27, '37	1072
Russian Bank (St. James)	May 24	3
Two for the Show (Booth)	Feb. 8	124

AMERICAN ACADEMY OF DRAMATIC ARTS
Founded 1884 by Franklin H. Sargent
The foremost institution for dramatic and expressional training.
Catalog from Secretary, Room 145
CARNEGIE HALL, NEW YORK

THEATRE AVAILABLE FOR SUMMER STOCK
Fully equipped, 1,000 seats. Located in New Jersey. Large drawing population.
BOX 165, Cape Billboard, 1564 Broadway, N.Y.

WINDOW CARDS
Special Window Cards for 4th of July dances and celebrations, 2 and 3 colors—for only \$4.50 per hundred. For quick service send us your order today.
BOWER SHOW PRINT CO. FOWLER, IND.

Talent Profits As Philly Clubs Vie for Business

PHILADELPHIA, May 25.—Jack Lynch's Walton Roof and the Kalliners' Club Ball continue to bring in names. Lynch gets Joe E. Lewis June 3, which may be pushed ahead to Thursday (30) if Lewis can get out of a previous commitment. Lynch show will stack against the new Ball revue opened last night (24) with Henny Youngman, Giovinni, Ann Lester and Maurice and Cordoba.

With the installation of a new cooling system, Johnny McGee indicated his Club 15 will remain open during the summer. New revue coming in is headed by Kiki Roberts and includes Billy Beck, dancer; Joe Smythe, dancer; the Delmadars, fem harmony quartet; Dick Thomas, emcee.

Week also brings the re-opening of the rebuilt and redecorated Streets of Paris, show headed by Bee (Koo-Koo) La Marr, emcee; the Four Charms of Rhythm, line; Charlotte Carnns, Wanda Thor, Virginia Hinkle, Bee Mahassey and Dorothy Dunn. Joe Hayes set for the band stand.

Brink Dropping Bingo for Names; Tucker Is First

COVINGTON, Ky., May 25.—Bingo for cash awards, a thrice-weekly feature at Jimmy Brink's Lookout House here the last two years, will be discontinued after next week, Brink announces, with the dough which the house expended to bolster the bingo payoffs going towards boosting the club talent budget.

While bingo has served to draw crowds, being especially effective in building Sunday dinner trade, it hasn't been successful in pulling the better spenders. The bingo addicts are content with playing the game and catching the floor show, only a small percentage remaining to make an evening of it.

The Lookout House made no profit on the game itself, always padding the money derived from the card sales with its own dough to add attractiveness to the session. The money thus expended, Brink says, amounts to a considerable figure over a week, and this money he feels could be put to better use if applied towards bringing in a name act to hype the floor show.

The addition of a name, Brink believes, would serve to attract the nitery regulars with money to spend for drinks and food. Sophie Tucker comes in week after next.

Bands, With Week-End Acts, for W. E.

NEW YORK, May 25.—The Hollywood Hotel, West End, N. J., recently acquired by Sidney Grossman, will be on a band policy during the week, with supporting acts week-ends. Dave Dennis, currently playing at Dempsey's Broadway spot here, will open there July 3 for nine weeks. A WOR wire will be installed.

Bernard Burke says he is exclusive booker.

Barn, Cincy, in Receivership

CINCINNATI, May 25.—Barn night club here, operated by Frenchie Bordagaray, Kansas City Blues outfielder, has gone into receivership following a suit filed by Alex Schavel.

The petition charges the nitery has not sufficient money to carry on or meet its matured obligations. Louis Oxlander has been named receiver.

Shreveport Club Opens

SHREVEPORT, La., May 25.—Friday night marked the opening of the Washington-Youree Roof with George King Ork. No cover charge, except for 75-cent fee Saturdays.

Dorothy Deere With B-K

CHICAGO, May 25.—Dorothy Deere has resigned as film editor and critic of *The Chicago Herald-American* to take a publicity post with Balaban & Katz. She will retain her five-a-week air spot as cinema chatterer on WJJD.

From Haymow to Plush

CHICAGO, May 25.—Luther Ossensbrink, who has won fame on the WLS National Barn Dance as Arky, the Arkansas Woodchopper, is a study in contrasts these days. On Saturday nights he holds forth with the barn dance gang in the old hayloft of the Eighth Street Theater. But other nights find him in the luxurious confines of the Panther Room of the Hotel Sherman, where they have arrayed the Jitter Kids in farmer and farmerette costumes and set them to doing the square dance, with Arky doing the calling.

There are indications of an incipient square dance craze in the Chicago area, and three leading hotels—the Stevens, Edgewater Beach and Sherman—are giving it a whirl on the chance that it may catch on in a big way.

War Scare Blamed As MCA Holds Off On Ft. Worth Casa

FORT WORTH, Tex., May 25.—The war situation and poor show attendance in all parts of the country has caused Music Corp. of America to hold off signing contracts for the Casa Manana Revue, slated to open June 28 here. The contract was approved and signed by local sponsors nearly a month ago and sent MCA officials for their signature. MCA is to decide this week whether it wants to go on with the revue, according to Walter B. Scott, attorney for the local sponsors, who has been conferring with MCA officials in California via telephone. If MCA does sign the contracts this week the show is to open on schedule with line-up originally planned.

However, if MCA decides to give it up, the opening will be delayed and attempts will be made to get another company to put on the show, according to Scott.

Tribute to James Clemmer

SEATTLE, May 25.—Splendid tribute to an old showman, James Q. Clemmer, now manager of the Fifth Avenue Theater here, was in the observance of his 32d year as a local showman, when in the lobby of the Fifth Avenue Theater was placed a Memory Book, to be signed by old friends and patrons.

The Broadway Beat

By GEORGE SPELVIN

AT THE party thrown by Jewel Music last week—wherein the publishers of Frankie Carle's *Sunrise Serenade* and *Lover's Lullaby* hits officially dedicated their newly enlarged quarters—many more drinks were consumed by the male guests than ordinarily might have been, all because of the beguiling salemanship of a radio chirper who dropped in to wish Bill Lackenbauer, Jewel head, luck and stayed to play waitress. The surroundings, plus her success in pouring additional Scotchies into the gullets of the masculine assemblage, combine to produce the thought that attractive fems would probably turn out to be terrific song pluggers. A pub would have no trouble at all in landing his plug tune on the sheet, but high, every week if the contacting were in the hands of a corps of persuasive and pulchritudinous gals. At the risk of offending the pluggers' union, the suggestion is thrown upon the open market.

BROADWAY has felt the effects of the European war in no uncertain terms. With the start of the blitzkrieg upon Belgium and Holland business began to drop; and it has been dropping more and more ever since. The corresponding collapse in the stock market was no help either. Shows that had figured themselves good for the summer (or part of it) are now contemplating posting notice. And there is a singular and frightening absence of plans for next season. In legit, for example, there are fewer new shows scheduled for the fall than in any previous May within memory. Everyone's afraid to figure too far ahead. . . . In opposition to the general trend, tho, is the Harris-Gordon group. The buyers of the Lyceum Theater, unannounced in the real estate reports of the transaction, are Sam Harris, Max Gordon, George S. Kaufman and Moss Hart. There's a big Harris production schedule coming up, and another outlet is needed besides the Music Box. . . . Convinced that the rains will still come, the U. S. Rubber Co. is experimenting with designs for waterproof costumes for the ice skaters in the Winter Wonderland show at the fair. The new material is expected to effect great economies. . . . Despite adverse notices and the rumors of an early closing, the Olivier-Leigh *Romeo and Juliet* may still make a run of it. It's something of a matter of pride with Olivier, who may even go to the length of sinking some more of his own money in it. . . . Johnny Greenhut, president of International Attractions, while driving thru the country, stopped a run-away horse with his car. But he didn't get any thanks from the owner of the nag. It was killed.

THE Colstons, comedy dance team, grabbed themselves a two-page spread in *Pic*, just when they decided to make a trio out of the act by adding a singer. . . . According to reports, Boris Said, who manages the St. James and the 44th Street, is one of the authors of *Russian Bank*, the Komisarjevsky-directed play with music that opened at the St. James. . . . John Beal is up and around again (tho with the aid of a cane) despite the fact that the doctor said his sprained ankle would have to rest another week or so.

N. Y. Area Indie Bookers Worried About Union Scale for Acts, If And When It Comes; Claim Danger

NEW YORK, May 25.—Local indie bookers supplying small houses with one-night and one and two-day vaude are alarmed lest the American Guild of Variety Artists establish high minimum salaries at these houses. The bookers claim most of these spots formerly used amateur nights and now have to struggle with cheap professional talent. Some of the one-night vaude shows are booked for \$40 or \$50, with five acts getting around \$7.50 each and the remainder going to the booker.

The bookers claim that even a \$10 minimum per person for a one-night vaude show would force most of these houses to drop the shows. David Stern, Irving Barrett and Leo Cohen, of the WHN Artists' Bureau, which is part of the Loew organization, book most of the one-nighters and the one and two-day vaude stands in and around New York, New Jersey and Connecticut.

Barrett's houses include the RKO, White Plains, one day; RKO, Union City, N. J., two one-nighters; Ridgewood, Brooklyn, Wednesday night, and Proctor's, Newark, N. J., Mondays and Tuesdays. The Century, without vaude now, was also a Barrett house and had a three-day flesh policy. Barrett's Loew-Poll Connecticut spots recently switched to Cohen, who also has the Oriental, Brooklyn. Cohen's New England spots include the Globe, Bridgeport, Mondays and Saturdays; Bijou, New Haven, Saturdays; Poll, Meriden, Fridays, and Poll, Waterbury, Wednesdays.

Stern's largest of his small-time vaude houses, the New Jamaica (Skouras), Jamaica, L. I., is closed for the summer. It used vaude Thursday to Saturday. He still books Warner's Capitol, Passaic, N. J., Wednesday nights (\$70 to \$90 budget); Fabian, Hoboken, N. J.; the De Witt, Bayonne, N. J., and the Riverside here, using five acts for two performances Sundays. Another RKO house in this area picking up low budget vaude is Greenpoint, Brooklyn, Friday and Saturday.

There are several vaude houses within a short distance from New York City forming a baby circuit for acts breaking in new material or for acts that must stay in and near New York because of radio or other commitments. Paramount booking office, for example, uses the State, Newburgh, N. Y., to polish up for

two days acts and bands going into its local Paramount Theater.

Arthur Fisher also handled a few of the better vaude spots around here, but his houses have dropped vaude for the summer. In season, however, he booked the Freeport, Freeport, L. I., for two days; the Liberty, Elizabeth, N. J., for four days, and the Empire, Fall River, Mass.

Fisher also had the three local Brandt houses which used name vaude all winter and switched to straight films for the summer. They are the Carlton, Jamaica; the Flatbush, Brooklyn, and the Windsor, Bronx. The Brandt Audubon, uptown, had vaude also for a short time earlier in the season.

BOUND BROOK, N. J., May 25.—Brook Theater drops vaude this week after its second successful winter season. Charlie Barrows, who led the pit band, goes into the Hotel Berkely-Carteret, Asbury Park, N. J., for a run until September 15. Will air over WCAP, using eight men and a girl vocalist for dinner concerts, dance music and accompanying the floor shows.

BRIDGEPORT, May 25.—Loew-Poll-Globe Theater, which has been booking its five-act vaude shows Mondays and Saturdays thru Irving Barrett the past couple of years, switched bookers last week. According to House Manager Harry Rose, all shows will now be booked thru Loew in New York. Bill last week was headed by Harry Rose and *The Hollywood Doubles* unit.

Optimistic Paris Agent Seeks Acts

NEW YORK, May 25.—In spite of the gloomy war situation in France, music hall operators of Paris are planning summer and winter shows for their houses and are sending out calls for American talent.

In a letter from V. Masi, of the Trans-variety booking agency of Paris, dated April 29, is a statement that, while business has been bad, it is hoped that the war will be ended before October and that show business in Paris will be good this summer and next winter.

Masi is anxious to secure talent for the new *Folies Bergere* revue slated to open in September.

Events of the next few days will probably reveal how accurate Masi's forecast may be. In any case, it's doubtful that any American acts would be able to obtain passports to France at present or in the very near future.

Enlarge Apollon Unit for Midwest; Asking \$5,500

NEW YORK, May 25.—Dave Apollon's unit, which disbanded in Baltimore last week, will be enlarged for dates in the Midwest. Unit's band will be enlarged to 12 pieces and show will carry a larger line of girls, according to Bernard Burke, who is lining up dates. Expects to open at the Denver, Denver, the first or second week in August.

Unit is being submitted at \$5,500.

"Round the Town" Show

CHICAGO, May 25.—In connection with the annual convention of the Radio Manufacturers' Association Philco will stage an elaborate show June 12, using a "round the town" idea.

Said David P. O'Malley, who is furnishing the show talent, "Convention delegates usually want to see as many entertainment spots as possible. As they could see only a limited number in one or two days, we are bringing the spots to them. In other words, there will be acts from the Oriental, Chicago, State-Lake and Rialto theaters and from the Palmer House, Panther Room and other leading night spots. Hence the 'round the town' caption, which will be further simulated by having two girls dressed as motor cops sounding sirens as the various acts appear."

Night Club Reviews

Raye and Naldi, Danny Kaye Top New Marden Riviera Show

Talent policy: Production floor show at 8 and midnight, dance and show band, Latin relief band, Management: Ben Marden, operator; Carl Erbe, press agent. Prices: \$7.50 opening night dinner; \$3.50 thereafter.

A strong but not the best show it has had opened Ben Marden's Riviera across the Washington Bridge from New York City Thursday (23). Raye and Naldi, who played here all summer last year and also in Marden's Gran Nacional Casino, Havana, this winter, steal this show. The production numbers, along with Raye and Naldi, are the same that played Havana for Marden, incidentally.

Four acts, three production numbers and the Conga finale compose the show, which suffered opening night from obvious nervousness of the performers. On top of that, the Valdez Casino La Playa Orchestra, which was brought here by the William Morris office at the request of Marden, could not open due to musician union rules, and Pancho's band was a last-minute replacement as the Latin relief band.

Show opens with the 16 Chester Hale Girls (last year 24 girls were used) showing their young freshness in a sweet

dance-parade to Raymond Scott's *Minuet Moderne*. Then Ames and Arno, boy-girl comedy dance team, follow for a session of mugging, pratt falls, comedy posturing and sight bits, the implish, likable girl carrying the brunt of the comedy and the boy doing mostly straight. Some of the bits were very funny, but quite a few were flat. Drew good response.

Tamara, as charming as ever, sang *Say It All Over Again*, *Perfidia* (in Spanish), *Smoke Gets in Your Eyes* (her best known number still) and *Imagination*. When she tried the high notes, she disappointed; but when she stayed close to her better known low, caressing style, she was more like her old self. Pleased but without exciting.

The 16 girls in satin, sleek costumes then stepped nimbly thru a *Symphony in White* number (music by Ted Fio Rito). Very pictorial. And then Mary Raye and Mario Naldi came thru with a much-needed punch, Miss Raye being especially attractive in a lovely white and pink gown and showing greater finesse and personality than when here last year. They opened with a waltz that clicked quickly with an up-sliding shoulder spin; then to *Begin the Beguine*, accompanied by a special choral recording; then Chopin's *Minute Waltz*, followed by a paso doble, a jazzy fox-trot and, lastly, their much-discussed dance to a recorded recitation of *Sylvia*. Thirteen minutes of outstanding ballroom dancing proved again Raye and Naldi are among the greatest ballroom teams today.

Danny Kaye worked hard to follow and socked himself across solidly. Doubling from the New York Paramount Theater, he did five special material bits, delivering the amusing lyrics with shrewd timing, voice inflections and mugging. The Hale girls followed in charming black gown and white blouse effect, doing a pleasing mixture of classical and swingy toe and tap styles. The music switches to the Benny Davis-Harry Akst number, *Can You Conga?*, the girls doing a conga demonstration for the getaway.

The girl numbers are handsome, but not unusual in conception or dance technique. Leo Reisman's 13-man band handles the show accompaniment excellently and also dishes out smooth, pleasing, danceable rhythms. Anita Boyer is the vocalist. The bespectacled Pancho has nine men and Josephine Del Mor, who shakes the maracas and her shapely body equally well. Pancho's band includes three saxes and trumpet, enabling it to play American music almost as well as it plays Latin tempos.

John Booth designed the costumes and Mme. Bertha executed them. Acts are set for three weeks and options. The Hartmans come in July 17.

This is the ninth season of the "Riviera of America" and the roadhouse is still the most beautiful in the East. Service is excellent, and food and liquors the best. It is such a big operation that at least \$25,000 is the weekly nut—a good portion of this going to talent and music.

The cocktail lounge does a brisk business, and this year Sonia Zaranoff and

her "Enchanted Talking Tea Kettle" which "actually talks and answers questions" is entertaining the elbow benders. Paul Denis.

Fefe's Monte Carlo, New York

Talent policy: Dance and show band; relief band; floor show at 12:15 and 1:45 a.m. Management: Felix (Fefe) Ferry, manager; Mary Anita Loos and Marian Strater, press agents. Prices: dinner from \$3.50; drinks from 80 cents; cover charge, \$2. Capacity: 250.

Since its opening some 18 months ago this aristocratic 54th street spot has been attracting the cream of New York's society. With the exception of the usual Christmas good-will ads, no paid advertising is used. Management relies on a word of mouth build-up and society page publicity. And, as the prices indicate, no effort is made to draw the masses.

During the winter formal attire is a requisite, but the bars are down for the warm months. While the spot shuttered during the world's fair run last year, it is set to remain open this summer. The room has been redecorated with chartreuse and red drapes, which add a seasonally informal touch to the atmosphere.

And for an added business stimulant, Fefe is buying name acts. Experiment, introduced early this month, proved highly successful. The Hartmans, the first to come in under this policy, have been dancing to near-capacity business. Their comedy work is of the highest grade in that it is natural, funny and never offensive. They have at least two assets which few teams can match: Paul's funny face and Grace's sweet and disarming personality. And they properly exploit them in everything they do. The magic opening is novel, the take-off of an "instruction team" is a riot of talk and dance nonsense and the tomfoolery to *When a Gypsy Makes His Violin Cry* and the fair satire are equally amusing. They loosened up a cold war-headline-minded audience.

Christina Lind, blond chanteuse, is the other act on the bill. She is okeh for classy rooms, displaying personality, clear diction and a pleasant delivery. Her sets include such numbers as *Of Thee I Sing*, *Mad About the Boy*, *How High the Moon* and *It Never Entered My Mind*.

Show and dance music is furnished by Ted Straeter and his 10-piece band, which plays in an admirably reserved style despite its size. Straeter, who has been here since the opening of the room, doubles as emcee and does a good job. Intermission tunes are played by Ray Morton's five-piece combo.

Continuous music is played in a literal sense here, with no halt even between numbers. It is interesting to note that Latin numbers are not popular with Monte Carlo patrons and a rumba or tango is dished out only upon request. Food and service excellent.

Sam Honigberg.

Bismarck Hotel, Walnut Room, Chicago

Talent policy: Band for dancing and show; floor shows at 7:45, 9:45 and 11:30. Management: Karl Eitel, general manager; W. T. Padgett, Walnut Room manager and in charge of advertising and publicity. Prices: Dinner from \$1.85; drinks from 40 cents; minimum, week days, \$1; Saturdays, \$2.

With inauguration of its summer policy, novelty acts have been eliminated from the Walnut Room show to conform with the lower budget for the dull months. Nevertheless, the show is adequate and packs plenty of high-class entertainment. Leonard Keller and his Orchestra are back with their sweet music, admirably suited to this conservative room, and probably will remain thru the summer, as they are prime favorites.

The five Jane Hadley Dancers are a versatile and talented group of attractive youngsters whose varied routines are graceful and entertaining. Ruth Kuhert is featured in toe taps.

Lucio Garcia sings South American Latin numbers pleasingly, and Rex Griffith, vocalist with the band, has an excellent voice for pop numbers.

Collette and Barry, held over from the last show, continue to please with their very fine ballroom and comedy dancing. Leonard Keller steps out for some splendid violin solos, *Play, Fiddle, Play; Only Make Believe*. The Peanut Vendor and others, to generous applause. Show closes with the Jane Hadley Dancers and

Collette and Barry in a colorful ballet number, beautifully costumed.

Intermissions are enlivened by Betty Gray at the Hammond organ. Miss Gray's beauty and ingratiating personality and her excellent playing of old and new tunes have won her great popularity. Nat Green.

Savoy Plaza Hotel, Cafe Lounge, New York

Talent policy: Show and dance band; floor show at 12:15 and 1:15 a.m. George Suter, hotel manager. Prices: \$2 minimum, Monday to Thursday; \$2.50 Friday, \$3.50 Saturday and holidays. Dinner from \$2; drinks from 60 cents.

This is home for Hildegarde, who, tho from Milwaukee, sings with more Continental flavor than her European-born competitors. In her eighth engagement here, she still draws heavily from the classy trade and finds it profitable to work on a guarantee and percentage basis.

There is a charm and gayety about her personality and a warmth in her delivery that makes her work individual and commercial. She concentrates principally on original material that suits her talents and delivers it both at and away from the piano.

Due to the war, she limits her foreign language efforts to French. But in past seasons she included in her repertoire Russian and German songs that are of particular appeal here. During the first show she delivers her latest additions, with request numbers filled on the last bill. A good bit of the trade is repeat, and many of the customers are veteran fans who come in to hear their favorite numbers. A good business angle is the fact that the spenders have to wait for the second show to hear a request tune.

Most of Hildegarde's material is written in a light vein and anything akin to double-meaning lyrics is cloaked in smart writing and delivery. But in each case a Continental charm predominates.

Only other entertainment is furnished by Emile Petti and his band, who are on for both show and dance music. Petti is also on hand for the daily cocktail hour dance sessions.

Sam Honigberg.

Club Madrid, Milwaukee

Talent policy: Dance band, floor show at 10, midnight and 2; dinner show at 8 Sundays. Management: Sam Pick. Prices: Dinner from \$1; no cover; drinks from 25 cents.

It's a swell show, opening with the Four Highlights in scanties of different colors staging a fast-moving lula number. The gals aren't bad lookers and they work well together.

The Ballatores, dance stylists, perform well in a Venetian waltz. Smooth and flawless.

Irene LaVelle obliges with a snappy South American dance, followed by Anne Morley and Jackie de Recat, two members of the Four Highlights, who please with a rhythm tap number.

Eddy Sawyer, emcee, sings *Lonesome Road*, with members of Paul Gordon's Ork chiming in. Sawyer follows this up with a double meaning ditty. His voice is good and he clicks.

Jane Vogel, another member of the Four Highlights, obliges with a military dance, while the Ballatores, for their second appearance, step out in a fast-moving routine.

Hit of the show is Bobby Barton, tap dancer, whose pantomime of an early-morning worker en route to the job is really clever. He also offers some neat tap imitations, including Eleanor Powell and Hal LeRoy. Has a pleasing personality and he gets his act across in grand style.

Irene LaVelle returns to do a semi-strip tease in connection with a speedy dance routine. Plenty smooth.

Finale finds the Four Highlights participating in an Irene number, with Sawyer vocalizing *Alice Blue Gown*.

There's not a dull moment. Show is speedy, satisfying and well staged.

H. C. Brunner.

Club Madison, Baltimore

Talent policy: Dance and show band; floor show, 11 p.m. and 1 a.m. Show changes Mondays. Management: Fritch Bros. and Henkel, owners; Jay Raymond, Philadelphia, booker. Prices: No cover, \$1 minimum week-ends.

This year-round spot, with its air-conditioning in operation due to the early heat, is showing evidence of re-



HENRI THERRIEN

"The Painter of Songs"

Thanks to Mr. Robert Kloepfel, President-Director Hotel George Washington, Jacksonville, Florida,

for

29 CONSECUTIVE RECORD-BREAKING WEEKS AND FOR MY 5TH RETURN ENGAGEMENT TO BEGIN NEXT OCT.

NOW OPEN FOR LIMITED ENGAGEMENTS

200 W. 108 ST., NEW YORK, N. Y.

AO 2-6204

THE FOUR AMBASSADORETTES

"tops in tumbling"

currently

BON-AIR COUNTRY CLUB, CHICAGO

Direction: MCA Artists, Ltd.

Leonard Christenson presents

THE three arnolds

Currently EMPIRE ROOM
PALMER HOUSE, CHICAGO

Direction: Roger Murrel and Thos. Burchill

trenchment during the in-between season. Since the summer niteries haven't opened as yet and the winter clubs have already closed, an excellent opportunity to draw the populace en masse with a name act at the moment goes a-wanting.

The Nearly Twins open the 40-minute presentation with a pleasing toe routine. Girls are lookers, one being blond and the other brunet. Both loaded with personality, sell well in a difficult acro. Nice hand.

Linda Lawrence follows with a husky, powerful pipes. She sings *Oh, Johnny; Good Morning, Old Man River* and encores with *Are You Having Any Fun?* Strictly on the hotcha side. With the good acoustics furnished here, Miss Lawrence would do much better without a mike.

Barbara and Sevia team up for a clever soft shoe number that has a descriptive boy-meets-girl story. Don Sevia is also emcee, a capacity he has held for the past 65 weeks. However, his charm is confined to straight intros done more or less in formal fashion. He also sings several pop tunes.

Hard-working team of Wyn and Dan Herwyn perform individually and collectively for tap and acro routines. Their strength lies in the fast pace they set as well as some difficult lifts and bends. Drew a generous hand.

Show lacks balance, being top-heavy with dance teams. Music is furnished by Buck Solsman and his Madisonlyans, who have a tendency to go sour on quite a few of the dance lyrics.

Spot is unique, since as a unit (including the Rathskeller, dining room and bar and Club Madison) it operates 20 hours every day. *Phil Lehman.*

Hotel Astor, Astor Roof, New York

Talent policy: Dance and show band, relief band, floor show. Management: Robert Christenberry, managing director; Noel Meadow, publicity director. Prices: Dinner from \$2; cover, 75 cents week nights, \$1 Saturdays and holidays.

Astor Roof is one of the most attractive oases in town, winter or summer, and its seasonal opening Tuesday (21) brought out not only the music regulars but a large number of night-clubbing New Yorkers who know from past seasons that the surroundings, entertainment, food and drink here are of the best.

Opening musical chores are in the capable hands of Tommy Dorsey, and even if his present work is far from the standard he himself has set in the past, his presence on a band stand insures good business, and his super-fine tromboning and genial, personable attitude nicely complement the room's other excellent attributes.

In addition to specialties from the band—Bunny Berigan's trumpet; Frank Sinatra's and Connie Haines' ballads and rhythm ditties, respectively; Buddy Rich's drumastics, and the Pied Pipers' quartet warbling—opening floor show offers the Callahan Sisters; Hibbert, Bird and Larue, and the Flying Top Hatters. Latter act leads off, boy and girl doing some expert but undistinguished roller skating to the accompaniment of some "hurry" music that hasn't been heard since the old silent movie days.

Callahans display cuteness and personality in a brief tapping turn that winds up unoriginally with a Pat Rooney imi-

tation. Two gals are all right in an un-spectacular way. Hibbert, Bird and Larue are a knockabout burlesque dance trio, comedy stemming from Larue's "drunken" interruptions of a supposedly straight ballroom routine by the other two. The act has its share of laugh-getting moments.

Relief rhythms are currently being supplied by Sande Williams, brought up from a winter session in the downstairs Orangerie Room.

Hal Kemp follows Dorsey into the spot July 22. *Daniel Richman.*

Emsee Found Guilty, But Victim Still Likes Him

BOSTON, May 25.—Emsee Thomas Moran was released after being found guilty of larceny this week when his alleged victim pleaded that the entertainer be placed on probation.

Adolph Brown told the court he had met Moran while the latter was working in a local night club. After they discovered they were both from Virginia they became friends, and Brown took Moran home with him. The emsee is alleged to have taken his friend's clothes.

Brown, however, pleaded for leniency, and Judge Charles Carr placed the unemployed emsee on probation. Brown and Moran left the court arm in arm.

Hurricane Drops Native Show; N. Y. Club Business in Slump

NEW YORK, May 25.—The Hurricane is replacing native talent with standard acts. Opening on an entirely native floor-show policy, this spot found it necessary to add Sara Ann McCabe and Harrison and Fisher after the first two weeks. With the new show beginning May 31, nearly all the Hawaiian entertainers will go. The new bill will include Romo Vincent, emsee; Mary Jane Walsh, Pancho and Dolores, and Alma Ross. The music, however, will be of the native variety, with Eddie Bush still on the podium.

The summer slump is beginning to be evident among the night spots in town. The Fiesta Danceteria is closing Mondays during the summer. This spot has also cut down on its entertainment budget. Formerly operating with name bands, the Danceteria now has Shorty Allen's music, a juvenile outfit.

Also closing Mondays are El Chico, Cafe Society and the Bermuda Terrace of the Hotel St. George.

Herbert Jacoby's Le Ruban Bleu, which formerly closed around this time of year, has decided to operate thruout

June before making any decision on shuttering. Biz is reported good.

Frank Case, of the Algonquin Hotel, has undergone another change of mind. It was previously announced that the Supper Club of that hotel would carry on during the summer after a closing announcement on May 7 had been posted. The room will reopen after Labor Day.

The Barrel of Fun, which was picketed last week by the American Guild of Variety Artists and musicians' Local 802, settled with both outfits, but as an economy move dropped floor shows for the summer. The spot may continue to use an ork.

Closing date for the summer of the Greenwich Village Casino has been set for tomorrow night (26).

Irving Cohen, operator of the Barrel of Fun, was arraigned in magistrate's court on charges brought by the American Guild of Variety Artists resulting out of his alleged failure to live up to the agreement to pay back salaries to the cast.

After AGVA effected a settlement whereby Cohen paid \$100 last Saturday, with the stipulation that the cast would be paid nightly together with \$15 in back salaries, AGVA said that Cohen was supposed to deliver an additional \$100 Thursday (23). Failing to produce that sum, AGVA obtained a warrant and Cohen was subsequently arraigned.

At the hearing, according to AGVA, Cohen was unable to produce more than \$50. Mildred Roth, representing AGVA, agreed to have the hearing postponed to June 3, by which time Cohen said he expected to pay off the balance of approximately \$100. He was released in custody of his attorney.

AGVA yesterday also co-operated with the International Alliance of Theatrical and Stage Employees when stagehands and operators at the President Theater, Bronx, which has stageshows Fridays, threatened to walk out because the management would not give them a contract. The IA requested AGVA call out the performers, AGVA then asking Sim Kerner, booker, to forbid the talent to go on. An agreement was effected the same evening.

Late today AGVA said that an agreement affecting the Hotel New Yorker will be signed Monday. The pact will be signed by General Amusement Corp., booker of the hotel, and will call for a minimum of \$60 weekly for chorus and \$75 for principals. The defunct American Federation of Actors also employed the same method in signing the New Yorker.

The Hollywood Restaurant reopened yesterday after a temporary shuttering. The spot is on a less expensive entertainment budget, the initial bill including Marquita Rivera, Frances Lane, Jean Rose, Monty Wolf and Guy Grenados' Ork. A few weeks prior to closing, the Hollywood attempted a semi-name policy and booked Bert Frohman, Lillian Roth and Tess Gardella.

Club Talent

New York:

FAWN AND JORDON, dance team, closed May 16 at the St. Moritz Hotel after a six-month run. Did the instruction hour in addition to floor-show work. Their last St. Moritz engagement was five months. . . . AILEEN COOK, singer, went into Babette's, Atlantic City, May 17.

JOHN BUCKMASTER moves to the Savoy Plaza July 1. He was at the Hotel Algonquin's Supper Club most of this season. . . . BENNY FIELDS will play the Club Lido, Long Beach, Calif., over Decoration Day week-end. . . . CARMEN MIRANDA, after her current stay at the Versailles, plays the Chicago, Chicago, June 7.

NICO COVARRAS, singer-guitarist at the Hotel Edison, plans to leave next month for South America, where he will work in two films. . . . ADYE ALLEN, former head of the chorus department for the American Federation of Actors, is back in town after six months in Florida. Now covering the World's Fair for several newspapers. . . . BERNICE MANNING, and not Bernice Manners as erroneously listed in the Possibilities Department recently, is singing at the Greenwich Village Casino.

Chicago:

WINNIE HOVELER, who has been producing the dance numbers at Harry's New Yorker, leaves this week to become a featured player in a summer stock company. Miss Hoveler, Ralph (Cookie) Cook and other members of the show at Harry's New Yorker were pictured in a four-page spread in last week's *Life* magazine devoted to the Charlie Hepp spot.

EDDIE PEABODY, banjoist, and HOWARD NICHOLS, hoop artist, are booked to open at the Villa Moderne June 14. On June 21 La Tosca, bounding rope artist who recently made her debut with the Great Olympia Circus, will be featured. . . . EDDIE KELLY, who recently completed a Southern tour with his ice-skating act, is back and has added a skating horse to the act.

Atlantic City:

EDDIE C. WONG has taken over management of the Far East, which adds entertainment in late June. . . . ARMEN CAMPO, who heads for his fifth month at the Hotel President 'Round the World Room, has offers from two recording companies. . . . MICHAEL TRENCH buys the Neptune Inn, resort's first cabaret to be established in what was originally a bank building. . . . FRANK PALUMBO, who operates Renault's Tavern here, buys the Kippee Valez line for his Avalon Cafe at near-by Wildwood.

Philadelphia:

BOB RUSSELL, emsee at Jack Lynch's, has had his first radio script accepted; the program will debut in the fall. . . . FAITH LEE, Evergreen Casino thrush, may sing with Blue Barron's Band. . . .

MINSTREL Tavern offers the only father-son act in local circles, the McGoldricks, Ed Sr. and Ed Jr. The elder McGoldrick is said to be the only living member of the famed Dumont Minstrels.

BOBBY CLARK, of the Barry, Prince and Clark trio at the Stork Club, is limping and wearing a bedroom slipper on the floor, because a horse he was riding stepped on him. . . . MYRA JOHNSON, former vocalist with Fats Waller, stepping out in a solo spot at the Cotton Club.

Here and There:

LOLA AND ANDRE are the new dance team at the Beachcomber, Boston. Set by MCA. . . . WALLY VERNON has been held over for a third week at the Dog House, Reno. The management claims a \$2,200 weekly increase in gross during his stay. . . . EDDIE MACK closed after 16 weeks at the Casa Nova, Buffalo. . . . ODELLO AND BLONDIN are booked for the Ripley show at the San Francisco Fair. . . . BUD HUGHES opens at the Roosevelt Hotel, New Orleans, May 30. . . . THE QUINTONES have been set for a series of transcriptions. . . . ILLIANA, singer, goes to the President Hotel, Atlantic City, beginning May 29. . . . JACK WILLIAMS and Pals, dog act, are playing Cincinnati niteries, booked by Jack Middleton, Cincy agent. . . . BARNEY AND LONGIE, with Danny Richards, emsee, last week moved from the Silver Slipper, Louisville, to Lantz's Merry-Go-Round, Dayton, O. . . . WILKEY AND DARE, after a winter of club dates in the New York area, pulled out to fill a two-week run at the Nixon (See CLUB TALENT on page 25)

Denison's Plays
60 Years of Hits
Songs, Minstrels, Musical Comedies, Operettas, Vaudeville Acts, Blackface Skits
We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free.
T. S. DENISON & CO.
203 N. Wabash Ave., Dept. 16, Chicago, Ill.

STRIP DANCERS WANTED
Immediately for Chicago and vicinity night clubs. Also Novelty Acts. Send photos and full information.
TOMMY SACCO THEATRICAL MART
162 North State St., Chicago, Ill.

THE BEN YOST NEW YORKERS
Currently ROXY, New York
★ Are playing their second New York Theater Engagement within six weeks following their tenure at the New York Strand where they broke all records and were held over for four consecutive weeks.
OTHER BEN YOST ATTRACTIONS:
THE WHITE GUARDS, Villa Moderne, Chicago
SIX SOPHISTICATES, Shea's, Buffalo, N. Y.
FOUR YOSTMEN, "Barbary Coast," World's Fair, New York
"DIAMOND HORSESHOE QUARTETTE," Billy Rose's Diamond Horseshoe, N. Y.
THE VIKINGS, Chez Maurice, Montreal, Canada, opening June 17, and
THE VARSITY EIGHT, now on tour for Chevrolet Motors
BEN YOST, Inc. 1650 Broadway, New York Circle 6-6533

(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.

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

A
 Abbott Girls (Bal Tabarin) San Francisco, nc.
 Ace, Red (Miami Inn) Toledo, nc.
 Aces, The Two (Morrison) Chi, h.
 Alland & Anise (Cotton) NYC, nc.
 Alma & Roland (Lookout House) Covington, Ky., nc.
 Ames & Arno (Riviera) Fort Lee, N. J., nc.
 Andres & Luisita (Cantina) San Francisco, nc.
 Andrews, Larry (Gamecock) NYC, c.
 Arden's, Don, Artists Models (Lookout House) Covington, Ky., nc.
 Armando & Lita (Mayflower) Akron, h.
 Arnolds, Thera (Palmer House) Chi, h.
 Athos, Odetta (Algonquin) NYC, h.
 Artini & Consuelo (Biltmore) NYC, h.

B
 Baird, Coy (Ripley's Believe-it-or-Not) World's Fair, NYC.
 Baker, Muriel (Chateau Moderne) NYC, nc.
 Baker, Bonnie (Riverside) Milwaukee, t.
 Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p.
 Ballard & Rae (Kitty Brando's) Boston, c.
 Banks, Sadie (Old Roumanian) NYC, nc.
 Barnes, Win (Gangplank) NYC, nc.
 Barnett, Peggy (Kelly's Stables) NYC, nc.
 Barons, Thera (Chateau) Auburn, N. Y., nc.
 Barrett, Elaine (Cinderella) NYC, nc.
 Barrie, Grace (Bon Air) Chi, nc.
 Barry, Price & Clark (Yacht) Phila, nc.
 Barsony, Lajos (Hungaria) NYC, re.
 Batista, Enrique (La Conga) NYC, nc.
 Bauer, Karol (Algonquin) NYC, h.
 Beaupre, Pierre (Parisien) NYC, nc.
 Beasley, Ann (Fifth Ave.) NYC, h.
 Bernie, Al (Bon Air) Chi, nc.
 Bauer, Dick (Kelley's) Cincinnati, nc.
 Beckwith, Babs (Pierre) NYC, h.
 Behan, Arthur (Gay '90s) NYC, nc.
 Belita (New Yorker) NYC, h.
 Bell's Hawaiian Follies (Scenic) Keene, N. H., 30; (Park) Woonsocket, R. I., 31-June 1; (Arcadia) Portsmouth, N. H., 2-4; (Opera House) Lebanon 5, t.

Belmont, Bobby (Colosimo's) Chi, nc.
 Bennett, Ethel (Old Roumanian) NYC, nc.
 Beri, Ben (Earle) Washington, D. C., t.
 Berger & Panchito (Versailles) NY, nc.
 Bernard, Ben (Gay '90s) NYC, nc.
 Bernard, Lil & Flo Henrie (Alabama) Chi, nc.
 Billingtons, The (Blackhawk) Chi, nc.
 Blackstone (State-Lake) Chi, t.
 Blake, Meredith (Edison) NYC, h.
 Blaine, Dorothy (Brando's) Boston, nc.
 Blanchard, Jerry (18) NYC, nc.
 Block & Sully (State) NYC, t.
 Bob & Twins (Sawdust Trail) NYC, nc.
 Boreo, Emil (St. Moritz) NYC, h.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Bourne, Charley (Park Central) NYC, h.
 Boxwill, Elinor (Gangplank) NYC, nc.
 Brandino, Magician (Lee) Charleston, W. Va., h.
 Brent, Harriet (Brown Derby) NYC, nc.
 Brittons, The (State-Lake) Chi, t.
 Brown, Evans (Summit) Uniontown, Pa., h.
 Brown, Sam (Tourist Club) San Antonio, nc.
 Bryant, Betty (Coq Rouge) NYC, nc.
 Buck & Bubbles (Cotton) NYC, nc.
 Buckmaster, John (Algonquin) NYC, h.
 Burke, Martha (Cocoanut Grove) Boston, nc.
 Burke, Larry (St. George) NYC, h.
 Burns, Boots (606) Chi, nc.

C
 Callahan Sisters (Astor) NYC, h.
 Calypso Singers (Vanguard) NYC, nc.
 Carlyle Sisters (Embassy) Phila, nc.
 Carpenter, Imogene (Weylin) NYC, h.
 Carr, Billy (606) Chi, nc.
 Carrell, Helene (Lexington) NYC, h.
 Carroll Sisters (Mother Kelly's) Miami, Fla., nc.
 Carter & Bowie (Gallant's) NYC, nc.
 Cavan, Alice (Sherman) Chi, h.
 Cerf, Aise (606 Club) Chi, nc.
 Cesar & Maclovia (Waldorf-Astoria) NYC, h.
 Challis, Beth (1523) Phila, nc.
 Chappel, Carol (606) Chi, nc.
 Chorney, Guy (Tavern on the Green) Water-loo, La., nc.
 Chocolateers (Southland) Boston, nc.
 Christiani Troupe (State) NYC, t.
 Clair, Marcella (Whirling Top) NYC, nc.
 Clarkson, Crystal (Cinderella) NYC, nc.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clifford, George (Embassy) Phila, nc.
 Cohan, Mary (La Marquise) NYC, nc.
 Cole, Lester, & Debs (Lyric) Indianapolis, t.
 Collette & Barry (Bismarck) Chi, h.
 Conchita (L'Algon) Chi, re.
 Condos Bros. (Palladium) London, mh.
 Condos, Frank (Music Hall) NYC, t.
 Connolly, Frances (La Marquise) NYC, nc.
 Conrad, Bob & Grace (Colony) Chi, nc.
 Consuelo & Artini (Monte Carlo) NYC, nc.
 Conway & Parks (Kit Kat) NYC, nc.
 Conway Sisters (Hi Hat) Chi, nc.
 Cook, Ralph (Harry's New Yorker) Chi, nc.
 Cook, Aileen (Brevort) NYC, h.
 Cooks (Westminster) Boston, h.
 Cooper, Una (Leon & Eddie's) NYC, nc.
 Copper, Esty (Kit Kat) NYC, nc.
 Corbett & Lorraine (Harry's New Yorker) Chi, nc.
 Cordoba, Lolita (Hurricane) NYC, nc.
 Cordray, Dorothy (Palace) San Francisco, h.

Cornelius, Kay (St. George) NYC, h.
 Cortes, Arturo (Havana-Madrid) NYC, nc.
 Costello, Diosa (La Conga) NYC, nc.
 Cotta, Magician (Belden) Canton, O., h.
 Courtney, Leonora (Swing Club) NYC, nc.
 Covaro, Nic (Edison) NYC, h.
 Craig, Reginald (Earl Carroll's) Hollywood, nc.
 Crawford & Gaskey (Piazza) NYC, nc.
 Cromly, Carolyn (St. Regis) NYC, h.
 Crook & Dutton (Coq Rouge) NYC, nc.
 Cross & Dunn (Ball) Phila, nc.

D
 D'Amore, Franklyn (Paramount) NYC, t.
 Dahl, Edith Rogers (Chez Ami) Buffalo, nc.
 Dale, Maryon (Savini) NYC, c.
 Dale, Dorothy (Palmer House) Chi, h.
 Datsko, Yascha (Celebrity) NYC, nc.
 Dawn, Lilli (606) Chi, nc.
 Day, Barry (Gamecock) NYC, nc.
 De Cardos, Six (Lyric) Indianapolis, t.
 Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.
 De Gouliaeff, Nicholas (Casino Russe) NYC, nc.
 DeMarco, Isabel (L'Algon) Chi, re.
 DeMarcos, The (Bon Air) Chi, nc.
 De Milo & Marr (Nichols) Detroit, nc.
 Del Carmen, Maria (Club Gaucha) NYC, nc.
 Denison, Helene (Capitol) Washington, D.C., t.
 Dennis & Sayers (Ritz) Pittsburgh, h.
 DeShon, Maxine (606) Chi, nc.
 Diamond Bros., Three (Strand) NYC, t.
 Dillon & Parlow (Black Cat) Wilmington, Del., nc.
 Dinorah (Jimmy Kelly's) NYC, nc.
 Dixon, Harlan (Diamond Horseshoe) NYC, nc.
 Don Julian & Margery (Jefferson) St. Louis, h.
 Donnelly, Harry (Bill's Gay '90s) NYC, nc.
 Dooley, Mary (Village Barn) NYC, nc.
 Dorben, Dorothy, Girls (Edgewater Beach) Chi, h.
 Dorita & Valero (El Chico) NYC, nc.
 Dow, Elizabeth (St. Regis) NYC, h.
 Drew, Charley (Taft) NYC, h.
 Drew, Allen (Cotton) NYC, nc.

E
 Eames, Wally (Gay '90s) NYC, nc.
 Earl & Josephine (Lexington Casino) Phila, nc.
 Easterbrook & Farrar (Queen Mary) NYC, nc.
 Eckler, Hilda, & Nicholas Daks (Music Hall) NYC, t.
 Eddyson, Marion (Flanders) Phila, nc.
 Edwards, Jack (Brando's) Boston, nc.
 Elliman, Lois (El Morocco) NYC, nc.
 Elliot, Jack (Hi Hat) Chi, nc.
 Ellis, Rita (Flanders) Phila, nc.
 Eltinge, Julian (Diamond Horseshoe) NYC, nc.
 Emerson, Hope (Lombardy) NYC, nc.
 Estes, Del (Minuet) Chi, nc.
 Estrellita (Times Square) Rochester, N. Y., h.
 Evans, Fred, Girls (Chez Patee) Chi, nc.
 Evans, Dale (Blackstone) Chi, h.
 Evans, Jimmy (Yacht) Phila, nc.

F
 Fabian & Ehlen (Commodore) Detroit, nc.
 Fantasia & her Rhumbaleros (Colony) Chi, nc.
 Faye, Olive (Colosimo's) Chi, nc.
 Faye, Frances (Little Rathskeller) Phila, nc.
 Feltner, Lillian (Montparnasse) NYC, nc.
 Fernandez, Jose (Rainbow Room) NYC, nc.
 Fitzgerald, Lillian (Lexington Casino) Phila, nc.
 Florence & Alvares (La Conga) NYC, nc.
 Florence & Rilda (Kelly's) Cincinnati, nc.
 Flowerton, Consuelo (Queen Mary) NYC, nc.
 Fonda & St. Clair (Arcadia) Phila, nc.
 Foster, Gae, Girls (Rox) NYC, t.
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
 Francine, Ann (Versailles) NYC, nc.
 Francols, Hypnotist (Deal) Wynnewood, Okla., 29-31; (Ritz) Shawnee, June 1-4; (Rex) Konawa 5-7, t.
 Franklin, Joe, & Pals (LaSalle) Kirkland Lake, Ont., t.
 Franks, Four (Villa Moderne) Chi, nc.
 Frazer, Jane (Paramount) NYC, t.

G
 Gaby, Frank (Capitol) Washington, D. C., t.
 Gallbraith, Billy (Beverly Hills) Newport, Ky., cc.
 Gale Sextet (Colosimo's) Chi, nc.
 Gali, Yola (Earle) Washington, D. C., t.
 Galente & Leonard (Roosevelt) New Orleans, h.
 Gardner, Helen (Little Rathskeller) Phila, nc.
 Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.
 Gauchi & Sonnen (Cat & Fiddle) Cincinnati, nc.
 Geraldine & Joe (Leon & Eddie's) NYC, nc.
 Gerrits, Paul (Royale) Detroit, nc.
 Gert, Valiska (Le Ruban Bleu) NYC, nc.
 Gibson, Mildred (Gangplank) NYC, nc.

Gilbert, Ethel (Gay '90s) NYC, nc.
 Giovanni (Ball) Phila, nc.
 Gleason, Jack (18) NYC, nc.
 Glenn, Louise (Colosimo's) Chi, nc.
 Glover, Ralph (Seven-Eleven Club) NYC, nc.
 Glover & LaMae (Neil House) Columbus, O., h.
 Golden Gate Girls (Yacht) Phila, nc.
 Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
 Goodner, Jeanne (Hungaria) NYC, nc.
 Gould, Carol (Leon & Eddie's) NYC, nc.
 Gower & Jeanne (Chicago) Chi, t.
 Grant, Mary (Hi Hat) Chi, nc.
 Gray, Gilda (Diamond Horseshoe) NYC, nc.
 Gray, Carlotta (Essex) Boston, h.
 Green, Bennett (Mother Kelly's) Miami, Fla., nc.
 Green, Donald (Primrose) Newport, Ky., nc.
 Grey, Winnie (Chateau Moderne) NYC, nc.
 Greys, Six (Capitol) Washington, D. C., t.

H
 Grey, Harlowe & Sandra (Jack & Bob's) Trenton, N. J., nc.
 Griffith & Wells (Beacon) Winnipeg, Man., t.
 Hadley, Jane, Dancers (Bismarck) Chi, h.
 Hadreas, Jimmy (Palladium) London, mh.
 Hall, Charley "Red" (Federal Gardens) Buffalo, nc.
 Hamilton, Ruth (Holland) NYC, nc.
 Harrison & Fisher (Hurricane) NYC, nc.
 Harrison, Spike (Bill's Gay '90s) NYC, nc.
 Hartmans (Monte Carlo) NYC, nc.
 Hartzells, The (Colosimo's) Chi, nc.
 Hasburgh, Rabana (Radio City) NYC, mh.
 Havin, Bee (Blue Lantern) Detroit, nc.
 Hawaiians, Three (La Cava) NYC, nc.
 Hawkane & Londo (Westminster) Boston, h.
 Hayworth, SeaBee, Revue (Broadway) Fayetteville, N. C., 29; (Carolina) Wilson, 30; (Gem) Kannapolis 31; (Carolina) Lumberton, June 1, t.
 Heath, Bobby (Sawdust Trail) NYC, nc.
 Hellman, Robert & Berta (Wiener Flaker) NYC, nc.

I
 Herbert, Grace & Charles (Mother Kelly's) Miami, Fla., nc.
 Hyman, Murray (Coq Rouge) NYC, h.
 Hibbert, Byrd & Larue (Astor) NYC, h.
 Hildegarde (Savoy-Plaza) NYC, h.
 Hilliard, Jackie (Leon & Eddie's) NYC, nc.
 Holland, Sue (Kelly's) Cincinnati, nc.
 Hollenbeck, Mysterious, & Co. (West) Sioux City, Ia., h.
 Holliday, Billie (Kelly's Stables) NYC, nc.
 Holmes, Taylor (48th St.) NYC, mh.
 Honnet, Johnny (885) Chi, nc.
 Houston, Elsie (Le Ruban Bleu) NYC, nc.
 Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
 Howard, Willie & Eugene (Oriental) Chi, t.
 Hughes, Lysbeth (Rainbow Room) NYC, nc.
 Hunter, Grady (Mayflower) Jacksonville, Fla., h.
 Hunter, LeRoy (Century) NYC, t.
 Hunter, Joyce (Royal Hawaiian) San Francisco, nc.
 Hyers, Frankie (Club 18) NYC, nc.

J
 Irmagard & Alan (White) NYC, h.
 Jacks, Four, & a Queen (Uncle Jim's) New Kensington, Pa., re.
 Jacqueline (Gaucho) NYC, nc.
 Jagger, Kenny (Whiting) Stevens Point, Wis., h.
 Jamison, Bonnie (St. Paul) St. Paul, h.

K
 Jarvis, Sammy (Book-Cadillac) Detroit, h.
 Jaxon, Ventriloquist (Rex) Kingsford, Mich., 30-June 2, t.

POLLY JENKINS
 And Her FLOWBOYS
 May 30-June 1, Majestic Theatre, Hornell, N.Y.
 For bookings address personal representative,
 John Singer, 2210 Paramount Bldg., N. Y. C.

L
 Jerome, Gloria (Gibson) Cincinnati, h.
 Jessel, George (Walton) Phila, h.
 Joel & Annette (606) Chi, nc.
 Jones, Owen (Leone's) NYC, re.
 Jordan, Joanne (Harry's New Yorker) Chi, nc.

M
 Kaye, Danny (Paramount) NYC, t.
 Keller, Greta (LaMaze) Hollywood, c.
 (See ROUTES on page 66)

ICE SHOWS ON TOUR
 Ice Follies: (Shipstad and Johnson) May 15-June 25, Winterland, San Francisco.
 Icecapades: (Produced by Arena Managers' Association) June 16-29, City Auditorium, New Orleans; July 19, for the summer, Auditorium, Atlantic City.

DRAMATIC AND MUSICAL
 Abe Lincoln in Illinois: (Davidson) Milwaukee 28-29.
 Bankhead, Tallulah: (Selwyn) Chi.
 Evans, Maurice: (Geary) San Francisco.
 Man Who Came to Dinner: (Harris) Chi.

REPertoire-TENT SHOWS
 By-Gosh Co.: Cresaptown, Md., 27-June 1.
 Ginnivan, Frank R., Co.: Manchester, Mich., 27-June 1; Metamora, O., 3-8.
 Kirby Show: New Ross, Ind., 27-June 1.
 McNally's Variety Show: Napanoch, N. Y., 27-June 1.
 Miller, Al H., Show: Sugar Valley, Ga., 27-June 1.

MISCELLANEOUS
 Burro Ball: Boydton, Va., 28; Norlina, N. C., 29; Brookneal, Va., 30; Danville 31;
 Roanoke Rapids, N. C., June 1.
 Campbell Bros. & Stensvad Circus (painting): Battle Creek, Mich., 30; Pontiac, June 3; Farmington 5; Detroit 7.
 Day's, C. C., Wild West Cavalcade (mythical show via mail): Long Beach, N. J., 29; New Hartford, N. Y., 31.
 Ricton's Dogs: Union Springs, Ala., 27-June 15.

WHEN BAND LEADERS PICK TUNES... THIS IS WHAT THEY DO!

The Billboard

 "The Billboard 'TRIPLE CHECK' is the only service of its type in existence and presents the true picture of song popularity in the nation."
 Glenn Miller
 CHESTERFIELD CIGARETTES

"TRIPLE CHECK" ON

 "The Billboard 'TRIPLE CHECK' on song popularity is a definite service for musicians, coin machine operators, heads of Record Departments, music stores and the public."
 Kay Kyser
 COLLEGE OF MUSICAL KNOWLEDGE

RADIO, SHEET-MUSIC, RECORDS

 "The Billboard 'TRIPLE CHECK' on Radio, Sheet Music and Records helps me design my radio, stage and dance programs."
 Horace Heidt,
 POT OF GOLD

WILL TRIPLE YOUR "TAKE"

 "The Billboard 'TRIPLE CHECK' feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc."
 Bing Crosby
 KRAFT MUSIC HALL

ARE YOU USING
The Billboard
"TRIPLE CHECK" EVERY WEEK

SPECIAL ORDER FORM
 The Billboard
 25 Opera Place
 Cincinnati, Ohio
 Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.
 Name
 Address
 City State
 Rate in Foreign Countries, \$1.50

Vaudefilm Grosses

B'way Grosses Down; Except Roxy; Barnet-Martin Okeh; Kaye Is Fair

NEW YORK.—Broadway houses continued knee deep in doldrums. Poor weather, continuation of disturbing war news and a slight drain off the Main Stem by the Fair gave the cashiers many rest periods. Exception is the Roxy, with its first week of *Lillian Russell*. Other houses fluctuated between so-so and average.

The fourth and last week ending Tuesday (21) of Gene Krupa's Band and Connie Boswell at the Paramount registered a poor \$20,000, *Buck Benny Rides Again* being on the screen. First week of this layout garnered \$58,000, the second week getting \$43,000, and the third, \$25,000. Total take for the run is \$146,000—not bad in these times. New bill opened Wednesday (22) with Charles Barnet's Band, Tony Martin and Danny Kaye along with film *Typhoon* and is expected to gross around \$40,000.

Loew's State, as was expected, delivered a meager \$18,000, week ending May 22, with bill including Eddie LeBaron's Ork and Ruth Terry, who also appeared in the State pic, *Slightly Dishonorable*, a first run. Not much more is expected of the current set-up with Clyde McCoy's Band and Block and Sully on stage. Expected to gross \$20,000. Pic, *It's a Date* with Deanna Durbin, is expected to help. Previous to last week Milt Britton's Band, Gertrude Niessen and the film, *Road to Singapore*, registered \$17,000.

Saddest of all was the Music Hall for the second week ending May 22 of *My Son, My Son*, which produced only \$54,000 compared with the first week's \$82,000. Stage bill included Henrietta Schuman and Frank Paris. New bill topped by *Irene* with Jan Pearce, Frank Condos, Nicholas Daks and Hilda Eckler on stage, is expected to bring the house an estimated \$80,000. Previous to *My Son, My Son*, house played *Rebecca* for six weeks, the last week of which registered \$72,000.

The first week of Sammy Kaye's stand at the Strand, ending Thursday (23), netted a fair \$32,000, compared with Guy Lombardo's first stanza here on previous

bill with \$37,000. Lombardo's second week was a blue \$19,000 gate. Lombardo's pic was *Saturday's Children*. *Torrid Zone* is the current screen occupant. Second week of this layout is expected to slip to \$22,000. Jimmy Dorsey's Ork will follow Kaye.

Only big business was at the Roxy which drew a heavy \$52,000 for week ending Thursday (23) with *Lillian Russell*. Stage has the Shyrettos, Jeanne Lanier and Ben Yost's New Yorkers. Holdover week is expected to reach \$40,000. On previous bill, *Dark Command*, with the Merry Macs, Avis Andrews, Bill Bailey and Konrad and Dolin-off on stage, gathered \$28,000.

Milwaukee Gives Kemp Ork OK 11G

MILWAUKEE.—Hal Kemp's Ork turned in a \$11,300 take at the Riverside Theater for the week ended May 23 against stiff film competition. Show included Judy Starr, Jack Romalre, Bob Allen, Janet Blair, Eddie Kusby and Evelyn Farney. Admissions of 25, 35, 40 cents prevailed. Average biz is \$7,000 at 25, 30 and 35 cents admissions.

Hope Sets New Chi Theater Record With 63G's; Berle Oke at Oriental

CHICAGO.—The Bob Hope unit broke all records for attendance and receipts at the Chicago Theater last week. Gross hit close to the \$63,500 mark, eclipsing the mark set by Eddie Cantor some time ago. The Hope unit broke in at Joliet, Ill., the day before starting its Chicago engagement. First three shows at the Chicago drew only normal business, but from then on attendance was terrific, and thruout the week there were waiting lines a block long several times a day. Hope's end of the receipts are said to have been better than 20Gs.

Milton Berle was a hit at the Oriental on its first week of return to stage shows. Business was big, altho not capacity, all week, for an estimated gross of \$28,000.

Bowes Unit Only Fair in Spokane

SPOKANE, Wash.—Even a Major Bowes unit, usually the most popular show in town, failed to bring out the customers last week-end. But Spokane's two vaudefilm houses fared no worse than the other theaters, all of which are suffering from war echoes.

Orpheum did fair business with Bowes' *Fifth Anniversary* unit, plus the pic, *Viva Cisco Kid*, May 16 to 18.

Post Street, with Jack Sary, Ravel and Co., Elsie and Herman, Terry Howard and Jack Talley, Smoky Joe, plus pics, *Son of the Navy* and *The Fatal Hour*, playing May 17 to 19, went below house average of \$1,750 for third consecutive week.

The Post Street, after 27 weeks of vaudeville in 1937 and four weeks in 1938, has been operating on a three-day-a-week basis since September 1. The Orpheum books units.

Philly Carman 55C Matches House Par

PHILADELPHIA.—Carman Theater, for the week ended Thursday (23) just hit above the house par with \$5,500 with a five-act show. But considering the rainy weather factors and a weakie on the screen in *Viva Cisco Kid*, and the Ringling Circus playing around the corner; gross was considered satisfactory and encouraged the house to continue stage shows indefinitely in spite of the summer spell. All sharing the billing, show included Gloria King, the Four Co-Eds, Pinky Lee and Melissa Mason, George Beatty, the Great Faludys and Louis Basil's house ork.

Buffalo Hopes for 14G Week After Low 11G Session

BUFFALO.—Despite the tension created by overseas events, emphasized by radio and headline publicity and the advent of summer, local vaudefilmers are anticipating a big week.

The Buffalo opened to an excellent house week of May 23, notwithstanding a cold, rainy day. *Lillian Russell* is being counted on by Shea's for a juicy gross. At least \$14,000 is anticipated, with the house average being \$12,500. Stage cast is a holdover, but in a new get-up. D'Artega still conducts the house ensemble, and with him are the Six Sophisticates of Song (three guys and three girls), Gertrude Lutzi and Meyer Balsom.

Week of May 16 the Buffalo fell below expectations, probably due to war hysteria and very poor weather. The picture, *Waterloo Bridge*, did not come up to its fancy build-up either. Gross was below average with \$11,600. Stage bill had D'Artega and band, Six Sophisticates of Song (in first week), Gertrude Lutzi and Lee Mueller.

Next big stage attraction here is to be Major Bowes' *Sixth Anniversary Revue*, June 6 week.

A big line-up of stage shows is at present being arranged by Richard Kemper for the Century. Bookings are handled by MCA primarily, and will include band shows as well as large girl-production revues. An appearance of Dr. I. Q. is at present being arranged for.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

+

For VAUDE

TAKE IT OR LEAVE IT—radio quiz show recently inaugurated by Ever-sharp Co. on CBS, with Bob Hawks emceeing. In addition to the general and standard interest in quiz shows, this one has a novel money device, contestants getting \$1 for the first correct answer, \$2 for the next, the amount doubling each time to a maximum award of \$64. However, contestants can quit whenever they want, getting the dough accumulated up to that point. If they try to answer and fail, they lose everything, the money going into a jackpot that is cut up at the end of the show. Broadcasts have shown that it's terrific studio entertainment. It should go just as well—or better—in a theater or large nitery.

+

For LEGIT MUSICAL

CROMWELL SISTERS—girl trio packing substantial mike personality and getting a great amount of clever vocal shading into delivery of warm harmonies. Now with Herbie Holmes' Band in the Midwest, they click with every audience. In a musical, the fact that they dance well, added to their vocal ability, would mean plenty.

"Follies" Clean; Okeh in Springfield

SPRINGFIELD, Mass.—*French Follies*, first vaude show since Mayor Putnam's recent edict of "clean up or don't count on Sunday shows," showed compliance with the mayor's orders. Business was okeh for three days ended May 18.

Outstanding were Larron and Carrol, adagio and comedy acro dancing. Others were Alberts and Leona, musical duet; the Three Ryans, who got top billing for their knockabout comedy act; Billy Stearn, singing emcee; Leighton Sisters, vocalists; Jerard and Jordan, perch balance act, and Lorretta and Mavarre, symbolic dancing.

Picture, *Granny, Get Your Gun*.

"Feathers" 64C in K. C.; Busse Tops

KANSAS CITY, Mo.—*Rhapsody in Feathers*, with Romaine, Rex Weber, Bob Easton and Lester Harding, grossed better than average \$6,400 at Barney Joffe's Tower Theater here for the week ended May 23. Pic, *In Old Missouri*, with 25-cent top.

Week ended May 16, Henry Busse grossed sensational \$8,800, best here this season. Pic, *Viva Cisco Kid*, with 35-cent top.

Kitty Brando's Reopens in Fall

BOSTON, May 25.—A mysterious blaze caused several thousand dollars damage at Kitty Brando's club Sunday night. The fire started in a cabinet shop in the rear of the building and spread thru the structure.

The fire caused the closing of the club, which had recently reopened. It was formerly the Brown Derby. It is expected spot will reopen in September after extensive renovations.

In the few weeks during which the nitery had been operated by the new owner it did phenomenal business.

Ted Lewis \$27,500 At Fox, Detroit; Sullivan Neat 8G

DETROIT.—First stage show at the Fox Theater in a year drew about \$27,500 for the week ended May 23, more than doubling the average take of the past year for films. House's average for stage shows is around \$22,000.

Ted Lewis and his unit were the attraction, drawing particularly heavy evening crowds. Lewis slightly topped the figures set two weeks ago by the Michigan, with the Marx Brothers, estimated at around \$25,000, in the first stage show at that house in two years. Picture, *21 Days Together*, gave no aid to the Lewis troupe.

At the Colonial, the bellwether of flesh in Detroit the past season, Maxine Sullivan and her colored revue drew around \$8,000. House average is around \$6,000.

Despite the good mark set by the Sullivan show, which closed Thursday, the Colonial was set to drop flesh Sunday (26), after three days of a five-act vaude bill, until fall. Final decision was being withheld, pending arrival of Owner Ray Schreiber, who has been in California.

Auto Parade Aids W-B Vaude Gross

WILKES-BARRE, Pa.—By tying in with a local auto firm for a caravan thru city featuring the Six International Rhythmettes in three cars, Manager Fred Hermann again beat the fine spring weather with the near-capacity crowds at the Irving Theater.

In addition to the Rhythmettes, the program (May 16 to 18) included Helen and Ralph Stenard, Charles Senna and Helen Deane, Ada and her South American Society Circus and Estrelita and Brooks. Pic was *Tomboy*.

Tucker's Swell 26G At Fox, St. Louis

ST. LOUIS.—The reintroduction of stage shows here is proving profitable. At the Fox Orrin Tucker's Band and Bonnie Baker tallied a swell \$26,000 week ended Thursday (23). *Flight Angel* (WB) was on screen.

The record for this house is held by Kay Kyser, whose appearance here two weeks ago grossed a super \$38,000.

The Fox and St. Louis, both booked by Fanchon & Marco, are on a spot stage-show policy.

Minnie "Scandals" \$29,000 in L. A.

LOS ANGELES.—A condensed version of George White's *Scandals* brought a bonanza to the Paramount, registering a hefty \$29,000 for week ended May 22. This was the highest gross in town even tho most houses had strong pics.

The Farmer's Daughter, on screen, offered little support. Average for the Paramount is around \$18,000.

Providence \$4,500 With No Names

PROVIDENCE.—Absence of names in the stage bill at Fay's Theater brought the figure for week ending May 16 down to \$4,500. Bill consisted of John Fogarty, LaVarre Brothers, Maurice and Oza, May and Shirley and the Six Hoffmans. Pic, *Tear Gas Squad* (WB), didn't help either.

House usually hits around \$6,500.

Paramount, New York

(Reviewed Thursday Evening, May 23)

Charlie Barnet's Orchestra, which, musically, stacks up with the rest of them, but from the showmanship angle does not display too much experience, shares honors on the "swing stage" with Tony Martin, a former band front himself, and Danny Kaye, a newcomer to big-time comedy ranks.

Barnet's boys (16, including the leader) play well, both sweet and swing music, a few of them front individually in instrumental solos and the leader himself, young and good-looking chap, keeps busy with strong bits on his saxophone and passing emcee work. As a stage attraction, outfit seems to need more frequent contact with theater audiences for greater polish.

Janet Fraser, a tapping hep cat, swings out with shapely limbs following a couple of standard band numbers and struts off to a nice enough hand. Danny Kaye, a funny looking guy with a Russian dialect, offers something novel and at the same time something very entertaining in the singing comedy field. He goes into fits without warning as he did warbling the *Conga*, creates a flood of belly laughs with his impression of a Russian opera singer with a cold and stops the show as a product of Stanislawski. A commercial riot.

Mary Ann McCall, easy-to-look-at redhead, follows the band's steaming hot *Cherokee* version, with fair enough vocals on *720 in the Book*, *My Blue Heaven* and *Wondering Blues*, the latter with the benefit of a finely shaded musical arrangement.

Franklyn D'Amore and Co., novelty balancing act, had little trouble tying up the show in a knot. D'Amore brings out his female partner as a bundle in a sack, both in comedy suits, and change to more modern outfits while balancing the girl on his head. Next is the still stronger chair trick in which Franklyn reveals amazing strength in his arms. Sock offering.

Tony Martin winds up the bill with a generous group of pop songs. During the last show he didn't appear at his best, but still managed to cop impressive applause. Did little of his natural kidding which, as a rule, is of good help. His set included *Woodpecker Song*, *Perfidio*, *Say It, Let There Be Love* and *Begins the Beguine*.

On screen, Dorothy Lamour in *Typhoon* (Paramount). Biz fair. Next bill will bring back Harry James and feature Bea Wain, Hattie McDaniels and Peter Lind Hayes. Sam Honigberg.

Oriental, Chicago

(Reviewed Friday Afternoon, May 24)

The Oriental got off to a slow start with only a handful of people at the opening shows. A very fair stage bill, but the picture, *Alias the Deacon*, is only so-so and poor business on the week is expected.

Willie and Eugene Howard head the bill, their first appearance since closing in the George White *Scandals*. Experts in their line, they are as funny as ever and garner plenty of laughs. On first in a song session, concluding with Willie's *Bronx Caballero* number: later their old "get it wholesale" bit drew laughs and they gave the show a sock finish with their old familiar grand opera burlesque.

Joe Evans, with a comely woman assistant, opened with a clever foot-juggling act. Manipulates large balls, a bed with comedy dummies and an iridescent cross with marvelous footwork. Nice round of applause.

Dixie Dunbar and her Rythmaires offer a fast session of tapping, gracefully done. Dixie is an accomplished tapster with loads of sex appeal and puts her stuff across in great form to heavy applause.

Joe Termini and Co. got a nice hand for their efforts. Termini wins laughs for his comedy fiddling and banjo playing and also is good at straight banjo picking. The "company" consists of a pretty girl who sings a couple of songs and a man stooge who plays the harmonica and does comedy with Termini.

Beverly Roberts, lovely screen singer,

Vaudeville Reviews

has an excellent voice, and her *Balalaika*, *Poor Fly* and several character songs were well received. Nat Green.

Lyric, Indianapolis

(Reviewed Friday Afternoon, May 24)

Vaudeville, which has been hiding its light under the bushel of a steady stream of name bands and unit shows, is the top dog in the Lyric's new show, *Vodvil Cavalcade*.

Show is compounded of six standard acts, with Charles Kemper headlined, and he justifies the choice with a turn that is about as amusing as they come. He does a few minutes of patter before introducing Ken Nichols, pianist, who assists him in singing a startlingly new version of Cole Porter's *Begins the Beguine*. Nichols also plays straight for Kemper's census taker's routine. The audience liked it all plenty.

Pressing Kemper for honors were Smith, Rogers and Eddy, who performed in front of a typical vaudeville backdrop. Smith and Eddy are expert dancing clowns. They also have a hilarious bit in which, with hands in their pockets, they pass a hat back and forth for a novel variation of W. C. Fields' old hat gag. The girl plays straight to them before doffing her skirt and going into a tap routine in which the other two join to close the act. The trio has an amusing encore piece.

Show openers are the DeCardos, acrobats and teeter-board performers, whose props also include barrels. They have one routine which goes so rapidly that several in the audience called out, "Do it again, but slower." Lester Cole and his Six Debutantes offer singing in sweet harmony, which registered solidly with the audience. George Lyons and his harp also provided an entertaining few minutes. The show is closed by the Bernard Brothers and the Fraday Girls in a well staged and expertly executed dance routine. The girls' costumes in this turn are especially attractive.

Show was emceed off-stage by House Manager Kermit Dart. Pix was *Earthbound*. Business at first show was light.

H. Kenney Jr.

Loew's State, New York

(Reviewed Friday Evening, May 24)

Talent layout, with Clyde McCoy Band and Bock and Sully leading the acts, is fair. Pic is *It's a Date*. House, when caught, was playing to normal business.

Jesse Block emceed the show, and with Eve Sully does his standard comedy routine. The couple put their lines over in stronger fashion during the last half of the show—the opening gags needing more punch and sharpness. Laugh stuff often centered around Miss Sully's dumb dora answers, plus gags on their married life. Couple of songs, including a flag-waving opus, and take-offs on comics by Block, were included. Act is just fair, needing revamped material.

Christianis, five men and one woman, are a sensational teeterboard and tumbling turn. Open with fast tumbling and in the last half of the act go into teeterboard stunts, landing three and four high. Closer is again tumbling. Act is strictly terrific in its field, all six, including the femme, working with snap and precision.

Al Siegal's newest protegee, Joan Merrill, has a very unusual voice, a husky throatiness that carries well. Scored here, being called out for two encores. Most impressive was a novelty penned by Al Siegal, titled *Miss Johnson Phoned Again Today*, an opus requiring some dramatic interpretation. Miss Merrill appeared a trifle nervous. Impresses as a talented femme who can still develop. Siegal accompanied at the piano.

Clyde McCoy, *Sugar Blues* trumpeter, has a swiny bunch of bandmen who deliver danceable music. The maestro fronts pleasingly, with none of the posturing and hoofing common to so many of the leaders, and plays an engaging corn trumpet. With him are the Three Bennett Sisters, who warble liltingly and occasionally hoof in accompaniment, and a passing fair vocalist, Wayne Gregg. Band has enough brass to let go when it wants, but usually keeps within the confines of tastefully arranged swing. Paul Ackerman.

Carman, Philadelphia

(Reviewed Friday Evening, May 24)

It's a fine five-act layout that House Manager Frank O. Ackley has rounded up to share with the screen's *And One Was*

Beautiful. Plenty of punch and variety and the none of the turns are show-stoppers each is a standout.

Sheets split for Bobby Lane and Edna Ward, who dramatize their soft-shoe eccentricities and acrobatic licks effectively. First turn makes for hoofing on a golf link. Then a soft-shoe travesty on an acro act of the gay '90s, with a smash send-off in violent jitterbugging.

Jim Penman, gabby juggler, fights to a winning finish in the deuce spot. Plenty good on tossing a trio of rubber balls and clubs around, but the gags are bad and admittedly so. Instead of following the Fred Allen line by starting out as "the world's worst juggler," Penman earns that sobriquet for his storytelling with material that even Milton Berle would leave entirely to Penman.

Terp trio of Deval, Merle and Lee, two males and fem, start off legit with the conventional adagio waltz routines and then segue into a mild sort of mayhem that brings hilarious results. It all makes for a flash that's plenty smart and funny.

The no individual gets top billing at this house, coveted next-to-shut spot goes to Roy Atwell, who has an easy time of it with his stereotyped tongue-twisting and consonant mixing-upper, a for-bearer of the various varieties of double-talk. Still uses the same tried and true material, twisting the radio commercials and the *Little Red Riding Hood* fairy tale.

The Canestrellys, three girls and two men, are the finale clickers, their balancing on ladders for acrobatic flashes being most uncanny. Gals do some sensational stuff, including trapeze turns while prop is supported by the two men balancing on ladders. A male member gets in a solo turn that's a miniature Serge Flash flash, balancing the rubber ball on the stick. A breath-taking turn thruout.

Show gets a good send-off from the pit. Louis Basil, in addition to his proficient emceeing, putting the house on of 10 thru the paces of a *Showboat* overture. Runs 50 minutes, with never a dull moment. Despite the Ringling circus around the corner, biz was good when caught at late supper show. M. H. Orodener.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, May 16)

Rhythm reigned in this three-day-a-week presentation, with the Six International Rhythmettes dancing away with the show. The sextet turned in a sparkling performance of toe-tap, high kicking and specialty numbers. The comely girls, attired in attractive costumes, went thru their routines with nary a fault. Hit of the act was when little Bobby Dollas started to lose her pants. It was part of the act, but nevertheless drew a lengthy round of laughs. Other girls in act were Babe Flannery, Lorraine Borrus, June Just, Evelyn Willard and Gerl Donohue.

Charles Senna was emcee but had little to do. Teamed with Helen Deane, and their Leap Year act received a hilarious response.

Helen and Ralph Stenard turned in a swell performance on the xylophone, mixing modern and classical numbers.

Entertaining, especially for the children, was Ada and her South American Society Circus, featuring feats by her canines. Most thrilling spunt was a dog doing a handstand (or pawstand) while balanced high on a shaft by Ada. In addition, there was the usual laughter when the dogs took the easy way performing some of the tricks. Act is different in that it features some trick devices.

Colored comedy team of Estrelita and Brooks furnished gags, music and dance, with the girl's fine figure drawing the attention of the men as she did hot numbers. Their gags opening show were a bit hot, Manager Fred Hermann later asking them to omit a few in the future shows.

Joe Feinberg Agency booked show. Pic was *Tomboy*, only fair. Business was good. Milton Miller.

Music Hall, New York

(Reviewed Thursday Evening, May 23)

Layout this week is as usual eye-filling, also somewhat ponderous and depending upon its huge proportions to get across. Current show has a minimum of dead spots, standouts being provided by

Jan Peerce and the tap solos of Frank Condos.

Show is tabbed *Southernaires*, with New Orleans atmosphere predominating. Opener is by Hilda Eckler and Nicholas Daks, with background by the Ballet Corps. Entire routine is quaint, the femmes being dressed in crinoline costumes doing a ring-around-a-rosy routine while the principals give classic impressions of period folk dances. Execution of number is swell, resulting in a big hand.

Opening day had the appearance of Anna Neagle, starring in *Irene*, current on the MH screen. Show was interrupted to have her execute the *Alice Blue Gown* waltz done in the film. Her partner was David Tamar. The terp turn is okeh for a visiting screen star, but sub-standard for majority of ballroom teams.

A variety turn follows, with Frank Condos doing a classy tap solo, followed by another nifty while sitting. Hand is tremendous. Allen Stanley sang *Good-bye Jonah* with choral accompaniment from a mixed chorus. George Meyer steps out with *Don't You Worry 'Bout Me*. Production backdrop, which has Meyer exiting while sitting in a whale's innards riding over water, helps produce a nice hand. Principals and chorus are made up in septa for this number.

Jan Peerce, in closing spot, gives out with a swell interpretation of *That's Why Darkies Were Born*, with choral background. Follows with a recitation which tries to provoke camp meetin' atmosphere. However, there is a lack of spontaneity so essential for such atmosphere.

Sole turn by the Rockettes is a precision tap. As always, well done.

House almost filled at last evening show. Joe Cohen.

AGVA Clash Seen In Frisco; Allen, McCurtin Resign

SAN FRANCISCO, May 25.—Dismissal of Buddy O'Brien as business agent and the subsequent resignation this week of his successor, Les Allen, is expected to bring about a clash between the membership, officers and local board at a meeting of the American Guild of Variety Artists Wednesday. Allen was succeeded by John Jennings.

Vic Connors, local executive secretary, had ordered O'Brien's dismissal on charges that he had been guilty of "subversive actions," altho it had been previously stated that O'Brien's discharge had been ordered by AGVA headquarters. This was denied by Hoyt Haddock, national executive secretary of AGVA.

When advised of O'Brien's discharge, Haddock informed the local board that the incident is a personal one, altho he would bring the matter to the attention of the national board.

O'Brien charges Connors with interference in his efforts to secure work at the Golden Gate International Exposition.

Denny McCurtin, board member, resigned following O'Brien's dismissal.

NEW YORK, May 25.—Hoyt Haddock, AGVA's exec sec. stated here that he will make a trip to the West Coast as soon as he can free himself from pressing matters in the East. He is eager to straighten out the San Francisco situation and also bring about greater economy in the AGVA offices.

Columbus Hotel Building Up Facilities for Talent

COLUMBUS, O., May 25.—A \$250,000 modernization project embracing the renovation and remodeling of the interior of the Deshler-Wallick Hotel, which will result in increased night club and dining facilities, has been announced by Dr. A. L. Wallick, president.

The plans provide for the complete overhauling of both the old and new Ionian rooms. A new lounge will be installed in the south of the main lobby.

Hotel plans increased budgets for band and floor-show, entertainment and will also augment its strolling entertainment for the lounges early in the fall.

Detroit Fox Eyes Names

DETROIT, May 25.—The Fox Theater, in its spot bookings, plans on using names. It is negotiating with Music Corp. of America for Edgar Bergen, Rochester and Betty Grable.

The house last week had Ted Lewis.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEW BOX OFFICE SENSATION White DOC. M. IRVING
4313 Roosevelt Blvd., Phila. Pa.

Clubs, Vaude in Denmark, Sweden Continue Okeh

COPENHAGEN, May 11.—Night clubs and vaude houses in Denmark and Sweden are still operating in spite of blackouts and restrictions. In Copenhagen the sale of all alcoholic beverages excepting beer has been temporarily forbidden. This has seriously hurt the night club business, but only one big spot, the Lorry, has closed. Other clubs are offering entertainment limited mostly to native talent as few foreign acts are available.

One American act, the Hollywood Blondes, girl roller-skate troupe, has been playing the National Scala, and was set for a summer tour of Denmark with a revue. The Gazette, novelty balancing act which toured America as the Stanley Brothers, also at the National Scala.

In Stockholm the China Theater is presenting straight vaude shows. Program for May includes the Spurgatts, former Ringling circus act; Adams, comedy bike; Widana Sisters, musical; Jack Mayrow and June, comedians; Seven Pippi "Girls," male ballet; Harstons, acrobats; Unus, equilibrist; Baby Twins, acrobats; Hasse Kahn's Orchestra; Sylvia Ekesson, singer, and the 12 China Girls.

Deighton Unit Set For South America

NEW YORK, May 27.—Among attractions now being produced here for the South American market is a new Howard Deighton unit scheduled to leave for Rio de Janeiro June 14. Show is scheduled for an engagement at the Copacabana, which is a leading S. A. outlet for American talent.

Included in the line-up are Bert Lown and his orchestra, Gali-Gali, Vic Hyde and a line of 12 girls.

Danny Kaye Clicks at Para; Return Date Set

NEW YORK, May 25.—A binder to have Danny Kaye repeat at the Paramount within a half year will probably be signed next week. Kaye, currently on the bill with Charlie Barnet's Band and Tony Martin, is making his first Broadway vaude appearance. He previously clicked at La Martinique night club.

Kaye's pay check at the Paramount is \$500 weekly. The new contract is expected to bring this figure above \$1,000. Jack Bertell, of Columbia Artists, Inc., is handling Kaye.

First Name Act Set For Ritz Terrace Club

NEW YORK, May 27.—The Terrace Club, private spot on World's Fair grounds for WF bondholders, has booked the Hartmans to double from Fefe's Monte Carlo starting June 1. Set thru Jack Bertell of the Columbia Artists, Inc.

The Terrace Club used some talent last year, but the Hartmans are the first name used.

Natchez Club Ops Killed

NATCHEZ, Miss., May 25.—Two club owners, Charles McCoy of Charlie's Club and John Hudson of Silver Cottage, both located on U. S. Highway 61 near here, were killed last week-end when a car in which they were riding left a road and struck a tree.

ATLANTA, May 27.—T. D. Kemp, Jr., of Southern Attractions, Inc., in Charlotte, N. C., is still booking the Capitol Theater, which plays units mostly. Eddie Sherman of New York is not "among those booking," as stated erroneously in last week's issue.

Cantor Song Rising

NEW YORK, May 25.—No new records join the select coterie of blue ribbon winners on the nation's automatic phonographs this week, but Eddie Cantor's song from MGM's *Forty Little Mothers*, *Little Curly Hair in a High Chair*, shows signs of being right up there with the big boys in another week or two.

For additional information on this tune and others prominent on the phono network turn to page 80 and the Record Buying Guide in this issue of *The Billboard*.

Sure of One Booking at Least for Next 10 Years

PHILADELPHIA, May 25.—Success of George Jessel's fortnight at Jack Lynch's Walton Roof encouraged the nitery to sign him to a long-term binder.

Unique contract provides for Jessel to return during these same two weeks for the next 10 years. But at the same salary.

Warner, MCA Make Up; Crosby Band Set for Strand

NEW YORK, May 25.—Warner Brothers are again negotiating with Music Corp. of America and are dickering with MCA for Bob Crosby Band to go into the Strand beginning June 28. It is expected that contracts will be signed early next week.

Warners two weeks ago sent a letter to MCA telling it that they would book no attractions from that agency, charging it had lined them up against Paramount on bidding for Orrin Tucker's Band.

A conference last week between Charlie Miller, MCA vice-president and Harry Mayer, Joseph Bernhard and Leon Schlessinger, representing Warners, was instrumental in settling the fracas.

ONE-BIG-UNION PLAN

(Continued from page 5)

be entirely wiped out. Performers would receive a single Four A union card, but the Four A's would retain in its employ personnel equipped to handle the special problems of each of the various types of activity, such as radio, legit, variety, etc. This necessarily would do away with a lot of high-salaried jobs in existence now.

At present SAG, AFRA and AGMA have dues scales based on incomes. It is the contention of the plan that the same principle could be adopted for the one big union, and that the problem of finding out in which category a performer belonged would not be as difficult as opponents claim. Equity now keeps a triplicate copy of contracts and at any time can delve into income figures. A system of filing triplicate copies of all contracts would probably be instituted.

Treasury Problem

The old rub of having to pool treasuries looms as the big factor. A year ago Kenneth Thomson, exec secretary of SAG, appeared before the International Board and said that his board was against the formation of one big union, giving as main reasons unwillingness to have one treasury, opposition to headquarters in the East and dislike of paid executives on a national board of one big union. It is predicted that Equity's first reactions to the plan may be stiff opposition, but that the membership may favor it.

The report will be a long time coming to the rank and file memberships, all of whom must vote on it before it can be put into effect. First it must be read by the branch execs. Since there are only four copies and since it is over an inch in thickness, it will be weeks before that group gets to it. Then the individual councils of the branches must pass on it. The international board itself will have a whack at it, and the red tape could possibly keep it suspended almost indefinitely.

WAR HITS SHOW BUSINESS

(Continued from page 3)

taking it hardest on its financial chin. With the revenue of pictures sliced as much as 35 per cent, producers are cutting budgets accordingly. In addition, the cinema industry is facing the danger of a 50 per cent money export freeze in Canada. Locally, falling grosses are further irritating the general situation. From current schedules it is evident that fewer super-productions will be on the market and more old scrips will be brushed off for remakes to save on new sets and stories.

Producers also are afraid to cash in on the current war talk with war-flavored pictures. Not knowing which way the wind will blow next, they tend to steer clear of the entire situation. Even the widely publicized Charles Chaplin picture, *The Dictator* (a satire

Reviews Of Units

"Midnight in Paris"

(Reviewed Friday night, May 17, Weller Theater, Zanesville, O.)

Midnight in Paris is an interesting revue, altho its breezy title and Frenchy styling mean little. Unit is generally talented, but the production itself is on the economical side. Altho the production holds together as an unusually fine revue, individual acts were well received.

Outstanding are the Four Robeys, head-to-head balancers and jugglers. Girl balanced a kitchen table on her forehead and one of the men caught rings with his legs while doing a head-to-head stand atop his companion.

D'Arbour and Renee, capable adagio act, introduce some new routines that are near sensational. Billy Wade, a comedian whose style and voice suggest Ned Sparks, gives a good account of himself. Mickey O'Day is a better-than-average vocalist.

The line of girls is average or better, and the musical score is pleasing at times. Costumes apparently have seen a lot of service. Staging details have been neglected, but revue moves along at a fast pace, and judging from its reception opening day the natives liked it. Screen offering, *An Angel From Texas* (First National). *Rez McConnell.*

"French Casino on Parade"

(Reviewed Thursday Afternoon, May 16, at the James Theater, Newport News, Va.)

A couple of fairly good specialties are to be found in this show. Otherwise, it's just another unit.

Bobbie (Uke) Henshaw, emcee, starts off with an attempt to sell the show after the manner of a side-show barker in as hokey an introduction as ever started any show.

Joe Areno and his Boston terrier are the first specialty. The dog does a good job; but Areno's antics are antiquated and unfunny.

Mlle. Rochelle, labeled as the "girl who was too hot for Paris," must have cooled off on her way back home. She appeared in a Japanese mask dance, and again in the *Dance of the Spider*, assisted by the nine chorines. She wears a big gilt spider for the latter offering, but aside from costuming neither dance is anything extraordinary.

Nellie Arnaut and Brothers are the show's pleasantest feature. A personable girl and two men, they play violins in various unorthodox ways and do a bird bit, in costume, that is a gem.

Henshaw is on for a uke and novelty singing bit. He gets by, but his gags are pretty dirty.

Another interesting feature is Nice, Florio and Alice, girl and two men in a comic dance novelty which, tho not new, is well executed.

The chorus is sub-standard on looks and not called on to dance at all. Seven-piece stage band plays passably.

Granny, Get Your Gun on screen. House was about three-quarters full. *Warner Twyford.*

Hal Kemp

(Reviewed Friday Afternoon, May 24, at Chicago Theater, Chicago)

Following Bob Hope's terrific week, Hal Kemp is in a tough spot, but he will

on Hitler), is being held up pending developments.

Newsreel Interest

Newsreels are followed avidly, but little audible reaction is noted. They are received in silence, in most cases, regardless of their nature.

Producers of acts and attractions who have relied on European markets have been on the lookout for new outlets for some time now. Many are turning toward South America and Mexico, which already have a large number of English-speaking people and which expect to attract thousands of American tourists this summer. Legit, night clubs and vaude are expected to flourish in those countries this year, and most of the activity will be stimulated by local showmen.

The Ballet Russe, which ordinarily takes in Europe at this time of year, has left for a South American tour. Gilbert Miller, legit producer who spent several weeks in South America, reports that such cities as Buenos Aires and Rio de Janeiro would be ideal places for rep companies with guest stars from Hollywood and Broadway.

come thru with flying colors, for his unit packs plenty of sock entertainment value. Band offers a variegated repertoire of sweet and hot tunes, all smoothly and skillfully done in the individual style that has made Kemp a prime favorite. Several of the band boys are expert entertainers aside from their playing, and the supporting acts have been well chosen. Almost a full house at second show and the band came on to a hearty reception.

Following a sprightly medley of pop tunes by the band, Janet Blair warbled *Let There Be Love* and *All the Things That You Are*. She has a sweet voice and personality and made a pleasing impression. Eddie Kusby, trombonist, stepped to the front to solo *Mood Indigo* nicely, and was followed by Jack LeMaire, guitarist, who proved himself an excellent comedian in a novelty song and a deb blesque.

Gower and Jean, youthful dance team, have freshness, class and plenty of ability, and their routine, closing with a Dixie strut number, was highly entertaining.

The Workout, a fast tempo number by Harold Moody, arranger, earned the band a big hand. Bob Allen, baritone, won heavy applause for his singing of several popular numbers, among them *The Wind and the Rain in Your Hair*, *Remember Me*, *Say It Over Again* and *Got a Date With an Angel*.

High spot of the show was the singing of Judy Starr. A tiny miss, she is veritable dynamite with personality plus. *You Can't Brush Me Off*, *Three Little Fishies*, *Between the Devil and the Deep Blue Sea* and other numbers won her thunderous applause, and she stopped the show cold.

Shea and Raymond, comedy dance team, have a screamingly funny routine. From the moment they appeared these two boys had the audience with them, and their goofy stepping was a continuous laugh.

On the screen *'Til We Meet Again* is entertaining. *Nat Green.*

"Love on Ice"

(Reviewed at Club Moderne, San Francisco, Wednesday evening, May 22)

Other than a show of brief engagement at the Hotel Sir Francis Drake, this is the first ice revue booked into a San Francisco night spot. Unit consists of Charles Hadlett, barrel jumper; Betty Atkinson, solo figure skater; Walter Ridge, comic; Charles Hain, who doubles with Miss Atkinson, and six line girls tabbed as North Pole Debutantes.

Muck skating floor is approximately 15 by 30 feet. Unit was booked by Music Corp. of America May 9 for six weeks. Biz not so good for week, but since opening has gained considerably.

Show, which runs 30 minutes, is compact and has a story theme. Outstanding bits are Ridge's comedy number, a single baton-spinning turn by Miss Atkinson, and the barrel-jumping feat performed by Hadlett.

Edward Murphy.

JUST OUT!

McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club, Revues, Radio and Dance Band Entertainers. Contains:

- 15 Screaming Monologues
- 8 Roaring Acts for Two Males
- 7 Original Acts for Male and Female
- 30 Sure-Fire Parodies
- Great Ventriloquist Act
- A Roof-Lifting Female Act
- Trio, Quartet and Dance Specialty
- Musical Comedy, Tab and Burlesque
- 18 Coking Minstrel First-Paris
- McNally Minstrel Overtures
- 5 Grand Minstrel Finales
- 48 Monobits
- Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.

Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 20 and 21 for \$4.50, with money-back guarantee.

W.M. McNALLY

81 East 125th Street, New York

SCENERY

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

SCHELL SCENIC STUDIO, Columbus, O.

Babette's Opens; CRA Bands Set for Renault's Tavern

ATLANTIC CITY, May 25.—Babette's reopens for the 20th summer season this week, Miss Babette, former entertainer, again in control. Topping the talent is Aileen Cook, with Wally Blacker at piano; along with Marcia Raye, dancer, and the MacArthurs, dancers, who scored here last season. Earl Lindsay again producing the show and embellishing with a line of 10. Joseph Briglia and Emanuel Ovanda alternate for the dance music.

Name band policy will be instituted by Frank Palumbo at his Renault's Tavern, opening June 29 with Don Bestor, Consolidated Radio Artists lining up the season's band parade.

At the Hotel President Round the World Room, Johnny Hamp's Band is set to return July 3. Same day brings back Nat Brandwyne's music to the Merry-Go-Round Bar in Ritz-Carlton Hotel.

Philly Showboat Week Vaude Stand

PHILADELPHIA, May 25.—Curtailed in the city during the summer, save for Sunday stands at the two amusement parks, vaude acts gets a full week here on the river, the Wilson Steamship Line resuming its showboat excursions this week. Initial presentation brings on the Six Dancing Debutantes, Mary Anne and Marionettes, Carolyn Lee, dancer, and LeMar and Lee, comedy Harry McKay emsees.

Showboat also offers films and dancing after the show with Harry Taylor's Orchestra directed by Bill Hamilton.

Iowa City Curfew Change

IOWA CITY, Ia., May 25.—The curfew at Iowa City has been extended by a new city ordinance to 1 a.m., but now includes clubs, dancing halls and all other places of entertainment. Previously a midnight curfew had been placed on taverns only.

Vaudeville Notes

FUNZAFIRE unit starts another round of dates at the Stanley, Pittsburgh, June 3. . . . GEORGE TAPPS will make the vaude rounds with the Bob Hope unit and will play Detroit, Cleveland, as well as the current Oriental, Chicago, date with it, but not the State, New York. . . . WILLIAM AND JOE MANDELL will be at the State-Lake, Chicago, with the Sally Rand unit. . . . RAMON AND RENITA opened today (25) at the Westchester Country Club, Rye, N. Y. . . . DEANA AND DEL CAMPO have a four-week and option contract at the Belmont Club, Miami, Fla.

JULES BLACK, one of the originators of the old-time school acts and a long-time patient in the Wills Eye Hospital, Philadelphia, is making his comeback as a single at Sunset Park, Oxford, Pa. . . . GRACE AUDRY is pinch-hitting for Miss Abbott, of Mazzone-Abbott dance troupe, who broke her leg during a Philadelphia engagement. . . . SERGE FLASH set to feature his juggling on ice this summer, going with the new *Ice-Capades of 1940*.

SYLVIA DEAN, formerly of Joyce Brothers and Dean, is doing a new dancing act with Stephen Phillips. . . .

BENNY DAVIS is writing music for the forthcoming edition of *Ziegfeld Follies*. He plans to take out another vaude unit in September. . . . MURRAY AND ALAN (Howard) have split after 20 years. Murray joined Bob Fisher in a new act, and Alan has taken over a Headline Print shop on 42d street, New York.

CONNIE BOSWELL goes to the Chicago, Chicago, week of May 31. . . .

PETER LIND HAYES will do a single at the Paramount, New York, beginning June 5. . . . PAUL REMOS plays the Oriental, Chicago, week of May 31. . . .

HARMONICA BILL RUSSELL has been playing Southern theaters the last six weeks with the Renfro Valley Barn Dance.

THE MILT HERTH TRIO goes to Shea's, Toronto, week of May 27. . . . SPENCER TRACY and Rita Johnson made personal appearances at the Premiere Ball at the Orange, N. J., armory in connection with the initial showing of *Edison the Man*. . . . OZARK MOUNTAINEERS are set for Rex's Fireplace Bar, White Lake, N. Y., for the season.

False Alarm

NEW YORK, May 25.—Performers walking on 42d street were surprised by the headline, "Arthur Fisher Says 'Vaudeville Is Coming Back.'" Unfortunately, acts can't bank on the truth of Fisher's statement, the streamer being carried in the window of a printing shop that puts out those phony headlines.

Pittsburgh Cafes Optimistic Due to Industrial Pick-Up

PITTSBURGH, May 25.—Heartened by an industrial pick-up, niteries begin their summer schedules this week-end, anticipating the best business in years.

Freda Pope opens The Pines outdoor pavilion Monday with Howard Becker's Orchestra, after a winter of Saturday dancing. Bill Green launches his al fresco floor featuring Everett Hoagland's Band. Webster Hall unshutters its Spanish Gardens May 29. Announcement is expected daily of new management taking over the Plaza Cafe, closed a month ago by the State Liquor Control Board.

The Old Shay Gardens also expect open soon on the site of the Music Box. The Gardens left its former location May 1 when the building was razed.

Al Ritz imports Tubby Rives to inaugurate a new show Monday at the air-conditioned Club Petite in the Ritz Hotel. Yacht Club expects to continue a five-act policy thru the summer. The Roosevelt Hotel has a trio headed by Art Dunn in its Lounge Cafe. The Schenley has begun informal dancing in its Continental Room to the music of Billy Hinds. The Nixon Restaurant will continue its year-round policy of four acts and a house band.

Suburban spots such as the Anchorage, the Balconades, the Arlington, the New Penn, Mission Inn, Nut House and Sunrise Inn have auxiliary floors for dancing under the stars.

Expected to open some time this summer are The Willows and The Riviera.

Only prominent winter spot expected to close for the warm months is the William Penn Hotel, which folds its Chat-terbox next week.

No Cuffo Talent For Booker Party

NEW YORK, May 25.—A protest by the American Guild of Variety Artists forced the promoters of a banquet Thursday (23) at the Warwick Hotel in honor of Lillian Bradley, local club booker, to pay for the talent allegedly originally scheduled to be on the cuff.

AGVA protested to Theater Authority after it learned that the affair, although part of the proceeds were slated to go to the Stagecrafters' Dinner Club, had not been cleared by TA. Alan Corelli, TA authority, appeared at the banquet and forbade the performers to go on. The promoters agreed to pay, according to AGVA.

Miss Bradley's office said today that "everything was straightened out."

Totem Lodge Using Names; Lewis, Block-Sully First

NEW YORK, May 25.—The inaugural bill at Totem Lodge, Lake Averell, N. Y., over the Decoration Day week-end will be headed by Joe E. Lewis and Block and Sully. Peg Leg Bates, Lee Sims and Ilomay Bailey are also on the bill.

The spot will use talent week-ends only, with Paul Small, of the William Morris Agency, booking.

Rhodes N. E. Tour Set

NEW YORK, May 25.—Herman Citron, local agent, set Erik Rhodes for vaude dates thru New England, following on the heels of Edith Rogers Dahl, who is on a four-week tour in small towns in Massachusetts and Connecticut.

Rhodes, recently from films, is doing a song and comedy act and will open at the Lyric, Fitchburg, Mass., Wednesday (29).

"Iceapoppin" Deal Still Hot

NEW YORK, May 25.—Deal for the booking of the Olsen and Johnson *Iceapoppin* into the Center Theater, Radio City, will be completed by Monday or Tuesday, announced W. G. Van Schmus, managing director and president of the Radio City Music Hall Corp.

Lewis 30G Gross Gets Fox Vaude Off to Good Start

DETROIT, May 25.—Ted Lewis grossed nearly \$30,000 at the Fox, Detroit, week ended May 23, the first combo bill here in some 11 months. While names of Vivien Leigh and Laurence Olivier in accompanying screen fare, *21 Days*, helped some, Lewis is credited with most of the business.

Dave Idzal, managing director of the theater, says he is convinced once more that patrons want flesh if given proper attractions. Thru Herman Citron, of New York, he is setting a Hollywood name show for week of June 14, followed by Glenn Miller week of June 21. Fox may once again switch to permanent combo policy in the fall.

Bergen Unit Asks 12 to 15G, Pct.; N. Y. Para Nixes

NEW YORK, May 25.—Edgar Bergen is being made available for a three or four-week p.-a. tour in August. Music Corp. of America is building a unit around him.

MCA is planning to book Bergen into three or four large houses so that percentage agreements will net healthy coin. The agency is angling for the Chicago, Chicago; Fox, Detroit, and a New York house. The Paramount here has already indicated that Bergen's asking price is too high. The Paramount rarely includes a percentage clause in any contract.

Submitting price for the unit will be between \$12,500 and \$15,000, plus a percentage.

Only other unit getting this kind of coin is that of Bob Hope, who is getting \$12,500 besides a cut of the gross. The State, where Hope will appear week of June 7, will give Hope a 50 per cent cut above \$42,000.

Roxy To Book More Name Acts

NEW YORK, May 25.—The Roxy will book names more often to bolster weak films. Previously, the Roxy has been avoiding expensive talent, especially talking comics. However, the successful repeat engagements of Abbott and Costello and Jack Durant were among the factors that caused this change of policy.

Fanchon & Marco, bookers of the Roxy, feel that the booking of such names as Abbott and Costello was warranted in spite of the salary angle, since they drew more than enough to pay for the increase in the nut.

The Roxy is dickering for a p. a. of Shirley Temple.

Ganz, Levy Dropped By CRA in New York

NEW YORK, May 25.—An economy move this week removed Harry Ganz, night club and vaude booker, from the Consolidated Radio Artists' pay roll. Hattie Althoff will take over Ganz's accounts. Ganz formerly assisted Charlie Yates.

Ganz came to CRA in February. He was previously with the William Morris office. George Levy, secretary to Charles Freeman, was also affected by the re-trenchment.

This is the third recent change at CRA. Anne Richardson, a long time assistant to Charles Green, recently switched to General Amusement Corp.

Lancaster Park Vaude

LANCASTER, Pa., May 25.—Lebzelter's Grove, amusement park near here, is bringing in Sunday vaude during the summer. Opening bill Sunday (19) had the Georgia Crackers, White Eagle Banjo Band featuring the Delores Sisters, Pryde and Dell, and the Sunshine Girls Revue featuring the Three White Flashes.

Pine Brook Lodge Show

NEW YORK, May 25.—The Pine Brook Lodge, Nichols, Conn., will feature entertainment thruout the summer, opening Decoration Day. Rodion and Rima have already been signed, with other acts and a 12-piece band yet to be set.

Material Protection Bureau

A Free Service for Readers

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The *Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

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

Talent Agencies

SIDNEY PIERMONT, Loew booker, New York, returns June 3 from Hollywood.

EARLE BOYETTE, of the Boyettes, dance team, has opened a booking agency in Jacksonville, Fla., in association with Chapin Pratt. Booking three hotels and five niteries. The Boyettes until recently operated a dance studio.

MIKE LEVY has severed his recently knotted tie with Sammy Clark to join the Max Landau office.

LEE SHAW, manager of Consolidated Orchestra Attractions, Philadelphia, has had his option lifted and will continue as manager-producer for shows at the Open Door Cafe, Philadelphia. He recently grabbed off some neat newspaper publicity, being a nephew of playwright George Bernard Shaw. . . . EDDIE SUEZ, former dancer turned agent, grabs off the exclusive for the act bookings at Frank Palumbo's Avalon Cafe, Wildwood, N. J., opening late in June. . . . EDDIE SMITH will return to New York from a trip to Chicago Tuesday (28).

WALTER J. GLUCK, Buffalo, who has recuperated from a recent illness, is busy with nitery bookings, including Sally Goodwin, singer, into the Eggewater Beach Hotel, Hofbrau Room, Grand Island; George Walker, emsec, into the Glen Barn, Glen Park, Williamsville; Little Joe Little into Monin's Grill, Buffalo; Yvonne Cappelle, dancer, into Gerace's night club, here; George Hayes into Mary Rogers' Velvet Grill, Lackawanna, N. Y., and Nichols and Haly into Kaufman's Cafe Madrid, Buffalo.

AGVA Appoints Committees

CHICAGO, May 25.—Several new committees have been appointed by the local American Guild of Variety Artists branch to further its work among the night clubs and other spots. The grievance committee, heretofore temporary, has been augmented and made permanent. A committee on scales and working conditions has been named to conduct an inspection of all local spots with a view to reclassifying many of them, which will change the minimum scale in some spots. Steps also will be taken by AGVA to eliminate forced mixing, prevalent in many spots.

Ice Arena for Canton

CANTON, O., May 25.—Construction of a new ice skating arena here at a cost of \$100,000 has been announced by the Valley Arena Co., newly incorporated amusement concern. The new rink will be 85 by 180 feet. The company plans to present ice carnivals and other events in the new building. Arena will be the only one of its kind in the district.

SHAVO SHERMAN arrived in Salt Lake City May 16 to open a week stand at the Roxy Theater and learned that the theater had had a fire that same morning and had closed for repairs.

That's a Thought

NEW YORK, May 25.—The Bowman Room of the Hotel Biltmore will now take care of dogs for those who have no one to mind the hound on a night out. They take the pooch to a kennel on the roof instead of having them yippee in the cloak-room. So far, however, there has been little demand for that service. Think of the additional business they could get if they'd provide a nursery.

London Firm To Promote Vaude as Advertising Medium

LONDON, May 11.—New company, Adenta, Ltd., has been formed to promote sponsored vaude as a medium for advertisers. Directors are Jack Hargreaves, formerly director of programs for International Broadcasting Co.; Clifford Ryan, director of a brewery; Charles Maples, accountant, and Anthony Page.

Exploitation of road shows sponsored by advertisers will use practically every other method of publicity, poster, local press, window and counter display, leaflets, trade press, etc.

Adenta claims to have some of biggest theaters in country tied up.

One Dead, 5 Hurt In Auto Accident

BRIDGEPORT, Conn., May 25.—John Schrifftman, 21, Brooklyn, was killed instantly tonight, when the car in which he and several other vaudeville performers were riding overturned on Merritt Highway, near New Canaan, Conn., while en route to Loew Globe Theater here.

In a critical condition are Abraham Horwitz and Natelle Boyle, Brooklyn, and Max Maurice, New Haven. Paul Gerson and Estelle Shuark, Brooklyn, sustained minor injuries. The injured are at a Norwalk, Conn., hospital.

All are vaudeville performers, except Maurice, who is a theatrical agent. Accident was said to have resulted from a blowout of a rear tire. Despite short notice, Harry Rose, Globe manager, succeeded in rounding up acts from New Haven and local niteries to open on schedule.

5 U. S. Acts in VAF's Benefit

LONDON, May 11.—The Anglo-American vaude show at the Palladium in aid of Variety Artists' Benevolent Fund May 5 proved a smashing success. Every seat was sold at prices ranging from \$1 to \$12. Show was first in house under London County Council jurisdiction to stage acts Sundays in costumes and using props. George Black, prexy of the fund, directed, and American artists taking part were the Condos Brothers, Vic Oliver, Bebe Daniels and Ben Lyon, Frances Day, and Willie, West and McGinty.

Union City Out for Summer

UNION CITY, N. J., May 25.—Hudson, burlesque house, closed for the season last night after two weeks of stock under theater operator Jules Leventhal's direction. Hirst circuit shows will again play here next season.

Reading Burly Out

READING, Pa., May 25.—Dave Brodstein, manager of the Orpheum Theater, drops two-day burlesque for the summer this week. Had been booking Izzy Hirst units week-ends. Promises to resume in the fall.

St. Louis Burly Ends

CHICAGO, May 25.—Arthur Clamage, here Tuesday (21) from Detroit, said the Grand Opera House, St. Louis, will close for the summer tomorrow (26). The Grand recently installed an air-cooling system and a flicker policy, planning to run thru the hot months. Theater will resume in August.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ROSE LaROSE, after her May 24 week at the Globe, Boston, goes to the Cat and Fiddle Club, Cincinnati, opening June 3, and returns to the Ettinge here June 14.

SCARLET KELLY, who premiered at the Republic May 17, is from the Midwest Circuit and stock houses in Detroit. Her first visit to New York. Has re-signed for the Midwest wheel for next season. HAROLD MINSKY returned from a two weeks' vacation in Havana.

HARRY (STINKY) FIELDS, of the comedy team of Shorty and Stinky, is a member of the Naval Reserve. He joined in 1921 under his family moniker, Herman Katz. GAIETY THEATER'S current baseball players include Harold Minsky, Dick Dana, Ray Landis, Chet Atland, Charles Murray, Harry Klein, Carl Vitelli, Herbie Fay, George Murray and Little Sammy. They won their two games played so far with city firemen.

HARRY LEVENE, comic, left the Ettinge May 23 to take a summer's engagement at the Grand Mountain Hotel, Glen Wild, N. Y.

SALLY KEITH left the Crawford House niterie, Boston, May 18 after 16 weeks to open May 20 for two weeks at the 606 Club, Chicago, thru Jack Parr, personal rep. JULES LEVENTHAL celebrated a birthday May 11.

RANCE AND GORDON, following their stay at the Ettinge, retire to their home on Indian Lake, O., for a summer's vacation.

JOE CORCORAN, general superintendent of the Gaiety's house staff, looking forward to a whoopee time on his next birthday in August.

HUDSON, Union City's, second week of stock had an entire change of cast. New principals were Jimmie Walters, Mandy Kay, Jack Greenman, Arlen Stewart, June Taylor, Hazel Miller, Jack Lyons and the Raymonds. BERT SAUNDERS and Dorothy DeHaven, last here five years ago, opened at the Republic with Benny (Wop) Moore, comic, May 24.

BEVERLY CARR, producer, introduced an innovation for her first week's show at the Republic, a return engagement, shifting the ork from its former position in a box out front to the stage. She tried the experiment at her last stop in Rochester, N. Y., with success. Phil Brenner helped conceive and built the setting.

MAX RUDNICK last week went to town with the Ann Corio billing, covering the entire Ettinge front with blowups of newspaper stories. Ditto, but in lesser space, for Margie Hart at the Gaiety, and Stinky and Shorty at the Republic.

JEAN CARROLL, at the Ettinge, celebrated receipt of official final decree papers last week. DAGMAR, dancer, writes from Seattle that she has just received final divorce papers and is now at the Show Box there, where she went after 15 months at the 606 Club, Chicago. Plans to remain on West Coast until the fall.

JEAN CARTER and Manny King opened at the Ettinge May 24. LOU BLACK and Johnnie Cook have teamed as a new comic-straight combo. Will be at the Commodore, Swan Lake, N. Y., over the summer.

PAULA LIND crashed the outside front cover of current Laff mag. Ditto Annette in The Police Gazette, with Sally Keith and Marcia on the inside pages of the latter.

LUCY BAXTER, wife of Benny (Wop) Moore, convalescing at her home in Oak Park, Ill., from a recent major operation. JOE BABBITT, former assistant manager and stage manager in burly houses for Sam Briskman, has been appointed, effective July 1, to the New York State Police. Will be located near Malone, N. Y.

ROLAND O'KEEFE, ex-burly straight, doing pitch work for Dave Rosen's Streamlined Folies, Coney Island, instead of at the fair.

CHICAGO: JAI LITA reopened at the 606 May 24. FRANCES ABRAMS will return from her vacation May 30, the day her boss, Milt Schuster, plans to go west.

HEYWOOD AND RENEE are working at the Capitol, San Francisco. The cast there includes Billy Mack, Juanita Bates, Bobbie Young, Tom Barker, Little Jack Little and Ginger Willis. JACK GREENMAN closed on the Midwest Circuit and is playing one week at Hudson Theater, Union City, N. J.

DOLORES DAWN opened at the Avenue Theater, Detroit, Friday (24). JOAN COL-

LETTE returned to Chicago after a 34-week season on the Midwest.

FROM ALL AROUND:

BOB CARNEY, completing his turn on the Hirst Wheel, turns to the niteries, opening this week at the Stork Club, Philadelphia. BILLY (Cheese 'n' Crackers) HAGAN handling comedy roles for the Troc stock unit in Philadelphia. TONI MITCHELL joins the Troc show this week.

GINGER BRITTON has signed for a film at the International Studios, Los Angeles.

LOUIS WINKELMAN, treasurer of the Gaiety, Cincinnati, accompanied by Gus Uchtman, Gaiety stage manager, and Ed Holland, house carpenter, will leave soon on a six-week motor trip to the West Coast.

Books Shows for Dealers

CHICAGO, May 25.—Chevrolet dealers of the Midwest are "saying it with shows." The David P. O'Malley office has booked five acts and a line of girls to play Chev dealers' one-day district meetings in six cities—Chicago, Milwaukee, Davenport, Des Moines, Fargo and Minneapolis. In the line-up are the Dorothy Byton Dancers, Frank Payne, Betty Lee, the Eight Commanders, Frances Willis and the Gold Dust Twins. When show has played the six cities it will play a return in each for a second sales meeting.

Duffy Books Big Shows

OKLAHOMA CITY, May 25.—Kathryn Duffy Productions will produce the show for the International Petroleum Ball in Tulsa late this month. In the show will be Mackie and Paul, Lee Norton, Ray Vaughn, Frank Payne, Woody and Betty, Jack Herbert, Gayle Robbins, Gene Stockwell, Dale Taylor, Jane Allen, Vanya Karanova and Kathryn Duffy Dancers.

The Duffy office will also stage shows for the Grand Hotel, Mackinac Island, Mich., this summer.

Aloha Changes Hands

BUFFALO, May 25.—The Cafe Aloha, intimate niterie with Hawaiian atmosphere, has changed hands. New management consists of Bill Siegel and Eddie Blake, who took over C. E. Dammond's piloting post.

Irving Milch, member of the owning corporation, said that three or four Hawaiian acts will be installed. New attraction here is headed by Mickey Sullivan marimba band.

New Des Moines Spot

DES MOINES, Ia., May 25.—A new night club, costing \$45,000 is expected to open in July. Hymie Wiseman, operator, will book traveling bands and floor shows.

Plans call for completion of roof garden later. No name has been decided yet. Policy will be dancing and light meals, and tables and booths will seat 500. Spot originally started by another operator and dropped after outlay of \$24,000.

London Casino Closing

LONDON, May 11.—London Casino, which has staged dinner and supper revues, is shuttering for the summer. Since introduction of Britain's last budget business has slipped. Plans for new shows in the fall are being readied.

CLUB TALENT

(Continued from page 19)

Cafe, Pittsburgh, starting May 27, followed by a run at the Alpine Village, Cleveland.

FLOREZ CORTEZ, singing guitarist, took up the strolling duties at the Deshler-Wallick Hotel, Columbus, O., May 9. SUE HOLLAND, Florence and Ralda, Vern and Evelyn and Tiara Noy opened Monday (20) at Kelly's, Cincinnati. Dick Bauer is in his 15th week as emcee at that spot. NEW SHOW at the Primrose Club, Newport, Ky., has Angle Litz, emcee; Don Green, Diane Shaw, Brandino and the Pearl Magley Girls.

Hayworth Winds Up N. C. Circle June 1

GOLDSBORO, N. C., May 25.—“SeaBee” Hayworth’s unit winds up its theater season June 1 after 40 weeks in Wilby-Kinsey houses in North Carolina, working six nights a week.

After a week’s vacation Hayworth will take his company intact into new territory for the summer. He is considering three summer propositions and is slated to make a definite decision this week-end.

Hayworth reports that the season just concluded was one of the most successful in his many years in the business.

Ellises End School Season With “Rip”

CHICAGO, May 25.—Mr. and Mrs. John Ellis closed their school dates of *Rip Van Winkle* May 15 after a successful season in Chicago schools. Company will play hotels and resorts during the summer. This marked Ellises’ fourth year in schools with *Rip* and he says he has no cause to complain.

Next fall, Ellises will add a tab version of *Uncle Tom’s Cabin* to his repertoire. *Tom* will be played in the elementary schools, leaving *Rip* for high schools.

Lucy Recalls Swanky Tommers; Triplett Cites Mason & Morgan

Editor *The Billboard*:

Whether or not there ever can be a revival of the decently interred *Uncle Tom’s Cabin* is open to conjecture. Proper promotion at the psychological moment could effect a comeback with almost any of the old road shows—but it takes showmanship to create a build-up.

The lamented “Tom” opry has had a varied and interesting career. I recall some notable “Tom” productions, but I believe the most interesting was during my college days in St. Louis at the old Imperial Theater, where Janopolou & Gumpertz did a turnaway business with the swankiest dramatic stock company the town ever knew. The company numbered a score of sterling players, besides extras and supernumeraries sometimes by the hundreds for special mob scenes, and the weekly pay roll was staggering. Those sterling players did everything from Shakespeare to the perennial bloodhound Topsy-Eva tearjerker.

As Eddie Foy once said, “The sweetest thing in life is memory”—but to save me I cannot recall all the names in that cast. There was a stageful of plantation

jubilee singers and dancers. Lawrence Hanley, who had strutted his stuff as Romeo, Richelleu, Marc Antony and all the rest of the classic roles at \$150 a week (when he was sober), played Tom and did a whale of a job at it. The Simon Lagree was Emmett C. King. Years afterward I saw him as the leading man of Mrs. Patrick Campbell in *Magda* and recently in some small roles on the screen. Gardner Crane played St. Clair. The Topsy was Jessaline Rogers, another high-salaried leading woman, while Victory Bateman, the miniature Juliet of the Imperial production of the classic tragedy, was Eliza. Years afterward I played on a vaudeville bill in Salt Lake City with this same Victory Bateman. Marks, the Lawyer, was played by Beaumont Smith, veteran director, who had trod the boards with Booth, Barrett, Modjeska and about all the Shakespearean giants of two decades ago.

At the moment I cannot recall the name of the stodgy little character woman who had played the Nurse in the Romeo production, but to hear her yell, “How shiftless!” as Topsy told her “I spec’ I jest growed,” was worth anybody’s two bits.

Shades of all the bloodhounds that ever bayed a painted moon or chased a grease-paint octoroon across the pasteboard ice floes! When I forget that cast and that production at the old Imperial Theater, I hope to hear the last call, “curtain!” THOMAS ELMORE LUCY.

New York.

Editor *The Billboard*:

Speaking of *Uncle Tom’s Cabin*, who remembers as far back as 1891-’91, when (See *TOM SHOWS* on page 68)

North Jr. Gets Pic Lead

HOLLYWOOD, May 25.—Ted North Jr., son of Ted North, whose stock and rep shows have been well known in Kansas and Nebraska for years, made a big leap forward at 20th Century-Fox studio this week when he was signed for the lead in *The Bride Wore Crutches*. It’s young North’s first picture lead. He has been on the lot since March 1 and had bit parts in two previous flickers.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Griffin Irons Final Details For Milwaukee’s Speed Derby

MILWAUKEE, May 25.—After working two years to set this town, Paul C. Griffin is winding up final details for the opening of his Grand American Speed Derby at Riverview Rink and Ballroom here.

Located at the North Avenue Bridge, in downtown Milwaukee, Riverview has excellent facilities of housing an endurance contest. Spot has an outdoor dance floor of 15,000 square feet, with the indoor dansant, of 35,000 square feet, accommodating 12,000 people, with seats for 6,500. Another feature of Riverview is a 450-foot cocktail promenade.

Griffin announces that his contest will be sponsored by the Corp. Henry J. Schafer Post of the Veterans of Foreign Wars.

SAMMY KIRBY is reported to be layin’ ’em in the aisles with his emceeing at Nicky’s Shadowland in Houston.

DICK MURRAY inks that he recently visited the Zeke Youngblood show in Terre Haute, Ind., and saw a packed house watching a fine selection of dancers. Dick, whose last contest was in Peoria, Ill., is now connected with the Royal American Shows. He would like to read some notes on Johnny Makar, Hughie Hendrixson, Roma Terry, Johnny Crowder and all the other kids who know him.

HOW ABOUT a little more co-operation from you promoters and managers concerning the news end of the business? It’s like pulling teeth to wrangle enough info out of you to fill the de-

Rep Ripples

LOWERY COMEDIANS are showing L. E. F. Hannan’s *That Man From Chicago* in Western Texas. . . . BEN HEFFNER, formerly with various tent reps as agent and banner man, last week took his wife, Lillie, to her home in Lexington, Ky., for a rest cure. Mrs. Heffner has been ailing from an old illness the last several weeks. Ben has been handling banners with the Haag Bros.’ Circus in recent weeks. . . . W. D. MCKENZIE, character comedian, hates to disappoint those managers who answered his recent ad, but he has changed his mind and decided to remain thru the summer with the “SeaBee” Heyworth show. Mack is in his third year on there. . . . DUFF & GLADYS FUNMAKERS report business as fair in Western Tennessee. . . . J. W. HARDING’S vaude and picture outfit reports a good b.-o. play in Potter County, Texas. . . . BESSIE MAE SMITH is back this season with the Dan and Babe Sherwin Players in Oklahoma. She is expecting a visit soon from her sister, whose husband recently met with an accident resulting in his being taken to the Veterans’ Hospital, Bedford, Mass.

“SOAPY” AND ANNABELLE AUSTIN, after 10 years with tab, burly and tent shows, have quit the road, with “Soapy” taking a position at the Virginia Theater, Danville, Va. . . . LUNT’S COMEDIANS, tent vaude and picture trick, are finding things okeh in a box-office way in Eastern Texas. . . . JEAN GRIMALDO PLAYERS, French troupe out of Montreal, are playing New England territory under auspices of French-speaking societies. . . . EDDIE MASON—an important message is being held for you at the rep desk. Send in your (See *REP RIPPLES* on page 68)

partment. If you’re too busy, authorize someone else with your organization to make it his business to give the column a hand—and what a help it would be. It is our aim and purpose to make this department as interesting and valuable as possible to our readers, but we can do that only if we have the fullest co-operation of the people in the field. Now will you get out that old writin’ stick?

ST. LOUIS WALKIE exponents make the following plea: “We would like to know if all the walkathon promoters have forgotten St. Louis? Give us a show like the first one at Westlake. Give us Moon Mullins, Toney Lewis, Kelley, Johnny Agrella, Little Helen Caldwell, (See *ENDURANCE SHOWS* on page 68)

THANKS!

To M. S. Hill, District Manager, and Wilby-Kinsey Theatres, Inc., in North Carolina
 FOR 40 “Consecutive Record - Breaking Weeks. A Most Enjoyable and Successful Season” Closing June 1st.

“SEABEE” HAYWORTH ATTRACTIONS

Permanent Address: 402 West Broad St., HIGH POINT, NORTH CAROLINA

VAN ARNAM FUNMAKERS TENT SHOW WANTS account reorganizing and enlarging one nite stand Musical Revue. Musicians on all instruments for orchestra, Hoke Comedians, Girls for specialties that double in line, Useful Teams and Tent Show Performers, Novelty Musical Act, Hillbilly Act. Name Act to feature in concert. Also want Magician or any act suitable for special afternoon show for children, Boss Canvasman, Cook. Playing resort towns of New York and New England. First-class dining tent and trailer sleeping accommodations. Show now en route. All must join on wire. Address quick GEO. DANIELS, Mgr., Watkins Glen, N. Y.

ATTENTION, CONTESTANTS

OPENING SPRINGFIELD, ILLINOIS, JUNE 6

\$1,500.00 and up in Prize Money

Want good Teams with FLASHY WARDROBE. This contest, backed by a real showman with scratch. Help in all departments. The following contact me immediately: Hughie Hendricks, Rella Finney, Joe Nalty, Cloris, Hamby Bros., Helen Tyne, Jimmie, Opal Ferdig, Johnie Bowman, Mario Allesandro and all others who want to get on the Band Wagon. The Cook that was with Hal J. Ross at Tucson, please contact immediately. Don King, are you working? Contact me. Wire me, “CHIEF”. So come on, this show is going to be “solid.” Town here booming; should be plenty of scratch.

Contact me immediately

Care of St. Nickolas Hotel, Springfield, Ill.

JIMMIE GABLE

LAST CALL CONTESTANTS WANTED WALKATHON

OPENS JUNE 5, BALTIMORE, MD.

Remember last show in Baltimore? All couples were sponsored. More floor money than any show in five years.

Contestants near Baltimore see PHIL MURPHY at Arundel Hotel, Baltimore. Other contestants address GEORGE L. RUTY, 2129 Boardwalk, Atlantic City, N. J.

GRAND AMERICAN SPEED DERBY OPENS JUNE 14, RIVERVIEW RINK AND BALLROOM, MILWAUKEE, WIS. (Down Town)

Up to \$1,500 in prize money. Real flash teams, get set for the biggest show in the country. Seating capacity 8,500 people. Contest sponsored by Corp. Henry J. Schafer Post 2923, Veterans of Foreign Wars. Write air mail. Don’t come till notified. Watch next week’s issue of *The Billboard* for final ad.

PAUL C. GRIFFIN

SCHROEDER HOTEL.

MILWAUKEE, WIS.

Tent Showman Augments Vaude Program With 16MM. Features

SQUIRE, W. Va., May 25.—Tent showmen who use non-theatrical films to supplement their live talent programs are expecting a banner season. A well-known tent show operator using 16mm. films is Frank D. Cannon, whose under-canvas opry, Cannon's Comedians, played here recently.

Cannon began showing 16mm. films about a year ago and now presents a different six-reel feature each night during the week that he shows in a town. In addition to the movie there is a 45-minute vaudeville presentation with six people. He reports that his shows, running two hours, are well attended and in some of the mountain communities he has played he has found people who never saw a talking picture.

Had Tent Show 11 Years

Cannon is not new in the business. Prior to entering the non-theatrical field, he had operated a tent show for 11 years. When he saw the advantages offered by 16mm. films, he entered this field. The movies policy allows him to play a week in each town, and repeat business is obtained by offering a different show each day.

Cannon has a 50x100 tent and seats about 600. One admission is charged and there is no additional charge for reserved seats. Outfit is moved on three trucks, two cars and two house trailers. The show tours West Virginia, Mary-

land and Pennsylvania during the summer, returning to the South in the fall.

On the opening night in each town, ladies are admitted free with one paid adult ticket.

Since Cannon plays many small towns that do not have electricity, he carries two light plants to supply current to the tent and his projectors.

Films are rented, Cannon said.

Liquor Law Change Sought To Permit Movies in Taverns

PHILADELPHIA, May 25.—With State Legislature in session, a move has been initiated by roadshowmen and local 16mm. libraries calling for a modification of the State Liquor Control Act to permit the showing of 16mm. pictures in night clubs and hotels thruout the State.

Under the State Liquor Act no alcoholic beverages are permitted to be sold in a theater. While the ruling has never been contested in court, the Liquor Control Board several years ago ruled that the showing of motion pictures in a night club or hotel room would change the character of the establishment into a theater. As such, the establishment would chance losing its liquor license.

Prior to the ruling 16mm. films were widely used in local hotel lounges and cocktail bars, and many night club owners would welcome the return of the feature.

Even if Legislature ignores the demands there is hope for the roadshowman and libraries from another front. The State's many retail liquor dealers' associations are lobbying for changes in the liquor control act and have threatened to turn to the courts and test the constitutionality of the law.

Increased Activity Seen in Michigan

DETROIT, May 25.—Marked expansion in the road-show field in Michigan is reported. New operators are entering the field, and established operators are adding new towns and whole circuits to their coverage in theaterless communities.

Some 20 operators are expected to be active this summer, running an average of one to five circuits each, with five to six towns in a circuit. Total coverage is thus around 250 towns in this State, operating one or two nights a week on a regular basis. Dates are concentrated in the warmer months, of course, the year-round operations are common.

Operators reported active now include Raoul Cleaver, former head of Powers Pictures of Michigan, assisted by his son, Bud Cleaver, at Saginaw; Dennis Film Co., large operators reported now entering the Michigan field; Robert Helmore and Harrison, both established operators reported expanding, and other companies making headquarters in Flint, Lansing and Bay City.

New and Recent Releases

SHIRLEY TEMPLE SERIES, released by Commonwealth Pictures Co., Inc. Four two-reel, sound-on-film comedies, starring Shirley Temple, including *Merrily Yours* and *Managed Money*, in which Junior Coughlin is co-starred; *Dora's Dunking Doughnuts* with Andy Clyde, and *Pardon My Pups* with Kenneth Howell. Running time each, 20 minutes.

ADVENTURES OF THE MASKED PHANTOM, released by Commonwealth Pictures Co., Inc. A story of the Western plains. Action and hard riding. In cast are Monte

(Alamo) Rawlings, Sonny Lamont, Larry Mason and Boots, the Wonder Dog. Running time, 60 minutes.

DARK SANDS, released by Commonwealth Pictures Co. A story of the Sahara. Features Paul Robeson, H. Wilcoxon and Wallace Ford. Directed by Thornton Freeland. Running time, 75 minutes.

TORTURE SHIP, released by Pictorial Films, Inc. Stars Lyle Talbot, Irving Pichel and Jacqueline Wells. Based on a story by Jack London. Film narrates the adventures which befall a young naval lieutenant and a pretty girl when they find themselves on a palatial yacht with eight "wanted" criminals, each a desperate and dangerous killer. Running time, 70 minutes.

GOOSE STEP, released by Pictorial Films, Inc. Pictorial drama of humanity struggling under the iron heel of despotism, based on Shepard Traube's story, one of the most revealing stories ever written about the average householder in the Third Reich. Stars Roland Drew, Steffi Duna and Allan Ladd. Running time, 84 minutes.

SWING FLUNKS ITS FINALS

(Continued from page 10)

about a liking for sweet include, the Minnesotans continue, "the decline in the number of swing bands getting national radio time." Sweet-sing "rather than hot individual choruses" is preferred by Fresno (Calif.) State College, because "of a lack of perfection of execution by the soloist."

Creighton University, Omaha, remarks very significantly that "in selecting a band for the annual junior-senior prom student preference has asked for a band that is not a swing band." Washington State College, Pullman, paradoxically announces that "there is smoother dancing to swing music," its spokesman noting the paradox and remarking in an aside, "Guess we're both stumped on this one." The campus, however, puts in a strong vote in favor of swing, which "still rates high. Lombardo and Garber, in WSC estimation, belong to the gay '90s."

"Swing tires one more readily; both physically from dancing, and mentally from listening to it . . . and it lacks the qualities of music which you enjoy hearing over and over without tiring of it. Dancing isn't for work, but relaxed recreation." That's the way the swing vs. sweet situation is summed up at Brigham Young University, Provo, Utah, with the attitude enlarged upon as follows: "Blues numbers always seem to be popular. They appear to be a compromise between swing and slow. They satisfy the 'hangover' swing tendency of the minority and are a moderate variation from letting the coming trend of sweet and slow get too pronounced or overdone."

To University of Washington, Seattle, students, who "sort of are on the fence" in the controversy, sweet swing is favored as a "happy medium being the accepted thing." Lehigh University, Bethlehem, Pa., raises the flag for novelty stuff, claiming that "when the band plays novelty swing tunes everyone stands around and listens, and if the band leader uses good taste in alternating types of music the novelties are appreciated as a break from dancing." Brooklyn College, New York City, decides swing was killed because "people got tired of hopping about, and making themselves look rather silly, to say nothing of leaving them rather tired, so that at the conclusion of three or four such numbers they were all 'pooped out.'"

"Swing music is still popular only with the students who go to college for a good time—the type of superficial collegian that went out with the 'Twenties,'" says the University of Detroit. "And even many of these have deserted swing for South American rhythms. The vast majority of students—both intellectuals and the average—like sweet, danceable music—and are inclined to wish the waltz back again. During the controversy over the waltz and swing one student asked what was in the minds of many, 'What ever became of the fox-trot?'"

Mention of South American rhythms by the University of Detroit brings up another important point in the constantly changing pattern of dance music. Tangos, rumbas and particularly congas are becoming increasingly popular facets of the night life of metropolitan centers. In certain night clubs and hotel rooms a conga or rumba must be included in every set played by a band, be it a swing outfit or a Mickey Mouse aggregation. There is no longer any question about

46th YEAR

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
R. S. LITTLEFORD SR., President.
E. W. EVANS, Secretary-Treasurer & General Manager.

A. G. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, MEadison 3-1616. J. 1617, 3-1618. CHICAGO—4th Floor Woods Bldg. Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—O. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING — Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless return is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 52 JUNE 1, 1940 No. 22

Young Peoples' Dept. Shows Movies To Up Meeting Attendances

NEW YORK, May 25.—More bookings are being offered roadshowmen by young peoples' organizations in colored churches, which call for movies in connection with their regular meetings. One operator actively engaged in this field is Whitfield O'Neil, who at 17 has been in this work for two years.

In addition to putting on shows for organizations, O'Neil has been putting on shows in the Bible Truth Church of God. An average of one show a month is given, with special shows during religious holidays. The proceeds are contributed toward current expenses. Rev. Alfred Small reports that the shows have been most successful and one of the outstanding means of fund raising attempted by the congregation.

While the congregation at Bible Truth Church is small, the shows are well patronized. During the Christmas holidays *The Passion Play* was presented along with a pageant. Special showings always draw the biggest crowds, O'Neil said.

Officers of the young peoples' groups hit upon the idea of movies to bolster attendance at their meetings. Short subjects are shown. At the last session *Coney Island* and *War in Europe* were presented.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

THE ROADSHOWMAN

25 Opera Place, CINCINNATI, OHIO

16MM. ROAD SHOWMEN! 35MM.

Our New 1940 Catalogue in Sound is Ready! Brand-New Laboratory Prints for Outright Sales at Prices You Can Afford To Pay! Features, Shorts, Etc.

OTTO MARBACH, 630 9th Ave., New York City

ROADSHOWMEN

Before you book your summer shows get our FREE list of 16mm sound films. LARGE SELECTION. REASONABLE RATES.

MANSE FILM LIBRARY
1521 DANA, CINCINNATI, OHIO

Get into the Road Show Business
Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.
Write today
Ideal Pictures Corporation
Dept. B.B.
28 East 8th Street, Chicago, Ill.

16MM SOUND PROJECTORS
BARGAIN CHEAPER THAN RENTING
BRAND NEW WELL KNOWN MAKE
Complete Cash Price **\$159.00** Liberal Terms
AUDITORIUM SIZE — GUARANTEED
Write BOX D-24, The Billboard, Cincinnati, O.

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
198 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

The Final Curtain

ADELBERG—Benjamin, 45, doorman at the Majestic Theater, Fort Worth, Tex., for a number of years, of a heart ailment at his home in that city May 18. Survived by his widow, a son, his mother and a brother. Services in Fort Worth May 19 with burial in Abath Shalom Cemetery there.

ALLERMAND—Nicholas, 55, manager of the Palomar Theater, Seattle, suddenly in that city May 19 when struck by a truck. Deceased had been in show business about 30 years. Survived by his widow, Clara E.; a daughter, Mrs. Marguerite Gardner, Kirkland, Wash., and a brother, James, Salt Lake City.

ANDERSON—Clyde E., well known in theatrical circles, May 16 at his home in Atlantic City after an illness of eight months. In recent years he was a stage carpenter at the beachfront amusement piers and prior to that toured the country as a stagehand with Earl Carroll's *Vantilles*. More than 20 years ago he was a vaudeville comedian and for a while was with a circus. He was a member of the stagehands' union and a charter member of the Billposters' Union of Atlantic City. He leaves his wife, Blanche, and a sister.

ATKINSON—William Edmonds, 60, former vice-president and general manager of the Roxy Theaters Corp., New York, at his home in Charlottesville, Va., May 18 of a heart ailment. He had been associated with the motion picture industry since 1910. In 1924 he was named vice-president and general manager of the Metro-Goldwyn-Mayer Pictures Corp. The following year he was named to the same posts with the Roxy Circuit, from which he retired in 1928. In 1932 he came out of retirement to head the Fox Theaters Corp. He leaves his wife, two sons, a daughter, two brothers and three sisters.

BARTON—William Ellsworth, 75, during the '90s boss canvasman with Sells Bros.' Circus, with which he traveled in Europe and Australia, May 18 at his home in Columbus, O., of a heart ailment. Barton formerly was associated with the Pennsylvania Railroad for 34 years, retiring in 1932. He was long active in the Masonic Lodge. A daughter survives. Services May 21 in the Masonic Temple, Columbus, with burial in Union Cemetery there.

BAUMANN—Theodore, 73, pipe organ builder, known to theater and auditorium executives thruout the United States, May 22 at his home in Alliance, O. A son and two daughters survive. Services in Alliance, with burial in City Cemetery there.

BERTI—Ettore, 70, noted Italian actor and once leading man to Eleanora Duse, in Milan, Italy, May 6 after a long illness. He had more recently been professor of elocution at the Theatrical Academy, Milan.

BOWDEN—Mrs. Maybelle, 52, wife of J. Heisler Bowden, manager of motion picture theaters in Camden, N. J., and Atlantic City, May 13 at her home in Mays Landing, N. J. She had been an invalid several years.

BROSIOUS—Mrs. Caroline, 82, mother of Roy Brosius, manager of the Bagley Theater, Detroit, in that city May 17. Survived by five children. Interment in Mount Olivet Cemetery, Detroit.

COMPTON—Jack, 60, for 43 years a pyrotechnician, May 6 in a Dallas hospital of complications following pneumonia.

COOK—Lucy Remick, 74, Detroit pianist until illness forced her retirement several years ago, in that city May 2. Three brothers survive. Interment in Elmwood Cemetery, Detroit.

COY—John J., 72, orchestra leader, in Apohaqui, N. B., Can., recently after an illness of three months. He headed one orchestra for over 30 years. Survived by a son, a sister and two brothers. Funeral at Frederickton, N. B.

CRAITE—Eusebe, 77, former Rice Lake, Wis., exhibitor, May 17 in a Milwaukee hospital. Craite is survived by three sons, one of whom, Isaac, operates the Pastime Theater, Horicon, Wis.; a sister and a brother.

CULLEN—Mrs. Michael J., recently in Orlando, Fla., after a long illness. A former Ziegfeld *Follies* girl, Mrs. Cullen was the wife of Loew's Midwestern Theaters Circuit manager, who was with circuses for a number of years before joining the Loew organization.

DAVIS—Arthur, the past 20 years with the Greater Exposition Shows, where he was mail man and agent for *The Billboard*, at Homer E. Phillips Hospital, St. Louis, May 9. Burial in Jefferson Barracks, St. Louis County.

DEARMITT—Henry, former trumpet player in Ringling Bros. and Barnum & Bailey. John Robinson and Hagenbeck-Wallace circuses, in Fort Wayne, Ind.,

April 28 of a heart ailment. He was band leader with Gentry Bros.' Circus in 1932-'33, and was with Downie Bros.' Circus in 1935. At the time of death he was band instructor at Indiana State School, Fort Wayne.

DU BOS—Mrs. Celina Landry, 69, in New Orleans May 4. Deceased was the mother of Golden Aitken, whose husband, James H. Aitken, former vaude and circus troupier (deceased), was well known to many performers. Also survived by two sons, two daughters and three sisters. Services and burial in St. Louis May 5.

DUNCAN—Jack, 47, showman and concessioner, at Cumberland Hotel, Neon, Ky., May 22 of gunshot wounds.

EDWARDS—Mrs. Olga, 46, wife of Leo Edwards, composer and songwriter, at Barnett Hospital, Paterson, N. J., after an illness of three months. She was a sister-in-law of Gus Edwards, performer, and aunt of John Edwards, radio singer. She leaves also five brothers and a sister.

FELICIA—Mary Josephine, 23, who with her brother formed the team Felicia and Del Rey, in Grant Hospital, Columbus, O., recently, after an operation. Interment in Mt. Calvary Cemetery, Columbus.

FINDLAY—Albert B., 58, former vaudeville performer and stock burlesque producer, at his home in Baldwin, L. I., N. Y., May 14 of a heart ailment. He had been ill since January 18. Findlay had spent several seasons with carnivals as a talker. During 1938 he had worked with a Federal Theater Project. Survived by his widow, Libby Blondelle, retired actress; a brother and sister.

FITZGERALD—Dallas M., veteran film director, in Hollywood May 9. He was a native of La Grange, Ky.

FONDA—George H., 51, Albany, N. Y., musician, in Albany City Hospital May 6. A World War veteran, he is survived by his widow and son. Services May 9, with burial in Mount Pleasant Cemetery, New Salem, N. Y.

GALLAGHER—Rose, in Allentown, Pa., recently. She was a restaurant operator at Pennsylvania fairs for many years and known to many show people.

GALLIGAN—Edward F., 67, former advance agent, theater operator and road show manager, at his home in Taunton, Mass., May 15 of cerebral hemorrhage. Galligan had also managed and operated parks in Indiana and had been affiliated with theaters in several Indiana cities. He spent a number of years on the Rembusch Circuit. Survived by his widow, Eleanor, and two daughters, Irene and Mrs. Lawrence F. (Margaret) Cashman, of Columbus, O.

HANNEMEYER—William S. (Pop), many years with the O. N. Crafts Enterprises and recently with the Golden State Shows, in General Hospital, Los Angeles, May 20 of a heart ailment. Services May 23, conducted by Dr. George W. T. Boyd, chaplain of the Pacific Coast Showmen's Association, with interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

HARRIS—Fred (Frank), of a stroke in Danbury Hospital, Danbury, Conn., May 3.

HAYWARD—G. E., 71, secretary and general manager of the Midland Theaters Co., Marietta, O., and general manager and treasurer of the Newark (O.) Amusement Co., at his home in Marietta May 20 of a cerebral hemorrhage. Survived by his widow, Katherine. Services in Marietta May 21, with burial in the family lot in Beverly, O.

HEANEY—Mrs. J. M., 83, mother of Gerald Heaney, better known as Heaney the Magician, May 1 at her home in Berlin, Wis. Survived by another son, two daughters and one brother.

HEXTER—Charles Jr., 29, motion picture operator at the Brookline (Pa.) Theater, suddenly May 19 at the home of his father in Penfield, Pa. His parents survive.

HORRABIN—James Jr., 26, musician known as Jimmy Corbin, at Broadlawn Tuberculosis Hospital, Des Moines, May 1 after three months' illness. Survived by his widow, mother and son.

HUDSON—William John (Jake), 33, floor manager at the Wind Mill night club, Natchez, Miss., May 16 of injuries sustained in an auto accident near that city. Charles McCoy, the driver, himself a night club operator in Natchez the past several years, was also killed. Hudson is survived by his parents; eight sisters, Mrs. Frank J. Eldt, Mrs. Charles Ready, Mrs. E. B. Dille, Mrs. Homer Teague, Mrs. Graves Gore, Bernice, Johnnie and Geraldine, and two brothers, E. D. and Parks. Services were held in

Huntsville, Ala., May 17, with burial in the family plot there.

IRONS—Mrs. Margaret M., 68, wife of W. Gilbert Irons, founder and conductor of the Irons Metropolitan Band, May 4 at Metropolitan Hotel, Burlington, N. J., after a long illness. Her husband also operates the hotel. Three daughters survive.

JOHNSON—Edith, 43, for several years cashier at the Majestic Theater, Fort Wayne, Ind., and later in the Shrine Theater box-office there, in St. Joseph Hospital, Fort Wayne, April 14 after an illness of two weeks. Burial in Lynwood Cemetery, Fort Wayne.

KUNZ—Ninette, wife of Charlie Kunz, vaude pianist, in Bognor, England, April 14 after a long illness. She was a member of the Grand Order of Lady Ratlings. Burial in Streatham Park Cemetery, London, April 17.

LUTZ—John L., professionally known as Frank Howard, formerly of the Flying Howards, trapeze performers featured with circuses and in vaudeville, May 20 at a rooming house in Camden, N. J. His career was cut short in 1905 when he fell from a trapeze and broke his back, but he continued with circuses as a candy butcher and handyman until 1937, when he went to Camden. Police are trying to locate survivors.

MCCOY—Charles, 31, operator of Charlie's night club near Natchez, Miss., instantly near that city May 16 when his car crashed into a tree. His companion, William Hudson, floor manager at the Wind Mill night club, Natchez, and former club operator, died the same day of injuries sustained in the crash. Survived by his widow. Services near Meadville, Miss., May 17, with burial in the family cemetery.

MCDONAGH—Thomas B., 72, president of Saginaw County Agricultural Society, sponsor of Michigan Farm Products Show, in Saginaw May 13. He had been a board member since the organization of the society in 1914 and was elected president in 1936. He previously held offices in old Teymouth Fair, Genesee County, and was a director of Michigan State Fair, Detroit, in 1932-'38. He took a keen interest in harness racing departments of fairs with which he was associated.

MCFALLS—Mrs. Emma E., 74, mother of Lloyd McFalls, Dallas orchestra leader, and Fred McFalls, San Francisco shooting gallery operator, at her home in Fort Worth May 21. She had been ill for several months. Other survivors include four daughters, of Fort Worth. Services in Fort Worth May 22, with burial in Greenwood Cemetery there.

McMURTIE—Mrs. Ella J., 48, singer and organist, May 12 in Germantown Hospital, Philadelphia, a short time after being stricken with a cerebral hemorrhage while singing. Her husband, two sons and two stepsons survive.

MARGOLIS—Mark I., 37, Cincinnati district manager for Republic Pictures Corp., in Jewish Hospital, that city, May 5, after several months' illness. He was a member of the Variety Club and Cinema Club. Survived by his widow, Jeanne, and daughter, Carol. Buried in Beth Tefyo Cemetery, Price Hill, Cincinnati.

O'NEIL—George, 42, playwright and Hollywood scenarist, in Los Angeles May 24 of a cerebral hemorrhage. O'Neil, who first won literary recognition with three volumes of poems, was at work on a screen story for Universal studios at the time of his death. Some of his plays include *Mother Lode*, written with Dan Toheroh; *Special Hunger* and *American Dream*. His film work included *Intermezzo*, which last year introduced Ingrid Bergman to American film audiences.

PERLMAN—Louis, 69, father of Jack Pearl, stage, screen and radio comedian, May 19 at his home in New York.

SPIEGL—Ludwig, 59, music critic and authority on modern music, May 17 at University Hospital, Philadelphia, after a short illness. Survived by his widow, the former Alma Lichten, also known in musical circles.

VITALE—Mrs. Ursula, 80, mother of Angelo Vitale, Cleveland band leader, May 19 at Mount Sinal Hospital, Cleveland, after a long illness. She was a native of Naples, Italy. Another son, who is business manager of Angelo's orchestra, and two daughters also survive.

WARREN—Fred L., 77, for many years cornet player in circus bands, May 19 at Dousman, Wis. He was a native of Albany, Wis., and a member of one of the first bands organized in that city. Survived by two daughters and a son.

WHEELER—H. O., 79, veteran orchestra leader and composer, at his home in

Kansas City, Mo., recently, after a long illness. Wheeler came to this country from Germany in 1871. In 1880 he played with the Theodore Thomas, Hans Balatka and other orchestras in New York. Several seasons as conductor of touring opera companies followed, and he then went to Kansas City, where he was band leader at the Willis Wood, Grand and Auditorium theaters. His bands had played in all Kansas City amusement parks. It was as a composer, however, that he became nationally known, 2,000 of his compositions having been published. In late years he had arranged and composed for Hollywood studios. Survived by his widow and a son.

WIEST—Mrs. Bryant, wife of the operator of the Hollywood Theater, Elizabethville, Pa., and infant son, April 26 at Keystone Hospital, Harrisburg, Pa.

WOOSTER—Allie T., veteran showman and former manager of a woman relay riders troupe, in Portage, Wis., May 10 after a long illness. A son, A. T. Wooster Jr., of Portage, survives.

YOUNG—Blaine, veteran talker, found dead in a St. Louis hotel May 13.

Marriages

GOODMAN - CANTER—Michael M. Goodwin, concessioner with Mighty Sheesley Midway for nine years, and Esther Canter, nonpro, in Miami Beach, Fla., December 19, 1939. Marriage was announced during the Sheesley Shows' Reading, O., engagement last week.

LITTMAN-ROSENBERG—Dr. Irwin J. Littman, nonpro, and Henrietta Rosenberg, singer with Sophisticated Ladies of Station WCAE, Pittsburgh, in that city May 14.

MATTHEWS - PARRY—R. Willard Matthews, manager of the Strand Theater, Scranton, Pa., and Edith F. Parry, nonpro, May 15 in Allentown, Pa.

MURRAY-SMITH—Woodrow W. Murray, of the dance team Three Martells and Mignon, and Alice Smith, also a member of the team, in Little Rock, Ark., May 20.

PASQUINNI-BERARDELLI—John Pasquinni, manager of the Seventh Avenue Hotel Lounge, Pittsburgh, and Virginia Berardelli recently.

REINOW-ROSE—Dr. Bert Reinow, nonpro, and Imogene Rose, orchestra leader and daughter of Rose and Moon, May 19 at Newton, N. J.

SMITH-BRYAN—Ed Smith, New York booking agent, and Melba Bryan, dancer and night club entertainer, in New York recently.

TYSON-MILLER—George Tyson, publicity director of the Harris Amusement Co., Pittsburgh, and Ruth Miller, dance director, last Thanksgiving, it has just been revealed.

WALLACE-SHELTON—Wally Wallace, band leader, and Guinevere Shelton, in Omaha May 13.

Coming Marriages

Charlotte Oswald, daughter of Charles A. Oswald, head of the Philadelphia Advertising Agency, and Robert E. Kulp, nonpro, in Norristown, Pa., soon.

Calvin A. Lieberman, manager of the Rajah Theater, Reading, Pa., and Elizabeth Bloom, nonpro, in that city soon. Eleanor Paul Lewis, daughter of P. Mortimer Lewis Jr., prominent Atlantic City theater operator and showman, and Richard Alexander Ker III, nonpro, in Philadelphia June 22.

Virginia Verrill, singing star of the radio shows, *Show Boat* and *Uncle Walter's Dog House*, and Jim Breyley, Chicago executive of the Music Corp. of America, next year.

Henry Horwitz, arranger for Barry Winton's Orchestra, and Frieda Glauberman June 9.

Donald Dowd, NBC Chicago announcer heard on *Club Matinee*, and Betty Brown, Chicago actress and model, in the fall.

Johnny Murray, night club dancer, and Betty Loughlin, his former partner, in Philadelphia soon.

Eleanor Paul Lewis, daughter of P. Mortimer Lewis Jr., prominent Atlantic City theater operator and showman, and Richard Alexander Ker III, nonpro, in Philadelphia June 22.

Dorothy Keeney, daughter of C. J. Keeney, manager of the Park Theater, Reading, Pa., and John J. Miller, a former employee at the park, in Reading soon.

Walter Chechot, musician, and Marlene Turner, leader of a girl orchestra, in Philadelphia soon.

Pearl Darlene Warner, radio and night club performer, and Charles Pressler, of (See *COMING MARRIAGES* on page 69)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Brannan, Harry, 3c; Brennan, A. (Booklet), 8c; Carrigan, J. E., 10c; Crowe, Mrs. E. C., 17c; Dalrymple, Mrs. E., 9c; Eule, Mrs. Monroe, 7c; King, Ted, 16c; Hollbrook, Vincent White, 15c; Larson, Lenore, 10c; Lidwin, Walter, 3c; Maguire, L. N., 9c; Robertson, John S., 8c; Taylor, Gus W., 3c; Warriner, Miss Bobbie, 3c

Women

- Adams, Mrs. Kate; Adams, Tona; Alberta, Leona; Aldrich, Mrs. C. W.; Allen, Florence; Allen, Mrs. Gene; Anderson, Miss Jackie; Arlen, Betty Kuper; Arnold, Mrs. Jack; Arnold, Mrs. Mary; Arnte, Madam; Augustino, Kate; Avery, Mrs. Ruby; Bainschettie, Peggy; Baker, Mrs. Joe L.; Barfield, Mrs. Emmett; Bartholomew, Mrs. Rec; Bell, Anna; Bell, Mrs. Lella C.; Berry, Mrs. Ruth; Birts, Mrs. S. B.; Birch, Mrs. M.; Bistany, Mrs. Viola; Bizzell, Mrs. Eva; Blankenship, Mrs. Helen; Bohu, Mrs. Frances; Bondu, Norma; Bortz, Zella; Boucher, Dorothy; Bowen, Ollie Mae; Boyer, Beatrice; Brenson, Mrs. Robt.; Brent, Lorraine; Brett, Mrs. Joe T.; Brisson, Claire; Brizendine, Mrs. Jake; Brown, Mrs. Caroline; Brunk, Maxine; Bryant, Mrs. Florence; Bryant, Mrs. Thelma; Bryant, Mrs. Velma; Buckskin Betty; Burk, Mrs. Alice; Burkett, Mrs. Etti Marie; Burleson, Madam; Burton, Mrs. Fannie L.; Buttons, Princess; Byers, Mrs. Grace; Calvert, Elsie; Carr, Mrs. Jos. (Doppel); Carroll, Miss Dee; Case, Mrs. Charley; Cassandra, Lady; Cedar, Margaret; Chaplin, Mrs. Mildred; Chase, Mrs. Howard; Chester, Mrs. K. P.; Childers, Mrs. Mary (Pat); Chumas, Mrs. Mae; Clark, Ora Ann; Clarke, Ernestine; Coe, Helene; Cole, Mrs. J. P.; Cole, Mrs. Gertrude; Cole, Mrs. King; Collara, Mrs. V.; Colorado Cow Girls; Connell, Kay; Connors, Myrtle; Conway, Mrs. Edith; Coontz, Mrs. Virginia; Cowley, Gertrude E.; Cummings, Mrs. Agnes; Dailey, Ruth; Dalrymple, Mavis; Dankmeyer, Mrs. Lillian; Davidson, Mrs. Mary O. G.; Davis, Bette Lou; Davis, Mrs. B.; Davis, Miss Kevpie; Davis, Mrs. Leona; Davis, Mrs. Ruth; Dawn, Dorothy; Day, Mrs. Dave; DeCara, Mrs. Frances; DeCuir, Mrs. J. P.; DeMoss, Luana; Delaney, Patricia; Delaplanta, Rita; Dell, Mabel F.; Demars, Mrs. Alice; Dempsey, Mildred; Dill, Jackie; Dillingham, Mrs. (Psychic Reader); Dixon, Mrs. Ora; Dixon, Violet; Earle, Miss Bobby; Elbert, Mrs. David P.; Emerson, Thelma; Emmerson, (Geraldine); Escollanti, Esther; Eule, Mrs. Monroe; Evans, Evelyn; Evans, Mrs. E. C.; Evans, Hazel; Eyster, Donna M.; Fann, Mrs. Carl; Fay, Eva; Fennell, Mrs. Clara; Fetts, Mrs. Jene; Ford, Mrs. E. J.; Fowler, Mrs. Alma; Frances, Ruby; Franks, Betty; Frisco, Cornida; Galagan, Anna; Gallagher, Mrs. Minnie; Gardner, Mrs. Jack; Gayle, Gloria; Geddis, Mrs. Geo.; Gerry, Mrs. Frank; Glenn, Mrs. Dan; Goldberg, Mrs. R. G.; Gordon, Ella; Grady, Mrs. Kellie; Graves, Mrs. B. Y.; Grebb, Diana; Griffin, Nancy; Hackett, Mrs. E. J.; Hager, Carolyn; Hale, Mrs. Ruth; Hanko, Malina; Hamilton, Mrs. Jack "Tex"; Hamilton, Mrs. Louise; Hansen, Mrs. A. C.; Harrington, Beatrice; Harris, Mrs. Don; Harris, Francis L.; Harris, Mrs. Virginia; Harrison Sisters; Hartsberg, Mrs. Charley; Hartzburger, Little; Harvey, Mrs. Pearl; Hays, Mrs. Mabel; Heckendorn, Mrs. Clarence; Hedberg, Mrs. Ada; Helman, Marie; Hennes, Mrs. Hazel; Henderson, Mrs. Etta; Henderson, Mrs. Roy; Henry, Mrs. Lena; Herbert, Dorothy; Herber, (Trick Rider); Heb, Myrtle; Hill, Helene; Hillton Sisters; Holifield, Mrs. H. D.; Holmes, Lillie; House, Mrs. Beulah; Howard, Mrs. J. L.; Howell, Mrs. Chet; Howell, Mrs. Nell; Hoy, Mrs. Clyde; Hudson, Mrs. Dorothy; Hurst, Cleo; Hustala, Verda; Hutcherson, Betty; Hutson, Mrs. Mary; Insko, Mrs. Chas.; Jackson, Mrs. Mattie; Jacobin, Mrs. Ada; Johnson, Mrs. Mabel; Johnson, Mrs. Virvan; Jones, Mrs. Dewey; Kane, Evelyn C.; Kane, Miss Tony; Kantell, Mrs. Jackie; Katts, Mrs. James; Kcave, Mrs. Faye; Kelly, Mrs. Andy; Kelly, Mrs. Fannie; Kent, Mrs. Nellie; Kerr, Sally; King, Mrs. Ann; King, Mrs. H.H.; King, Molly; King, Mrs. Patricia; Klien, Loretta; Kline, Miss Tiny; Knowles, June; Koutz, Mrs. Elvia; Koutz, Mrs. Lawrence E.; Kreoger, Mrs. Charlotte; Kushner, Natasha; LaMarr, Juanita; LaVelle, Jean; Ladd, Mrs. Norma; Laplatte, Rita; Lee, Betty D.; Lee, Mrs. Miss Lee; Leonard, Mrs. Mary; Lewark, Thelma H.; Libby, Mrs. Frank; Love, Bonnie; Lowande, Mrs. Helen; Lowe, Mrs. Cliff; L'Ann, Baby; McEue, Mrs. Irene; McDonald, Hazel; McDormett, Mrs. Bernice; McGanah, Virginia; McLachlan, Mrs. A.; McPeak, Mrs. Jackie; Mack, Mabel; Mackey, Mrs. Paul; Maddou, Alma; Madison, Mrs. James; Madison, Sallie; Malloy, Elaine; Malou, Mrs. Etta; Marcus, Mrs. A. B.; Marcy, Helene D.; Marion, Mrs. Dorothy; Marshall, Mary; Marta, Madam; Matson, (Mentalist); Martin, Pauline; Martin, Peggy; Mathews, Mary

- Mason, Mrs. Birdie L. C.; May, Jeannette; Mays, Mrs. Bobby; Meeks, Mrs. Jane; Miller, Mrs. L. B.; Miller, Delores; Miller, Helen; Miller, Patsy; Mitchell, Mrs. Audrey Pat; Mitchell, Mrs. Kittie; Mitchell, Florence; Mitchell, Miss Happy; Mitchell, June P.; Mitchell, Mrs. Pauline; Moon, Margaret (Mickey); Moore, Mrs. Bobby; Moore, Mrs. (Punkie) R.; Moore, Mrs. Park; Morales, Dorothy; Morang, Mrs. F.; Morang, Mrs. Marjorie; Morgan, Mrs. Gertrude; Morgan, Gladys; Morris, Elaine; Mossman, Babette; Mouscender, Princess (Miss); Mullins, Mrs. Dasie; Murdoch, Emma; Murphy, Frances; Musc, Mary; Musc, Pearl S.; Muse, Stella E.; Neal, Frances; Newcombe, Mrs. Verne; Noel, Mrs. Paul; Norcross, Mrs. D. F.; O'Brien, Mrs. Joan; O'Connell, Mrs. Thos. F.; O'Day, Peg; O'Malley, Mrs. L. M.; O'Reilly, Miss Jerry O'Shea, Sydna (Mickey); Odona, Ruby Jean; Oliver, Mrs. Donald; Oliver, Mrs. J. B.; Orr, Mrs. Jack; Owen, Wanda; Palmer, Frances; Panther Peggy; Parker, Mrs. H. L.; Parker, Miss Kay; Parks, Mrs. Earl; Parr, Mildred; Pate, Blanche; Patterson, Marjorie; Paul, Mrs. Fred J. (Veich); Payne, Mrs. May; Penning, Mrs. A. B.; Penning, Ann; Pennet, Mrs. Jackie; Piacchini, Frances; Pickard, Mrs. Viola; Pierce, Ruth Ester; Pierce, Mrs. Hazel; Pope, Mrs. Cancha; Popkin, Mrs. Willa B.; Potts, Mrs. Sammie; Powell, Mrs. Maxine; Prevost, Sally; Price, Pearl; Raber, Mrs. Julia; Rattle Snake; Raymond, Mrs. Anna; Reed, Mrs. Little (Bit); Reese, Mrs. L. P.; Reilly, Mitzie; Reilly, Mrs. Pearl; Reitzel, Mrs. Jay J.; Renfro, Melita; Reynolds, Pearl (Lecture); Rhodes, Pearl; Richardson, Ira; Rinehart, Ollie; Rising, Mrs. Josephine; Ritchey, Mrs. T. U.; Roberts, Mrs. J. H.; Roberts, Miss Pat; Robinson, Laura; Robinson, Marjorie; Robinson, Mrs. Sarab M.; Ross, Ida; Royal, Mrs. Hazel; Ryan, Vera; Scott, Mrs. Jean; Seeman, Betty; Shaulding, Joan; Shelton, Mrs. Jim S.; Sheppard, Mrs. L. R.; Shue, Mrs. Helen; Siegrist, Mrs. Bebe; Simms, Alice; Simpson, Clara; Sims, Mrs. Goldie; Sisson, Mrs. Barney; Slaughter, Mrs. Edith; Smart, Mrs. Mamie; Smith, Mary; Smith, Pearl; Smith, Miss Willie; Smuckler, Marie K.; Snodgrass, Mrs. Nona; Snodgrass, Mrs. (Rides); Snyder, Mrs. Helen; Spain, Mrs. Sis; Sparks, Mrs. Dorothy; Spillman, Mrs. A. A.; Spillman, Mrs. Pearl; Srader, Mrs. M. A.; Stephens, Estelle

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Starkey, Mrs. Lillian; Stiltz, Miss Shine; Stock, Mrs. Dave; Stople, Mrs. Roses; Sturchio, Mrs. Gene; Swain, Mrs. Daisy; Sullivan, Mrs. P. J.; Summers, Mrs. Jimmie; Taylor, Mrs. Catherine; Teander, Mrs. Joe; Thomson, Mrs. Jacklyn; Thompson, Mrs. Lee; Thweatt, Mrs. Leona; Tighlman, Grace; Tinsley, Idalle S.; Tipkey, Mary (Princess Wild Flower); Tipton, Mrs. Betty; Trainer, Mrs. Howard; Tube, Mrs. Faith; Vess, Mrs. Chas.; Vincent, Montaine; Wade, Bertie; Walker, Mrs. Margaret; Walker, Sweetie; Ward, Miss; Waters, Ethel; Watson, Alzona; Watts, Mrs. Irelia; Webster, Mrs. J. H.; Weiss, Mrs. Alma; Welban, Mary; Whipple, Mrs. H. P.; White, Barbara; White, Mrs. Leal; White (Hube); Whittemore, Mrs. W. E.; Willard, Mrs. Frank; Williams, Frances; Williamson, Mrs. S. B.; Wilson, Mrs. Emily; Wilson, Mrs. Lillian; Wilson, Marie; Woods, Sylvia & Pop; Woods, Mrs. Erle; Woodworth, Mrs. Winona; Woznick, Mrs. Frank; Wright, Helen; Wright, Jessie; Wright, Josephine; Wright, Marbeth; Wright, Mrs. Winnie; Wyatt, Mrs. Hazel; Yofon, Mrs. Stella; Younger, Edith; Zimmerman, Mrs. Ruby; Alblin, Leo; Abraham, Frank; Ackley, Homer; Adams, Carley; Adams, Samuel J.; Adolph, Clarence; Aguilier, B.; A'herne, Leo; Akana, Clyn; Alban, Mender; Alberts, Al; Albion, Al; Allen, "Bucky"; Allen, Geo. Lucas; Allen, Jack (Painter); Anderson, Charlie; Anderson, Pat; Andre, Fabian; Andrews, Capt. Edw.; Andrews, Frank; Angelier, Wm.; Anthony, Bob; Anthony, John C.; Anthony, M. B.; Anthony, Milo; Arley, Mr. Jean; Arrelo, Mr.; Ashby, J. A.; Asher, Charley; Auburn, Jack; Auskins, Clarence; Austin, E.; Austin, Gene; Ayers, Ray; Ayres, Johnny; Aylesworth, Arthur G.; Babba, "Speedy"; Backenstoe, Alden; Backer, Earl; Bahnsen, Wm.; Bailey, Al Hop (A. H.); Baines, Willie; Baker, D. C.; Baker, Edw. Roy; Baker Jr., Louis; Baker, W. S.; Baldwin, B. J.; Baldwin, Harry; Balfonte, Paul; Bancroft, Fred; Bancroft, Raymond; Bancroft, Dr. Wm.; Barb, O. G.; Barfield, Dave; Barker, Wm. M.; Barcol, Harold; Barnett, Chester E.; Barnett, Jack; Barnett, Seal; Barney Bros.; Baron, Mac; Barry, Geo.; Barry's Metal; Barby, Mender; Barby, Clarence & Joe; Bartlett, Chas. (Chet Brownley); Bartlett, Jack C.; Bartz, Albert; Bass, Wilbur Lee; Bauer, Burt; Beasley, Alton; Beatty, "Tenn. Red"; Becker, Gus & L. Kaul; Beckwith, Bennie; Beecher, Joe; Beggs, Geo.; Bebe, Earl R.; Belders, Bill; Bell, Chas.; Bell, Oliver A.; Bell, Odd; Belles, Robert Lee; Belmont, Lev; Belnett, Daniel; Bendixon, Axel; Benes, Frank; Benson, H. E.; Benson, Kenneth; Bentum, Harry E.; Benziger, Broa; Berdaly, Isay; Berni, Gene; Bernstein, Maurice; Besse, Jack; Betza, John; Beuke, Lester; Beverleman, Smilea; Bimbo, Bob; Birchell, Cecil C.; Bird, James O.; Bistany, Leo M.; Black Animal; Black, Chas. J.; Black, Lev (Capt.); Black Panther; Blackburn, Harrison; Blaine, Buddy; Blake, Curley; Blake, F. J.; Blakely, Benton H.; Brown, Elmer; Brown, Herman M.; Brown, James H. (Mess Around); Brown, Wesley; Brown, Wm.; Bruce, C. C.; Bruen, Ray; Brunk, Henry L.; Bryant, Howard; Bufkin, Emmitt; Burke, Daniel; Burke, Jim; Burke, J. E.; Burke, Lester; Burket, B. J.; Burmas, M.; Burns, Hi-Brown; Burns, Bobby; Burns, Robt. B.; Burto, L. H.; Burto, Leo; Busch-Lamb; Bush, Tom; Butts, Fred; Byers & Beach Show; Byrnes, Phil; Cadaro, Johnny; Caggon, Frank; Calway, Jos.; Camallo, Mike; Camp, Herbert E.; Campbell, Francis V.; Cannon, Frank & Alex Tan; Canter, Clyde; Canter, Geo. E.; Bergen, Dallas; Card, Kin; Carew, E. A.; Carl, Billie; Carl, Chas.; Carlisle, Lawrence; Carpenter, Chas. P.; Carrico, John; Carrigan, James R.; Carroll, Red; Carrone, Vitto; Carter, Mark; Cartwell, Mr. Janey; Case, Jack; Casey, Frank; Casey, Jos.; Cash, Burleigh; Cassidy, W. L.; Catron, Harold M.; Caudille, Cecil Geo.; Cough, C. C.; Cowan, Jack; Cowell, Francis; Cowen, Roy; Craigen, Maurice; Crandell, Cecil Geo.; Crawford, Robt. H.; Cramer, Frank; Crescio, A. L. Tony; Crider, Hal; Crider, Hammel; Crane, Linwood; Cross, Hugh; Cross, Phillip; Crossman, Harris; Crouch, Del; Crowell, Sam; Crowder, Johnnie; Crowder, (Cherry Pie); Crowson, W. P.; Cummings, F. S.; Curl Jr., Floyd; Curtis, Robt.; Cushing, Capt. F. H.; Cushman, Capt. Frank; Custer, Robt. P.; Dahm, Ted L.; Dailey Bros' Circus; Dale, Chibck & Gladys; Dale, J. H. (Bobby); Dalc, L. A.; Daley, Fred W.; Daniel, C. V.; Daniels, Geo. G.; Danville, Eugene; Danwell, Troupe; Darcy, Thomas D.; Darden, Robt. (Bob); Darnaby, J. Allen; Darru, Louie; Davis, John B. Mgr.; Davis, John E.; Dawkins, Geo. W.; Dawson, Pat; DeGroat, Richard; DeRosell, Joe; DeWright, Vern; DeWitt, Linten; Dearo, Bert; Dechenne, C. A.; Deland, Jrl H.; Deloy, Eddie; Delph, Dewey; Demerast, Bill; Demetro, Tom; Demore, Jr., Bob; Demsey, Happy; Dent, C. R.; Dexter, James J.; DiCarlo & DuBois; DiShon, Jack M. H.; Diablo, Chief; Diaz, Don R.; Diaz, Smokey; Dickens, Raleigh; Dickman, Bob; Diggs, Ray; Digre, Kenneth; Dike, Grant Speedy; Dillard, Bill; Dillon, Jack; Dixie, Geo.; Dixie Motel Show; Dixon, Henry (Colon); Dobbins, Harry; Doobler, H. M.; Don, Ray & Don (Tumbler); Donohue, Mike M.; Dorgan, Steve J.; Dowdy, Hank (Pop); Drossen, Mike; Drum, W. M.; Dubay, Jos.; Duncan, J. N.; Dundee, Johnny; Dunlap, Claud F.; Dunlap, Dr. Fred; Dupler, Merle F.; Durand, Harry; Durnal, Gene Mgr.; Eastman, Wiley F.; Ecklund, Robt.; Edema, Edw.; Edgar, L. C.; Edwards, Alfred; Edwards, Elbert; Edwards, Gene; Edwards, Capt. Jerry; Edwards, Robt. C.; Eddy, Sanuac D.; Eggersman, Eddie; Eldridge, Arthur; Eller, R. C.; Ellis, Bob; Ellis, F. F.; Ellis, Frank & Gladys; Ellis, Harry E.; Ellman, Mark; Elmer, Max; Ely, Miller (None); Ely, Morris; End, Joe; Englis, Magician; Ephraim, Frank; Epperson, J. Bert; Eule, Conroe; Evans, Emory; Evans, James; Evans Jr., Robt. Lee; Evans, N. C.; Ewing, John Edw.; Eyster, Walter B.; Eyster, James H.; Fahey, Frank; Fallon, Thomas; Farar, W. C.; Farrell, E. S.; Farrell, Mickey; Farrington, J. L.; Faust, Amuse. Co.; Faust, Ike; Fawc, W. P.; Feltus, Harry C.; Feudrick, Boyal; Finch, Jack W.; Finch, Robt.; Fine, Al H.; Fink, Harry; Finnell, Douglas; Fisher, Bill; Fisher, James; Fitzgerald, Jimmie; Flaming, Richard; Flores, Joe (Mexican Joe); Foote, Forest; Ford, Fred M.; Ford, Wm. E.; Forrester, Johnny; Foshler, Fred; Foster, Victor; Fowler, A. R.; Fox, Benny; Fox, Bob; Fox, Jimmie; Fraun, Wm. Flash; Francis, Edw. R.; Franklin, Chick; Franzelot, Fearless; Frazer, Jos.; Frazier, Leonard; Frederick, Henry; Freeman, Blackie; French, James; Frye, Donald; Frye, James G. (Jimmie); Fuller, Jos. (Cotton); Gabowry, Hector; Gailer, Frederick; Gailer, Tex; Gaines, Theron; Gallagher, James R.; Garner, R. B.; Gardner, Woodie; Garrin, Arthur J.; Gault, Jas. F.; Gavigan, Michael; Gay, Harry S.; Gerber, Joe; George, Douglas; Getz, Dan; Green, Charley R.; Gilbert, Art; Gilbert, Jerry (Emsee); Gilchrist, Carl; Giles, Talmadge; Gill, Geo.; Gillispie, G. T.; Girouard, Anthony; Globe, Henry; Gohbini, Angulo (None); Godwin, Bert A.; Goldberg, Arthur; Goodin, Bill; Goodman, David; Goodman, Joey; Goodwin, Ralph; Gorger, Mickey; Gorman, Bill (Gorman Show); Grabam, Ray E.; Graves, C. H. (Doc); Gray, Bill; Green, Col. W. E.; Green, Russell; Greer, Havert; Gregory, Wilfred Mgr.; Gressham, Cotton; Griffie, Fred O.; Griffith, Oliver; Griffin, Bill; Griffin, Harold; Griffin, Slim; Griffin, Wallard; Griswold, Malcolm; Guerrin, Frank; Guilan, Calvin; Gundal, Joe; Guzek, John; Guzek, John Show Mgr.; Hackett, E. J.; Hale Sr., James W.; Hale, Raymond; Halke, R. S.; Hall, Brod., Show; Hall, Chester; Hall, Duke & Clara; Hall, Earl (Snoko); Hall, Edw. L.; Hall, E. O.; Hall, Melvin C.; Hall, W. E. (Billy); Halm, Eugene J.; Halstead, Jack; Ham, Mason T.; Hamilton, E.; Hamilton, W. D.; Hammond, Edw.; Hammond, Charles; Haugster, Allan; Hansen, Fred; Hanson, Bill; Harndig Trio; Harden, Wm. H.; Hardenbrook, Bert; Harding, Wm. R.; Hardy, Bob; Hare, Lionel; Harkins, Barney; Harkin, Mike; Harper, Eddie; Harris, Addie; Harris, Bill (Lion Trainer); Harris, Russel; Harris, W. I.; Harrison, John; Hart, Bob Percival; Hart, John B.; Hartley Jr., Geo.; Hartman, Milo; Hartwick, Doc; Harts, C. H.; Hawkins, Clem; Hawkins, Ralph H.; Hayden, Chas. Fat; Heburn, Maury; Helbing, Wm.; Helvey, Neale; Henderson, Fletcher; Henderson, Jack; Henderson, Warren; Henderson, Wm. (Balloonist); Henley, Ed; Henry, Hugh J. (Blackie); Henry, Lew; Herd, Willie (Drummer); Heron, Jimmie; Herrington, Odies; Herrington, Tex; Herrman, A. E.; Hershay, Ray; Hershay, R. H.; Heiser, James; Heth, L. J. Shows; Hicks, Arthur Hampton; Hicks, David; Higgins, "Windy"; Higgins, Woodrow; Hightower, Jimmie; Hildbrand, Roy; Hill, Capt. Will; Hill, Geo.; Hinkley, Mel; Hinnall Jr., Jack; Hinton, Ed; Hissen, Henry L.; Hobson, Troupe; Hochburg, Jack; Hochmuth, Enos; Hockwald, Arthur; Hoge, Clarence; Holbrook, V. W.; Holley, Agner; Hollingsworth, Richard K.; Holt, Archie; Hooper, Frank; Hosmer, J. E.; Houston, W. K.; Howard, Mei; Howell, Chet; Howell, Edw.; Hoxie, Jack (Hoxie's Wild West); Hubbell, Mr. A. Mrs.; Hubbert, Ted; Hudson, David; Hudson, DeWitt Davis; Hudspeth, Fred; Huff, E.; Hull, Burt; Humphrey, Clarence E.; Hunsicker, Bill; Hunt, Walter F.; Hunter, LeRoy; Hunter, Tommy Mgr. Show; Hutchins, S. H.; Hutchison, Ginger (Mr.); Hutchison, W. G.; Hytower, Jimmie; Inger, Fred; Ingerole, Edw.; Ingram, Howard; Irby, Benny; Iretton, Glenn F.; Isgrig, W. S.; Isom, Geo. E.; Jack, Housie; Jackson, Silver; Jarris, A.; Jasper, Chas.; Jefferies, Carl (Bruno); Jefferson, E. C.; Jenner, Walter; Jenunins, Ted; MacKinney, PITCHMAN; MacNeill, A. W.; McAleer, Stewart H. (Continued from page 31)

ACTS AND ATTRACTIONS playing Fair, Park. Celebrations and Carnival dates send for complete details on the SUMMER SPECIAL OUTDOOR TALENT SECTION. Address a postcard or letter to The Billboard, Professional Promotion Department, 25 Opera Place, Cincinnati, Ohio.

- Abbins, Morris; Abel, Buck; Barkoot, Mr. Harlene; Barker, Wm. M.; Barcol, Harold; Barnett, Chester E.; Barnett, Jack; Barnett, Seal; Barney Bros.; Baron, Mac; Barry, Geo.; Barry's Metal; Barby, Mender; Barby, Clarence & Joe; Bartlett, Chas. (Chet Brownley); Bartlett, Jack C.; Bartz, Albert; Bass, Wilbur Lee; Bauer, Burt; Beasley, Alton; Beatty, "Tenn. Red"; Becker, Gus & L. Kaul; Beckwith, Bennie; Beecher, Joe; Beggs, Geo.; Bebe, Earl R.; Belders, Bill; Bell, Chas.; Bell, Oliver A.; Bell, Odd; Belles, Robert Lee; Belmont, Lev; Belnett, Daniel; Bendixon, Axel; Benes, Frank; Benson, H. E.; Benson, Kenneth; Bentum, Harry E.; Benziger, Broa; Berdaly, Isay; Berni, Gene; Bernstein, Maurice; Besse, Jack; Betza, John; Beuke, Lester; Beverleman, Smilea; Bimbo, Bob; Birchell, Cecil C.; Bird, James O.; Bistany, Leo M.; Black Animal; Black, Chas. J.; Black, Lev (Capt.); Black Panther; Blackburn, Harrison; Blaine, Buddy; Blake, Curley; Blake, F. J.; Blakely, Benton H.; Brown, Elmer; Brown, Herman M.; Brown, James H. (Mess Around); Brown, Wesley; Brown, Wm.; Bruce, C. C.; Bruen, Ray; Brunk, Henry L.; Bryant, Howard; Bufkin, Emmitt; Burke, Daniel; Burke, Jim; Burke, J. E.; Burke, Lester; Burket, B. J.; Burmas, M.; Burns, Hi-Brown; Burns, Bobby; Burns, Robt. B.; Burto, L. H.; Burto, Leo; Busch-Lamb; Bush, Tom; Butts, Fred; Byers & Beach Show; Byrnes, Phil; Cadaro, Johnny; Caggon, Frank; Calway, Jos.; Camallo, Mike; Camp, Herbert E.; Campbell, Francis V.; Cannon, Frank & Alex Tan; Canter, Clyde; Canter, Geo. E.; Bergen, Dallas; Card, Kin; Carew, E. A.; Carl, Billie; Carl, Chas.; Carlisle, Lawrence; Carpenter, Chas. P.; Carrico, John; Carrigan, James R.; Carroll, Red; Carrone, Vitto; Carter, Mark; Cartwell, Mr. Janey; Case, Jack; Casey, Frank; Casey, Jos.; Cash, Burleigh; Cassidy, W. L.; Catron, Harold M.; Caudille, Cecil Geo.; Cough, C. C.; Cowan, Jack; Cowell, Francis; Cowen, Roy; Craigen, Maurice; Crandell, Cecil Geo.; Crawford, Robt. H.; Cramer, Frank; Crescio, A. L. Tony; Crider, Hal; Crider, Hammel; Crane, Linwood; Cross, Hugh; Cross, Phillip; Crossman, Harris; Crouch, Del; Crowell, Sam; Crowder, Johnnie; Crowder, (Cherry Pie); Crowson, W. P.; Cummings, F. S.; Curl Jr., Floyd; Curtis, Robt.; Cushing, Capt. F. H.; Cushman, Capt. Frank; Custer, Robt. P.; Dahm, Ted L.; Dailey Bros' Circus; Dale, Chibck & Gladys; Dale, J. H. (Bobby); Dalc, L. A.; Daley, Fred W.; Daniel, C. V.; Daniels, Geo. G.; Danville, Eugene; Danwell, Troupe; Darcy, Thomas D.; Darden, Robt. (Bob); Darnaby, J. Allen; Darru, Louie; Davis, John B. Mgr.; Davis, John E.; Dawkins, Geo. W.; Dawson, Pat; DeGroat, Richard; DeRosell, Joe; DeWright, Vern; DeWitt, Linten; Dearo, Bert; Dechenne, C. A.; Deland, Jrl H.; Deloy, Eddie; Delph, Dewey; Demerast, Bill; Demetro, Tom; Demore, Jr., Bob; Demsey, Happy; Dent, C. R.; Dexter, James J.; DiCarlo & DuBois; DiShon, Jack M. H.; Diablo, Chief; Diaz, Don R.; Diaz, Smokey; Dickens, Raleigh; Dickman, Bob; Diggs, Ray; Digre, Kenneth; Dike, Grant Speedy; Dillard, Bill; Dillon, Jack; Dixie, Geo.; Dixie Motel Show; Dixon, Henry (Colon); Dobbins, Harry; Doobler, H. M.; Don, Ray & Don (Tumbler); Donohue, Mike M.; Dorgan, Steve J.; Dowdy, Hank (Pop); Drossen, Mike; Drum, W. M.; Dubay, Jos.; Duncan, J. N.; Dundee, Johnny; Dunlap, Claud F.; Dunlap, Dr. Fred; Dupler, Merle F.; Durand, Harry; Durnal, Gene Mgr.; Eastman, Wiley F.; Ecklund, Robt.; Edema, Edw.; Edgar, L. C.; Edwards, Alfred; Edwards, Elbert; Edwards, Gene; Edwards, Capt. Jerry; Edwards, Robt. C.; Eddy, Sanuac D.; Eggersman, Eddie; Eldridge, Arthur; Eller, R. C.; Ellis, Bob; Ellis, F. F.; Ellis, Frank & Gladys; Ellis, Harry E.; Ellman, Mark; Elmer, Max; Ely, Miller (None); Ely, Morris; End, Joe; Englis, Magician; Ephraim, Frank; Epperson, J. Bert; Eule, Conroe; Evans, Emory; Evans, James; Evans Jr., Robt. Lee; Evans, N. C.; Ewing, John Edw.; Eyster, Walter B.; Eyster, James H.; Fahey, Frank; Fallon, Thomas; Farar, W. C.; Farrell, E. S.; Farrell, Mickey; Farrington, J. L.; Faust, Amuse. Co.; Faust, Ike; Fawc, W. P.; Feltus, Harry C.; Feudrick, Boyal; Finch, Jack W.; Finch, Robt.; Fine, Al H.; Fink, Harry; Finnell, Douglas; Fisher, Bill; Fisher, James; Fitzgerald, Jimmie; Flaming, Richard; Flores, Joe (Mexican Joe); Foote, Forest; Ford, Fred M.; Ford, Wm. E.; Forrester, Johnny; Foshler, Fred; Foster, Victor; Fowler, A. R.; Fox, Benny; Fox, Bob; Fox, Jimmie; Fraun, Wm. Flash; Francis, Edw. R.; Franklin, Chick; Franzelot, Fearless; Frazer, Jos.; Frazier, Leonard; Frederick, Henry; Freeman, Blackie; French, James; Frye, Donald; Frye, James G. (Jimmie); Fuller, Jos. (Cotton); Gabowry, Hector; Gailer, Frederick; Gailer, Tex; Gaines, Theron; Gallagher, James R.; Garner, R. B.; Gardner, Woodie; Garrin, Arthur J.; Gault, Jas. F.; Gavigan, Michael; Gay, Harry S.; Gerber, Joe; George, Douglas; Getz, Dan; Green, Charley R.; Gilbert, Art; Gilbert, Jerry (Emsee); Gilchrist, Carl; Giles, Talmadge; Gill, Geo.; Gillispie, G. T.; Girouard, Anthony; Globe, Henry; Gohbini, Angulo (None); Godwin, Bert A.; Goldberg, Arthur; Goodin, Bill; Goodman, David; Goodman, Joey; Goodwin, Ralph; Gorger, Mickey; Gorman, Bill (Gorman Show); Grabam, Ray E.; Graves, C. H. (Doc); Gray, Bill; Green, Col. W. E.; Green, Russell; Greer, Havert; Gregory, Wilfred Mgr.; Gressham, Cotton; Griffie, Fred O.; Griffith, Oliver; Griffin, Bill; Griffin, Harold; Griffin, Slim; Griffin, Wallard; Griswold, Malcolm; Guerrin, Frank; Guilan, Calvin; Gundal, Joe; Guzek, John; Guzek, John Show Mgr.; Hackett, E. J.; Hale Sr., James W.; Hale, Raymond; Halke, R. S.; Hall, Brod., Show; Hall, Chester; Hall, Duke & Clara; Hall, Earl (Snoko); Hall, Edw. L.; Hall, E. O.; Hall, Melvin C.; Hall, W. E. (Billy); Halm, Eugene J.; Halstead, Jack; Ham, Mason T.; Hamilton, E.; Hamilton, W. D.; Hammond, Edw.; Hammond, Charles; Haugster, Allan; Hansen, Fred; Hanson, Bill; Harndig Trio; Harden, Wm. H.; Hardenbrook, Bert; Harding, Wm. R.; Hardy, Bob; Hare, Lionel; Harkins, Barney; Harkin, Mike; Harper, Eddie; Harris, Addie; Harris, Bill (Lion Trainer); Harris, Russel; Harris, W. I.; Harrison, John; Hart, Bob Percival; Hart, John B.; Hartley Jr., Geo.; Hartman, Milo; Hartwick, Doc; Harts, C. H.; Hawkins, Clem; Hawkins, Ralph H.; Hayden, Chas. Fat; Heburn, Maury; Helbing, Wm.; Helvey, Neale; Henderson, Fletcher; Henderson, Jack; Henderson, Warren; Henderson, Wm. (Balloonist); Henley, Ed; Henry, Hugh J. (Blackie); Henry, Lew; Herd, Willie (Drummer); Heron, Jimmie; Herrington, Odies; Herrington, Tex; Herrman, A. E.; Hershay, Ray; Hershay, R. H.; Heiser, James; Heth, L. J. Shows; Hicks, Arthur Hampton; Hicks, David; Higgins, "Windy"; Higgins, Woodrow; Hightower, Jimmie; Hildbrand, Roy; Hill, Capt. Will; Hill, Geo.; Hinkley, Mel; Hinnall Jr., Jack; Hinton, Ed; Hissen, Henry L.; Hobson, Troupe; Hochburg, Jack; Hochmuth, Enos; Hockwald, Arthur; Hoge, Clarence; Holbrook, V. W.; Holley, Agner; Hollingsworth, Richard K.; Holt, Archie; Hooper, Frank; Hosmer, J. E.; Houston, W. K.; Howard, Mei; Howell, Chet; Howell, Edw.; Hoxie, Jack (Hoxie's Wild West); Hubbell, Mr. A. Mrs.; Hubbert, Ted; Hudson, David; Hudson, DeWitt Davis; Hudspeth, Fred; Huff, E.; Hull, Burt; Humphrey, Clarence E.; Hunsicker, Bill; Hunt, Walter F.; Hunter, LeRoy; Hunter, Tommy Mgr. Show; Hutchins, S. H.; Hutchison, Ginger (Mr.); Hutchison, W. G.; Hytower, Jimmie; Inger, Fred; Ingerole, Edw.; Ingram, Howard; Irby, Benny; Iretton, Glenn F.; Isgrig, W. S.; Isom, Geo. E.; Jack, Housie; Jackson, Silver; Jarris, A.; Jasper, Chas.; Jefferies, Carl (Bruno); Jefferson, E. C.; Jenner, Walter; Jenunins, Ted; MacKinney, PITCHMAN; MacNeill, A. W.; McAleer, Stewart H. (Continued from page 31)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

1,000,000 Paid Mark Is Passed On the 9th Day

NEW YORK, May 27.—As the World's Fair went past the 1,000,000 paid-admission mark on its ninth day last Sunday, May 19, concessioners and officialdom looked forward to the first peak period on Decoration Day next Thursday. Last year the expo didn't reach 1,000,000 until the 11th day, but this year's nine-day million included two week-ends, against two Sundays and one Saturday in 1939, owing to the fact that the first Flushing opus bowed on Sunday, with this year's opening on a Saturday.

May 18 and 19 net cluster of 229,453 and 222,580 appeared to establish the dominant second-edition drawing power of the fair. No Saturday last year was better until June 3, when the paid draw was 231,040. Last year's Decoration Day (Tuesday) crowd was 216,710, a figure which seems certain to be passed with good weather.

Past week paid entries from Monday thru Saturday lured only slightly more than 200,000, including a comparatively poor 70,000 Saturday. It rained practically all week, and even when it didn't the temperature was way down. A new low was established on Thursday with a miserable 17,926 in miserable weather. Yet the total for the first two weeks is only about 100,000 less than was gathered during the corresponding period of 1939.

Biz for Shows Upped

Because mid-week weather has been unusually inclement the fair has not yet had opportunity to prove its Monday-to-Friday power. Yesterday's weather was even worse than Saturday's, and at 11 in the morning the paid register was less than 9,000, whereas on a good Sabbath Day the morning flow would be three times that amount.

Most of the better pay attractions continue to show healthier returns than last year, when 100,000 and 150,000 days were the usual thing. Even on very low attendance days business is being 30 to 45 per cent upped. Big production shows such as American Jubilee, Billy Rose's Aquacade, Gay New Orleans Village and Winter Wonderland have had to cancel performances, especially at night. The Rose spec is getting about 17 per cent of the gate. Orleans Village, with a terrific show and layout, has been drawing them in the rain.

Harrison Forman's Thru Forbidden Tibet settled with the American Guild of Variety Artists, paying off \$15 each to 12 performers for a week's rehearsal pay. Cast also was rebated \$3 each for employees' pass book, indicating a new show is in the works with new personnel. Guild claims signing of contracts with White Way Casino, Hot and Cold Ice-Entombment Show, Ripley's Odditorium, Winter Wonderland, Hawaiian Show and others, and is "practically set" with the Edwards-Crockett sepien attraction.

Litigation on Tower

Board Chairman Harvey D. Gibson attended Saturday's opening of Golden Gate International Exposition, returning the visit here of the San Francisco folks are out for fun, not fright.

Several hundred expo employees were laid off, including cashiers, turnstile men, attendants and guards, owing to the slim traffic, but there will be reinstatement as crowds get better. A segment of employees is working on a three and four-day basis at present.

After experimenting with hourly war news broadcasts over the loud-speaker network thruout the grounds, the fair called them off on the theory that the folks are out for fun, not fright.

Friction has developed between Commander James H. Strong, inventor and

Paid Attendance

Sat., May 18.....	229,453
Sun., May 19.....	222,580
Mon., May 20.....	25,837
Tues., May 21.....	32,593
Wed., May 22.....	25,628
Thur., May 23.....	17,926
Fri., May 24.....	35,475

Second week total.....589,492
Previously reported.....553,630

Grand total, first two weeks...1,143,122*
First two weeks 1939.....1,242,625
*1940 decrease.....99,503
1940 daily average.....81,651

designer of the Parachute Tower, and the operating company, from which the commander withdrew as president a few weeks ago. Jordan L. Mott, a director of the company, said a litigation will start today in Federal District Court, Newark. Opening of the Tower is being retarded pending an adjustment with the commander, who holds patent devices used in the Jump's construction, with Mott claiming these rights were assigned to the company.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, May 25.—A number of new concessions were in the "being executed" stage this week, which means that final approval rests with the midway and credit departments. It's safe to say that all of them will blossom out. They include: Hit It High, a high striker contracted by Harry Hargrave, who also has the pay-as-you-go-out War Museum and an interest in Ben Meyers' whale show; Bughouse, a glasshouse, which replaces Dr. Marston's lie detector, which never panned out. Location is in the Dodgem building and operators are Cy Bond, for Dodgem, and Cliff Wilson, who has the Live Monsters; De-Bunk-Her, another name for a ball-throwing game in which the gal is thrown out of bed if the spheroid goes thru the hole. This one brings back to the expo scene none other than John Krinsky, 1939 entertainment director, and his associate in the project is Bill Larkin. Location is adjacent to Washington Hall; Fisherman's Paradise, fishpond, a John Johnson project near his roller rink.

Talking about Johnson, his World on Wheels rink shoved off and first thing you know the girls from New Orleans village started to practice there. Rink is 70x150 and the tabs are 10 cents for spectators and an additional 15 for skating in afternoons, with 15 and 25 cents evenings, when amateur exhibitions are staged. Contests will be put on later in season. An organ is used for music. Johnson, who runs a rink in Cornwall, N. Y. (where we spent a few months during our tender youth), is associated with Harry Illions in operation of the Magic Carpet, which has a most impressive front and should be in the success bracket.

On Wednesday evening, when the Great Wet Way was all but devoid of cash customers, Joe Dobish's lion escaped from its cage in the Wall of Death motordrome and gave an emergency police patrol, motorcycle cops and amusement department operatives a hectic half hour or so in a driving rain. The nubian was finally corralled and put back into its makeshift wooden cage in the back. Expo ruled (See FLUSHING FRONT on opp. page)

Additional Expo News

Dept. Page
Radio (Shows from fair on upbeat) -8

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29



First-Day Crowds Keep Hourly Pace With Debut Gates of 1939

SAN FRANCISCO, May 27.—Emerging from seven months' slumber, Golden Gate International Exposition reopened on Saturday to startle skeptics who said the fair of 1939 would never see the light of another day. Latest official check on attendance indicated that the figure might fall short of last year's opening-day crowd by a few hundred. At 11 p.m. the official attendance was given as 127,222, equal almost hour for hour with that of last year's, when the opening-day crowd totaled 128,697.

All exhibits and concessions, with heavy emphasis on entertainment, were more than 95 per cent complete, as against about 60 per cent at the 1939 opening. Weather broke clear but windy and before noon the amusement area began hammering away to crowds which poured steadily thru the area until midnight. Only a few operators kept their spots going until 2 a.m.

Range of Prices

The "gouge" was definitely out this year, with restaurants and bars sticking close to expo-prescribed prices. Eating places were jammed, but there was no shortage of food. Crowds were comfortably handled. None of the attractions and concessions asked more than \$1 top. Most were at less than 50 cents and ranged down to a dime. For example:

Salici's Puppets, 25 and 40 cents; Billy Rose's Aquacade, 25, 40 and 75 (reserved), afternoon; 40 and 99 (reserved), night. *Folies Bergere*, 25, 55 and 83 (reserved). *Cavalcade*, 40 and 65 (reserved); children, 25, afternoon; 50 and 75 (reserved), night. Hollywood Show, children, 15; adults, 40. Ice *Follies*, children, 10; adults, 25. Pantheon De La Guerre, children, 10; adults, 25. Terrell Jacobs' *Jungleland*, children, 10; adults, 25. World a Million Years Ago, children, 10; adults, 25. Sally Rand's *Nude Ranch*, 25. Miss America, 25.

Rose's Aquacade packed them to the rafters at the four shows, each filling the 7,000 seats. New *Cavalcade* played to only fair crowds at its four performances, the Aquacade being serious competition to practically all of the bigger specs. Patrons who couldn't make the Rose extravaganza sought out Salici's Puppets; Night at Lake Placid, ice show, and Pantheon De La Guerre, which had locations off the midway.

Gibson Is Cheered

Ripley's Odditorium, managed again by Frank Zambreno, was about top drawing card in comparison to other holdovers. Terrell Jacobs' animal attraction, new to the expo, working four shows, played to good crowds, and could be said to be a leader among the more expensive concessions on the lot. Highly touted World a Million Years Ago, also a newcomer, ran next in importance. Spot is in a good position to get the populace which stretches out along the main stem. Sally Rand's *Nude Ranch* didn't open as the sensation it was a year ago. Other nudist shows and live flesh departments on the gayway also felt a poor run of spectators for this type of entertainment. All rides were popular with kids.

Altho grounds were opened at 9 a.m., the expo didn't officially embark on its 1940 course until ceremonies which began at 8 p.m. and included talks by Governor Olson, President Marshall Dill and

FORD THEATER

(Continued from page 4)
parading and then offering confidential-like testimonials as to why they just love certain Ford cars. Then the lights go up and the patrons are invited to come up and have the charming models show them the beauties of the cars. Great showmanship all around.
Paul Dents.

United States Commissioner George Creel. Mayor Rossi, ill at his home, spoke from his bedside. An hour-long Golden Forties Fiesta was a feature of the event. Late afternoon ceremonies in the Temple Compound included an address by Harvey D. Gibson, chairman of the New York World's Fair board, who told his audience, which cheered lustily, that the New York fair was actively endeavoring to promote the success of the San Francisco exposition.

GGIE AIMS AT 6,000,000

(Continued from page 3)

their auditorium in the Hall of Western States. Terrell Jacobs' African Jungle Show will be a headliner on the Gayway. Last sets were raised for the Hollywood Show, Stage Nine, and in the same building the Pantheon de la Guerre, great mural of the first war, was being erected.

\$1,250,000 in Big Specs

Everywhere on the grounds men and machines bustled like an army making camp, and from their offices on the midway Eddie Brown and Walter K. Sibley have not overlooked a detail for the opening of the fun zone. About \$1,250,000 has been invested in the bigger specs. Billy Rose's Aquacade (6,800 capacity) was reportedly bank-rolled with \$300,000. *America, Cavalcade of a Nation* (6,000 capacity) cost \$125,000 to refurbish; *Folies Bergere* (3,500 capacity) outlay estimated to be \$100,000; Terrell Jacobs' African *Jungleland* (2,050 capacity), \$80,000; World a Million Years Ago, \$250,000; Salici's Puppets (1,000 capacity), \$100,000; F. Herrick-Herrick's Hollywood Show (2,000 capacity), \$60,000; Pantheon de la Guerre, \$250,000.

Rose's Aquacade is the question mark of the fair, with doubt being cast that the water show can be a consistent winner during the 128-day run. Spot has a \$30,000 weekly operating nut, heaviest on the island. The enterprise is facing a \$25,000 damage suit filed by Marie Friesen, swimmer, who alleges failure to keep a promise to hire her as an aquabelle at \$40 a week. Complaint sets forth that she was offered a job as usherette at \$18 weekly instead.

Rose declares it cost \$250,000 to ring up the curtain on his Aquacade and will cost about \$750,000 to operate it for duration of the fair. Headlining the attraction are Johnny Weissmuller, Morton Downey, Gertrude Ederle, Fred Waring's Pacific Coast Glee Club, Esther Williams, Vincent Travers' Orchestra and Marshall Wayne, Olympic diving champion.

Fiesta Is Colorful

Police asked strict adherence to a no-nude policy as several midway attractions prepared to open with that sort of entertainment. Bob (Believe It or Not) Ripley may be a last-minute arrival, with Frank Zambreno, manager of Ripley's Odditorium, trying to make connections with his boss, who was en route from Santa Fe, N. M.

Nude Ranch, a real money earner last year, has Balinese rather than Western sets and costumes. Sally Rand will again have a part of the show but refused to discuss the financial arrangement under which she will operate since she went thru bankruptcy proceedings last year following collapse of Gay Paree.

New fronts are on most of the shows. Most effective are *Jungleland* and World a Million Years Ago. Ed Breckenbridge, who managed the Incubators last year, will operate Fountain of Youth, girl show, with Frank Curran fronting. Last night the city concluded its Golden

CLEANINGS will be found on page 40 in the Fairs-Expositions Department of this issue.

Forties Fiesta, a week's celebration that was carried into every district in the city and brought thousands of visitors into the downtown area for festivities as colorful as San Francisco has ever seen.

FLUSHING FRONT

(Continued from opposite page) that Dobish would have to eliminate the lion from the act and so the maned specimen was given to Frank Buck's Jungle-land.

Billy Rose's Barbary Coast was this week putting the finishing touches to a new circular bar right up front to get more bally and action. Arched entrances on front and sides were also being framed to make the spot look more accessible.

Alex Whitfield, of the Aviation Grill (exhib area), is putting in an open bar between American Jubilee and Winter Wonderland. Hans Oberhammer designed the front.

Zorima Gardens, featuring a dragon dance (also near Jubilee), will spring any minute now under William McCloskey operation.

Dick Edwards and Fred Crockett are to convert their Plantation into a Tom show.

Margolita, vocalist with own piano accompaniment, is at Schlitz Palm Garden for an indefinite run.

Tip to We the People radio program: How about presenting Art Briese, of the Duffield fireworks corps, as the youngest pyrotechnician in the business?

Working quietly but efficiently in the Amusement Department at the Boathouse is Joe Walsh, who is field supervisor of shows and games. Walsh, one of the ablest outdoor promoters in the business, has been with major carnivals, including Melville-Reiss, Sheesley and many another, and knows all the answers. In recent years he has been specializing in bingo operations. He is sure to be a credit to the department headed by George Smith and Doc Shean.

After closing with the Olympia Circus in Chicago, Whitey Harris flew here to resume his work as clown cop at Jimmie Lynch's Goodrich Arena tire-testing op'ry, doing his didos at the 2 and 4 p.m. demonstrations. His wife, Hazel, formerly known as Hazel Cotter, aerialist, who has been under the care of Dr. Max Thorek, Chicago, for the last few weeks, recovered sufficiently to join her spouse. They were

visited recently by Roy Barrett, clown, and Esma Wilson and Marie Mang, aerialists.

Gus Chan, the top-rank talker who was in charge of the Lama Temple front here last year, has transferred his affections to the Chinese Village at the Sanfran fair, where he's generalissimo of bally. With him is his Lama assistant, Dick Moy. Friends here, including your correspondent, beg to announce that they miss him. He's a fine chap with a smile on his kisser during success and adversity. We wish him luck.

The pop-corn concession, which grossed upward of \$181,000 last year, is being operated by the same man who in '39 acted as general manager for the Lawrence Armour Chicago group, which held the contract. He is C. E. Mulliken, who has 20 stands, including one in Aquacade. Mulliken has dressed and equipped the booths with real showmanship, and each has been remade to accommodate the new all-electric machines which were styled, designed and constructed by Advance Mfg. Co., of St. Louis. Anticipated take goes much beyond last year's under the schedule set by Mulliken. It's a lot of pop corn, but it can be done.

Frank Buck's Jungleland is pulling a pretty neat educational feature which is calculated to draw wide word-of-mouth attention. This is a series of three-a-week lectures by volunteer guests for the benefit of school kids who are interested in wild-animal life. It will be offered free to classes on specified afternoons, with topics chosen by teachers.

Even some bally vets are watching how Jimmy Hurd turns tips at Slim Kelley's Palace of Wonders, expose of illusions, now subtitled "Fakatorium." Ben Meyers' two elongated trucks containing whales were put into position adjoining the Odditorium. Whalery works at a dime. Visitors spotted: Mr. and Mrs. Patty Konklin, Thomas (Fuzzy) Hughes, Jack (Rock-Ola) Nelson, Art Lewis, Elwood Hughes, Tommy McNeil and Eddie Ackerson, and a zillion others. Face of Bill Fisher, of fair's amusement division, has been a vivid red since he was taken for a waiter at the Zombie club. Joe Hoefle is now being called "Champagne Joe." Sam Minkin, who has the tintype priv at Winter Wonderland, has been around at many expos and just plain fairs, including Cleveland.

Schaffer, Chas. Blackie
Scheller, George
Schenz, Louis
Schligris, Harry
Schlenscher, Harry
Schilling, Capt.
Schilling, Lyle
Schnepel, Wimpy & Corry
Schwartz, Pauline
Scott, Eugene
Scott, George
Scott, Pete & Polly
Scott, Wm. A.
Seelley, John
Seleski, Carl A.
Self, Francis
Self, C. W.
Senior, George
Servant, Jack
Sewell, Frank
Seymour, W. O.
Shafer, Billy
Shaler, J.
Shanks, DeWitt
Shapiro, Nathan
Share, Jack
Sharon, Alfred Joe
Sharp, George
Sharp, Otas
Shatuck, R. L.
Shaw, Bill
Shaw, Daniel
Shocks, Floyd
Shelton, Charlie
Shelton, Pat
Sheridan, J. R.
Sherman, G. B.
Shields, Wilmet
Shipley, Claud
Shooting Stars, The
Shreve, A. L.
Sickles, Willard
Sigler, Billy
Silver State Show
Simms, Armand
Simms, Carl
Simpson, Oscar
Sinderson, R. L.
Sisler, Bernard
Skidmore, A. L.
Slaughter, Ken
Slay, Howard
Slusser, E.
Smith, Bert
Smith, Clifford A.
Smith, Frank N.
Smith, Gentleman
Smith, Torchy
Smith, Harvey M.
Smith, H. W.
Smith, Ray
Smith, Speedy
Smith, Walter
Smyth, Harry
Sneider, Bart
Snook, Ansel T.
Snyder, Merle C.
Soderman, Roy
Sonderland, Capt. Carl
Sonnens, Benny
South, Earl
Soward, F. W. Andy
Spear, Rob
Spillman, Hank
Splinter, Royal
Spot, Melvin & Celia
Sprager, Joe
Spring, Tony
Stacey, Harry
Stablin, E. M.
Stanley, Arthur
Stanley, Chas. W.
Stanley, Rev. A.
Stanley, Tommy
Stanton, John
Starling, J. J.
Starr, Frank H.
Steele, H. L.
Steele, John Leslie
Steenberg, Joe Carl
Stenberg, Ivan
Stokley, C. Lucile
Stevens, Chas. A.
Sterling, John W.
Stevens, Dennis
Stevens, Dick
Stevens, George
Stickle, Charles
Stilman, Francis
Stokley, C. A.
Storey, Bill Bama
Stringham, C. J.
Strosky, Jerry
Struble, Orange F.
Student, Wm.
Stueburg, Ernie
Sturm, W. T.
Suarez, Baldy Joe
Sudduth, F.
Suggs, George
Suggs, W. E.
Sullivan, Artie
Sullivan, Ed
Sullivan, Texas
Summers, Edward
Sutton, Harry J.
Swanson, S.
Sykes, Jack
Tait Bros.' Show
Tait, Edwin Stewart
Talbot, Hugh
Talar, Jackie
Tami, Slim
Tan, Alex
Taylor, Billy C.
Taylor, Ray
Taylor, Russell R.
Teitenberg, Herb
Tennis, Theodore
Terrill, Denis
Thier, Roy A.
Thomas, F. J.
Thomas, Geo.
Thomas, Toby
Thompson, Geo. W.
Thompson, H. A.
Thompson, Pete
Thompson, Roy
Thompson, Wm. E.
Thrasher, Bill
Timme, Slim
Tipton, Clarence
Tipton, Marion
Tod, Russel
Tom, George
Torelli, Ed
Townsend, Cal
Townsend, Robert
Troy, Frank
Trainer, Howard
Travers, Doc
Troy, Joe
Troutman, Elmer
Trueblood, C. D.
Trueblood, Doc
Truleson, Gale

Wells, Victor
Twohouse, Chief
Underwood, W. R.
Vail, Frank
Valentine, Richard
Van Ame, Pete
Van Ammering, Corry
Van & Charley
VanDerKoo, Herman
Van, Herman E.
Varecha, Johnny
Velardes Family
Vibbard, Paul L.
Vincnet, Roy
Vitch, Prof. L. Lee
Volera, Stan
Waddell, Peggy
Wages, Johnnie
Wagner, Howard
Waite, Kenneth
Walker, Chas. H.
Walker, Garnet
Wall, Adger A.
Wallace & Beach
Wallace, W. M.
Walsh, Earl B.
Walters, Eddie
Walters, Howard J.
Ward, Dutch
Ward, Harold C.
Ward, J. Robt. & Julienne
Ward, Sid
Wardell, W. H.
Warner, James O.
Warren, S. B.
Warrington, Claude
Warrington, Claude
Warshaw, Akbar
Wasso, Ralph
Watkins, I. J.
Watson, Carl
Watts, Tex Peavine
Way, Prof.
Webb, Clyde
Webb, Joe B.
Webster, Geo.
Weddingcamp, A. P.
Weaver, Edwin
Well, Harry
Weis, Ben
Wellington, Harry K.
Wells, C. W.
Wells, Jack
Wells, John
Wells-Powell (Electrician)
Zano, R. A.
Zarate, Lupe
Zerado, Frank

White, Harry
White, Kenneth
Wolffington, Bill
Wyoming, Jack
Young, J. E.
Zambrine
Zimmer, Joseph
Zulog, Eric B.

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St. Parcel Post Sigfried, La Ross 210

Women

Bell, Crystal
Broadbent, Betty
Broadwell, Mrs. D. M.
Brocklesby, Sally
Cress, Arlene
Davis, Lonia
Dorey, Mrs. M. E.
Garneau, Mrs. Minnie
Halley, Jacqueline Smiles
Halley, Ruth
Hedberg, La Ross
Kennedy, Hazel
Kirkland, Mrs. Stella
Marvell, Mrs.
Melville, Theima
Dixon, Jack
Nelson, Vivian
Smith, Ann
Stewart, Mrs. Floretta E.
Wayne, Anne
Weber, Chaita

Men

Allen, Capt. Frank
Allison, John Bert
Ballantine, Carl
Bert, Benny
Brown, Curtis
Burns Jr., Bob
Canares, Victor
Cannon, (care Cannon's Tent Show)
Carroll, Jerry E.
Carson, Rex W.
Cass, Chester
Clendenin, David L.
Cline, Ernie
Cole, Charles
Cress, Chas.
Davis, Lonia
De Rosselli, Joe
Dunn, H. B.
Duvall, Harry C.
Dyer, Paul
Ellet, Frank J.
Fayne, Mr. & Mrs. Harry
Fox, Benny
Gasca, Leo
Gillespie, Eddie
Goldstein, Teddy
Gregory, Chuck
Hopkins, Bob
Ingleston, R. H.
Johns, Ellery
Kapne, William K.
Kerwin, Pat
Ketrone, Frank
King, George
Joseph
Knapp, Jim
La Pierre, Armand
Lewis, Chas. A.
Lewis, Joe
Luback, Emor
MacDonald, Wm.
McFadden, Fred
McKenzie, J. H.
Mackinson, Jack
Moore, (High Diver)
Moore, Wesley J.
Mangan, Spencer
Manning, Otis
Marlowe, Donald
Moody, Charles
Mount, Barry
Myers & Insko
Nadig, Jack
Noon, Gilbert
Paige & Jewett
Pape, Billy
Paulsen, Henry V.
Petri, Bobbie
Regan, Mr. & Mrs. G. W.
Reichert, Gilbert
Riggs, Chuck
Ross, Harry A.
Sawyers or Raymond
Shaffer, Frankie
Shew, Carl
Simmons, Warren
Sperry, Robert L.
Spirides, George
Stacy, Lorry
Stevens, Earl
Swanson, Carl O.
Thompson, Jimmie
Thompson, (Cork Gallery)
Vincent, Bill
Weber, Herbert
Weber, Capt. Rocky
Wong, Ne
Wright, Wm.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, Women

Applegate, Mrs. Joe
Arden, Jean
Birdseye, Marian M.
Blais, Fannie
Boland, Jane
D'Aula, Nina
Dicson, N. L.
Fenton, Mabel
Garnett Sisters
Goss, Ollie
Huske, Geraldine
Huff, Tim
Kunde, Adolphine
Jordan, Vera
King, Lucille
LaRose, Jerry
Lane, Judy
Lee, Clara
McLoughlin, Helen
Miele, V.
Moore, Babe
Moore, Florence L. A.
Mylie, Pearl
Pat, Miss
Patterson, Lois
Fridley, E.
Ray, Dorothy
Richards, Nellie
Riggle, Marie
Ross, Vivian (Mrs. Ted Williams)
Russell, Mrs. Buddy
St. John, June
Scott, Nora
Sibaman, N.
Smith, Mrs. Henry J.
Smith, Vera
Trevor, Bubbles
Wagoun, Fanny
Ward, Nereid
Weiss, Mrs. J. Caswell
Williams, Miss Pat
Yucotino, Agnes

Women

Adams, George
All, Walter Luke
Chapman, (Hon.)
Amana, Alfred
Arnold, William
Bagby, George
Ralby, Albert A.
Barzal, Leo
Ben, Larry
Berk, Ben
Bolt, J. P.
Bradley, Bill
Brook, Lew
Burns & Burnace
Butts, T. K.
Calvert, E.
Carlos & Dolores
Carmen, James
Carrington, H. K.
Castigan, Ed
Cecl, J. P.
Chant, Robert H.
Chapman, Lawrence
Chapman, Red
Cooper, Tex
Crosby, Jack
Dale, Don & Lee
Daley, Frank
Davis, M. C.
DeWitford, Billy
Doniker, Paul
Duffy, James J.
Eagan, Thomas P.
Edwards, Swede
Fields, Jackie
Flores, Joe
Franks, Henry
Franks, Joe
Fryer, Pete (Bill)
Gallagher, Edward
Gault, James F.
Gillespie, Frank
Hafer, John F.
Hall, Albert K.
Harding, Raymond
Harrington, James
Hatch, Frank J.
Higgins, James
Hill, Will
Holmes, Eddie
Hurwyn, D.
Ibberson, Bert
Jahn, Francis C.
Johnson, Neal
Kave, Bert
Keay, A. F.
King, George
Koartez, Tony
Kramer, George H.
Kunde, Adolph
Kunz, Ferd
Kuhn, Jack

Men

Lavie, Forrest
Leroy & Pearl
Light, Louis
McDonald, James
Mace, Ernie
Mack, Joey
Manning & Class
Mankins, Jack
Malang, William
Martinez, C.
Matesoff, Harry
Mayes, Prof.
Merkin, Barney
Miller, Johnnie A.
Miner, Ted
Morgan, Frank
Munoz, J. DeNeosta
Murphy, Eugene J.
Murphy, T. Jeff
Nealy, E. M.
Neon, Bud
Nelson, Eugene
Nuss, Bill & Gert
O'Donnell, J.
O'Rourke, Texas
Odom, Homer
Owens, William A.
Patterson, John A.
Perry, John Joe
Perry, Cap.
Preiser, Charles
Rains, Arnold L.
Ray, William A.
Redington, Joseph
Retli, Bill
Richard The Great
Richard, W. E.
Robinson, Paul R.
Roe, Chuck
Russell, L.
Silva, Romeo
Simons, Bert
Soreauit Jr., Sylvain
Staples, Harry
Steiss, Ernest
Stemple, Chester
Styles, Talmadge R.
Tamy, Harold
Taralin, Jack
Tatum, Cecil
Tavlin, Jack
Walker, F.
Walker, Sammy
Ward, Dutch
Ward, Hank
Watkins, Frank
Watkins, Irah
Weber, Sam K.
Weber, Rex
Welch, Charles
Wentz, George
Wetherington, Or D.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Parcel Post Goad, Chas. 3c
Ihle, Jos. T., 3c
Ray, Whitey, 6c
Jerome, Albert, 3c

Women

Avery, Mrs. Ruby
Bass, Mrs. Sam
Beach, Mrs. Mildred
Blanchard, Mrs. Thos. A.
Chavanne, Mrs. James
Clifton, Mrs. W. L.
Cook, Phyllis
Conley, Mrs. Betty
Dann, Rose
Doria, Miss B. L.
Farmer, Mrs. Pauline
Firestone, Mrs. Marine
Fortune, Mrs. George E.
Fredricks, Maxine
Curry, Mrs. F. J.
Grimes, Mrs. Patricia
Hiler, Miss Lee
Howard, Mrs. Pauline
Hughes, Lillie
Loewe, Mrs. Iola
Moorehead, Mrs. C. S.
Pipkin, Mrs. Charley
Renfro, Mrs. Elita V.
South, C. E.
Stanley, Dorothy
Stanley, Rose
Strable, Mrs. Eddie
West, Mrs. Lee
Willis, Mrs. Macon

Men

Adams, Enid N.
Adams, W. J.
Albright, Roy
Anderson, Ray E.
Babnsen, William
Rales, Pete
Beach, Harry
Behrens, William
Red, C. H.
Brady, J. W.
Brooks, G. C.
Brouse, Nick
Bryer, Charley
Bryer, Harry
Bryer, R.
Cherry, Johnny
Clark, Prof. Lee
Lloyd
Coley Jr., Jefferson
Cousins, Roy J.
Crowder, Dutch
Crowell, H. W.
Darnell, Hank
Dell, U. W.
Fletcher, Joe D.
Fortune, George E.
Fox, Benny
Gault, James F.
Glasscock, Doc
Goad, Charles
Green, Bill
Haley, H. D.
Hamilton, John Wm.
Handing, Steve F.
Henderson, Cortus J.
Henderson, Warren
Howe, Rex
Johnson, William F.
Jones, Howard
Kelly, Jack (Speedy)
Kelly, Ted
King, George
Joseph
Kramer, A. L.
LaPierre, Armand
LaWanda Dog Act
Lawrence, Curley
LeDoux, Leo
Leonard, Ray
Lewis, Richard A.
Lovich, Jack
Lynch, C. E.
Mackey, V. V.
Mansfield, Bobby & Ray
Mansour, S.
Meade, W. H.
Mesker, Bobby
Miller, Joe Dave
Mitchell, Fred (Slick)
Moen, Mike
Moody, Charles
Moran, Hila
Morgan, Steve
Murray, Robert
George
O'Dea, James
Robert
Ray, Whitey
Robbers, Harry
Rosa, Prof.
Scott, C. J.
Scott, Thomas
Shann, C. A.
Shufelt, Archie
Siefert, Howard L.
Smith, H. Norman
Stanley, Lazie
Stanley, Paul
Stevens, Jack
Stevens, John J.
Stevens & Mack Show
Stevens, Verne
Tate, Ralph
Todd, Adam H.
Townson, Boh
Walker, W. X.
Whity, Nal Joint
Williams, O. L.
Wilson, Bill (Monk)
Wilson, Bill & Margaret
Whittmore, Walter
Young, Joe C.

LETTER LIST

McArdle, V.
McCabe, Francis J.
McCain, Wrestler
McCarthy, E. R.
McCarthy, George
McCarthy, John J.
McClellan, J. T.
McClure, Harry
McCluskey, Wm.
McCord, Perry J.
McCormack, Cecil
McCreery, J. A.
McCuen, George
McCullough, O. R.
McFarland, Jack
McFarling, Pat
McGee, Milt
McGee, Thomas
McGill, Leo
McGill, J. Walter
McGinnis, Rob
McGowan, Pat
McNire, Toungy
McNorton, Walter
McNoy, Jas. W.
McNoy, Edmon
McNoy, Duncan
McKenzie, Joe
McKinney, Frank
McKinney, James
McKinnon, Walter
McKnight, Charles
McNeekin, J. E.
McNeely, Jackie
McNeill, Chief
McNeill, Frank
McNadden, Richard
McSween, Max J.
Mace, Herbert
Mack, Carl
Mack & Jack
Mack, Jonnie
Madden, E. B.
Maddox, R. B.
Mahoney, Tex
Malnberg, Walter
Makinson, Billy or Jerry
Makley, F. W.
Malory, Al Boots
Manheimer, Joe
Manning, Jack
Maratta, Sam
Maret, Albert
Marks, Geo.
Marks, Junior
Marks, Mitchell
Marlowe, Donald
Marshall, Dick
Marshall, Geo. E.
Martin, Arthur
Martin, Frank
Martin & Marvel
Martin, Saleka
Martin, Terry
Martin, W. Terry
Martini, Mike
Marvo Attra.
Marvo the Great
Maseman, Douglas
Massey, Harvey
Matter, Floyd R.
Mathews, Bob
Mathews, Grantley
Mathews, Jimmy
Matson, Alden
Mayer, Alvin
Mayer, Buster
Mayer, Wm. Buster
Mayes, Jack
Mayon, Wm.
Mayman, Gilbert
Maze, Sick
Mead, Raymond
Meagher, Merbert
Medley, Thomas
Mecky, Montana
Meek, Frank
Melville, Bert
Mercy, Frank F.
Merrills, The Four
Merritt, C. E.
Merritt, W. J.
Mertz, Roy
Meserve, W. E.
Metro Shows
Meyer, Clint V.
Michalek, John E.
Michel, Sam
Miller, Cash
Miller, F. E.
Miller, Harry
Miller, Wm. Walter
Milne, Eddie
Missick, Tom
Mitchell, Frank C.
Mitchell, Geo.
Mitchell, Larry C.
Mitchell, Sam
Mitchell, Tom
Mitchell, Tony J.
Monroe, Red Ed
Montague, Ernest
Montgomery, Grover
Montgomery, James M.
Moon, Geo. Skipper
Moon, Herbert
Moore, Dan A.
Moore, Dec R. E.
Moore, Earl Red
Moore, Vernon
Moran, Anthony
Moran, Anthony
Morang, Francis L.
Morehouse, Ben
Morelock, Bob
Moreno, Tony
Morris, Chip
Morris, James G.
Morris, Joe I.
Morris, John
Morris, John
Morrison, John
Morrison, John
Mort, Joe
Moses, Paul R.
Mossey, H.
Mossey, Ralph
Mott, Chas. W.
Moxley, Joe
Muller, Geo. W.
Munsey, Wm.
Murphy, A. H.
Murray, Eddie
Murray, J. L.
Murry, Harry
Myers, Joe
Myrus the Mentalist
Nagel, Carl
Nansfield, Robert
Napoles, Louis
Nash, James
Nazdian, Nick
Nathanson, Sidney
Neifach, Jerome
Nelson, Chas.
Nelson, Jack. Rodeo
Nelson, Morris
Nemar, J. F.
Nesbitt, Wm. T.
New, Bert
Newcomb, Keen K.
Newham, Gordon
Newton, C. C.
Newton, H. Z.
Nicholas, J.
Nicholas, Rudy Red
Nix, Grady
Nutter, S. N.
O'Brien, Dick, alias
Richard Lindemood
O'Brien, Don
O'Brien, W. C.
O'Connell, Thomas
O'Dare, Jimmy
O'Day, Jack Peg
O'Day, Timothy
O'Hara, Harry J.
O'Herne, Lee
O'Neil, Terry
O'Neil, Frank J.
O'Neil, Gene
Oakley, Julius
Odoms, Roy
Othum, Gny
Othund, Al
Olegario, A. G.
Olivier, Frank
Olsen, O. S.
Omi the Great
Orr, John V.
Osborn, Lawrence
Osborne, Geo.
Osborne, James L.
Ostrum, James
Overland, Joe Q.
Owens, Texas Slim
Page, Gene
Paige, Geo.
Palmer, Frank
Palmer, Golden R.
Palmer, Joe V.
Palmer, Lew
Palmer, W. F. Doc
Pappas, Chas.
Parks, R. C.
Parker, James Rock
Parker, Lew
Parker, (Allen & Parker)
Parkison, Harry
Paroff Troupe
Parra, John Thomas
Parrish, Mae & Billy
Pasell, Sam
Patterson, Dean
Pantler, Albert
Paxton, Frank
Pearman, Mike
Peck, Kenneth L.
Pedro & Luis
Pelroy, George
Penney, John A.
Penney, Prof. John
Penny, A. B.
Penny, Geo. M.
Perkins, Frank D.
Perkins, Wm. C.
Perry, Cap.
Perry, Frank
Peshong, Wm. J.
Peterson, King
Peterson, Kong
Peterson, Wilfred
Petras, Mike
Peza, Fred
Phelps, W. F.
Phillips, Edw.
Phillips, Blair B.
Phillips, Ellis
Phillips, Ernest
Phillips, Homer
Phillips, J. D.
Phlegar, Paul
Piccolo, James
Pierce, Doc
Piercy, H. W.
Pine, Phil
Pines, O. A.
Pinto, Jimmy
Pipkin, Charley S.
Plas, Stanley J.
Poole, Forrest
Popkin, Myman
Potts, Harvey H.
Potts, Harvey & Ethel
Powers, Dennis
Prairie Drifters, The
Preachio, Dale
Preston, Hall Chas.
Pribble, Harlen
Priddy, Ben.
Francis
Priddy, Francis
Pridmore, T. Marion
Pritchett, Jack
Purdine, Geo. E.
Putman, Arthur
Pyke, Grant
Race, Chas.
Rachat, Ray
Palmer, Frank
Ramey, W. A.
Rangia, Dr. Chas.
Rankin, Edward
Rankin, Mickey
Rankin, Jack
Rawlins, Bill
Ray, Percy
Ray, R. E.
Ray, Reuben
Ray, Sailor
Raymond, Daniel
Raymond the Great
Reading, W.
Reardon, Tom
Redin, Dad
Red River Valley Show
Reece, Jess
Reed, Frank S.
Reed, Gabe
Reed, F. Stanley
Reeder, Frank
Reese, W. K.
Reeves, Billy
Reeves, J. Jimmie
Reid, S. C. Whitey
Reid, W. B.
Reilly, Jim
Reitzel, Jay J.
Rendelle, Buck
Reynolds, Harold
Reynolds, Jack
Rice, A. C.
Richardson, Henry
Richardson, Hubert
Richie, Jack
Richman, Paul W.
Ride, Wm.
Ries, Dutch
Riley, Ed Speed
Riley, Mike
Ripley, Jack
Risk, John
Roach, John
Roach, John Wm.
Roark, Charlie
Robbins, L. A.
Roberson, Herman
Roberts, Clint
Roberts, Ken
Rodgers, Shadan
Rodrick, Vernamac
Rogers, Herman L.
Rogers, John
Romito, Espero
Rose, Chas. S.
Rose, Dave
Rose, Henry or Harry
Rose, Teddy
Rose, Tex
Rosen, Mike
Ross, Chas. H.
Ross, R. J.
Ross, Sammy
Ross, Tommy
Roy, Miller
Ruback, Jack
Runyon, Chas.
Russell
Ruppert, Chuck
Ryan, Billy
Sabott, Chas.
Sampson, Jack
Savage, Sammy

Hamid-Morton Lease Wallace Bros.' Show; Adding Performers And Increasing Seating Capacity

PHILADELPHIA, May 25.—The Hamid-Morton Circus, booked up to the third week in August for showings sponsored by Shrine Temples, has leased Wallace Bros.' Circus, the combined show to be known as "Hamid-Morton Circus Co., featuring Clyde Beatty," according to Bob Morton, who also indicated that the Wallace amalgamation will extend this season for at least 14 or 15 weeks of bookings. In addition to the entire Wallace Bros. company, 30 performers and 50 other persons will be added to the H-M show.

Apart from the Wallace principals, 14 more principals will be added, to include Clyde and Mrs. Beatty; "The Original Lone Ranger"; Arky's elephant act, supplemented by the Wallace elephants; Kinko; Chester Barnett; Aerial Ortons, double trapeze and iron jaw; Artinis, double trapeze; Jean Evans, muscle grind and trapeze, and additional single and double trapeze and iron jaw features.

Appearing under canvas for the first time this season, Morton indicated that it will be necessary to enlarge the tent even before starting out. Over 100,000 books of tickets have been distributed to the Shrine Temples, he said, and the ad-

vance sales indicate that it will be necessary to enlarge the tent, seating from 3,500 to 4,000, to provide for at least 1,000 additional seats.

The first Shrine show will be the week of June 10, the show breaking in June 7 and 8 at Haddonfield, N. J., jointly sponsored by the Haddonfield Memorial High School, Moorestown (N. J.) High School, Moorestown (N. J.) High School and the Camden (N. J.) County YMCA.

HADDONFIELD, N. J., May 25.—The Hamid-Morton Circus will appear under canvas here for the first time on June 7 and 8, sponsored by Haddonfield Memorial High School, Moorestown (N. J.) High School and the Camden County YMCA, last named organization sharing in the proceeds to assist children with partial camp scholarships. Two shows will be presented daily. Stand here is the inaugural for the H-M. show.

Very Good Biz For R-B in Philly

PHILADELPHIA, May 25.—Despite cool and rainy weather, Ringling Bros. and Barnum & Bailey Circus fared big here, closing its week's engagement tonight. Four nights were sellouts for the first time in the history of the show at its present location. One of these was tonight, when patrons were seated on the straw.

The engagement started Monday to a packed matinee, with orphans, crippled children and others, guests of Ellis Gimbel, filling all seats and many placed on the track. Tuesday matinee was fair and night almost capacity. Wednesday matinee was very good and night house a sellout. The weather was fair for the Monday matinee, but Monday night, Tuesday afternoon and Wednesday night it rained, and it has been cool and rainy since.

The new blue tent, a novelty in circus atmosphere, gives the matinee a new slant on background for the various acts. Lighting effects are unusually good, especially in the Alfred Court trained animal acts.

PHILADELPHIA, May 25.—There was a surprise on the opening day of the Ringling-Barnum show here Monday for Ellis A. Gimbel, local merchant, who brought along 10,000 underprivileged children as his guests. He was called into the center ring and presented with a silver loving cup by the circus management. It was the management's token of the 25th anniversary of the circus parties Gimbel has given every year to underprivileged children, and the presentation was made by John Ringling North, who came up from a Florida honeymoon.

It was a turnabout for the presentations Gimbel made four years ago on the 21st anniversary of his parties. Then he gave loving cups to the seven clowns who had delighted all his guests thru those years.

Scandinavian Shows Try To Carry On

STOCKHOLM, May 7.—In spite of war and war threats, circuses in Sweden and Denmark are trying to carry on. Circus Schumann terminated its indoor season at Stockholm on April 27. Ernest, Albert and Max Schumann, with their horses, were supposed to join the Circus Belli in a tour of Denmark, but have been unable to get their horses out of Stockholm. Oscar Schumann, with horses, and the Charlie Rivels Family were to have gone on the road in Sweden with Circus Schumann, but so far have not made a start.

Circus Scott, operated by the Bronnests, joeys, is touring Sweden. Program includes Trubka and his lions; Paul Small, equilibrist; Six Maschinos, acrobats; Bert French, tap dancer; Four Lucianas, acrobats, and groups of clowns and horses.

Circus Mijares-Schreiber closed after three weeks on the road.

In Denmark the traveling circuses are seriously hampered by blackout regulations, gasoline restrictions and traffic rules. Circus Miehe opened in the Circus building at Copenhagen on May 2.



JACK HOXIE and Dixie Starr, who are scheduled to put on the concert with Bud E. Anderson's Circus soon. Hoxie will have eight riders and ropers and six horses with him.

Mills Opens at Slough; No Side Show, Menagerie

LONDON, May 18.—Bertram Mills tenting circus opened at Slough May 1 before two fair houses. Owing to many hands being inexperienced, the show did not run as smoothly as is customary, but improvements may be looked for provided the labor problem does not get more acute. Calling up of military age classes will soon have all the fit men from 20 to 40 and some artists, too. Pat Baker should have joined colors May 1, but was given extension as a civilian until August, when his brothers will be due for service. Number of horses traveled is considerably reduced and equipment carried is cut to a minimum. One result is no menagerie and side show.

Show is under direction of Cyril and Bernard Mills and Mrs. E. K. Mills, widow of Bertram Mills. Frank Foster remains as equestrian director and Tom Tagg as master of the horse. Show is traveling by rail, ordinary stock taking place of special vehicles commandeered at outbreak of war.

Altho the program is not so meaty as one expects from this circus, the effort to keep such a big show going and surmount war difficulties is commendable, and comparison with previous seasons on critical lines would not be fair.

Decision to run circus season this summer at Skegness Winter Gardens is announced by Director Arthur Joel.

(See MILLS OPENS on page 57)

4,000 See Turner Circus; Repeat Show Is Given

SHEBOYGAN, Wis., May 25.—Turner Indoor Circus held here May 2-4 under auspices of the Sheboygan Gymnastic Society was such a big success that repeat shows on May 7 and 8 were necessary to accommodate overflow crowds. Total attendance was over 4,000. Program was under direction of gym instructor Ervin Lange.

All local talent performed in many feature acts, including the Flying Thrills, double trapeze; Four Dares, hand balancing; Ervs Troupe, teeterboard; Four Bumps, comedy acrobats; Pushie and Rudie, lofty perch; Betty Lange, upside-down loop walk. Complete program consisted of 25 acts and ran two and a quarter hours. Circus is again booked for the July 4 Civic Celebration Program.

Two for Binghamton, N. Y.

BINGHAMTON, N. Y., May 25.—The first big top booked for Binghamton in two years is the Ringling-Barnum circus, which will be here June 15.

The Hamid-Morton circus will play here week of July 1 under auspices of Kalurah Temple.

Cole Bros.' Circus was booked for June 6, but canceled the date.

R-B Answers Union Handout With Ads

BALTIMORE, May 25.—When Ringling-Barnum played its opening date under canvas here, the Circus, Carnival, Fair and Rodeo union distributed thousands of throwaways reading as follows: "If you take your children to the circus when it plays Baltimore, you will be keeping union circus workers' children from enjoying the necessities of life. Union AFL members are on strike for a living wage and decent working conditions, while company-controlled workers with no labor affiliation hold our jobs with Ringling-Barnum & Bailey Circus. Please help us win!"

Circus countered with following newspaper advertisement: "To the public: There is no strike or lockout among the employees of the Ringling Bros. and Barnum & Bailey Combined Shows. In all five of the unions affiliated with the great American Federation of Labor, listed below, every member with the circus is in good standing, satisfied with working conditions and on the job!"

Unions listed were International Alliance of Billposters and Billers, American Federation of Musicians, International Alliance of Theatrical Stage Employees, Theatrical Managers, Agents and Treasurers, and American Guild of Variety Artists, all AFL-affiliated.

Big Business For Hunt Show

CAMDEN, N. J., May 25.—Presenting the finest program in his career of 48 years as a showman, Charles T. Hunt is meeting with great success with Hunt Bros.' Circus. The show has done big business and is playing its long-established territory on the Atlantic Coast.

The Hunt circus is the second oldest in the United and the only authentic "brothers" show on the road. The sons, Charles T., Harry and Edward, are department executives, with the result that the show is functioning in real style.

A Ringling cage wagon, presented to the show by the Norths and covered with heavily carved, silvered scroll, makes a marvelous flash. The show is presented in three rings with continuous novelty and action, there being only three solo numbers in the program. An 11-piece band keeps the program jumping. In performance are featured the Levines, presenting an exceedingly difficult and novel perch act; Nelson Family, headed by Paul Nelson; Knight Family, with an outstanding wire act; Aerial Smalls, with one outstanding feature presented by William Wallet, offering the blackface Mae West in a comedy number. Concert is presented by Buck Steele. Side show, under direction of Lou Barton, features the Simpsons and other numbers.

Circus Situation In Des Moines

By JACOB A. WAGNER

Des Moines, capital of Iowa and a city of 153,000 people, has not had a circus since 1938. The records show that the gross receipts from stage shows are among the highest compared with cities of greater population. Des Moines is a circus town and, with the exception of extreme hot weather, the attendances at circuses have been capacity. One of the difficulties has been that circus routes have been so drawn that shows do not reach this territory until the latter part of July or in August.

The Iowa State Fair and Exposition opens the latter part of August and continues for 10 days. As has been the custom for many years, the City Council at the request of the State Fair Board has prohibited the exhibition of circuses 20 days before the opening of the State fair. This year the ban extends from August 10 to 31, and it is hoped that the routing of circuses will be so that they can exhibit in Des Moines before the ban. This will enable them to show on the State fairgrounds on what John Ringling termed the finest show lot in the United States, where free parking for thousands of cars is afforded.

Detroit Shrine Gross Shows Increase Over '39

DETROIT, May 25.—The annual Detroit Shrine Circus held here in February has grossed around \$60,000 to date, pre-final report by Manager Tunis (Eddie) Stinson disclosed this week.

The figure compares with a gross of \$54,000 for the 1939 show and will be increased by nearly \$10,000, according to estimate on outstanding accounts. Many ticket sales are not reported until the books are closed in November under the system of distribution used.

Providence Shrine Using Race Track

PROVIDENCE, May 25.—The Shrine circus here this year will be held at the Narragansett Race Track under direction of J. C. Harlacker. Al Martin has been awarded the contract of booking the acts for the third successive year.

The show will have two stages and a center ring and will be put on in two parts. The first part will consist of stage and ground acts and the second, aerial acts. Show is for the benefit of crippled children. Among prizes to be given is a furnished home, by the merchants.

Acts booked are Pichianni Troupe, acrobats; Four Sydneys, bicycle turn; Neiss Troupe, trampoline; Miacahua, tight wire; Naida and Ernie Perez, France and Lapel, perch; Christiansen's horses; Tieber's seals; Capt. Bol Solomon, high diver; Flying LaMarrs; Five Eltons, aerialists; Four Bombshells, double-ladder high act, Two Marions, also high ladder; P. J. Ringens, loop-the-loop and bicycle dive; Adele Nelson's Elephants; Walter Guice Troupe, riders and aerialists; Lewis and Oliver Sisters, acrobats; Flying Harold; Senna Sisters and Claire and Five Whirlwinds, skaters; Dobas Troupe. Mack Kassow will have the side show.

Y-P Again Encounters Rain at South Gate, Calif.

SOUTH GATE, Calif., May 25.—For the second year the Yankée-Patterson Circus proved to be a rain-maker when it used the Tweedy boulevard lot here May 18. Last year the show occupied the Firestone boulevard lot and was caught in a hard night rain.

Manuel Velarde was injured while doing his slack-wire act at the night show. Bernie Griggs joined clown alley here. Vera North, equestrienne, also was added to the program. The Clarkes used their new horse, both in their big riding act and in Miss Ernestine's principal riding numbers.

Mr. and Mrs. Dick Lewis gave a circus fans' party at their Los Angeles home Friday night, May 17. Lewis played many of his circus band recordings while the fans looked at his collection of circusions.



With the Circus Fans

By THE RINGMASTER

OFA

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., May 25.—The annual meeting of the Bluch Landolf Tent No. 24 of Hartford, Conn., was held at the home of President James B. Hoye on Tuesday night, May 14. The following officers were elected: Gil Conlinn, president; Jeffery O. Phelps, vice-president; William H. Day, treasurer; Elmer C. Lindquist, historian; William L. Montague, publicity director. It was voted to defer the election of a new secretary until the next regular meeting on June 4. It also was voted to hold the regular monthly meetings on the first Tuesday instead of the second. Following the meeting, Justus Edwards, of Russell Bros.' Circus advance, visited with members.

Charlie Davitt, Joseph Beach and his grandson, Wally, all of Springfield, Mass., attended the Big One at the Boston Garden. They also attended the Knights of Columbus Circus at the Arena, New Haven, Conn. Other CFA members attending the New Haven show were Gill Conlinn and Jim Hoye, of Hartford; Jeff Phelps, Simsbury, and Bill Montague, West Hartford. Edward (Blackie) Nye, old-time trouper of Hartford, also made the show.

Bill Day, of New Britain, Conn., really saw the Big One at the Boston Garden. He arrived in Boston May 9 and made the last five performances. He also visited with the performers. On Saturday he was joined by Jim Hoye, of Hartford, and following the closing performance they went to the Cafe Lorraine with their performer friends. The following attended: Bluch Landolf, Ella and Fred Bradna, Mr. and Mrs. Milt Taylor, Paul Jerome, Elsie and Paul Jung, Diana White, Judy Southern, Norma Humes and Marco.

Harry R. Pevery and son, of Melrose, Mass., also saw the show in Boston. Walter M. Buckingham, national secretary, writes: "We had a visit from Justus Edwards, of the Russell Show, who was substituting for R. M. Harvey, general agent, as Harvey was in a hospital in Torrington, Conn., with an infected thumb. Edwards spent a day in Norwich, where, under the guidance of Bugs Raymond, he looked the town over for a possible show of the circus."

James Tomlinson, Circus Fan from Sarasota, Fla., visited with members of the Les E. Cooper Top in the backyard at Washington. He is making a motor tour of the United States and visiting circuses.

The regular meeting of the Charles Sparks Tent of Norwich, Conn., was held Friday evening, May 24, at the home of Mr. and Mrs. Jean Kleffer.

The editor of *The White Tops*, accompanied by Mrs. Hohenadel and son, Walter; Mr. and Mrs. Fred Warning and son, Jean, and Everett Hannan attended the evening performance of Rowe Bros.' Circus at Mt. Morris, 24 miles west of Rochelle, on May 21. The party enjoyed a well-balanced performance for a small show. An excellent matinee there and a fair house at night, although it rained almost to show time. Francis Graham Dixon spent the day on the lot.

WANT CIRCUS BUTCHERS

Write, wire or come on.

JACK (ABIE) TAVLIN

"American Jubilee," New York World's Fair.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, May 25.—Tex O'Rourke has presented the writer with a fine item for his circulsiana. It is a postcard, done in colors, gotten out by the Barnum & Bailey show in 1896, showing the famous Duryea motor wagon or motorcycle, and from Al Tucker, the ticket wagon man of the monthly luncheons, a glossary of circus vernacular. We regret to learn of the illness of Bird Millman. Sinner Paul Meyer sent us a 12-page program gotten out for the St. Regis Roof, reading, "The Viennese Roof presents the St. Regis Circus, Spring 1940." The program is 9 1/2 by 12 inches and carries on the front cover a fine circus design done by the French artist, Renee de Bouet Willaumez. Meyer also sent with it *The St. Regis Magazine* for April, 1940, and on the front cover is the head of a clown done in high colors by Maxwell Coplan. It looks to us like Polidor. *The Adventurer* for May comes to us, and it is a newsy little sheet.

Talking of the Dexter Fellows Tent, Sinner Bill Van Atten is making plans for entertaining large groups of relatives and in-laws this summer. He just won 30 pounds of calico roast beef hash at the May luncheon donated by Art Peirson, the hash man. Bill Steinke's kid, Bettina, is doing a grand job on the fall guy pictures. The subjects like 'em at first sight. Doc Clement has cooked up a unique plan for covering the newly organized sick fund of the tent. He is waving refunds on unused luncheon tickets for the benefit of this fund; seven last month and two the other day. Sinners Harry Ison and Bert Cobb co-operate on a smaller scale. Another innovation that Clement is responsible for is the introduction at each luncheon of one of his nut inventions. Special notice to the on-a-diet boys: If your ulcers are tantalized and you need different chow, please notify Sergeant Kramer at headquarters a day in advance of the luncheon and he'll "fix it up" with the headwater. All the Trenton boys were missing from the May luncheon—out campaigning for Prexy, Hal Hoffman. The June luncheon will be the last for the season. Next fall guy, Herbert Bayard Swope.

The annual business meeting of the Fellows Tent will be held at the Hotel Astor on June 5, at which time there will be an election of officers for the ensuing year. The following nominating committee has been appointed: Treasurer John J. Mulcahy, E. D. Thorn-

Dressing Room Gossip

COLE BROS.—There were many visitors at Fort Wayne, Ind. Joe, Etta, Joey and Tommy Hodgini spent the day on lot with the writer and wife and saw the night show. From Chicago came Juanita Hobson, Albert Powell, Laurence Cross, Mrs. Tad Tosky and son; from Rochester, Ind., the Cretonas and Louis Bergoff. It was very cold in Fort Wayne. Mrs. Jess Adkins celebrated her birthday anniversary the other day and the clown band played *Happy Birthday to You*. Mickey King was a recent visitor. Anna Loving, in the side show, is the nearest approach to Houdini this writer has ever seen. She is really a magician. Adolph Delbosq, horse trainer, is doing fine with his new act, featuring the Emerald Baby, Mickey Freckles, Mary Lincoln, Helen Boy, Sweet Actress, Josey Sonnybrook and Margie Adolph. Otto and Hanna Griebing and Mrs. Freeman drove to Peru from South Bend to visit with their kiddies.

Dr. Heubner paid the show another visit at Richmond, Ind., and was the guest of Justin and Germania Loyal at the night show. Folks from Lewis Bros.' Circus drove 70 miles to see the Cole show at Springfield, O. Visitors were Wells Brothers, Avis Feister, Harris Reynolds, Charley Mahan, Mrs. Mamie Butters and Mr. and Mrs. Roy Houze. Gus Sun saw the show there. A birthday party was held in the side show on May 20 at Middletown, O., for the Gibb Sisters. Seventy guests were entertained. The cake weighed 30 pounds. Many presents were received by the girls, who were serenaded by the side show, big show and clown bands. Joe Kuta, assistant boss canvasman, was rushed to a hospital for an acute stomach ailment and operated on immediately. Reported he is coming along okeah.

FREDDIE FREEMAN.

Blackpool Tower Show Begins 23-Week Season

LONDON, May 18.—On May 13 Blackpool Tower Circus began a 23-week season with a program featuring Madame (See *Blackpool Tower Show* on page 62)

JERRY PHILLIP BOOKER, of Buffalo, manager of the Circus Model Builders and Owners Association, Region No. 1, reports that Ringling-Barnum will appear in that city July 5 and use the old Broadway and Bailey lot, as usual. It is about four miles from the heart of the city, in the Polish section. Region No. 1 will have a meeting on the lot when the show appears.

burgh, Charles Tremaine, Richard P. Ettinger and James Guinane. There will be other important business to transact.

SUBSCRIPTION COUPON

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

THAT
ROYAL BLUE
IS A
ROYAL BLUE
And It Makes
ROYAL TENTS

Write — Wire — Phone

BAKER-LOCKWOOD

603 Hardesty, KANSAS CITY, MO.
AMERICA'S BIG-TENT HOUSE
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City

TENTS

Selling fast. Have some bargains 50x80 and smaller, also Carnival and Concession Tents and Sidewalk. Write

D. M. KERR MFG. CO.
1954 W. GRAND AVE., CHICAGO
(No Used Tents Larger Than 50x80 ft.)

WANT FIRST CLASS WILD ANIMAL TRAINER

Write: **A. COURT**
Care of The Billboard
1564 Broadway, New York City

WANT ELEPHANT ACT

USEFUL CIRCUS PEOPLE AND WILD WEST PEOPLE. OPEN JUNE 15TH. With

**Barker Bros.' Circus
Wild West and Rodeo**

Write **GUS SUN BOOKING AGENCY**
SPRINGFIELD, OHIO

FREE ACTS WANTED Grotto Celebration

One Week June 10th to 15th, Inc.
"DUKE" DRUKENBROD
Room 310, Bird Bldg., MANSFIELD, OHIO.
P.S.: Can place Banner Man.

FLYER WANTED URGENTLY

For balance of season due to accident in which my husband received broken neck. Wire by Western Union.

MRS. M. PAUL THORPE
BLUEFIELD, W. VA.

WANT FOR ADVANCE LEWIS BROS.' CIRCUS

2 GOOD LITHOGRAPHERS. Must join on wire. Address: O. S. PRIMROSE, 308 N. Harvey Ave., Oak Park, Ill.

WANT AT ONCE

Trainer who can work and train Chimps. Good salary; year round work. Give references when writing. Address
BOX D-75, Care The Billboard, Cincinnati, Ohio

TIGHTS OPERA HOSE

KOHAN MFG. CO. 290 Taaffe Pl., Brooklyn, N. Y.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS.

Under the Marquee

By CIRCUS SOLLY

BELL BROS. Circus, now in Virginia, is headed for Pennsylvania and New York.

RED DAVIS, of Philippi, W. Va., motored to Washington, D. C., where he saw the Big One May 16.

SHRINE Circus at Windsor, Ont., has been called off on account of the war, according to reports received at Detroit.

STELLA STONE joined Lewis Bros. Circus at Lancaster, O., and is assisting Buck Reger with advertising banners.

ROBERT YACOPI, Peter Luken and Austin Rivers, of the Ringling-Barnum circus, are in the Massachusetts General Hospital, Boston.

MAX FLETCHER, who was on the Cole show, has returned to his home on the West Coast, where he plans to operate park concessions.

C. E. MILLER, Chambersburg, Pa., saw Kaus Expo Shows in Baltimore May 17 and Ringling-Barnum in Washington on the 18th.

A **LARGE**, heavily loaded trailer broke loose from a tractor of the Cole show at Newark, O., May 21, striking a large tree.

VALENTINE'S Flying Romas are with the Motor City Shows. Wayne Bowers is catcher, and Floyd Nelson, Mary and Roy G. Valcintinc, leapers.

EDDIE ROBERTS caught Wallace Bros. Circus at Pittsburgh May 17-18, reporting packed houses at night and fair business at the matinees. The concert drew good crowds.

HON. C. A. DAVENPORT, former circus drum major, of Chillicothe, O., in the recent primary election was renominated for a representative to the Ohio Legislature.

When the weather permitted circuses have done very well this spring. There have been quite a few cold and rainy days for many of the shows.

J. C. WOODARDS, accordionist in Ringling-Barnum kid show, cards that he has a new song, *Bring on the Beer, Bartender*, the opening number in the minstrel show.

THE **RINGLING** circus celebrated its 56th anniversary of its founding on May 19, en route from Washington to Philadelphia. The show gave its first performance on May 19, 1884, at Baraboo, Wis.

CURT McCLELLAND, who toured with circuses, presenting his London Punch and Judy show, has quit the road and is now with a printing concern at Canton, O. He was last with the Sparks Circus.

SPENCER A. STINE and wife, Herbert and Betty Stine, Mrs. J. W., Doris, Evett Pforter and Duke Gibbs, all of Maryland Park, Md., attended the Ringling-Barnum show in Washington, D. C., night of May 16.

AERIAL ORTONS, who played 10 weeks of indoor dates with the Hamid-Morton Circus, will present their double trapeze act with the H-M show this summer. They have placed the Aerial LaVeras, formerly the Fanning Duo, with the show.

BANARD BROS. Circus, this year to be called Madam Banard's Hippodrome Attractions, has been booked thru the Klein Office of New Waterford, O., as a grand-stand attraction, but it will not start out until about July 1.

WALTER J. PIETSCHMAN, secretary of the Circus Historical Society, who recently saw Cole Bros. Circus, cards that he noticed wagons, tents, etc., stenciled, "Hoosier Circus Corp.—J. Adkins."

TWO TRUCKS of Russell Bros. Circus, en route from Warren, O., May 21 to Grove City, Pa., were damaged at Sharon, Pa., when the brakes on one of them failed on the steep West State street hill. Repairs were hurriedly made.

JEAN SULLIVAN, of New Philadelphia, O., the past two seasons with Parker & Watts Circus, is recovering from injuries suffered in a fall from a trapeze and expects to rejoin Cole Bros. Circus shortly.

HARRY (SHORTY) RHODES asks: Who remembers seasons of 1893-'94 when Dick Sutton presented an afternoon circus performance in his tent and a Tom show at night? Circus performers had to double Tom.

R. L. ATTERBURY, manager of the Atterbury show, advises that business has not been as good this season as last. Show is playing under auspices whenever possible. The circus, which opened in Missouri, went across Northern Oklahoma to Colorado, in which State it is now showing.

THE **VOISE** Troupe (Jack Voise, Santo Glorioso and Faye Smiletta) opened its season at Coney Island, Cincinnati, May 18 (nine-day engagement) for the Hamid office. Harold Voise, manager of the act, is with his other acts, the Flying Harolds and the bar act, which were at the Shrine Circus, Winnipeg, Man., May 20-26.

CHARLES ROBINSON was the guest of Milt and Alma Taylor, with Ringling-Barnum, while the show was in Philadelphia. He also talked shop with Arthur Burson, Henry Bedow and Danny McPride. He formerly trouped with the latter. Robinson states that Taylor received some nice publicity in the Philly papers.

MACK MCGOUGH, who was boss ticket seller on Hagenbeck-Wallace Circus, and Bobby Peck McGough, performer, are in Pittsburgh. Mack is selling autos and Bobby is training horses and teaching riding at Fox Chapel. She has organized a group of children and will train them for her light horse brigade, sponsored by a wealthy Pittsburgh man.

IDAH DELNO, Stella Roland and Ruth Alexandria, who arrived recently in San Francisco to be in *America, Cavalcade of* (See *UNDER THE MARQUEE* on page 53)

The Corral

By ROWDY WADDY

PAUL C. DUNN, Meeker, Colo., rancher, was contracted to furnish stock for 1940 Ski-Hi Stampede at Monte Vista, Colo., reports Secretary John H. Beatty.

WILEY GREEN and Charley Chaney directed second annual Possum Kingdom Dam Rodeo near Graford, Tex., May 12. Rodeo featured bronk riding, calf roping, Brahma steer riding and cutting horse contest. Prizes totaled \$500.

LUCKY AND DEE LARABEE, after playing Buck Horn Bar in Kansas City, Mo., went to Covered Wagon Inn, Marysville, Mo., to present their whip act. Then they went to Des Moines, where they're contracted to train high school horses and to manage a new riding school.

GUNNISON'S (Colo.) 1940 midsummer rodeo celebration will be bigger and better than ever, reports M. J. Verzuh, rodeo manager. Much work has been done in preparation for annual Cattleman's Days celebration there, including 40 horse stalls at rodeo grounds. A large barn is being erected and track and grounds are being leveled and graded.

PLANS are nearly complete for 15th annual Livingston (Mont.) Roundup, reports Sol Frank, secretary Livingston Roundup Association. A new fence has been built around the grounds and among those already contracted are Jasbo Fulkerson, clown, and Chester Byers, Hank Darnell, Weaver Brothers and Fay Denn's, trick riders and ropers.

COLORADO'S 1940 rodeo season opens

officially with three-day second annual Black Diamond Jubilee, beginning May 30 at Walsenburg, under Junior Chamber of Commerce auspices. Opening night the association will present the Koshare Indian dancers. Curley's Rough Riders, motorcycle circus, will be featured on May 30 and June 1, headlined by Leo Bolin and six other riders.

WALTER COMER, of the G Bar L Rodeo, is preparing for a rodeo-circus and thrill show to be held in connection with a saddle horse sale at the Comer & Jordan sale barn, Springdale, O., June 1. Among those who are planning to participate are Capt. Bill Blomberg, arena director; the Saline Troupe, Annette Ridde, Curly Denam, John Goodman and Sid Smith.

HAPPY RUSSELL visited George V. Adams Rodeo quarters in Greencastle, Ind., recently and found much activity. C. L. McLaughlin, he says, is booking for Adams. Organization will have two units during the fair season, with Cherokee Hammond in charge of No. 2 and George Adams directing No. 1. Pearl Biron, trick rider, will have the cookhouse on the No. 2 show, and Harry Butler will be announcer on No. 1 unit. Marion Davis will emcee the No. 2 unit, while Frank Henderson will operate sound truck. Russell will have the candy pitch on the No. 1 show.

DAYS OF '49 RODEO in Seal's Stadium, San Francisco, on May 19 attracted about 18,000 at one afternoon and night performances. Sponsored by Veterans of Foreign Wars Post, show was produced by Harry Rowell. Officers, in addition to Rowell, were Bob Walden and Perry Ivory, judges; Jack Storey, announcer; Homer Holcomb, clown; Doff Aber and Beth Leuschner, timers; Dick Griffith, Fay Knight, Polly Mills, Billy Keen, Frank Dean, Bernice Dean and Charles Ellet, trick riders. Contracted acts were Hallace Harker and his trained dogs, Frank Dean, bull whip act; Billy Kean, Roman standing jump; Howard Essex and Ferdinand the Bull; Dorothy Herbert and jumping horses, and Homer Holcomb and "Parkurkarkas."

Results: Bronk Riding, first performance—Burel Mulkey, Frank Schneider, Doff Aber, Nick Knight. Night performance—Doff Aber, Cecil Henley, Jack Myers; Frank Schneider and Burel Mulkey split fourth. Finals—Burel Mulkey, Doff Aber, Frank Schneider; Nick Knight and Cecil Henley split fourth. Brahma Bull Riding, finals—John Bartram; Hank Mills and Dick Griffith split second; John Schneider, Cecil Jones. Bareback Bronk Riding, finals—George Mills, Joe Burrell, Cecil Jones, Bob Estes, Duward Ryan. Steer Wrestling, matinee—Bruce Ross, Hank Mills, John Mendes, Joe Mendes. Night show—Bruce Ross, John Mendes, Al Morris, George Mills. Finals—Bruce Ross, John Mendes, Hugh Clingman, George Mills. Calf Roping, matinee—Leonard Block, Hugh Clingman, John Schneider, Len Santos. Night show—Charles Jones, Glen Shaw, Oran Fore, Harold Jackson. Finals—Glen Shaw, Len Santos, Al Skelton, Hugh Clingman.

Contestants: Hallace Harker, Dorothy Herbert, Billy Keen, Howard Essex, Frank Dean, Bernice Dean, Charles Ellet, Polly Mills, Fay Knight, Homer Holcomb, John Bartram, Len Santos, Frank Schneider, Al Fletcher, Ben Ruider, Doff Aber, Jack Kerscher, John Schneider, Hugh Clingman, Glen Shaw, Oran Fore, Amil Ferrario, Ed Osborn, Carol Henry, Nick Knight, Butch Rochine, Jack Meyers, Joe Burrell, Mitch Owens, Charles Jones, Cecil Henley, Duward Ryan, Burel Mulkey, Hank Mills, Cecil Jones, George Mills, Al Morris, Harold Jackson, Bob Estes, Dick Griffith, Eddie Rogers, John Mendes, Joe Mendes, Manuel Souza, Bruce Ross, Al Skelton, Leonard Block, Bill Yale.

THREE-DAY RODEO at Las Vegas, Nev., race track in connection with annual Hellsdorado Days there attracted its largest attendance in its history, officials report. Ernie Cragin was general chairman, and Jack and Lillian Stratton handled the publicity. Stock was supplied by Everett E. Colborn and J. C. (Doc) Sorensen. Sorensen was also arena director. Judges were Harry Knight and Ray Mavity; Abe Lefton, announcer, Jasbo Fulkerson and comedy mule, Joe Penner, clowned. Felix Cooper, Negro rodeo performer, was an added attraction. Monte and Louise Montana did trick riding and roping and presented the six-horse saddle Liberty horses. In the three days no one

qualified for Brahma bull riding contest. The bulls broke from their pens Saturday and caused much excitement. Felix Cooper and Glenn H. Davis, news camera men, were injured seriously by them. Prize money was divided by all contestants. Among celebrities present were E. P. (Ted) Carville, governor of Nevada; Ex-Governor Morley Griswald, Buck Jones, Tex Ritter, Dick Foran, Jeanne Godshell, Rex Bell and Mrs. C. H. Nelson, representing Governor Blood of Utah.

Winners, first day: Calf Roping—Buckshot Sorrells, Asbury Schell, Dick Robbins, Charles Bennett. Bronk Riding—Felix Cooper, Bill McMackin, Floyd Stillings, Fritz Truan. Steel Bulldogging—Buckshot Sorrells, Dee Hinton, Slats Jacobs, Bill McMackin. Local Calf Roping—Dr. Kenny Searles, Clifford Jones, Ed Davis.

Results, second day: Calf Roping—Gordon Davis, Asbury Schell, Chuck Shepard, Bill McFarland. Bronk Riding—Slats Jacobs, Fritz Truan, Felix Cooper, Bill McMackin. Steer Bulldogging—Howard McCrorey, Dick Herron, Steve Heacock, Dave Campbell. Third day, Bronk Riding—Slats Jacobs, Fritz Truan, Felix Cooper, Jack Wade. Calf Roping—Bill McFarland, Buckshot Sorrells, Asbury Schell, Jimmy Laycock. Steer Bulldogging—Dee Hinton, Slats Jacobs, Bill McMackin, Dave Campbell. Finals: Calf Roping—Asbury Schell, Buckshot Sorrells, Chuck Shepard, Jimmie Laycock. Bronk Riding—Fritz Truan, Bill McMackin, Jack Wade, Floyd Stillings. Steer Bulldogging—Slats Jacobs, Dave Campbell, Dee Hinton, Tex Doyle.

Contestants: Monte Montana, Louise Montana, Paul Bond, Ed Davis, Ray Fletcher, Wayne Loucks, Jasbo Fulkerson, Felix Cooper, Buck Wyatt, Eddie Jones, John Fancher, Slats Jacobs, Art Jones, Gus Bartley, Ben Fancher, Dick McPherson, Red Adams, Harry Knight, Bill Wilson, Ray Mavity, Andy Gibson, Steve Heacock, Barney Cavilli, Jim Jackson, Bill Taylor, Jack Wade, Bill McFarland, Dick Sorensen, Gordon Davis, Tex Doyle, Dick Herron, Charlie Bennett, Jimmie Laycock, Irby Mundy, Howard McCrorey, Hughie Edmo, Bill Marshall, Lee Edmo, Bill Edmo, Bill McMackin, Jim Talley, Floyd Stillings, Rock Wiece, Frank Chitwood, Chuck Shepard, Nig Graham, Fritz Truan, Zack McWiggins, Dick Slappert, Dave Campbell, Daniel S. Campbell, Jimmie Leonard, Asbury Schell, Buckshot Sorrells, Dick Robbins, Swede Lando, Rickard Hickson, Si Witter, Matt Cropper, Pat Lewis, Jimmie Campbell, Ted May, Johnny Gardner, Moon Gee, Earl May, Mickey McCrorey, Pat Knefer, Charlie Stickney, Gale Anderson, Dee Hinton, Bill Wilson, Buck Peterson, Kenny Searles, Clifford Jones, Jerry Maley, Tom Hutchinson and Joe Searcey.

MOTHER LODGE RODEO in Sonora, Calif., May 11-12, had good weather and (See *CORRAL* on page 52)

ONE OF THE WORLD'S
GREATEST SHOWS

CALGARY EXHIBITION and STAMPEDE

JULY 8 TO 13, 1940

Six thrill packed days featuring the most spectacular entertainment on the continent. AND right next to the world's finest mountain scenery.

Write for prize list and illustrated folder to

CALGARY EXHIBITION
& STAMPEDE, LTD.

J. CHAS. YULE, Pres.
E. L. RICHARDSON, Gen. Mgr.
CALGARY, ALBERTA, CANADA

WANT

High-class Spanish, Cuban, Mexican Acts. Must have good costumes, singing, dancing, etc. Comedy Bull Fighting Dog Act. One that worked New York World's Fair last year, write. Acts to work with the South of the Border Show, 25 weeks' work, opening at North Dakota State Fair June 18th, Minot, N. D. Can use few Cowboys, Girls, Wild West Acts for No. 2 Show. Address: MANAGER SHOW, Box 342, Laredo, Texas, until June 8th; after Minot, North Dakota.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

\$8,000 Rollerland Bows in Verona, Va.

VERONA, Va., May 25.—New \$8,000 Rollerland opened here today under management of C. L. Wilkerson with six professional skating acts as added attractions, reported Charles E. Seebeck, of W.S.V.A., which carried an extensive advertising program for the opening.

Rink has a 50 by 100-foot floor of 1½-inch maple and is equipped with Chicago skates. Indirect lighting effects are installed. Music is furnished over a public-address system.

Br'klyn Park Circle Sets Figure Contest

BROOKLYN, May 25.—Metropolitan Amateur Roller Skating Association has given sanction to Park Circle Roller Rink here to conduct Metropolitan Amateur Roller Figure-Skating Championships on

June 8 and 9, reported Ed Dougherty. School-figure competition will be held the first day and will count two-thirds of total points. Free-style competitions will be held the second day. Amateurs registered with Amateur Roller Skating Association and residing in radius of 25 miles of Times Square, New York, will be eligible.

Rink has been drawing large crowds, attributed to its cooling system. It will remain open during summer.

GENESSEE Roller Rink, Buffalo, was host to members of Spinning Wheel Roamers Club, Spinning Wheel Roller Rink, Canandaigua, N. Y., on May 19, when Owner Casimir Grell announced the rink would be closed this summer for remodeling, reported Mrs. Anna Reeck. He plans to open Edgewater Park Rink, Grand Island, N. Y., on May 30. It is an open-air rink with composition floor and amplifying system to provide music.

EGLESTON Square Roller Rink, Boston, has closed for installation of new floor and repainting and decorating. It is under management of Al Cookson and will reopen in September featuring figure and speed skating. Manager Cookson said business the past season was best in history of the rink, which accommodates 1,000.

FRED BOYER opened his summer skating schedule at Iowa State Fair grounds, Des Moines, with a capacity crowd on May 22. Rink is quartered in the industrial building. Manager Boyer plans to hold State and interstate races in July. He also opened a new rink in Riverview Park, Des Moines, on May 24.

SCHOOL bands in vicinity of River Garden Roller-drome, Healdsburg, Calif., are taking to roller skating, reported Manager Armand J. Schaub Sr. Healdsburg High School Band attended the rink on May 21 and 60 members of Santa Rosa (Calif.) High School Band are to be guests on June 4. Club members of Midway Roller Rink, near Santa Rosa, Calif., were recent visitors.

LOUIS J. BRECKER'S Gay Blades ice rink, New York, switched to roller starting on May 24, official 1940 opening. Rose Diamond was engaged to play the new electric organ during sessions, with Station WHN airing program three times weekly.

SUPPLIES and equipment valued at about \$300 were destroyed in a recent fire at Seneca Rink shelter house, Oil City, Pa. It will be rebuilt.

BARN dance contest on skates will be held at Lexington Roller Rink, Pittsburgh, on June 5. Medals will be awarded three winning couples. More than 1,000 skaters and fans, led by City Council President James O'Toole, honored Dorothy Kolb and William Opatry, national pair skating champions, and Edna Altenbaugh, national novice women's figure-skating champion, at a recent celebration held at the rink. Manager Hyatt D. Ruhlman announced the rink would remain open during summer.

RECORD attendance is expected at LaRose Roller Rink, Lehigh, Pa., on May 28-June 1, when 14th anniversary of the rink's inception will be celebrated, reported Manager Morris LaRose. Party features are planned, including electric organ and record music, and oldtimers will be invited.

SKATELAND Roller Rink, Saginaw, Mich., is to remain open this summer, Manager Wally Kiefer announced. No public sessions will be held on Monday and Tuesday nights, tho they will be available for private parties. Dance classes, club nights and Sunday morning Figure Eight Club practice sessions will continue. Decoration Day party is slated for May 30, with matinee and night programs. Party was held on April 30 to celebrate joining of the 1,000th member of Skateland Roller Club.

OPENING of Paradise Roller Club on May 15 in Park of the Lakes, Cadillac, Mich., drew what is believed to have been one of the largest crowds ever to attend a skating session in that city,

Well Said, Fred Martin!

By Cyril Beasall

CHESTERFIELD, Eng.—Having digested that timely and comprehensive article, *Rinking on the Rise*, by my good friend Fred A. Martin, in the April 13 issue of *The Billboard*, I was greatly impressed by the ultra-sensible outlook adopted by one of the really outstanding personalities of our fraternity. I am, of course, unable to delve so far back into roller history via personal contact as he, but my impressions, like those of the enterprising Detroit manager, of the rink situation in the dark ages of the sport, must be drawn from the written opinions of those who were associated with skating before the present century and I am convinced that he has the whole thing analyzed very nearly correctly.

There is absolutely no doubt that the present-day method of roller rink management, as evidenced by most thinking operators, is the vital background for maintaining today's solid progress along better lines, with no slump on the immediate horizon.

Martin says, in effect, "Whether roller hockey can be made to go in a rink remains to be seen." Being aware that the RSROA has recently adopted as official a style of game which has been in vogue here in Europe since 1885, I would emphasize that this branch of the sport can be made an even greater success as an attractive rink interval in the U. S. A. If some of the ideas previously outlined in these columns were adopted as the background for gradual development. Two 15-minute periods and a three-minute interval make a sensible duration of play and, providing there is a decent standard of performance, this should make for permanent encouragement from all parties concerned. Skaters mainly interested in other phases of the sport would soon acquire an enthusiasm for watching such a game as roller hockey a la Europe, providing the match does not take up too much time per session. Frequency of matches must obviously be decided by popularity evidenced by the particular locality.

reported Manager A. W. Hackstedt. Floor is 52 by 106 feet. New equipment has been installed, including Chicago skates. Sessions will be held on Wednesday, Friday and Saturday nights and Sunday afternoon and night until June 15, when rink will go on daily afternoon and night schedule. Staff includes Carlye (Monty) Montague, floor manager; M. Bock, B. Long, Bob Montague, E. Vanderjack and M. Feeley. Paradise organization plans to open its second summer rink in Moonlight Gardens, Charlevoix, Mich., on June 1.

ORGANIZATION of Mile Hi Rink Skating Club, Denver, took place on April 30, with 30 members attending the meeting. Request night has been inaugurated on Tuesdays, when Organist Roy E. Churchill plays request numbers, and a weekly contest, testing musical knowledge of patrons, has been started.

NILES AND JOANNE bring their roller skating act to Open Door Cafe, Philadelphia, for an indefinite engagement.

ROLL-ARENA, Gloucester, N. J., is instituting Old Timer's Night on Fridays, designed to bring out older folks. For atmosphere old recordings will be played.

DICK WALES, who with a group skates at Ambassador and Golden Gate roller rinks, San Francisco, reported each Monday night they visit Rollerland Rink, Oakland, Calif. Ambassador has a composition floor, others using maple. Group has formed an association for the purpose of holding contests. They have five hockey teams. At present they are holding a fiesta in connection with opening of Golden Gate International



HYDE'S RINK ROLLER SHOES

All shoes shipped within 24 hours after order received

QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY

5 grades for men, women and children, including professional shoes. If desired, we will attach any skates you purchase at 25c per pair. Sold by leading dealers throughout the country. Send for samples.

Men's Sizes 6-12. Women's Sizes 3-9. Whole and Half Sizes.

HYDE ATHLETIC SHOE CO.
CAMBRIDGE, MASS.

SUMMER RINKS!

You will introduce roller skating to a host of new patrons. Sell them healthy recreation and make them new fans. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St., EVERETT, MASS.

Exposition, San Francisco. Wales is also a member of Royal Stars Skating Club and Rolling Bachelors. Stars club has male and female members and is said to be the most successful skating club in San Francisco. Bachelors club limits membership to 13.

JOHNNY UEBEL, holder of some roller skating speed records in Ohio and Pennsylvania rinks, has been named manager of a Mansfield, Pa., rink.

SPINNING Wheel Roller Palace, Canandaigua, N. Y., closed its first season successfully recently and Manager J. H. Ambrose reported he opened his Crystal Gardens Rink on the east shore of Canandaigua Lake for the third season on May 25. Manager Ambrose said the Spinning Wheel rink now has two 10 by 10-foot exhibit panels completely covered with souvenir stickers.

IMPROVEMENTS have been made at St. John (N. B.) Roller-drome, established in St. Malachi's Hall in early winter. New Chicago skates have been added and floor improved. Rink is open to the public on Monday, Wednesday, Friday and Saturday and for private parties on Tuesday and Thursday nights. Saturday matinee is for children. Instruction is free. Since close of the ice skating season patronage has increased. Automatic music is provided.

R. W. HAYNES, manager of Hyland Garden Summer Resort, Grand Haven, Mich., announced that the rink has been painted and decorated and that a 1½-inch maple floor is being laid over the old one.

FIRST all-day skating excursion was staged by Sans Souci Roller Rink, Wilkes-Barre, Pa., on May 18, 37 skaters going by chartered bus to Brooklyn Roller Palace, reported Mrs. Frank Killian. Great Leopard Rink, Chester, Pa., also sent a party to the rink on the same day. Manager Harrison of the Brooklyn rink made a welcoming announcement during the session.



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

New Dustless Floor Chalk for ROLLER RINKS

Sensational Discovery solves Your Big Problem!

Lane's amazing new Dustless Floor Chalk ends the debate—which is the lesser evil, slippery floor or chalk dust? Lane's new dustless chalk banishes both, also keeps floor white and clean, goes four times as far as ordinary chalks. Send one dollar and postage for 3 lb. sample box, or will mail C. O. D. on request. Satisfaction guaranteed or money refunded.

JOHN J. LANE CO. COLISEUM RINK, ST. PAUL, MINN.

SKATING RINK TENTS

SHOW AND CONCESSION, NEW & USED TENTS.

CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

OMAHA HOCKEY FIBRE RINK SKATE WHEELS

FITS EVERY MAKE OF RINK SKATES
Only \$1 Per Set (8)

MAPLE WHEELS | BALL BEARINGS
75c Per Set | \$1.25 Per 1,000

OMAHA FIBRE PRODUCTS CO.
RALSTON, NEB.

TRAMILL SELF-LOCKING SECTIONAL FLOORS

have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.

TRAMILL PORTABLE SKATING RINK CO.,
3900 East 15th Street, Kansas City, Mo.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Use "CHICAGO" Skates Once



and you will buy no other. Our shipments are prompt and our prices are right.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., Chicago, Ill.

OHIO OUTLOOK PERKS

Lift Is Shown In Area Survey

Rise in industry promises best period in years — added construction general

CANTON, O., May 25.—With mill and factory operations gaining, home building and road construction best in years and general business showing marked improvement over last spring, managements of Northeastern Ohio parks, majority of which will reopen this week-end, anticipate the best season in at least five years, a survey has revealed. There has been more construction in the parks this spring than in any like period in recent years.

Operators, realizing that to attract patronage they must give the public a run for its money, are revamping obsolete attractions, adding new midway

(See SURVEY IN OHIO on page 60)

Joyland, Lexington, Ky., Bows May 15 to Fair Crowd

LEXINGTON, Ky., May 25.—Joyland Park here opened on May 15 to a fair crowd, reported Al Wish, who with his brother, George, operating as Wish Bros. Amusements, have taken over concessions in the park. Since opening weather has been cool.

J. W. and F. K. Sauer, operators for the past 20 years, are general manager (See Joyland, Lexington, Ky., on page 39)

Water Follies for Revere

REVERE, Mass., May 25.—Thirty-five girls will be in the Water Follies to be given nightly at Revere Beach, where water shows were first seen several years ago. New tank has been built off the Boardwalk and show will run thru-out summer. Spectators' seats are now being installed. No replacement of Ocean Pier, long a landmark and which burned last fall will be made. Entire beach front is in better condition as to appearance than in many years. Several new eating places have been opened.



"CANDIDLY SPEAKING." Al McKee (left), superintendent of Palisades (N. J.) Amusement Park, receives added advice from Jack Rosenthal, park president, as the playground starts its most intensive season's program. A rush was occasioned by the Rosenthal brothers' decision to reopen on April 27 and McKee and corps pressed hard to have everything ready when the gates were swung.

Jantzen Beach Has Early Rise of 18%

PORTLAND, Ore., May 25.—Receipts in Jantzen Beach Park here show an increase of 18 per cent over the corresponding period last year, reported Paul Huedepohl, general manager. Park opened on May 4.

Patronage of one of the park's main prizes, the modern pools, is also showing marked increase, he said. A Flying Skooter has been installed near the Magic House, ride coming from Bisch-Recco Co.

Fred Mortensen, former champ heavy-weight wrestler, will operate the ride. Mortensen and his wife, champion woman wrestler, will stage park wrestling shows during the season.

Pontchartrain Biz Holds

NEW ORLEANS, May 25.—Better business at most attractions and concessions with top returns on the new Rocket ride at Pontchartrain Beach is reported by General Manager Harry J. Batt. Beach has the most elaborate display of neon and towered searchlights ever seen in this section, and Batt promises even more lighting. Several new features are planned with more emphasis after June 1 on picnicking on adjoining equipped grounds. Harry Froboess, high-swaying pole, is drawing heavy plaudits from patrons and press.

Playland Opens in Frigid Temperature

RYE, N. Y., May 25.—Playland opened its daily season last Saturday after a series of five Sunday "previews." Tho' the proverbial goodly crowd was there, it was not up to expectations, there being a sudden drop in temperature and some of the patrons making for home as a result. Spot was liberal with paint thru-out. This, plus the corking flowers, shrubbery and foliage, accounts for the playground's reputation as a pictorial wonder spot.

Current free attraction, Flying Comets, clicked, and succeeding offering (next week) will be Les Klimis, aerialists. Fire-

(See PLAYLAND OPENS on page 62)

Euclid Starts 40th Season

CLEVELAND, May 25.—Euclid Beach Park here opened its 40th season under Humphrey Co. management today. President Harvey S. Humphrey, son of one of the founders, announced the continued policies of a strictly family park, which in 1901 started the beach on its successful career. Engineering in the park is known as tops. Most of the walks and many of the buildings are of concrete, so as to be easily washed each morning. On a 550-acre farm at Wakeman, the Humphreys raise their own pop corn, average crop being 200,000 pounds when shelled.

Cincy Coney Finds Per Capita Up; Better Spending Noted by Schmeck

CINCINNATI, May 25.—Business close to that of 1939 was recorded by Coney Island here during its week-end opening on May 18 and 19 and, altho attendance was slightly below that of last year, greater per capita spending was noted, officials said.

Hurting Saturday business was a 9 p.m. rain, causing some reduction in the crowd which gave indications of reaching the figure attained at last year's successful opening and caused cancellation of the pageant on Lake Como. However, Watercade on the Lake of Fire, Thearle-Duffield fireworks spec under direction of Ray Anderson, was carried out as scheduled. With excellent weather on Sunday, the spectacle and pageant, built around a procession of gondolas of all nations on the lake, music and cast of more than 300, including Aerial Voices, who also gave free afternoon performances, drew a large

crowd and spending was reported as better than for the corresponding day of 1939. Favorable comment on the new Flying Skooter was heard. In Moonlite Ballroom Jack Teagarden's Band drew 2,200 on Saturday night, and 1,200 on Sunday.

Another new attraction pleasing crowds is This Curious World, directed by Mrs. Frances Peaslee, former vaude-villain. It is a miniature zoo of performing animals, birds and reptiles housed in the old arcade on the lake front. Performers include Mexican talking parrot, big-billed toucan, fantails, macaws, cockatoos, cockatells, doves, pigeons, lovebirds, parakeets, rhesus monkey, mother and baby kangaroo, prairie dogs, peacock, mother and four baby armadillos, Texas horned toads and 10-foot python.

President and General Manager Edward

(See CINCY CONEY on page 39)

Nantasket State Show Place Plan Ready To Move

BOSTON, May 25.—Plans long considered, for a new Nantasket Beach, to make of it a State show place and one of the finest in the nation, were announced this week and will be put into effect for 1941. A bill is ready for the Legislature, and its passage is assured by support guaranteed. Project contemplates spending of \$10,000,000 and embraces conservation and development of the public beach and building of a modern summer resort.

Plans are to raze all frame buildings along the boardwalk and ocean and bay fronts and to erect buildings from Massachusetts granite, with modern bathhouses, golf links, large hotel, restaurants, latest in amusement devices, athletic fields, an airport with a cove for flying boats and parking for 10,000 cars. A grove is to be converted into a huge picnic ground and amusement park. Planning authorities from Washington having visited Nantasket and

(See NANTASKET PLAN on page 61)

AC Hall in Red; BW Fund Is Shy

ATLANTIC CITY, May 25.—Convention Hall operating expenses exceeded receipts by \$18,393 during the first three months of 1940, according to an audit submitted this week to the city commission. Receipts were \$42,270.19 and expenses, \$60,663.78. It was disclosed that A. K. White had resigned as chairman of Convention Hall advisory commission. Policies of the hall were attacked during the recent city commission campaign and successful candidates in speeches declared there would be drastic changes after election.

In his letter accepting the resignation, Mayor C. D. White praised work of the

(See BOARDWALK FUND on page 39)

New Gate Wrinkle At Des Moines Spot

DES MOINES, May 25.—Modified gate charge, said to be new in amusement park operation here, will be inaugurated this year at Riverview Park here, said Manager Irving H. Grossman. Front gate fees a 10-cent service charge, with patron being given two five-cent tickets good for food or at any attraction. Children accompanied by adults will be admitted free. Aim is to exclude an undesirable element sometimes accompanying a free gate.

Park opened on May 24 with its new \$35,000 ballroom in operation. Ballroom faces a lagoon on three sides and two terraces with tables provide service for 1,000. Band policy includes name units

(See DES MOINES GATE on page 39)

Idea Prizes at Agawam Bow

SPRINGFIELD, Mass., May 25.—Booking of Horace Heidt for the ballroom in Riverside Park, Agawam, was announced by Edward J. Carroll, owner-managing director, on opening night, May 29. Hobbyland, featuring wood carvings of Moise Potvin, will be in a special building on the midway. To lay the two and half miles of roads in the park more than 1,200 tons of traprock and 36 tons of calcium chloride have been used. Animals for the new zoo farm will arrive today and the 51 cages plus elephant and camel will parade city streets. Most recent addition is a Merry-Go-Round purchased from Island Park in Rhode Island. Prizes for the park's idea contest will be presented, there being more than 800 entries.

DETROIT.—Race 'Em ride, installed last season in Jefferson Beach Park, has been leased to the park management for two years, said D. R. Foote, manager of Race 'Em.

SANDUSKY, O.—Passenger steamer Goodtime, which carried vacationists between Cleveland and Lake Erie spots, including Cedar Point, O., has been purchased by L. J. Omelian and C. J. Guerin, Erie. They have not announced plans.



THOMAS C. FOLEY, general manager of Conneaut Lake (Pa.) Park, who will be host to Pennsylvania Amusement Parks Association at its annual meeting there on August 15. In his third year at the helm, he has supervised vast improvements and greatly increased convention and outing bookings. The PAPA, an active force in the Keystone State field, is headed by President E. E. Foehl, Willow Grove, Philadelphia. The 1939 annual meeting on August 17 was in West View Park, Pittsburgh.

EXHIBIT'S NEW 1940 MONEY MAKERS FOR SPORTLANDS and PENNY ARCADES

BIG BANNER SEASON AHEAD

Get Set NOW! with Exhibit's NEW LINE of LEGAL PENNY AMUSEMENT MACHINES. NEW FUN! NEW THRILLS for the Summer Crowds.

Write for Large Illustrated Folder with complete description of our Entire Line.

IN FULL PRODUCTION - IMMEDIATE DELIVERIES ON ORDERS PLACED NOW!

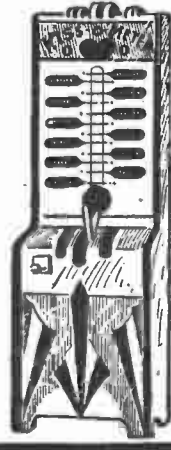
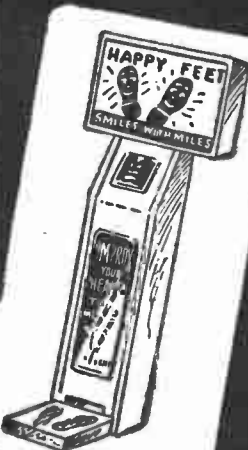
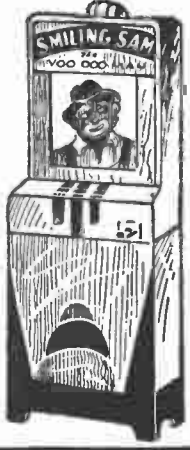
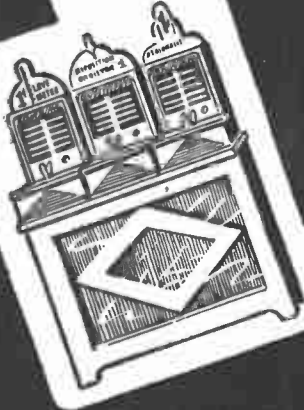
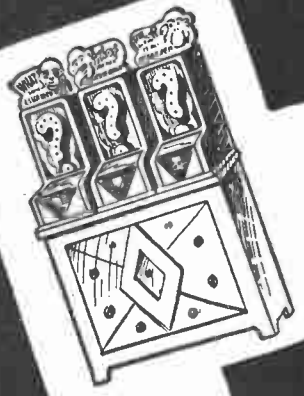


EXHIBIT SUPPLY COMPANY 4222-24-26-28-30 W. LAKE ST., CHICAGO

EASTERN DISTRIBUTORS:

MIKE MUNVES CORP.
593 Tenth Ave., New York City

MEYER WOLF
539 Boardwalk, Atlantic City, N. J.

Here's
1940's
Best
Buy!



LUSSE BROS., INC., AUTO-SKOOTER RIDE
WAKE UP Lazy Locations by adding 1940 GLAMOUR and PEP UP your receipts with the POPULAR and PROFITABLE AUTO-SKOOTER RIDE.

ORDER NOW to assure Early Spring Delivery.
LUSSE BROS., INC.
2309 N. Fairhill St., Philadelphia, Pa.
LUSSE BROS., LTD., Bardonia House,
52 Lincoln's Inn Fields, London, W.C.2, Eng.
Write for Catalogue and Price Without Obligation.

More Picnics in Kennywood; Acts, Bands Are Scheduled

PITTSBURGH, May 25.—Outing bookings in Kennywood Park here are reported best in years. Harrison B. Appleby, former circulation promotion manager of metropolitan newspapers, has been added to the staff as picnic counselor.

Following the Three Franks, Wollford's Dachshunds and Power's Elephants, the free-act schedule will include the Hanford Family with Fanchon and Fanchon, Aerial Ballet, Wallendas, Pallenberg's Bears with Lorenzo and Viki, Antaleks with Bobby Whaling and Partner, Young Nelson Trcupe and International Watercade. A clown, Harry Fisher, will stroll the park for seven weeks.

Eight name bands and a local orchestra will be used, General Manager A. Brady McSwigan said. Booked thru MCA are Mitchell Ayres, Ben Young, Benny Burton, Jim Walsh, Clyde Knight, Johnny Long, Tiny Hill, Mal Hallett, Lou Brees and two more.

NYWF Concerns Chartered

ALBANY, N. Y., May 25.—Three New York World's Fair attraction concerns have been issued charters of incorporation by the secretary of state here. They are Exposition Jubilee, Inc., with Richard H. McIntosh, Jack Tavlin and James H. Dickson, New York, directors, and Harry Bloom, John J. Robertson and Mildred Reichel, New York, stockholders; Wall of Death, Inc., Joseph Dobish, Pearl Dobish, Flushing, N. Y., and Mildred Reichel, New York, stockholders, and Exposition Parade, Inc., directors being given as those who chartered Exposition Jubilee, Inc.

Outings Start in Fairyland

KANSAS CITY, Mo., May 25.—Near-by towns started a schedule of picnics in

MINIATURE AUTO TRACK

IN ESTABLISHED DETROIT AMUSEMENT PARK

Track Built Last Season for Motor Scooters — Ideal for Miniature Auto Concession. Located in Edgewater, the Only Amusement Park Within Detroit City Limits.

EDGEWATER PARK,

23500 WEST SEVEN MILE ROAD, DETROIT, MICH.

GAMES—WHEELS—BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES. HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG.

WM. ROTT MFG.

142 WEST 24TH ST., NEW YORK CITY

STOP LEAKS!

Instant Record of Every Payment

Money-Meters always collect every admission, with instantaneous audit by patron. No investment for equipment. Trial installations. Write for Bulletin AE or ask representative to call.

MONEY-METERS, INC.

WARREN ST. PROV. R. I.



LONDON PARIS BERLIN

CHAS. DIXON & SEAL
"SUSIE"

AVAILABLE FOR
PARKS—CELEBRATIONS—FAIRS

An Outstanding Novelty for
CLUBS—ICE CARNIVALS

Home Address:
461 Fletcher St., TONAWANDA, N. Y.
COPENHAGEN HAMBURG STOCKHOLM

SKATERS' KEY BANDS and BRASS KEY CHECKS

Send for Illustrated Circular and Prices

Highest quality obtainable. Lowest Prices. Immediate Delivery.
S. GRIFEL, 649 E. 5th St., New York, N. Y.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

War Helps Swimming

Lunching the other day with Art French, boss-man at Coney Island's Manhattan and Brighton beaches, conversation turned to war, as most conversations do these days. Art raised an interesting point anent war and swimming that I have never thought of. Maybe you haven't either.

In the opinion of French, the war should definitely have an effect on all outdoor recreational activities this summer, especially swimming. People are getting tired, or perhaps "afraid" would be a better word, of war news and accordingly they are gradually becoming more and more susceptible to amusements. It's this urge to forget it all that, according to French, should send 'em in droves to swim pools and amusement parks.

Veterans of the 1914 scene tell me that's what happened prior to America's entry in World War No. 1. All forms of amusements skyrocketed and naturally in the summer outdoor places captured the bulk of migration.

To my mind there is another reason why French's predictions should come thru. With recent talk of American preparedness, the majority of citizens have become athletic conscious. They are becoming mindful of the necessity of keeping fit. What better and more enjoyable way is there to keep fit than thru swimming? Hence it seems logical to suppose that estabts that supply facilities for such recreation will do biz.

To be sure it's one helluva way to boost patronage, but I suppose there's nothing we in this country can do except be prepared. Pass that motto along to your swim patrons and not only will you help entice business for yourself but you will be doing a worth-while patriotic gesture.

Among the Missing

One of New York's most pop outdoor tanks a few years back failed to open its doors this season. According to word received by the column, Prospect Pool, Bronx, which didn't open last week-end along with the rest of Father Knickerbocker's aquatic babies, will be among the missing this year. Pool has been doing badly and competish from near-by Jerome Cascades, commercial natatorium, as well as many municipools which opened last year in its vicinity, is regarded as cause for its kayo.

Merely Personal Opinions

Why does Attorney Sayres spend so much effort to play up midget auto racing at Castle Hill Park and devote so little expense to boost swimming, its biggest revenue?

I think that aforementioned French's plan to give away autos and other valuable merchandise at Manhattan and Brighton beaches to extend impetus to its installment payments on season lockers is a good promotion. Dart throwing competish will decide winners.

I don't like A. A. U.'s high fixed price

attached to its men's national outdoor champs for this year, especially since any local girls' swim meet will outdraw the men's tourney three to one in publicity results.

Joe Pringle is running restaurant concessions again at Riverside Cascades and Sunnyside Pool, N. Y. C. Terrific publicity break was received by Manhattan's Park Central indoor pool, in current issue of *Parent Mag.* Two pages are devoted to the pop midtown tank. St. George, Brooklyn indoor pool, and C. Sileo, ed of International News Photos, are feuding in the Hitler-Allies manner. Beverly Hills (Calif.) Swim Pool certainly looks dressed up in those national sheet ads, far from the way this writer saw it when he was on the Coast in January.

Palisades, N. J.

By CLEM WHITE

Only one Saturday has been lost thus far. Crowds have been excellent over week-ends with spending average higher than that of the past three years. Manufacturers in neighborhood are working 24 hours daily, which would mean added taxes, should weather permit.

Adolph Schwartz, a 30-year concessioner, is recuperating from an operation. Mouse game is going well but "Addie's" presence is missed. Loss is made up somewhat by return of Jack Bloom, now handling an aluminum bottle ball game for Frankell and Weissman. Dick Messner and his ork were the finale of week-end bookings. Starting with Jack Teagarden for nine days, opening on Decoration Day, free stage will show both orks and a thrill act afternoon and night with the bands moving to the Casino for free dancing after the 10 p.m. stage show. Jack Constance holds down the dance assignment nightly. Albani Troupe will combine with Dick Messner until Decoration Day.

Superintendent Al McKee seems to have a ride crew that will meet even his exacting demands. A partial list includes: Bob-Sled, Buddy Kilpatrick, Clarence Scofield, Hen Kuler, Tom Crowley (with construction boss Joe McKee watching carefully); Rocket, Leo Jordan; Snapper, Charley Arrigo; Glass House, Bob Entwistle; Funhouse, Roscoe Schwartz, Harry Lapien, "Paddy" Goldberg, Marty Wilson (all these are top men and have many assistants); Spider, Fred Stoehel; Ferris Wheel, Ed McAvoy; Bug, Jim Murray; Loop-o-Plane, Joe Salerno; Chair-o-Plane, Charley Henry; Virginia Reel, Louie Decker; Skyrocket, Johnny Greenwood, Al Whitworth, Charlie Canfield; Kiddie Park, Don Rose, Dave Haffler, Johnny Laughlin; Skooter, Joe Rinaldi, Eddie McDermott, Johnny McGuire; Auto Speedway, George Reiser, Pat Pizzallo, Frank Landy, George Lillie; Bubble Bounce, Al Pinto; Water Skooter, Ralph Petty, Bob Brannigan, Kid De Nola; Racer, Charley Ellis; Caterpillar, Tootie Marguccia; Jitterbug, Johnny Kersnowski; Miniature Railway, Eddie Sylecki; Flying Skooter, Jimmy Hannon; Boomerang, "Brigham" Young; Whip, Bill Holland; Scenic, John Winkler, Paul Benetendi, Johnny Yatzel, Ken Common.

Maintenance corps includes Hick Wunsch, Kipe Grabowski and Jack Tierney, who have been fixtures here for 20 years or more. Gladys Shelley's tune (Mrs. Irving Rosenthal) *Sunning in the Summer Sun*, has been adopted as official theme song of the park and all hope that the opportunity will arrive soon.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Effect of war psychology on amusement devices is noticeable here, especially among the fem trade, who are going in heavily for gun practice via shooting galleries and spots featuring pneumatic machine guns, etc. Survey of ops featuring real and compressed-air arsenals reveals that altho the season is just getting under way operators are convinced that a sharp increase in business can be looked for.

Zimel Reznick and Lou Levinson, of Central Amusements on Wesley Lake near the Boardwalk, are completing sizable remodeling of their Funhouse and Ghost Ride and are installing a battery of anti-aircraft pneumatic guns. Spot, which reopens on Decoration Day, will again have Eddie Lange as treasurer.

City Publicity Department planning opening sports promotion for the Boardwalk on June 13 with a special match

race between John Borican and Wayne and Blaine Rideout, collegiate sprint stars, who will attempt a record for the half-mile along the boards. City-owned beachfront bathing system, operated under lease by Edward T. Mitchell, will reopen on June 1, with all concerned keeping their fingers crossed in hope of maintaining, for another year at least, the bathing safety record which city officials claim has stood for past 37 years without a single drowning along local beaches during regulated hours.

Extensive modernization of bathhouse has been completed, with Third and Fourth avenue groups, which get heaviest play, having been practically rebuilt and some 500 new bathhouses and lockers added. For the first time in history of Asbury Park, special rates will be given to hotel guests, with all hotel operators being permitted to allow patrons a 20-per cent reduction from the standard 50-cent fee.

Long Island

By ALFRED FRIEDMAN

Altho Decoration Day is curtain-lifter of the new season for Long Island beaches, it is evident that this year it will be two more weeks before real activity manifests itself. Weather and war talk seem to be two factors that are slacking trade.

Efforts for shaping such spots at Rockaway, Long Beach, Jones Beach, Rills Park and others at this time of year mirror the situation. Where most of the work would have ordinarily been completed by now, it seems to be just idling along.

Playland Park rates plaudits for fine improvements made to the southern end. Manager Louis Meisel has installed a handsomely appointed arcade, some concessions and an attractive bar, operated by Bill Ebach. Rockaway Beach is attempting to encourage resumption of excursion boats between that point and Manhattan on a large scale.

Park Free Acts

POWER'S Dancing Elephants opened a two-week engagement in Kennywood Park, Pittsburgh, on May 27 with Mrs. Jeannette Power.

FLYING METEORS, high aerialists, opened a three-week engagement in Rock Springs Park, Chester, W. Va., on May 24, said R. L. Hand, park manager. Free acts will be offered thruout the season.

PRYDE AND DELL, comedy juggling and acrobatic team, were booked into Lebzelter's Grove, near Lancaster, Pa. Rocky Springs Park, Lancaster, had the Hollywood Clowns, comedy and acrobatic act, and Hawaiian Aces, featuring Virgil Neal.

ACTS booked for Riverside Park, Agawam, Mass., thru George A. Hamid, Inc., will include Flying Allens and the Deteros, to appear opening week, and these to play succeeding one-week engagements: Santanellos, Flying Valentinos, Four Grotelfents, Torrence and Victoria, Queens of the Sky, Peaches Sky Revue, Great Peters, Waldo Trio; Eric, the Great; Atenos Brothers and Five Albanis.

C. C. BONETTE, Bonette Brothers, in his 48th year as parachute jumper, reported he has been signed by Manager C. L. Wyman for opening of Wilson Recreation Park, Keene, N. H., on May 30 and the following three days. Park has undergone an improvement program, which includes incompleting stadium.

FLYING BEHEES opened the 35th season of West View Park, Pittsburgh, as first of numerous acts to be contracted for that spot.

BOB EUGENE TROUPE, aerial bars, is in Idlewild Park, Ligonier, Pa., for a month's run, the third engagement in the park for this act. A third return also will be played in Playland, Rye, N. Y.

PRINCE NELSON, high wire, opened on May 25 in Summit Beach Park, Akron, for a week, first of a series of acts to be presented, said Ben H. Voorheis, promotional director. Act was set by C. A. Klein Attractions.

DECIDING to hold over Bee Kyle, high fire diver, another week, in addition to Harry Froboess, high swaying pole, man-

American Recreational Equipment Association

By R. S. UZZELL

Favorable opening—magic words. Will it last? Who knows? At any rate, it is encouraging. Playland, Rye, N. Y., got rain last year, but this spring the weather was ideal for opening on the week-ends, altho cool for official bow. The Forty Fair is also making a better showing than was clocked at last year's bow. Does it mean that our fraternity on Gibson's Glade is in for swelling of bank accounts where the elephant stepped on them last year? We hope they are compensated now for all of their wallops of last year. They are in a fair way to make the grade.

Already there is talk of a third stanza over on the flats. We shall see. It is a better show and framed for a more modest reception of the substantial common folk that make the world move and from which amusement parks, fairs and expositions receive their support. Yachts and high-stepping carriage horses have no strong appeal to these people. They want entertainment and substantial reliable knowledge of people, mechanical appliances, inventions and historical displays and facts. Let them go thru a model and modest home rather than look at a luxurious yacht which they could never hope to own. Mr. Gibson has rendered a great service to the New York World's Fair. The best part of his usefulness has been that of humanizing the fair, making it welcome the common people.

W-H Law Set for 1940

Wallace Jones, Boston, stopped in on his way to Washington to tell us that John T. Benson is still on the upgrade at his wild animal farm and that Dave Stone can now walk three times around Paragon Park, with which he has been actively connected for about 30 years. Stone has his faithful wife and his son, Joe, to carry on, while Benson depends on Miss Griffin, who is the only one who can manage "The Strangest Farm in the World." While Jones scouts the country, his son, Russell, carries on at the hot-dog machine factory.

George H. Cramer declares that the wage and hour law is greatly handicapping his spring production schedule and asks if there is any way to modify the situation. That was attempted last year when we tried to claim we are all in a highly seasonal production industry. The claim was denied, which leaves no other remedy but to seek a modification of the law. This could not be done with this expiring Congress. Perhaps all seasonal industries could get it changed for next year. For the remainder of this year the 42-hour week will prevail in all industries whose products go into interstate commerce.

Live Wire in Agawam

A new live wire in park business is Edward J. Carroll in Springfield, Mass. At great odds he is staging a comeback for Riverside Park, Agawam. Two other attempts have failed, each after a considerable expenditure of money. The unfavorable weather since March 1 for outdoor construction and painting has been the worst in years. The swollen Connecticut River approached within five feet of his large dance hall when the maple floor was laid and ready to nail. All of the wise ones said he could not make a go of it. He has pushed ahead with dogged determination and spent a modest fortune on the place. The transformation will make it practically a new park. The roller-skating rink and outdoor night pictures are already doing a lucrative business. His new entrance and redressed rink make a fine first impression as one enters the place which is not lost as one goes down the midway. He shows the constructive fighting spirit that goes places and gets things done.

agement of Pontchartrain Beach, New Orleans, reported continued good biz last week. Manager Harry J. Batt said he had booked Great Slegfried, ski jumper, for two weeks in August.

VIOLETTA AND ROOKS, high trapeze, opened as first free act of the season in Edgewater Park, Detroit, where acts will be booked weekly.

ACTS booked thru the Frank Wirth office for opening of Dreamland Park, Rochester, N. Y., on May 30 are Five Eltons and Tiebor's Seals.

1940 PENNY ARCADE

MODERNIZE—MUTOSCOPE WILL SHOW YOU HOW

- NEW EQUIPMENT AND SUPPLIES
- RECONDITIONED EQUIPMENT WITH MODERNIZED CABINETS

Everything You Need From One RELIABLE Source. Write for Our New Catalog. Anything to Trade? Send Us Your List.

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

44-05 Eleventh St., L. I. City, New York
"Penny Arcade Headquarters Since 1895"

WANT

For Hire or Percentage

Miniature Railway

For my park. Good location. Write your proposition. MAX ISRAEL, Henniker, New Hampshire.

FOR SALE

Complete Shooting Gallery Equipment

20x40 Fl., 12x15 Fl. Tank, 14 Guns, 3,000 Tubes. Priced right for quick sale.

A. BALZANO

310 Surf Ave., CONEY ISLAND, N. Y.

Coney Island, N. Y.

By SAM ABBOTT

Nearly everyone at Coney Island has been putting in overtime the last few days getting things in readiness for what is predicted as a big season. The weather man has been halfway decent about breaks over the week-end and pre-season crowds have been up to expectations. Several changes in spots and types of attractions have been made by the operators and concessioners.

At Luna Park carpenters and painters were putting on the finishing touches and concessioners getting things in shape. The Mile Sky Chaser has been operating week-ends. By the time this appears the park will be operating 100 per cent on dally schedule. On the site of the Ghost Train Rene Zouary moved in with the Frozen Alive show and Mrs. Jack Johnson will have the "train" near the west end of the park where the Funhouse operated in the past. Jack Evans has been booked in for his Buried Alive show. Dick Sanders, in charge of amusements and attractions, is enthusiastic about the season. Adele Richman, at Coney for 31 years, has the pig slide, which she has run for 15 years, and on the eve of the season has been busy training her charges. The Gueffis, John "No. 1" and John "No. 2," are again at Luna as superintendent and assistant superintendent. Richard Schramm is the electrician in charge and Jack Gallagher general mechanic. Jerry Friedman, president of Luna Park Holding Co., Inc., recently made an inspection trip. William Lombard is handling promotion and Dave Feinman, organization and promotion.

Louis Shisoff has opened his frozen custard stand on Surf. He is assisted by Joseph, Sylvia and Yetta Shisoff and Muriel Levine. Jimmy Alvino is in the box at Boomerang. John King is on the job with his Tilt-a-Whirl at Feltmans. He also has a shooting gallery near by. People here are going for merchandise prizes, Jack Friedman, who operates a shooting gallery, says. Bill Adams is on the door and Laurence Smith in the box at the Comet. Eden Musee on Surf goes on a full-time schedule Decoration Day. Fred Meers says. He adds that some new features are being planned and will be on hand soon. For the last 12 years Eddie Donnelly has been with Streamlined Skooter and is back again this year. Isadore Kruze is the boss. Pat Beck is operating Tally Ball with Robert E. Sanguinetto Jr. as assistant. Al Abrams has a new game, Ro-Lo, on Surf. Assisting him are Al Rosenzweig and Joe Altman. Merchandise prizes are offered. Jacob Horace Mead, who says he is the oldest photographer in Coney, wishes a correction made. His name is Jacob and not Jack as was reported. Mrs. Minnie Silverman and her daughter, Lucille, are assisting in a photo stand.

Benjamin Buel Jones, known as Broadway Jones, "The Man Who Treats You Right," has a milk bottle game on Surf and a guess-your-weight stand, operated by George Schnitzer. Jack Howard is in the box at the Whip. He's been a Coneyite for 25 years. Joe Gary is managing Coney Island Skating Rink. He is known as the "Sergeant." Charlie Lomando is the "General" and Carl Coratello, the "Corporal." J. Patano's Loop-o-Plane is operating with John Joseph Chase on the Platform.

Mrs. Elizabeth Wolz, formerly with the Skooter ride, has the Funhouse. Her daughter, Constance, is on the door and Andy Testa is in the box. Harry Paneth is in his 12th year at the Bug. Patsy Ventura, 14 years at Coney, is on the door.

Mrs. Etta Holtz and son, Herbert, have reopened their souvenir and novelty stand in the Bug building. Anthony Balzano is again operating Pokerrall with merchandise for prizes. William Buckley is in the box at the Giant Wheel, Steeplechase. Mrs. Mollie Milgrim has returned from a vacation in Jersey and is operating Break the Bottles with her daughter, Ruth. Bat 'Em, in the same location since 1926, has J. G. Wilkinson at the helm. Sam Johnson is again at Lane's Irish House. Dan Lane, an ex-song-and-dance man, says he'll have 13 singing waiters this summer. Thirteen, he adds, is his lucky number. Sidney Persily's brother, Bernie, is becoming a full-fledged operator at the Poker game. Sid Kahn, it is reported, is one lucky boy to have a box for the season at Ebbets Field.

Sam Wagner has opened his World Circus Side Show on Surf-Bowery. With him are Leo Ammis, Charles Smith, Sam Yachtman, Julius Silverstein, Surf door; Arnold Politzer, Bowery door, and Raymond and Justin Wagner, talkers. Andy Pulaski is house electrician. Acts include Spanish Rhythm Girls, with George Perez, Moises Cuevas, Margie Milan, Aida Montero and Nives Rodriguez; Lady Olga (Dolly Joyce), electric girl; Cortland, magician; Stella, "hottest woman in the world," managed by Marie Woolsey; strong man, Warren Lincoln Travis; psychic, Edwin Sarge; physical culture exhibit, Mrs. Esther Ammis; Major Mite, midget; Spider Boy, Henry Bulson; Chief Woo Oo and his strange people; tattoo artist, Frank Graf; eat counter concession, Phil Glazer; prize candy concession, Meyer Hamburg; Sex Mystery, Adah, lecturer, and Fay Sesslin, bally and cashier. California nudist camp, peep show, is also presented.

Benny Bernstein and Walter Knapp are on the platform and Charlie Thurm on hat checking at the Cyclone. Rose Pinto is in the box at Cyclone Kiddie Park.

DES MOINES GATE

(Continued from page 36)

for week stands and one-nighters. Louis Panico was opening attraction. He is to be followed by Don Bestor's Band.

Other improvements include widening of roads, repainting of buildings, widening of bridge over lagoon and construction of new approaches, new stoves for picnic grounds and new \$3,000 roller rink. Abe Frankel will manage weekly wrestling shows. Manager Grossman said picnic bookings are far ahead of previous years.

Personnel includes Robert A. Reichardt, personnel and operations manager; H. G. Ryer, special promotions; Maxine Moyer, cafe and refreshments; James Roberts, ride supervisor; Pat Murphy, grounds superintendent; Ray Helms, penny arcade; Gordon Parks, Joe Epstein's sportland arcade; Harold Cavanaugh and Henry Wieman, office, and Bob Dudley, publicity.

BOARDWALK FUND

(Continued from page 36)

commission, but attacked the "political regime which saddled the Convention Hall upon the city," and declared that instead of a \$15,000,000 investment in an auditorium, a convention hall costing \$3,000,000 would have been ample.

The mayor thanked the commission for avoiding unfair competition with other amusement enterprises that are taxed to support the hall. He also answered critics who have charged that the commission represented only beach-front interests with the result that many features that might be enjoyed by all residents were never booked in. "I have known of no legitimate enterprises willing to pay rent that have not been encouraged to use the hall," he said. "To have pursued a policy of giving the hall rent free to certain private interests while denying it to others would, of course, have resulted in a drying up of those rentals which are available, such

as exhibition space for conventions and use of meeting rooms."

Betterment Funds Asked

Altho more than \$1,000 has been pledged to finance a program for raising the tone of the Boardwalk, work cannot start until \$2,000 has been assured, Harold W. Faunce, chairman of the finance committee, reported to beach-front amusement men, concessioners and merchants. Boardwalk improvement program was drafted several weeks ago by Walk merchants and property owners to eliminate unethical mercantile practices.

"At present there is not a Boardwalk business concern which is not suffering an annual loss of hundreds, and in many cases thousands of dollars in sales, lowered rental values and hotel-guest income because of conditions this program is set up to correct," Faunce said in an appeal for funds.

Decoration Day marking opening of the summer season, the broken week-end doesn't augur too much hope for any broken records. Reservations at hotels are light. In addition to holiday bills at Steel Pier and Hamid's Million-Dollar Pier, Decoration Day brings the Auerbach Trophy race and leading speed-boat drivers.

CINCY CONEY

(Continued from page 36)

L. Schott said that business to date, including two week-end Preview Days, was slightly below that of last year. He attributes decline to inclement weather.

However, a cheerful note was sounded by Herbert Schmeck, of Philadelphia Toboggan Co., who with some other amusement men were guests of President Schott on May 21. Schmeck said that on his trips to parks this season he has noted considerably better spending than in 1939 and that smaller turnstile figures may be attributed to generally bad weather breaks.

A. Brady McSwigan, general manager of Kennywood Park, Pittsburgh; another Kennywood staff man, Fred Henninger, and DeArv G. Barton, Midwest manager of Music Corp. of America, Cleveland, were General Manager Schott's other guests. McSwigan and Henninger were on an inspection tour.

JOYLAND, LEXINGTON, KY.

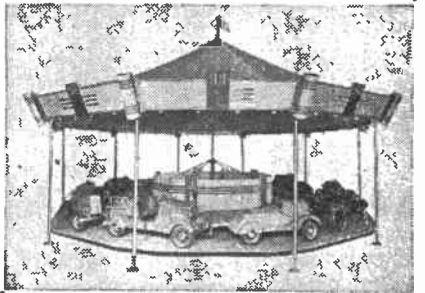
(Continued from page 36)

and assistant manager, respectively. They have remodeled buildings and painted them in new color schemes. New structure to house 10 Skee-Ball alleys has been built. Attractions include high ride, Dodgem, Merry-Go-Round, swimming pool and ballroom in which name bands appear periodically. Free movies and fireworks will begin on Decoration Day.

Among concessions in operation are sportland; arcade, which has been painted with comic strip characters and equipped with new front and neon signs; cigaret gallery, pitch-till-you-win, bingo, refreshments, balloon game fish-pond, long-range gallery, blower, cane rack, cigaret wheel, penny pitch, break the bottles, milk bottles, huckley buck, bumper, string game, high striker, photos, snow and pop corn.

LINCOLN, Neb. — Capitol Beach's season's getaway on May 18 was comparable to the average of the last few

BETTER THAN EVER



More than 230 Allan Herschell Kiddie Auto Rides in profitable service. New 1940 Autos finest ever built. Complete Ride, \$1450.00. Prompt Delivery — Order Now!

ALLAN HERSCHELL CO., Inc.

NORTH TONAWANDA, N. Y.
Builders of the Famous Original
ROCKET RIDE

New Electric Penny Game

One park reports gross of \$1725 in month of June, 1939. Permanent and portable models. Low cost, immediate delivery. Write today for new 1940 catalog.

KING MFG. CO.
St. Clair Shores, Mich.

WANT

FOR REVERE BEACH, MASS.

Roll-o-Plane, Stratoship, Octopus or any other outdoor amusement. I have the space and will play percentage with any reliable party. Also Concessions for rent. I have for sale—3 Miniature Skee Ball Alleys with coin box. Also Airplane Bomber Game, accommodating single or group players.
TOM HARDING, Virginia Reel Ride, 268 Boulevard, Revere Beach, Mass.

FOR SALE

Sixty Passenger, Three Abreast, Canvas Top, Portable Merry-Go-Round, forty-three-foot diameter, in A-1 shape. Price very reasonable.

GEAUGA LAKE PARK

GEAUGA LAKE, OHIO

CAN PLACE

For Sandy Beach Park, Russells Point, Ohio. Capable Girls for Ball Games and Hoop-La. Also account of disappointment, Man for Rabbit Racer. Park opens Decoration Day. Address: MRS. AL WAGNER, Russells Point, Ohio.

WANT

For Casino Park, Fort Worth, Texas. Can place capable Agents for Blower, Roll-Down, Slum Skillos, Agents for Huckley Bucks, also Agents for Slum Stores. Get your season's work here. Answer to ARCHIE WAGNER, Casino Park, Fort Worth, Texas. P.S.: People contracted, report at once.

seasons. Rain until a few hours before opening probably accounted for a moderate start on Saturday but Sunday was good.

Who Buys Talent and Why?

Prominent talent buyers give the answers in the TALENT SUPPLEMENT to be published in the SUMMER SPECIAL. Be sure you get a copy of this important edition—subscribe now.



"FREE ACTS AND THE PRESS"

by Harry J. Batt
President
Pontchartrain Beach
New Orleans, La.

What part does publicity play in free act promotion? Mr. Batt refers to free acts and the press as a pair of aces hard to beat.

ACTS AND ATTRACTIONS

Send for the complete details about the Talent Section. You can have an advertisement in it and get Free Picture Publicity. Mail a postcard today.

The Billboard
Cincinnati, Ohio

Big Ones Prep for New Tops

Pomona Mark Set at 750,000

Heavy pull from tourists' invasion is figured—program at plant under way

POMONA, Calif., May 25.—In anticipation of a banner year in attendance and number and variety of exhibits, management of Los Angeles County Fair here has crews making additions, alterations and repairs on buildings and carrying forward the big landscaping program. Reopening of the San Francisco exposition and cessation of European travel are expected to greatly stimulate tourist migration to the Coast. For this the fair will make a bid and officials are proceeding with arrangements on a more pretentious and comprehensive scale than ever before, with an attendance estimate of 750,000. Present record is 650,000.

Secretary-Manager C. B. (Jack) Afflerbaugh said that never before has inquiry for exhibit space, premium lists and information been so voluminous and widely distributed. Special facilities are being offered to exhibitors of farm machinery and tools in Machinery Hall, of steel and concrete, covering 40,000 square feet of unobstructed floor space. This will be augmented by a large open area adjoining the building. Much of the space, inside and out, has already been contracted. Commercial exhibits will be (See Prep for New Tops on opposite page)

Lund Named Pilot Of Winter Carnival

ST. PAUL, May 25.—Henry J. Lund, publicity superintendent of Minnesota State Fair here, will take over the post of managing director of the St. Paul Winter Carnival on September 1. Appointment was announced by William J. Hickey, president of the Winter Carnival Association. Lund succeeds Martin J. Kelly, who resigned a month ago to enter the field of general promotion in the Northwest.

Recognized as one of the greatest promotional programs of the country, the St. Paul Winter Carnival, its sponsors declare, surpasses in mass participation such events as Tournament of Roses, Mardi Gras and Ak-Sar-Ben. "Plans are being formulated for the 1941 Winter Carnival. A campaign of national publicity will be launched to encourage visitors from every State, Canada and the neighbor Americas," Lund said.

A former newspaper man, he served as sports editor of *The St. Paul Pioneer Press* from 1911 to 1919. He is rounding out his 20th year with the State Fair, having served as assistant superintendent of publicity from 1929. For 11 years he has been superintendent of publicity. His connection with the Winter Carnival is not expected to disturb his connection with the State Fair. He will, however, sever his relation with the Midway Club, Twin City commercial and social organization, which he has served as secretary since 1934. His resignation with the Midway Club is effective on September 1.

Fredericton Canceled Again

FREDERICTON, N. B., May 25.—Maritime Winter Fair, normally held here in November, has been canceled for the second year, announced President C. F. Bailey. He said a government grant will not be made this year and that war developments made cancellation advisable.

BISMARCK, N. D.—Attorney-General Alvin C. Strutz has sent a request to secretaries of 10 North Dakota fairs to co-operate with peace officers in enforcement of the State's anti-gambling laws. He informed that one or two State inspectors would be on the grounds at each of the fairs, consisting of Hamilton, Jamestown, Mandan, Grand Forks, Langdon, Burke County, Minot, Carrington, Fargo and New Rockford.



HENRY J. LUND, who has been appointed managing director of the St. Paul Winter Carnival, will continue to serve as publicity superintendent of Minnesota State Fair, with which he has been connected 20 years. Widely known to showfolk, "Hetnie" long ago established a reputation as a State fair publicist because of his ideas in news copy, billing, art displays and radio coverage.

Tupelo Adopts Co-Op Set-Up

TUPELO, Miss., May 25.—Holding of a successful 1940 Mississippi-Alabama Fair here appeared assured this week after representatives of several civic groups and Chamber of Commerce approved a co-op plan for continuation under the present set-up.

President J. M. Savery said the budget shows a paper profit of about \$4,000 despite the biggest premium award, \$4,000, in the fair's history. He estimates receipts at \$8,150 from general admission tickets, \$1,750 from grand stand, \$600 from concession, \$1,500 from catalog and \$1,500 from the State for premiums.

Last year's crop failure in this section brought a \$1,300 deficit, he said. An Amusement Corp. of America unit will be on the midway, it was announced.

STARDUST REVUE, produced by Charles Collins, Detroit, is being booked for Canadian fairs, chiefly thru Western Canada Fairs Association.

Brockton G.S. Policy Repeats

Success to line up bill along same lines — four buildings of nations

BROCKTON, Mass., May 25.—Brockton Fair will follow the same grand-stand policy as that of the past two years, with name bands, names of radio, screen and stage, and a line of girls from one of the topnotch musical attractions. Secretary Frank H. Kingman said the policy had proved so successful that it was determined by the board of directors to continue along the same lines.

Lucky Teter and his Hell Drivers also will be headlined for five days, Sunday thru Thursday; John A. Sloan will present auto racing on Friday and Saturday, and there will be displays nightly by American Fireworks Co. Fair will again have a horse show, re-established last (See Policy in Brockton on opposite page)

Regina Plans Gate Boosts

REGINA, Sask., May 25.—Regina Exhibition board plans to boost attendance in 1940 with introduction of daily gate awards during horse-race programs. On the final day an award based on daily attendance increases over corresponding days of 1939 will be made. Race purses have been boosted \$400 this year, making \$13,500 available. Giveaway of five autos and bicycles Monday night, Children's Night, will again be used to boost the night grand stand. Governors of North Dakota and Montana will be invited to attend on Americans' Day, which will be a joint feature with Travelers' Day. W. F. Fuller, president, will make a good-will tour of the two States to arouse interest. Veterans' Day will be known as Military Day. It will be broadened in scope to include personnel of army, navy and air force, as well as war veterans. Grain show building will be used to house horticultural and women's exhibits, the CKCK Palace of Glass, automobiles and farm boys' camp. Reduced admission of 10 cents for unemployed and families will be in effect on morning of the second day.

FREDERICKSBURG, Tex.—H. A. Ries, who was elected president of Gillespie County Fair Association, has been a board member over 10 years and replaced Eric F. Juenke, who declined re-election for 10th term. Others elected are Otto Henke, vice-president; Otto Burgdorf, secretary; Max J. Bierschwale, treasurer.



HARVEY D. GIBSON (second from right), chairman of the fair board, presents Frank Zambreno, manager of the Ripley Odditorium at the New York World's Fair, with the Concessioners' Award, a gold wrist watch, for having the "Best Prepared and Appearing Show" on the Great White Way (amusement area) on opening day. Frank Buck (right) president of the Concessioners' Association, and Bill Fisher (left), liaison engineer of the Great White Way, look on.

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, May 25.—Minor union difficulties between restaurant operators and culinary workers have been satisfactorily adjusted, the Concessioners' Association proving of much value in reaching this happy conclusion. Frank Zambreno, of Ripley interests, and Tom Wolfe, of Glassblowers and Holyland shows, arrived by plane from New York to stay until after the opening. Mrs. E. Mollineux, under whose direction the Garden of Rides has been assembled, has made a veritable fairyland out of this barren stretch of sand. Douglas R. Wiser, Los Angeles, is installing a Kentucky Derby for Oswald and Sarkisian. Robert L. Ripley, of cartoon fame, has been honored by having Sunday, May 26, called Ripley Day. Hugh Mack arrived from L. A., where he spent the winter, to be on the front of the Elysium show. John L. (Spot) Ragland is getting his concessions in shape. Sally Rand slated to arrive from Mexico any day, having terminated her engagement south of the border. Barney Oldfield will be connected with the Ford exhibit, where the first Ford racing car, the 999, will be displayed. It is the car that started Barney on the road to fame.

Bill Wolken, who has been ill, is recovering rapidly and seen daily on the Gayway. Jack Manns, international traveler, back for the season, he says. Terrell Jacobs arrived with his cargo of wild animals, 30 cats and a couple of hundred monkeys. At the Rose Aquacade, with Billy Rose and John Murray Anderson on the job, the California water sprites will know what striving for perfection means when these two indefatigable task masters get thru with them. McChrystal and Saunders International Ice Show has shaped into a beautiful production and the French building is perfectly suitable. Art Windecker, former circus man, will handle front of Terrell Jacobs' trained wild animal show. Paris Peggy, noted performer-girl-show-talker, will have her own show on the Gayway. Nate Miller week-ends in Santa Cruz, where he has one of his rides. Rudy Illions up from Long Beach to install two great neon signs on the Nate Miller attractions. Fred McFalls, who took space for a "Tommy" gun gallery, will use 15 rapid-fire guns. Amos Centall, 80 per cent re- (See GGIE GLEANINGS on opp. page)

Ottawa's Junior Section To Be Staged at Richmond

OTTAWA, Ont., May 25.—Directors of Central Canadian Exhibition Association here, who have canceled plans for a 1940 fair, announced its junior agricultural section will be conducted in connection with Richmond (Ont.) Fair. Committee of directors of Ottawa and Richmond associations recently contacted P. M. Dewan, Ontario minister of agriculture, who made a special grant of \$2,500 so the section could be held.

All grants to fairs for agricultural displays having been canceled, Dewan said he did not wish to see continuity of the junior section interrupted, adding that Ottawa had led in development of junior agricultural work in the past 12 years. Richmond Fair was chosen by CCEA because it is the largest Class B fair in vicinity of Ottawa. Its 1940 fair will be the 96th.

Teter Restrains Promoter

PHILADELPHIA, May 25.—Lucky Teter, stunt driver, fired the opening gun in a declared war on the dare-devil front when he was granted an injunction by Common Pleas Judge Gerald Flood on May 20 restraining Promoter Ray Fabiani from using Teter's name in connection with advertising Fabiani's Cavalcade of Thrills next Monday at the National Speedway. Fabiani replied: "We never claimed Teter would compete—only that he was invited to compete. And I have a copy of the letter inviting him."

SAGINAW, Mich.—Saginaw County Agricultural Society, sponsor of Michigan Farm Products Show here, elected Former Vice-President John Rauchholz president to succeed Thomas B. McDonagh, who died on May 13. Others elected are Charles Girmus, William Otto, vice-presidents; B. B. Sawyer, a director; William J. Kirchner, treasurer.

Fair Grounds

ROCHESTER, N. Y.—Fire destroyed a historic horse barn in Edgerton Park here, site of the old Rochester Exposition, and damaged another that was built when Rochester horse shows were nationally known.

READING, Pa.—Dates for 80 county and community fairs in 1940 were announced by Charles W. Swoyer, secretary-treasurer of Pennsylvania State Association of County Fairs, together with dates of 10 fairs in the central fair district. First annual scheduled is Spring Mill Fair, Conshohocken. Season will close with Upper Perkiomen Valley Fair, East Greenville. Reading Fair has the only grand circuit race track in the State.

YAKIMA, Wash.—Four-day Central Washington Fair here, which drew an estimated 30,000 in 1939 as a result of good weather and public support, had a small surplus which is to be invested in this year's show, reported Secretary D. R. Canfield. Fair is organized on non-profit basis and receives State aid. It supports 4-H Club and Future Farmer activities and offers midway, grand-stand, agricultural, industrial, craftsmanship and domestic art shows. Other officers are Perry B. Woodall, president; A. E. Lawson, vice-president; Charles A. Rankin, treasurer; J. Hugh King, manager.

AURORA, Mo.—J. L. Landes Shows have been contracted for sixth annual Tri-County Fair here, reported Secretary-Treasurer Harry E. Ritchhart. Sponsored by local Chamber of Commerce, the fair has shown yearly growth in size of premium list, attendance and live-stock and farm product exhibits. Other officers are H. A. Sayers, president; Charles Keas, vice-president, and O. R. Tripp, general chairman.

XENIA, O.—Two contracts aggregating \$3,564.84 have been awarded by directors of Greene County Agricultural Society for construction of new sheep barn on Xenia Fair grounds. Structure is to be completed by July 15. It will have 100 pens and capacity for 300 sheep. Next year, if funds permit, it will be enlarged and a show ring added.

BUCYRUS, O.—Crawford County voters defeated a proposed \$32,000 bond issue for construction of grand stand on Crawford County Fair grounds to replace the structure destroyed by fire last winter. Fair board plans to meet soon to discuss means of financing a new stand in time for the 1940 fair.

DAYTON, O.—Signing of a working agreement by International Motor Contest Association, Racing Corp. of America and Central States Racing Association by Dr. J. K. Bailey, president, and Norman Witte, secretary of CSRA, and John Sloan, representing IMCA-RCA, will afford the longest list of racing dates as well as the heaviest money offered in the past 20 years of auto race business, reported Secretary Witte. Agreement went into effect on May 22 and no time limit was set for expiration.

Grand-Stand Shows

FEATURING Rudy Rudynoff Family with trained horses and dogs, Horse Pulling Association of Ohio, Inc., has set its itinerary for the season, reported Secretary Ray Hennesey, Bellefontaine, O. Act and contests will be presented in Washington C. H., O.; Shelbyville, Ill.; Zanesville, Norwalk and Greenville, O.; Goshen, Ind.; Delaware, Canton and Hamilton, O., and Cassopolis, Mich. World's championship location will be selected later.

BUCK KIDD, Springfield, Ill., reported booking his championship motorcycle races at Canadian National Exhibition, Toronto, and Illinois State Fair, Springfield, second successive year in Toronto and fourth successive year in Springfield. He also booked Mississippi Valley Fair and Exposition, Davenport, Ia.

AFTER playing seven weeks of indoor dates for Mrs. Edna Curtis and G. G. Gray, Lila Avalon, manager, Avalon Troupe, reported she signed with Joe Karston's *Revue Continental*, now in its sixth week. There will be a two-week layoff for rehearsals, to be followed by 12 weeks of fairs. Cast will include Pat Patterson and Jean and Johnnie Murdock, emcee.

FLASH WILLIAMS' Thrill Show and Badger State Barn Dance, including Log

Cabin Girls, Concertina Eddie, Savage and Ware, Four Nut Brothers, Rocky Mountain Sweethearts and Aloaha AI, have been booked for Shawano County Fair, Shawano, Wis.

POLICY IN BROCKTON

(Continued from opposite page)
year after a lapse of several years, and to run four days, Tuesday thru Friday. There will be a dog show, Monday thru Wednesday. Max Linderman's World of Mirth Shows will again be on the midway.

Four nations will have buildings this year, England, France, Lithuania and Italy. There also will be a huge building for the State of Massachusetts. Among events will be flower show, fashion show, pulling contests, live-stock show and industrial show. There will be no horse racing, this having been eliminated a year ago.

Extensive lighting system will have colored fountains, multi-colored arches and other gay effects. Under direction of Secretary Kingman and other officials attendance and gate receipts have steadily increased.

PREP FOR NEW TOPS

(Continued from opposite page)
in the modernistic Commercial Building, 100 by 360 feet.

Building activity centers on construction of an ornate food and drink concession center housing six individual establishments, each with a seating capacity of 60. Structure is semi-circular and faces the exposition hub. It is super-modernistic in design and color and embodies many new ideas in furnishings, equipment and lighting. Translucent formica, fluorescent tubing and glass brick are all being used extensively. Site was formerly occupied by 12 individual stands. Two large live-stock buildings also under way will be used exclusively for junior fair entries, which are steadily growing.

Another innovation receiving attention is the Boy Scout Arena, where extensive activities of the organization will be centralized during the fair. Arena will include camp site accommodations for a large number participating in the annual camporal. Relocation and additions to the railroad siding and platform space last fall are expected to prove a boon in handling the immense amount of shipping incidental to the fair. Administration building on grounds remains open thruout the year.

GGIE GLEANINGS

(Continued from opposite page)
sponsible for rehabilitation of the Gayway as the principal contractor, will stop building with the opening and operate the South of the Border restaurant and Mexican exhibit palace. Charlie Duffield, who is to handle the fireworks programs, in from Los Angeles to take over for the season. Thekeld's Scones building has been redecorated and much new neon installed.

George Haley, who opened his Rondavoo Restaurant last Sunday, had capacity business for five hours. Walter Stutz has his Funhouse in shape. One concession that has not been "done over" is Happy Valley Ranch on the Gayway. Tex Cameron says the older and more weather-beaten this outfit gets the more it typifies the old-time ranch house. Martine Diving Bell tank has been recalced, the bell done over and a new front installed. Fred Sandusky, chief of concessions and exhibits, is the busiest man on Treasure Island. Bill Powell, carnival-dom's No. 1 itchy-footer, returned from Japan and other points in the Orient on the steamer Tatuta Maru. He is on his way to join the World of Mirth Shows. Front of the Nude Ranch is manned by Chuck Bedell, manager; Billy Pitzer, Andy Anderson, Fred Brown, openers; Key Bell, Al Courtapasi, Jack Panell, grinders. Harry Irwin has charge of animals. "Monty" Montgomery, one of the ace talkers on the Gayway in '39, is seriously ill in Research Hospital, Kansas City, Mo. Phil Smith and wife, accompanied by Mrs. Wagner, sister of Lew Dufour, were visitors to Eddie Brown's office. Fred Becker, chief of concessions for Billy Rose, has hired a small army of butchers and will inject Eastern methods into selling on the seats. Southern Pacific Railroad has picked June 29 and 30 for its days. Special tickets will be issued. In '39, on short notice, its day pulled more than 100,000. Charlie Davis will operate all concessions with the International Ice Follies. Frank E. Cur-

ran, amusement manager from the Orient, will be with the Fountain of Youth show, assisting Ed Breckenridge. Buddy O'Brien, former business agent of the AGVA, will be on the front of the Candid Camera Model Show with Max Schwartz. Eddie Trees, many years superintendent of menageries with circuses, will handle the animals with Jungland Show on the Gayway. Elmer Bose, president of the Concessioners' Association, is out of the hospital. Bert Rosenberg is handling the reins of the Donut Corp.'s enterprises while Elmer is convalescing. Hoaglan Auto Polo Co., from Franklin, Ind., in for a four-week engagement, will be in the Sportsfield at head of the Gayway. Principal members are Jinks Hoaglan, manager; Larry Hutton, Bill Durbin, Woody Kennedy, Bob Shanks, poloists, assisted by Hoaglan when necessity arises. Mrs. Hoaglan is with the company on a pleasure trip. Games are played under names of Golden Gates and Hoosier Tigers.

Jack Duffield in from New York, where he attended opening of that other fair. Dufour & Rogers' Life Show will have as operating personnel: Doc Curtis, manager; Elliot Curtis, front; Barry Gray, lecturer; Joe Johnson, William Jones, assistants. I have just concluded a complete circuit of the Island and even with my knowledge of progress of work I was agreeably surprised at the completeness of everything. It seems as tho there has been nothing left undone, nothing forgotten or behind time. Al Painter in from the South with a hatful of new ideas. Vincent Hidalgo, superintendent of the Keys System, operator of the ferries, says that operation will be much smoother and more frequent than last year, as it is profiting by experience. Max Schwartz's name orchestras will broadcast nightly from his Gayway Ballroom over NBC. Among the other Gayway attractions to be aired is the Incubator Show over the Borden Milk program. Cavalcade will also be on the air, as will the Aquacade. New roadway thru the old Children's Playground, direct from the main entrance, should help Gayway business immensely, as it comes in front of the Cyclone Coaster, which was at the end of the line in 1939. Roster of Bell Sand Sculptors includes Claude K. Bell Sr., owner-manager; Claude K. Bell Jr., assistant manager; Alice Bell, cashier, in charge of lady artists; Artists, Marion Cortner, Violet Elder, Jean Garbe, Marian James, Francis Kojan, Margaret McAllister, Esther Meunier, Florence Michelson, Mary Pedri, Constance Reidy, Lois Schmitt, Virginia Stone, Grace Udell, Constance Wagner and Barbara Wilson; maintenance, William Wrigley. Owner Bell will have two complete rebuilt studios, each having a new subject sculptured in cement sand.

NANTASKET PLAN

(Continued from page 36)
made recommendations to the WPA, it is expected government aid will be given. When plans are in effect, it is declared that Paragon Park, which holds a long strip of land on the boardwalk, will be one of the finest and most modernly equipped amusement parks.

Selden
THE STRATOSPHERE
MAN

World's Highest
Aerial Act

30-Ft. Swaying Handstand
on Top of a 150-Ft. Pole.
500 - Ft. Slide for Life.
Trapeze, Balancing, Gym-
nastics, Perch.

WRITE NOW FOR LATE
DATES.

PERMANENT ADDRESS, CARE OF
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

RICHLAND COUNTY FAIR

JULY 31-AUGUST 1-2-3
Presenting a Stream-Lined Version of County Fair.
No Harness Racing, But a Five-Star County Fair
Packed With Entertainment.

Some of Them: Boone County Jamboree, B. Ward
Beam's Thrill Show, Two Days of Circus, Vaudeville
Acts, Famous Troop A of Mounted Police, Crack
Riding Unit From Cleveland, Ohio (two perform-
ances); Ohio National Guard Military Show, climaxed
by Gigantic Fireworks Sham Battle; American
Legion Drum Corps Drill and Demonstration. Other
Headline Attractions being booked.

Concessions invited to one of the biggest midways in
county fair circuit. Write immediately for choice
spots, first come first served, to
R. D. HALE, Secretary
Richland County Agricultural Society, Mansfield, O.

WANT

Amusement Company to play CAYUGA,
VERMILION COUNTY, INDIANA, FAIR

AUGUST 13, 14, 15 and 16.

Want 10 Rides and 10 Shows. Limited Con-
cession space but exclusive on Rides and Shows.
No graft. JOHN LAUER, Dana, Ind. (Conces-
sion Manager), V. N. ASBURY, Newport,
Ind. (Secretary).

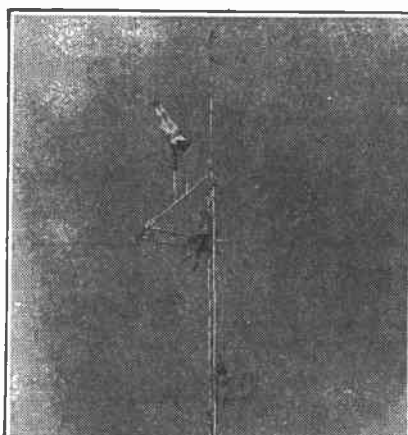
WANT GOOD CARNIVAL

FOR AUGUST 13, 14, 15 AND 16.

RANDOLPH COUNTY FAIR

E. H. BEEVER, SECY., SPARTA, ILL.

Transportation facilities include trunk highways, busses and steamboat lines. Legislature will be asked to set up a Nantasket Beach commission with power to obtain control of all property needed.



THE THREE MILOS ★ **SENSATIONAL MARIONS**

125 Feet 115 Feet

BY POPULAR ACCLAIM
WORLD'S
GREATEST THRILL SENSATIONS
DEATH DEFYING AERIALISTS
APPARATUS PROTECTED U. S. PATENT 2,198,537
For Open Time Write or Wire

★ ★ ★ ★ ★

CHARLIE ZEMATER Chicago, Illinois

54 W. Randolph St.

WEATHER CRIMPS GROSSES

Sol's Liberty First Six Weeks Slightly Under 1939 Figure

GALESBURG, Ill., May 25.—A check on Sol's Liberty Shows' business for the first six weeks of the season revealed that gross results thus far are only slightly under a like period for 1939, it was announced by management here this week. Partly accounting for the condition is the fact that shows are enlarged over last year with a greater earning power. Advertising expenditures are also much greater than before with considerable more billposting prevailing in addition to another sound truck which is used in advance.

Newspapers and radios are being used heavily, which "factors account for the (See SOL'S UNDER '39 on page 48)

Convention in Cold Opener at Fredonia

FREDONIA, N. Y., May 25.—Frigid weather greeted Convention Shows at their opening at the fairgrounds here on May 11. Warmer weather prevailed on Monday, however, with a slight increase in attendance. Fairgrounds location was a shift from the scheduled site on Lake Shore Drive. Many compliments were paid management on shows' appearance.

Line-up includes Merry-Go-Round, Chairplane, Ferris Wheel, Tilt-a-Whirl and two kiddie rides; Louis Augustino's Congo and Animal shows and Alligator Farm; Sue Rogers' Oh, Suzanne Revue, and Harry Mentor's Harlem Dandies. Charles Sieg-rist's Circus Unit, including Charles Troupe, Al Conners Troupe, Bernice Latoy, Carlson's Comedy Acrobatic Act (See CONVENTION IN COLD on page 48)

McPherson Starts Well at Aliquippa

ALIQUIPPA, Pa., May 25.—Ideal weather and crowded midway greeted McPherson United Shows at their opening here on May 11, reports Lucky Mott. Shows are building three new light towers and new marquee arrived in time for the get-away. Management received numerous compliments from showfolk on organization's appearance. Staff comprises E. M. McPherson, general manager; J. C. Mack, public relations; C. Proudley, advance agent; Mrs. E. M. McPherson, secretary; C. Kellenback, electrician; Lucky Mott, mail man, The Billboard sales agent and banner man. Mr. and Mrs. J. White motored here from Syracuse, (See MCPHERSON STARTS on page 48)

Sim's 11th Annual Winds Up in Black

WELLAND, Ont., May 25.—Sims' Greater Shows' 11th annual inaugural stand, which closed at Crowland Ball Park here on May 4, gave three days of excellent weather and good business. Rain prevailed the last part, but final reports show opening week's results to be the best in several years. Four shows, sporting new fronts, made their initial appearance here. Silver Stars presented two free acts daily. All concessions were well flashed and attractions chalked a profitable first week.

Owner F. W. Sims received numerous compliments on shows' appearance, as did Manager Frank Rome. Roster has Fred W. Sims, owner; Frank W. Rome, manager; R. H. Goeke, secretary; William Cooper, advance agent; William Davis, (See SIMS' 11TH ANNUAL on page 48)

Franklin Goes to Goodman

BLOOMINGTON, Ill., May 25.—C. W. Franklin has been appointed press representative of Goodman Wonder Shows, it was announced here this week. Franklin handled press chores for Jimmie Lynch's Death Dodgers in 1937-'38 and last year did radio publicity work.



TAKING A BRIEF rest in front of the office wagon after an arduous day during the opening engagement in Norfolk, Va., were these executives of Art Lewis Shows, launched this season as a railroad show. In the group, left to right, are Dick Collins, vet press agent; F. Percy Morency, treasurer; Art Lewis, owner-general manager; Bert Spence, assistant secretary; Eddie Delmont, assistant manager, and E. B. Braden, legal adjuster.

Casey Shows Start Smoothly at Debut In St. Vital, Man.

ST. VITAL, Man., May 25.—Altho weather was cool, with scattered rains, gross came up to expectations for Casey's All-Canadian Shows' opening stand here on May 14-18. E. J. Casey is president and managing director of the organization, which is thoroly motorized and greatly enlarged over last year, Casey having purchased the Baker Shows last winter and combined the organizations. All reported satisfactory results.

B. H. (Doc) Irwin's House of Mysteries reported good attendance. Val Jean's Original World-wide Revue has box illusion; Merlin, hypnotist; goldfish bowl, African fire-eater, Val Jean, magician; Princess Aloha, Glen Laird, Max Lucenko, Hawaiian Troupe and Congo Valentine. Percy Labelle rejoined as assistant manager and electrician. Ernie Willis is assistant electrician, while Carl Cannell is handling fishpond. Johnnie Ellis and A. (Friday) Renton joined this year with (See CASEY IN START on page 45)

R. W. Richards Resigns West Post; Joins Dodson

GRANITE CITY, Ill., May 25.—Roland W. Richards, who has been publicity director of West's World's Wonder Shows since opening of the season, resigned here this week to accept a similar post with Dodson's World's Fair Shows. He succeeds Floyd (Whitey) Newell.

Richards said his tenure with West's Shows had been pleasant and that his acceptance of the position with Dodson's Shows was based upon a long friendship with Owner Mel Dodson. He assumes his new duties in Richmond, Ind., on May 28.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Drysalt, O.
Week ended May 25, 1940.

Dear Mixer:

While he was on the advance to book this date, the report sent back to the show by General Agent Lem Trucklow looked very favorable so far as money grosses were concerned. His wire to the show read, "Please do not consider me a braggart working a build-up for self. Have topped grosses of all other general agents who have advanced this town by 25 per cent on razor-blade pitch and

Edwards Formidably Starts 25th Annual Tour in Wooster, O.

WOOSTER, O., May 25.—With much pomp and ceremony, J. R. Edwards Shows launched their 25th annual tour at Wayne County Fairgrounds here last Saturday night to ideal weather and one of their largest midway crowds in recent years. A half hour before opening a parade headed by Wooster High School Band and led by Marlon Wallick on Tom Mix, thoro-bred pony, traversed the business district. Several cars of city officials, including Sheriff Ed Mills and Mayor Ralph (See TOUR OF EDWARDS on page 45)

Mrs. Sedlmayr and Mrs. Wilson Visiting in N. Y.

CHICAGO, May 25.—Mrs. Carl J. Sedlmayr, wife of C. J. Sedlmayr, president of Amusement Corp. of America, and Mrs. Freda Wilson, who operates the Snake Show on Royal American Shows, will leave by plane tomorrow for New York.

Trip is in the nature of a short vacation for the ladies before the show starts its Canadian tour and they expect to "do" the big city thoroly. While in New York they also will take in the World's Fair.

Doolan Starts '40 Drive For Showmen's Home Fund

CHICAGO, May 25.—The 1940 drive for the Showmen's Home Fund of the Showmen's League of America was started last week by M. J. Doolan at one of his local stands under church auspices. Doolan conducted a bingo party for benefit of the fund and collected about \$350.

15 per cent on awning mushing. Your special agent is here mopping up sharpening lawn mowers. Money plentiful."

This sounded good enough for the office to send its street decorators into town ahead to trim up the main drag for the special event that was billed as Drysalt's Fleet Day and Fleet Maneuvers. Upon our arrival we were surprised at the great showing made. Flags, bunting, streamers and pennants floated everywhere. Monster signs read (See BALLYHOO BROS. on page 45)

Inclement Weather Follows Sheesley; Reading Under Par

READING, O., May 25.—Inclement weather, which has considerably knifed attendance and business and followed the Mighty Sheesley Midway since its opening stand in Port Arthur, Tex., some seven weeks ago, said Manager John M. Sheesley, greeted the organization upon its arrival on Monday, when it began a week's stand under American Legion Post auspices. Rain and cold weather prevailed throught most of the engagement and those who did brave the elements spent little.

All shows, rides and concessions are well flashed and present a pleasing appearance. Attention-getters are the new Minstrel and Girl Show fronts. Plenty of illumination, supplied by shows' five (See Weather Hits Sheesley on page 48)

Rain, Snow Greet Chanos in Portland

PORTLAND, Ind., May 25.—Jimmie Chanos Shows concluded a two-week stand on a downtown location on May 11 under American Legion Post Auspices to good business when weather permitted. Shows opened to substantial results the first Monday, but snow and rain killed the next three nights. Altho weather was cold Friday and Saturday nights, business held up fairly well. New Merry-Go-Round arrived the last week here. Shows and rides are new this season and are office-owned.

Roster includes Jimmie Chanos, owner-manager; Mrs. Jimmie Chanos, secretary-treasurer; Merry-Go-Round, Bill Hickman, foreman; Art Palmer, second man; Silvia Stevens, tickets. Ferris Wheel, (See Chanos in Rain, Show on page 45)

Miller Bros. Chalk Fair Biz in Holmes

HOLMES, Pa., May 25.—Miller Bros.' Shows wound up a week's stand here on May 11, under Volunteer Fire Department auspices, to fair business despite rain and cold weather, reports E. Hodges. Organization came in from Washington, where it played to fair results. Local location had to be switched when heavy rains flooded the original one a few days before organization's arrival. Committee co-operated.

Electrician Ernie McCullom's family joined him here. Showfolk felt some anxiety here when living top of Mr. and Mrs. Elmer (Whitey) Dills caught fire. Prompt action on part of Harry DeVore, cookhouse owner, however, kept fire from spreading. The Dills lost most of their (See MILLER BROS.' BIZ on page 48)

Gooding Ride Unit Begins 8th Annual in Barberton, O.

BARBERTON, O., May 25.—A. W. Gooding Amusement Co.'s ride unit, augmented by several concessions and owned and operated by Mr. and Mrs. A. W. Gooding, launched its eighth consecutive tour here on a downtown lot May 4. Five rides, double Octopus, Merry-Go-Round, Ferris Wheel, Rollo-plane and Kiddie Ride, have been reconditioned and repainted and present a good appearance and much flash. Despite the chilly weather, midway was crowded and all rides and concessions did well.

Fleet of company-owned semis will transport the equipment. Management plans to add a few shows at some spots. (See GOODING'S UNIT on page 48)

Badger State Get-Away Hampered by Elements

MILWAUKEE, May 25.—Two opening stands having been canceled because of rain, snow and cold, Badger State Shows set up at 41st and Villard avenues here on May 3, but opening on May 4 was rained out. Weather broke on May 5, however, and shows attracted good (See Badger State Debut on page 48)

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 25.—We are in receipt of an interesting communication from S. H. Barrett, general agent of Patrick's Greater Shows, advising that he is giving careful consideration to the material recently furnished his shows. We shall look forward to welcoming Patrick's Greater Shows as a member in the near future.

Membership certificates sent to Reid Greater Shows, Al C. Hansen Shows, Greater New England Shows and Happy Days Shows have been returned undelivered. If owners will contact this office, we shall be pleased to forward these certificates.

Subject of State trade barriers is developing considerable discussion and controversy, particularly since a recent decision in the United States Supreme Court which upholds State sales taxes on interstate shipments. At present sales taxes are in force in 21 States and the city of New York. These States are Washington, California, Utah, Wyoming, Colorado, New Mexico, North and South Dakota, Kansas, Oklahoma, Iowa, Missouri, Arkansas, Louisiana, Illinois, Mississippi, Alabama, Michigan, Ohio, West Virginia and North Carolina.

This office is in receipt of some interesting information on State trade barriers. That it is of interest to the membership was evident from discussion the subject evoked at the last annual meeting, and we shall be pleased to furnish membership with such information as is on file upon request.

Manning Announces '40 Roster for McLaughlin

DUDLEY, Mass., May 25.—Roster of recently organized P. S. McLaughlin Shows as announced during organization's local stand by Ross Manning, business manager and general representative, includes Philip S. McLaughlin, general manager; Jack Perry, advance agent; Al Young, secretary-treasurer; Ducky Miller, ride superintendent; John Ryan, electrician; Bill Rickel, master mechanic and building superintendent; Tom (Smoky) Roberts, *The Billboard* sales agent; Red Bornstein, billposter; Albert Farley, sound technician; Tom Brown, night watchman; Phil Bartlett and Charles Gillette, main entrance ticket boxes.

Shows: Miss America; Ralph Decker, manager; Bill Denson, talker; Helen McCau, Shirley Densen, Mickey Petock; Joe Long, tickets. Varieties, Ralph Decker, manager; Jack Lash, talker; Lillian Bishop, Lillian Towleky, Ruth Symons, Muriel Hodges, Madge Greenley; Harry Dickson and George Burns, tickets. Girls of Ball, Ralph Decker, manager; Babe Marsden, Terry Michaels, Boots Malley; Al Granville, tickets. Illusion, Carl Rosini, manager; Art Mulholland, boss canvasman; Mrs. Carl Rosini, George Carter; M. Brady, tickets. Side Show, Steve Caro and Fred LaReine, managers; Tex Hart, Ajax, Little Jimmy; Harold Bright and George Bernard, tickets. Snake Show, Harry Devine and George Bentley; Harry Snyder, tickets. Rides: Merry-Go-Round, Tom Roberts, foreman; Cliff Winter, assistant; William Horn, Floyd Helsing, Ferris Wheels, Stanley Gitnas, foreman; William O'Connor, Al Rice, Ridee-O, Clarence St. Germaine, foreman; Mike Girnas, Anthony Yerasavikh, William Gourley, Chairplane, Wayne E. Pritt, foreman; George Sparks, Joe Sampson. Kiddie Autos, Ernest Leash, foreman. Loop-o-Plane, Nolan Mudd, manager; Frank Warry, Octopus, C. Blackman, manager; Larry Ellison, assistant.

Concessions

Cookhouse, Costa Stergiou, owner-

NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

READING'S SHOWS

Want Shows—Monkey, Midget, Fat, Big Snake; have top and banners. Concessions—Rat Joint, High Striker, String Joint, Knife or Game Rack, American Palmistry, Duck Pond, Ball Games, Cigarette Gallery, Short or Long Range Lead Gallery, Portland, Tenn. Strawberry Festival this week; Tompkinsville, Ky., next. W. J. WILLIAMS, Mgr.

manager; Spino Kostas, chef; Raymond Rubido, Earl Brown and Nick Angelus, countermen; Stella Serrano, cashier. Bingo, Ben Weiss, owner; Leonard Ross, manager; Roland B. Hill, caller; Albert Kirk and Robert French, countermen. Joe Thompson, palmistry stand; Bibs Melange, balloon darts; Joe Vena, pitch-till-you-win; Slim Barry, ham and bacon; Mr. and Mrs. Tony Tedesco, custard; Mr. and Mrs. Bill Scanlon, photos; Nick Anello, novelty stand; Mrs. Harold Nevins, darts; Ducky Miller and Tex Coster, ball game; Harry Bosco, Nell Carr, rolldown; Louis Light, quilt stand; Phil Luderman, Toby Tobin and Joe Strauss, blankets; Count Sadow, ballgame.

Joe Harris, bird wheel; ball game, Whitey Pelley, owner; Mrs. Pelley, manager; nail store, Whitey Pelley, owner; Robert Dugan, manager; Jimmy Howard, Rudy Dressler and Saratoga Steve, agents, slum arrow, Joe Shine; rat game, Ralph Decker, owner; Art Mulholland, manager, and Larry Burns; pan game, Ralph Decker, owner; Bert Symons, manager; Ginger Hudnick. Penny pitch, Ralph Decker, owner; Margie Schultz, manager, Al Troth; pop corn, Mrs. Ross Manning, owner-manager.

Inclement Weather Dogs Heels of World of Fun

SALTVILLE, Va., May 25.—World of Fun Shows wound up the eighth week on the road at the ball park May 4 to light business in rain and cold. J. J. Steblar reports that weather encountered by shows this spring has been the worst during his time in show business. Move here from South Carolina was made in three baggage cars and because of delay and the seven-mile haul, shows did not open on Monday night. With light rain on Tuesday a small crowd. Cold weather prevailed the following nights, but crowds continued to come out.

Roy Brown made daily trips with his sound truck. Saturday, kiddies' matinee, drew well. Saturday night the grounds were packed and all worked until midnight. D. W. Leslie's Tilt-a-Whirl took top money among rides, with Ferris Wheel second. Mr. and Mrs. Walter Cole and son left for Pennsylvania. General Agent Billie Macko returned from a successful booking trip. Pete Smith, Peach State Shows, sustained painful injuries in a fall in a near-by creek.

Staff includes: J. E. Steblar, general manager; J. J. Steblar, treasurer; J. G. Steblar, secretary; C. E. Morely, business manager; Billie Marcko, general agent; John Scully, special agent; Joe German, lot superintendent; Whitey Davis, ride superintendent; Roy Brown, sound and publicity, and Ray Sharpe, mail man and *The Billboard* agent.

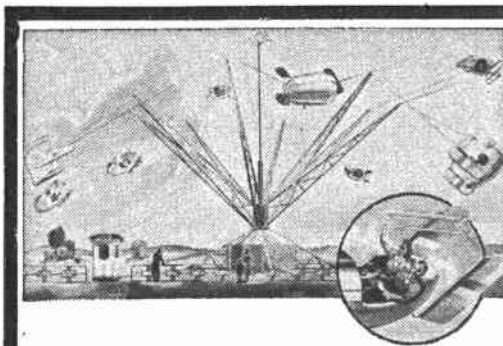
Rides: Kiddie Aeroplane, Jean Dunn, tickets; Roy Johnson, operator. Merry-Go-Round, Hubert Harlow, foreman; D. Jones, clutch; J. J. Steblar, tickets. Ferris Wheel, Whitey Davis, foreman; Furman Johnson, tickets; Chairplane, Carlton Barnett, foreman; Mrs. Hubert Harlow, tickets. Tilt-a-Whirl, D. W. Leslie, owner; Robert Hill, foreman; Carl Smith, tickets; Thomas Smith, clutch.

Shows: Serpentina, Mrs. Sam Swain, tickets; Zora, Sam Swain, tickets; Girl Revue, Curly Lewis and Co. Concessions are Eddie's Midway Cafe, Ed Pouquette, griddle; Mrs. Ed Pouquette, cashier; Leo Randall, counter; Nappy, chef. Ball game, D. W. Leslie Jr.; pan game, Harley Moore; Joe Dubank, assistant. Chuck table, Chris Barnett; red and black, Pop Barnett; pop corn, H. Smythe; long-range gallery, Charley Lahey; Mrs. Pete Smith, slum spindie; Pete Smith, ball game, photo gallery, Harley Devine, manager; Mrs. Devine, tinter; Walter Malmberg, dark room.

Mrs. Billie Marcko, two penny pitches; Albert Morely and Bill Klonis, agents. Fishpond, Elizabeth Johnston, manager; James Chandler, assistant. Bingo, Mrs. Joseph Steblar, manager; clerks, John Polak, Bob Costello and Robert Brewer. Manager J. E. Steblar advised that he has signed Ken Davis, aerialist, to present the free attraction. Mrs. Joseph Steblar and daughter, Elizabeth, spent a few days on a shopping tour and visiting friends in Bristol, Va.

Gould Readies for 19th Annual Tour in Glencoe

GLENCOE, Minn., May 25.—With arrival of new trucks and painting of equipment, much activity prevails in quarters of the Jay Gould Circus here. Show is being enlarged for its 19th season, and is already booked for 20 weeks, including many fair dates in Iowa, Min-



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.

On Display at Company's Plant.

Portable Stages — Ridee-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs. — Silver Streak.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

World's Largest Builder of Amusement Devices

UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres.

AND AWNING CO.

GEO. JOHNSON, V. P.

TENTS SPECIFY USTENT SAILMAKER HAND BANNERS

MADE RIGHT, PRICED RIGHT

701 NORTH SANGAMON STREET

(Phone: Haymarket 0444)

CHICAGO, ILL.

OUR BLANKET PRICES ARE LOWER

BECAUSE WE SPECIALIZE IN BLANKETS!

NATIONALLY KNOWN BRANDS

MEYER SEGAL & SONS

504 First Ave., N.,

MINNEAPOLIS, MINN.

WRITE US TODAY FOR PRICES AND SAMPLES

nesota and South Dakota. Show carries six rides, a number of shows and concessions and a revue. Among shows are Jack Case's Bar-20 Ranch Melody Round-Up, Milo Anthony's Circus Side Show, International Conclave of Wonders and a wild animal show.

Circus features include Don Philippe, wire walker; Elwood Emery's Baby Mine Elephant; Atterbury's high act; Jack Case and Rex, wonder horse; Chris Cornalla and clowns, and Jay Gould Jr.'s band. Revue has new stage settings and electrical effects.

Mason Bros. Shows Ready For Baltimore Launching

BALTIMORE, May 25.—Recently organized local enterprise, Mason Bros. Greater Shows, plan to play local and Washington territory, the management revealed here recently. Organization comprises four rides, six shows, 20 concessions and four free attractions. Concessions are in charge of M. Merson, vet concessioner. Paul A. Brothers will have charge of rides and shows.

Personnel includes M. Merson, president and manager; Sam (Colonel) Green, secretary-legal adjuster; Paul A. Brothers, treasurer; Pope Davis, general agent; William Brothers, transportation superintendent; Mack Weinstein, lot man; Irving Merson, business manager, and Roy Thomas, electrician.

C. W. Nail's Ark. Dates Fair Despite the Weather

CROSSETT, Ark., May 25.—Playing a lot opposite a colored school, C. W. Nail Shows' week's stand, which ended last Saturday, had good business and fair, cool weather. Warren, Ark., gave shows a week of cold and rain, while stand at Magnolia was only fair. At Monticello, Ark., shows were imperiled by one of the worst storms in years, but just as the twister hit town it swerved and shows got only the tail of it.

Roster includes Capt. C. W. Nail, owner-manager; Mrs. Nail, secretary-treasurer; Earl Atchison, advance. E. A. Lyons has six concessions, including corn game; Mr. and Mrs. Bruce Young, two; Rex Sanders, two; Earl Swindell, Whitey Richards, Harold Jennings and Gladys Atchison, one each; Mr. and Mrs. Verschoore, cookhouse, and R. D. Avery, snow cones.

Mr. and Mrs. Nail went to Monroe Monday night to vote in the city election. Leonard Figgins is in charge of the Merry-Go-Round. Whitey Richards is Ferris Wheel foreman, Henry Roberts has the Mix-Up, Edmund Puls is in charge of Kiddie Ride and Mr. and Mrs. Kid Murphy have Minstrel Show. All equipment has been repainted and new Minstrel Show has been receiving favorable comment.

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE

TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners — Modern streamlined — superior construction — economical operation — Priced right — terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills

Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

PAINTS--ENAMELS

Brilliant New Midway Red Synthetic Enamel (Reg. \$4.75), Only \$2.25 Per Gal. We Pay Freight Charges

PAINT EXCHANGE OF CHICAGO

2000 Milwaukee Ave., CHICAGO, ILL.

NOW MOTORIZE NOW

WRITE FOR SHOWMEN'S FINANCE PLAN

CHAS. T. GOSS

With * * STANDARD CHEVROLET CO. * EAST ST. LOUIS, ILL.

TENTS-BANNERS

GOOD, USED CONCESSION TENTS; USED SKATING RINK TENT.

CHARLES DRIVER—BERNIE MENDELSON

O. HENRY TENT & AWNING CO.

4611 North Clark Street, Chicago, Ill.

ADVERTISE IN THE BILLBOARD—

YOU'LL BE SATISFIED WITH RESULTS.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, May 25.—President Frank P. Duffield returned from the East and went into conference with his various committees, getting lined up for the summer's work. Al Rossman was appointed to handle 1940 banquet and ball program and already has started work on it. Past President J. C. McCaffery and his Showmen's Home committee are busy getting lined up on details of the home. Morry Haft and Bill Carsky returned from New York trip and Lew Keller was called home to Philadelphia because of the death of his brother. Lou Leonard visited and then left to join Hennies Bros.' Shows at Peoria, Ill. Alex Stein and Emmett Hennessey, summering at Riverview, visited. George Golden and Sammy Smith, of Royal American Shows, came in for a look at the rooms. Arthur Hopper and Omer Kenyon visited during the week. Sam Stratton was conspicuous on Royal American Shows' lot. Ralph J. Clauson came in from Hennies Bros.' Shows to take Mr. McFarland in to a hospital and visited the Royal American Shows while here.

Joe Goodman is in town on business and Sam Gluskin visited during the week. Louis Berger came in for a visit but plans to leave soon. Douglas Baldwin, Minnesota State Fair, and John Mulder, of Grand Rapids, were here on business. A letter from Neil Webb advised of the death of mothers of James George and Maurice Ohren. Webb also reports that William Chilton, Al Kaufman and Arden Morris have been on the sick list. Club has no late report on Brother Dave Picard, who is reported ill at Hamilton, Ont. James Murphy left the hospital for home and Val Coogan returned for an examination. C. B. Perkinson underwent a throat operation this week.

Russell Donnelly and R. F. Trevellick are still in the hospital, while Tom Rankine is still on the sick list at home. Brother M. J. Doolan started the ball rolling in the 1940 drive for funds with a bingo at St. Gregory's parish, which netted the league \$350. Showmen's Rest has been decorated for Memorial Day. Dave Tennyson and Jack Benjamin are partnering it in the concession business at present. Last week's issue of *The Billboard* carried story of Showmen's Home committee work together with a list of pledges, showing those who have made good on their pledges. Was yours among them?

Ladies' Auxiliary

A good crowd attended club's social on May 23 in Sherman Hotel, with Mrs. Anne Young as hostess. Beautiful prizes prevailed. Members were sorry to learn that Sister Caroline Paul is in American Hospital to undergo an operation. Members are asked to write Mrs. Paul and also to Bessie Simon, who is ill at home. Cleora Helmer is seriously ill at her home. President Ida Chase returned to Chicago after a vacation spent in Los Angeles, Denver, St. Louis and Kansas City, Mo. She was royally entertained by members of the various clubs and enjoyed her trip.

Clubrooms will remain open during the summer and members will meet, as usual, every Thursday night. A number of members have left for the road and various shows. Mail for the club should be addressed to Secretary, Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Clark at Randolph streets, Chicago, Ill.

J. J. COLLEY'S SHOWS

WANT Independent Shows. Can place a few more Concessions, such as Bumper, String Game, Hoop-La, Titch Till U Win, Scales, Novelties, Custard, Bowling Alley. Want to book one Flat Ride or Rollo-Plane. Also want Fun or Crazy House and Mechanical Show. Mack McGinnis wants Grind Store, Cigarette Gallery and Ball Game Agents. Committees that have 2 days or more, July Fourth open. Wire Bartlesville, Okla., this week; Nowata Annual Rodeo, June 2nd to the 9th; followed by a string of Kansas fairs and picnics. Pay your own wires, we pay ours. Address: J. J. COLLEY'S SHOWS, Bartlesville, Okla.

NEW YORK, May 25.—President Max Linderman's World of Mirth Shows donated upward of \$500 as their contribution from gate receipts on NSA Day, May 15. Sam Lawrence writes his shows were unable to hold an NSA Day because they were moving that day. Says it will be held this week. Vice-President Art Lewis visited the clubrooms for a few minutes and said that people on his show are rapidly becoming NSA-minded. Phil Cook also dropped in and said that Coney Island show people are becoming NSA-conscious. Brothers Harry Rosen and Jimmy Davenport, as well as the old stand-by, Sam Wagner, are helping spread good will among prospective members.

Arthur Hill received a pleasant surprise when his only niece, whom he had never seen, dropped in to see him from the West Coast on her honeymoon. Brother Sam Peterson is active with Bill Bloch's carnival playing around Jersey. Charles and Vi Lawrence dropped in to say hello after a very successful Midwestern tour.

Still on the sick list are Brothers Adolph Schwartz, at Lenox Hill Hospital, New York; Max Friedman, Israel Zion Hospital, Brooklyn, and Francis Anderson, Mercy Hospital, Baltimore. Visits and letters from friends are always appreciated by those indisposed.

Altho the season so far has not been as good as anticipated, a number of delinquent members have sent in their dues. Have you? Why not drop the Executive Offices a postcard letting them know what shows you are with this season?

Birthdays congratulations to Howard Bellevue, James Kyrimes, Ralph A. Decker, R. H. Crump, May 29; Donald Clark, James Fehely, 30; Robert A. (Bob) Morton, June 1; Frank Rappaport, June 2; Albert Whitworth, 3; William Thomas Lewis, 4.

Ladies' Auxiliary

Evelyn Blakeley, sister of President Midge Cohen, was taken ill on World of Mirth Shows and brought to Mrs. Cohen's home to be nursed by her. Sister Bess Hamid, chairman of membership committee, is preparing a letter asking for support in membership drive. Anita Goldie, secretary, and others will cover all shows playing within easy accessibility of New York. If you have any rummage, new or old, please send it to the clubrooms as there will be another rummage sale in the fall.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., May 25.—With numerous shows playing this vicinity the order of visiting has been reversed. Col. Dan McGugin, Doc Davis, Harry Altshuler, Frank Capp, Rosa Lee and Harold Elliott visited Snapp Bros.' Shows at Independence, Mo. Numerous other club members have been visiting the J. L. Landes and State Fair shows. Mr. and Mrs. Keith Chapman, Mr. and Mrs. Ray Martin, Mr. and Mrs. Dutch Lash visited during the week, coming in from Atchison, Kan., where J. L. Landes Shows were showing. Also visiting were several members of the Snapp Bros.' Shows.

Mr. and Mrs. Goggs Albert and Marion Thompson visited briefly, coming in from Harrisonville, Mo., where Tri-State Shows were located. P. E. Hustus, Anderson-Strader Shows, came in for a new truck, which he drove back to shows at Newton, Kan. Dick Havens has two concessions on State Fair Shows.

Plenty of rain and cold weather have prevailed here since the shows opened.

Banquet and ball committee is putting forth renewed efforts to make the annual event, which will be held as usual on New Year's Eve, more successful than last year's ball. Membership committee is working and from present indications will swell club's membership during the season.

Playtime Does Biz In Methuen, Mass.

METHUEN, Mass., May 25.—Cool weather and a free gate prevailed at Playtime Amusement Shows' week's stand, under Redmen auspices, which ended here on May 18 to fair business. Management announced that Frederick B. Perkins has been appointed general agent for the season. Canvas is new this year and all equipment has been repainted and presents plenty of flash. Cookhouse, under direction of office, is proving popular. Thomas Robinson is lot man and general foreman and shows carry their own light plant, under supervision of Electrician Eric Long. John Bondette operates the office-owned popcorn stand. Honey Allen is in charge of the sound truck, with Prof. Wille J. Bernard as announcer. Mrs. E. W. Burr is secretary-treasurer.

Line-up includes Mrs. Clyde Hipple, five grind stores; Mrs. Anna Valley, cat game; James Clancy, pitch-till-you-win; George Bovea, plaster store; George Harris, milk bottles; Fred Perkins, rolldown; John Burr, blankets; Tom Robinson, darts; E. S. Judkins, darts; Carl Chipman, bumper; Mrs. Sadie Clancy, penny pitch; Mrs. F. B. Perkins, candy apples and ice cream; Edward Quinn, high striker; Madam Fauster, palmtree.

Shows: Moving picture show, Prof. Willie J. Bernard, manager; George Roghaar, operator. Athletic, Hack Hannigan, manager; Jack Walch, wrestler; Al Rickey, tickets. Rides: Whip, Arthur F. Aldridge, foreman; Rizzy Boudreau, second man; Gus Quinn, helper. Merry-Go-Round, Francis Brown, foreman; Ralph Fautner, second man. Ferris Wheel, Henry J. Moran, foreman; Stanley Sears, clutch. Chairplane, Kenneth Warren, foreman. Dypsy Doodle, Paul Humphrey, foreman; William Leghton, second man. Cookhouse has E. W. Burr, manager and cook; John Bondette, kitchen; Earl Crawford, head waiter; Jimmie Sullivan, waiter.

Steffen's Temple City Beginner Is Successful

TEMPLE CITY, Calif., May 25.—Furnishing the midway at second annual Temple City Jubilee, Carl H. Steffen's Shows opened the season here on April 17-19 to good results. Organization is transported on 15 trucks and staff includes Carl H. Steffen, owner-manager; Ralph Locey, general agent; Mrs. C. H. Steffen, treasurer; Al Blodgett, electrician; Ben Laidlaw, mechanic; Jo Roth, painter.

Rides, Merry-Go-Round, Bert Bedwell, foreman; Clyde Carnahan, platform; Mrs. Ralph Locey, tickets; Herb Horton, clutch. Loop-o-Plane, Ray Thornton, foreman; Martha Stiers, tickets. Ferris Wheel, Vance Horton, foreman; Jimmie Roth, assistant; Edna Morrow, tickets. Miniature Railway, Largo Ferris, Mrs. Ferris and Joe Coverly. Kiddie Auto, Bill Howry, Mrs. E. J. Templeton, tickets. Mix-Up, Harry Brentwood, foreman; Jessie Parmenter, tickets. Pony Ride, Mr. and Mrs. Dick Baker; George Warnock, assistant.

Concessions: Hot lunch, B. Wesson, E. F. Gearhart, Mrs. E. G. Truman, Belle Glasby, Norma Phillips, Grace Pearsall and Mrs. Kate Felsenthal. Photo strips, Elva Rockwell, Margaret Vincent, Aleda Foerster. Knife rack, Mrs. M. J. Burke. Spot game, Joe Foshee, Cleve Warner. Lunch, Pat Ryan and Charlie Austin. Ball game, Specks Corsack, Gordon Cesar; ham and bacon, E. Rockwell, Lonnie Grieves. Penny pitch, Cora Grieves, Benny Houtzdale; bumper game, Harry Phillips, Jack Clifton; baby ducks, George Sackson, W. H. McConnell; pitch-till-win, W. J. McDonald, Eddie Hershey; grocery wheel, Blackie La Plante; cigaret gallery, Grace De Garro and Earl Clyde; ball game, I. Ee Rockwell, Ed Dickman; candy apples, Mr. and Mrs. Charles Hott and Art Reutinger; candy floss, Mr. and Mrs. Jack Linn; candy and peanuts, Mr. and Mrs. Herbert Ebert, Joe Niedenthal, Patsy Garraty, Bob Tisdale, Harvey Stollworth, Sam Jeffers; pop corn and peanuts, Myrtle Walker, Enchillidas, Manuel Raimund and Mrs. Velasquez.

Truck and Trailer Legislation

MADISON, Wis., May 25.—Col. George Rickeman, director of the State motor vehicle department, has announced restrictions on the use of 11 Wisconsin highways by heavy trucks during the summer. The regulations close portions of certain highways from May 29 to the second Sunday in September, except for busses, wreckers and trucks carrying live stock, fresh fish, fluid milk and cream, fresh vegetables or fruit, ice cream, fresh bakery goods, ice or newspapers, and apply to vehicles with a gross weight of 6,000 pounds or over. The ban will be in force from 1 p.m. to 11 p.m. on Saturdays, and 9 a.m. to midnight on Sundays and legal holidays.

Great Sutton Off to Fair Beginner in Ripley, Tenn.

RIPLEY, Tenn., May 25.—Great Sutton Shows started the season here on April 13 to fair matinee business, but night stand was hampered by cold, reported Lucille Norwood. Guests of Owners Mr. and Mrs. Sutton at the get-away included Frank H. Fellows, Springfield Trailer Co.; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Mr. and Mrs. Nick Melroy, Memphis Zoo; Harry Small, John R. Ward Shows, and Mr. and Mrs. Jessup, of U. S. Tent and Awning Co.

Staff includes F. M. Sutton, manager; T. J. Smith, advance agent; Doc Day, advertising agent and sound truck; Whitey Butler, *The Billboard* sales agent and sound truck; W. H. Norwood, electrician-lot superintendent; Lucille Norwood, secretary; Gladys Graham, front-gate tickets.

Cookhouse, W. E. Wright; corn game, Dutch Doyt; penny pitches, Peaches Butler; diggers, Ralph Murray; cigaret shooting gallery, Ruby Smith; ball game, Mabel Doyt; clothespin, F. M. Sutton Jr.; long-range gallery, Shorty Cochran; photos, Mr. and Mrs. J. Smith and son, Max; darts, Dad Meyers; penny arcade, Mrs. Conrad Haney; pan stand, Ted England; shooting gallery, Deafy Davis; pitch-till-you-win, Mrs. V. Davis; pop corn, R. R. Mickey; palmtree, Gus Marks.

Shows

Betty John's People Who Make the News; Athletic Show, Mr. and Mrs. Ernie Dugan; Sugar Foot Sam From Alabama; Carl Cundiff; Artists Models, Pat Cundiff. Whitey Nolte has Sally's Dancing Girls, Monkey Jungleland and Home Town. Day's Dreams is presented by Moody P. Cook.

Rides: Tilt-a-Whirl, Conrad Haney; Red Graham, helper. Kiddie Auto, Margaret Haney; Ferris Wheel, R. E. Haney. Loop-o-Plane, Bill Norwood; tickets, Red Johnson. Chairplane, John Drake; Carl Haines, tickets. Merry-Go-Round, Babe Farrell; Henry Harris, tickets.



**WRITE
SIOUX TIRE
& BATTERY CO.
SIOUX FALLS, S. D.**

Buy on Our
Easy Terms.

WANTED—A JOB Floyd (Whitey) Newell

Press Agent and Photographer.

5135 Blackstone, Chicago, Ill.

SUNSET AMUSEMENT CO.

Exclusive Popcorn open. Milk Bottles, Punks, Cork, String, Bowling, Fish Pond, Rat Game, Mitt Camp open. Can use Ponies, Octopus, Motor Bikes, Shows with own outfits. Trenton, Missouri, this week; Chillicothe next.

POP CORN

For a greater return per 100 pounds use SKY-HIGH Brand Minn-HYBRID No. 250 Dwarf Hull-less, a genuine HYBRID. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell Peanuts.

MIDLAND POPCORN CO.
MINNEAPOLIS, MINN.

St. Louis

ST. LOUIS, May 25.—With departure of the last shows last Sunday things are back to normalcy here, with just some of the regular stand-bys holding forth at the usual showmen's haunts. That it's poor policy to day and date one another was demonstrated here on May 19, when Al Rauer presented a thrill show at Walsh Stadium while Pat Purcell presented Jimmie Lynch's Death Dodgers at Cahokia Speedway in East St. Louis, Ill. Both finished in the red. Joe Darpel left on Wednesday for Texas and Bill Hames Shows. He will have two shows on Hames midway. Mr. and Mrs. Roland W. Richards and daughter, Marilyn-Dianne, visited *The Billboard* office Wednesday, motoring over from Granite City, Ill., where West's World's Wonder Shows were exhibiting. He is shows' publicity director. Charles De-Kreko, who has been ill at his home here for several months, left this week to join Gold Medal Shows with his Crystal Maze. Joe Baker passed thru the city en route to Dodson World's Fair Shows, where he will be legal adjuster.

Mr. and Mrs. Ed Yagla, who have been operating their long-range shooting gallery on local lots, left last week for Marysville, Kan., and McMahon Shows. Bobbie Barrow said adieu to her many friends here last week before leaving to join Happyland Shows, where she will again operate the girl show. Joe and Edith Hoy passed thru the city last week, en route to Washington, Ia., where they joined United American Shows, Joe with sound car and Edith with concessions. James C. Simpson, of Hennies Bros.' Shows, stopped to visit friends on Monday, while en route from Memphis to Chicago.

Pat Purcell left Thursday for Louisville, where he will present a Thrill Show at the fairgrounds on May 26 and June 2. Frank Winkley left several days before Pat's departure for the same point. Phil Little, Noble C. Fairly, Walter Hale, George Shaw, Connie Austin and others of Fairly & Little Shows came here daily from Alton, Ill., to visit their many local friends. Ned Torti and Sunny Bernet, of Wisconsin De Luxe Corp. and Globe Poster Corp. respectively, left on Tuesday after visiting various shows here for several days.

Los Angeles

LOS ANGELES, May 25.—Jack and Lillian Stratton have returned from Las Vegas, Nev., where they handled publicity for Helldorado Days. Frank W. Babcock and Leo Haggerty are back from a prospecting tour in the North. Clarks Greater Shows followed World's Fair-Coe Bros.' Circus into Sacramento, Calif., and opened Monday for a two-week stay. Moe Levine and Nina Rogers are reported to be doing well with Monte Young Shows. Joe Diehl Jr.'s Kiddieland chalked a good week-end business here, as did J. Roland Stephon Shows at Helldorado Days. Joe Bren booked the American Legion Post show at the Coliseum.

Steve (Skip) Fordyce stopped briefly en route north. Neal Abels, veteran stage comedian, is located here and handling outdoor acts. Charles Nelson is recuperating from a two-month illness. Charley Guberman is seriously ill at Cedars of Lebanon Hospital here. Patrick Francis Shanley is recuperating at Elks Club here. John S. Lyons is about again after a recent illness. Joe Orcutt left on a fishing trip in the High Sierras. Jack Schaller is building a new trailer at his quarters. Virginia Schaller returned Sunday from an eight-week trip in the East and Middle West.

Harry Macklin, retired showman, is with a downtown clothing house. A. N. Weisbrod came in from New York on business and for a vacation. Dr. E. W. Drury, former trouper, is doing Psycho Analyst lectures under club auspices. Meyer Schlom left for San Francisco and Golden Gate International Exposition. Mack McCormick, retired trouper, is located at a Main street news and magazines stand. Doc Cunningham, with small animal unit, is playing sponsored events. The Clarkonians are playing the West Coast. Jack Willard is still seriously ill. Will G. Smith returned from a San Bernardino, Calif., hospital much improved. Benny Rosenblatt and M. Brodsky came in from New York. Jack Flurry came up from San Diego for a short stay. Tommy Myers is back in town. H. O. Jensen came in from New York and Rex Foster arrived from the

East. H. W. (Andy) Anderson was sighted around showfolks' gathering places.

TOUR OF EDWARDS

(Continued from page 42)

Fisher, Manager J. R. Edwards and other showfolk, shows' calloped and many visiting showmen were in the line-up. Parade ended at the midway, where at 7 p.m. Mayor Fisher switched on the lights, inaugurating the season.

Organization, with six rides, six shows and some 40 concessions, is presenting its largest midway in several seasons. Two days prior to opening *The Wooster Daily-Record* carried a double-page spread of merchant ads in addition to feature stories and pictorial layouts on the shows. New canopy adds to appearance of shows' office wagon and all rides have been repainted and redecorated. Show fronts are new and canvas for the most part is only a year old. Home on the Range Show, framed by Marion Wallick, presents plenty of flash. Visitors at opening included 20 members of Charles Siegrist Showmen's Club, headed by President Duke Drukenbrod, who was accompanied by his mother, Mrs. Thomas Drukenbrod. Others on hand were Maynard (Doc) Mast, Bernice Lentz, R. Jay Myers Jr., Ralph J. and Howard Peters, C. W. McClelland, Mr. and Mrs. J. R. Malloy, Jack Mullane, John F. McClausland, Meyer Levine, Bill Lott, Andy Smith, Hen Halter and Rex McConnell, *The Billboard* Canton, O., correspondent, and wife.

Line-Up

Rides: Ferris Wheel, Frank Edwards, operator; Bob Mason, tickets; Merry-Go-Round, Jimmy Poole, operator; Mack Rush, tickets. Tilt-a-Whirl, Bill Baume, operator, Harley Hall, assistant; Mrs. Charles Rattigan, tickets. Kiddie Ride, Bert Williams, operator; Leo H. Goveau, tickets. Chair Swing, George Grim, operator; John Kramer, tickets.

Shows: Home on the Range, Marion Wallick, owner-manager; Texas Sweethearts of the Air, Sagebrush Sandy, Texas Slim, Texas Playboys, Jitterbug Pete, Norman Carroll, Lloyd Sisters and Aretta Parry. Punch and Judy, Frank Murdock, owner-manager; Princess Marguerita, Lee Wyant, manager; Ma Greenawalt's Athletic Show; Eggleston's Monkey Circus; Playland, Dick Johns, owner-manager; Roy Oret, assistant manager; Glen Flemming, cashier.

Cookhouse: Carl Kelley, owner-manager; Ed Lewis, griddle.

Concessions: Walter White, two ball games, shooting gallery and dart game; Jane Roberts, ball game; Sheppard's corn game; Jimmy Fish, ball game and penny pitch; L. I. Kim, H. L. Scott, groceries and bacon; Ted Mitchell, taffy and candy apples; Joseph Allshouse, ice cream; Fred Golding, photos; J. B. Gunion, caramel and pop corn.

Staff: J. R. Edwards, owner-manager; Mrs. J. R. Edwards, secretary-treasurer; William Baume, general superintendent and *The Billboard* sales agent; Sterling (Duke) Drukenbrod and Maynard (Doc) Mast, special agents; Sam McClaren, master of transportation; Fred Lucas, electrician; Ed Ramey, advertising and press.

CHANOS IN RAIN, SNOW

(Continued from page 42)

Don Sanderson, foreman; Westley Logway, second man; Susie Chanos, tickets. Chairplane, Bob Sanderson, foreman; Jimmy White, second man; Tom Portwood, tickets. Tilt-a-Whirl, Len Johnson, foreman; Whitey Smith, second man; Bee Smith, tickets. Whip, Johnny Brown, foreman; Ted Putman, second man; Rose Brown, tickets.

Shows: Motordrome, Howard Firestone, manager; Shorty Duberry, Jimmy Johnson and Johnson White, riders. Athletic Arena, Howard Firestone, manager; K. O. Mertz and Louie Burns, wrestlers; Don Mertz and Mickey Cockran, boxers. Hollywood Beauties, Mrs. Clyde Curren, manager; Billie Woods, June Prince, Dottie Jones and Kay Woods, dancers. Nudist Colony, Little Asia, manager; Robert Wilson, talker; Ruth Wilson, Loretta Lee and Lucille Stark; posing girls. Minstrel, Lee Cox, manager; Bozo Jones, Hambone White, Mary Smith, Ruby Stafford, Alice Bryan, Flossie Smith, entertainers; Roscoe Palmer, Hal McCann, Don Reynolds, John Bryan, Bears Stafford and Toby Smith, band. Dog and pony show, J. J. Dashington, manager; Mrs. Dashington, tickets.

Concessions: Cookhouse, Clyde Curren, owner-manager; Jack White, Tony Arbogast, Henry Ryan and Luther Harp, helpers. Bingo, O. E. Girard, owner-manager; Irene Girard, checker; Charles Darrow, mike; Bill Carpenter and Ronald



NEW 8-CAR WHIP

This beautiful amusement ride is the pride of the owners. A reliable money maker and permanent attraction. Never before was the Whip so well designed and built, nor offered more thrill.

W. F. MANGELS CO., Coney Island, New York

McPHERSON UNITED SHOWS

Want for Oil City, Pa., and best industrial spots in the East. Will enlarge the show after Monaca, Pa., Centennial. **WANT CONCESSIONS**—Stock Wheels, Rat Game, Pan Game, Diggers, also Grind Stores except Ball Games (Milk Bottles). **WANT SHOWS**—Illusion, Mechanical, Grime, Monkey or any worth-while Show not conflicting with Ten-in-One or Girl Show. Showmen wanting a real season's work, come on; this is show territory. Will book Flat Ride, such as Tilt, Whip, Lindy Loop, Octopus. Want High Act after July 1. Robert Beck, write Merle Kellenbeck. Wire, write E. M. McPHERSON, Mgr., Monaca, Pa., this week; Oil City week June 3.

L. J. HETH SHOWS

WANT WANT WANT WANT

Organized Girl Show, Athletic or any other Show of merit; will furnish complete outfits for same. Also Side Show with or without outfit. Want Performers and Musicians for Colored Minstrel Show; salary out of office. Concessions—Snow Ball, Candy Apples, Cotton Candy, Prize Candy, 2 Sit Down Shows, any other legitimate Concession. Our fair season starts early in July. We hold 17 fair contracts, also big 4th of July and Labor Day spots. Address: CYNTHIANA, KENTUCKY.

SHOWMEN and CONCESSIONAIRES WANTED

SHOWS—Capable Man to operate **POISING SHOW**; will furnish outfit. Have complete equipment for **SIDE SHOWMAN** with acts. **WANT**—Monkey Circus, Headless Girl, Motor-Drome with own transportation, Big Snake, Mirror Maze, Turn-Over Crazy House, Walk-Thru Peep, **ONE MORE Flat Ride and PONY TRACK.**

CONCESSIONS—Stock Concessions of all kinds, Lead Gallery and Frozen Custard. **BILLPOSTER** with car and **SOUND TRUCK** wanted. Address:

ERIC B. HYDE SHOWS

Frostburg, Md., May 27-June 1; Meyersdale, Pa., June 3-8; Pitscairn, Pa., June 10-15. **GOOD ROUTE BOOKED IN TERRITORY WHERE PAY DAYS IN INDUSTRY ARE PLENTIFUL.**

Clowers, helpers. Pop corn and caramel corn, Harry LenCon; novelties, Louis Bechtol; photo gallery, Mr. and Mrs. James Barker; short-range gallery, Orville Woods; penny pitch, Irene Girard, owner; Peggy Darrow, manager; Ruth Woods, helper. Palmistry stands, Dick Stevens and family; huckle-buck, C. B. Wallace; Pitch-till-you-win, Pauline Palmer; ball game, Jack Woods; fishpond, ball game, candy floss and candy apples, Mark Watkins; basket ball game, Grace Nickles; chuck-luck, Irene Girard; Eugene Clowers, agent.

Howard Firestone is lot manager, with Louis Bechtol, electrician. Among visitors were committees from Fort Recovery, O., and Muncie and Mt. Peilier, Ind., Ben Roodhouse, Mr. and Mrs. Harry Warner and Mrs. Jack Woods.

CASEY IN START

(Continued from page 42)

pitch-till-you-win. Jack (Butch) Balle is back again. Frank Meyers joined with air gun cigaret shooting gallery and reports business good. George Gurr has the monkeys this year.

Ray Riley and son, Art, joined with bingo. Jack Jackson is assisting them. Bob Drysdale has his rifle range with it again. Frank Wilson has the punk rack. Bonnie Haller is here with her jingle-board. Bill Haller and Alec Atcheson's rolldown is doing okeh. Dave Cook, agent for Percy Labelle's high striker, reports good results. Marion Shinn expects to take over novelties and souvenir stands soon. Joe (Pop) Carter is holding down the hoop-la. Stan Lucas and Jack Bepalko have commissary and refreshment stands.

Ferris Wheel has been clicking. Art Curtis is back on the job again as foreman. Louis Miller is second man. Nelson Watson and Mike Pachasanluck assist. John (Slim) Shinn still is foreman of the Aeroplane rides. George Stanger reports good biz on the Merry-Go-Round, assisted by Henry Trunt, engineer; Emil Hohendorf, mechanic, and Harry Kleyson on truck.

BALLYHOO BROS.

(Continued from page 42)

ing, "Welcome to Our Boys. May the Fleet Stay Here Forever," were displayed by every business house in town. The event promoter and head committeeman met the show train at a junction 20 miles out to inform the bosses that every arrangement had been taken care of to bring in the eastern and western fleets on Wednesday.

"The Fleet is coming! Hurrah for the Fleet!" etc., was all we could hear during setting-up time. "The Fleet! The Fleet!" was on the lips of every citizen. So strong was the "hurrah" for the fleet

that the bosses soon became saturated with the spirit or spirits and felt it their patriotic duty to keep the show closed until the grand day arrived. Thousands of dollars in credit was spent by the office to dress up our help as befitting the occasion. The revue girls became "Sallorettes," the ball game queens "Liberty Girls," and the posing-show beauties were already one jump ahead of the rest, as each held the unofficial "Miss America" title.

Tuesday was promotion day for the help. With flags waving (in the hands of the sticks) and bands playing, our show talkers marched past the bosses in the reviewing stand. Coming to a halt, with a hearty handshake Pete Ballyhoo elevated each from a doctor or a professor to an admiral or rear admiral. By nightfall the spirit or spirits started to die down. Some knocker cracked, "There isn't as much as a frog pond within a radius of 40 miles of this town." The promoter and head committeeman quickly killed that statement with, "Nothing is impossible in this modern day and time," and they cited radio as an example.

Wednesday arrived with thousands of local and out-of-town people lined up on the streets to see the fleet arrive. The great moment finally came. Headed by the Drysalt High School Band, two fleets of shiny new garbage trucks, purchased by the city from firms on the West and East Coasts, paraded down the main thoroughfare. The garbage truck fleet maneuvers and garbage collectors' drill were then held in a pasture across town, killing the midway for the day.

The fleet-minded promoter and committee head, who had already collected the guarantee, did a fleetwing by taking a fleety powder, thus making our auspices a fleetly fancy. The only thing that sounded marine about the date were a few floaters who had hit town and a slight case of water on the brain.

MAJOR PRIVILEGE.

Snow Ball ICE SHAVERS

All Sizes, Both Hand and Electric.

CLAWSON MACHINE CO.

Box 22, FLAGTOWN, N. J.

ARCADE EQUIPMENT

NEW and USED

Write to **ALLIED NOVELTY CO.** 3520 W. Fullerton Ave. CHICAGO

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

BINGO GAMES
75-Player Complete\$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Oulja Bottle, Answers All Questions. Each...\$.25
Single Sheets, 8 1/2 x 14, Typewritten. Per M... 5.00
Analysis, 3-p., with Blue Cover. Each... .03
Analysis, 8-p., with White Cover. Each... .15
Forecast and Analysis, 8-p., Fancy Covers, Ea. .05

Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC F. T. CARDS. Pack 35c

Graphology Charts, 9x17, 8am. 5c, Per 1,000 \$6.00

MENTAL TELEPATHY, Booklet, 21 P., 25c

"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 2x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS

Best For 25 Years

MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its Flashy Orange and Black Stripe stops the crowds. Circular and canvas samples free.

THE MONROE CO., 35 Bridge St., COLFAX, IA.

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS.
Buddha Papers, Horoscopes in 14 styles. Display Charts. Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mite Camps, Graphology, Palmistry, Books, Crystals. 464-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES

198 S. Third St., COLUMBUS, O.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
State salary and all details in first letter.
Open All Year Round.
SCHORK & SCHAFER

OCTOPUS FOR SALE

Proven money winner year after year. Now booked on leading railroad show. Contract with show goes with ride. Must sell for business reasons. Will deal with responsible people only. BOX D-74, The Billboard, Cincinnati, Ohio.

GREAT LAKES EXPOSITION SHOWS

Can place Long Range Shooting Gallery, Oustard, Diggers, Concessions all kinds. Will sell two wheels to responsible party. Rides not conflicting with what we have. Make real proposition to Octopus. Address AL WAGNER, Mgr., Brazil, Ind., this week; Danville, Ill., June 3rd to 8th.

McMAHON SHOWS

Want Cook House, Cigarette Gallery, Hoop-La, Cane Rack, other Stock Concessions. Guitar Player, Girls for Hula Show, Billposter, Bannerman. Hubert Hall wants help for Bingo. Hiawatha, Kan., week May 27; Nebraska City, Nebraska, June 3rd.

WAR talk joins bad weather.

REPORTED to be handling the Side Show on Patrick's Greater Shows to good results is May Kilpatrick.

WHITE ARCHER'S concessions closed with Miller Bros.' Shows in Camden, N. J., and were replaced by several others.

DAVID ROSENBERG has taken the billing post on Ideal Exposition Shows, a position formerly held by his father.

IN CHARGE of the annex of Carl J. Lauther's Side Show on Cetlin & Wilson Shows, Claude Claudette took delivery on a new car in Lebanon, Pa.

AN actless midway should be a gateless one.

FLYING MELZORAS, aerialists, presented nightly free attraction on Kaus Exposition Shows in Camden, N. J., under Veterans of Foreign Wars auspices.

FOR THE PAST eight years with Mighty Sheesley Midway, Frank Arone is operating the rat game for Danny Carr on Convention Shows.

AL BERESOFF says he is out on the road with his trusty sound truck, the

NO, Horace, there's no law ag'in having plenty of fire extinguishers handy on lots.

FORMERLY with Sam Golden on West Bros.' Shows, Bobbie Burns and Thelma, Mystery Girl, are with Fidler's United Shows as side-show annex attractions.

FORMERLY with Royal American Shows, George Marshall joined West's World's Wonder Shows in Cairo, Ill., to assume management of the Side Show, reports Roland W. Richards.

RECOVERING from an operation in State Hospital, Scranton, Pa., is Emil Moskowitz, who cards he'll have to remain another month at least and would like to read letters from friends.

ADD Famous Fibs: "I'll never follow a big one in again."

S. W. CALKINS, president of *The Daily News Standard*, Uniontown, Pa., visited Billy Snyder, Zacchini Bros.' Shows publicity director, while the shows were in Connellsville, Pa.

FORMER circus man and vet legal adjuster, Doc Hamilton, has taken over legal-adjusting duties with Zacchini



MEMBERS OF PARADISE NIGHT CLUB REVUE, owned and operated by Mrs. Jack Wilson and Mrs. I. Cetlin, on Cetlin & Wilson Shows, posed for this photo, which was snapped by Jim Shafer, of The Altoona (Pa.) Mirror, in the Pennsylvania city recently. In the group, left to right, are, standing: Paul Lewis, drums; Art Parent, piano; Mrs. Jack Wilson, co-manager-owner; Mitzi Miller, Salome dancer; Letha Ball; Princess Olga, La Conga dancer; Mrs. I. Cetlin, co-manager-owner; Wesley Charles, singer, and Tony Baldwin, trumpet. Seated are Tilly Frenier, Martha Lucas, Virginia Lee, Tela Brown, Avis Bissinger, Esther Watters and Winnie Porter. Photo furnished by Raymond D. Murray.

early rumors had him on the 1940 retired list.

SUMMING UP: "Everything I did this spring was wrong."

FORMER carnival owners Mr. and Mrs. Bob Work, Indiana, Pa., renewed friendships on Zacchini Bros.' Shows while playing Connellsville, Pa.

SPORTING a new coupe and house trailer is Bert Rosenberger, general representative of Zacchini Bros.' Shows, reports Bill Snyder.

JOINING Ralph Balcom's concessions on Hilderbrand's United Shows No. 1 Unit in Angels Camp, Calif., were Mr. and Mrs. H. B. Brown.

OVERBIDDING for spots is an absolute crime—if the other fellow does it.

M. W. WAINRIGHT, with custard stand, joined Zacchini Bros.' Shows in Connellsville, Pa., going from his home in Miami, Fla.

PRESENTING the free act on State Fair Shows are the Original Flying Valentins and not the Flying Valentinos, as was previously reported.

SHANGHAI MICKY, tattooed man and tattooer, recently joined Miller's Curatorium of Oddities on O. J. Bach Shows.

Bros.' Shows, reports Bill Snyder. Doc succeeds Benny Smith.

R. K. SPIDELL, of Spidell Concessions, recently purchased a light plant, and installation work is expected to be completed in about three weeks, letters C. E. Miller from Chambersburg, Pa.

OUR boss has been retired from the show biz since the St. Louis fair and doesn't know it.—Side Show Sal.

GUESTS of Ideal Exposition Shows over the week-end in Harrisburg, Pa., were Richard E. Warren and Jerry Parks, better known as Glick's Hell Drivers, reports Mike Doyle from Clearfield, Pa.

A. J. (JACK) MASON, well-known in outdoor show circles, is in New County Hospital, Fort Worth, Tex., suffering from liver trouble. He'd like to read letters from friends.

MR. AND MRS. CLEO QUALLS and family, of Hilderbrand's United Shows' No. 1 Unit, spent two days visiting relatives in Sacramento, Calif., while shows were playing Angels Camp, Calif.

WHEN the First Mate begins to play the chill, the smart g. a. starts to look around.—Oscar, the Ham.

FRANK DYKES, with diggers, rejoined Hilderbrand's United Shows No. 1 Unit in Angels Camp, Calif., from Tip Top

Shows, with which he was exhibiting in Nevada.

WHILE West's World's Wonder Shows were playing Granite City, Ill., General Representative Neil Berk was called to his home in Miami, Fla., where one of his daughters underwent an emergency operation.

GUICEL CAMPER, known as Willie, 17-year-old colored giant from Memphis and now touring Australia with Greenhalgh & Jackson Attractions, was the subject of a three-page spread in April 13 issue of *Piz*, Australian picture mag.

FAMOUS last words: "Let's play those towns with just the shows and rides. We can't cater to the concessions all the time."

MAGICIAN with Carl J. Lauther's Side Show of Oddities on Cetlin & Wilson Shows, Larry Koutz sustained a possible skull fracture and dislocated hip in an auto accident in Harrisburg, Pa.

SUFFERING with pneumonia in an Altoona, Pa., hospital since May 8, Tex Estridge reports his condition is improving and he's anxious to return to his show, which his wife and son are operating on Zacchini Bros.' Shows.

ROSTER of Miss America Girl Show on Cetlin & Wilson Shows includes Gilmore Brown, talker; Georgia Brown, feature and emcee; Ruby Nell Colbert, Mae Addis, Ann Lee, Frances Davis and Eunice Szoka; Carl Davis is talker.

OUR spots have been so bad so far that they are charged against the g. a. As soon as we get some good ones the boss'll again take credit for 'em.—Whitey Cooks.

WORKING AS EMSEE of Lillian Shephard's Girl Revue on Sol's Liberty Shows is Bobby Whalen. He is also working the front, pitching candy and doing the broadcasting for the midway with Roy Jones.

HIGH DIVER of note, Kenneth Blake, accompanied by Johnny Bananas, water clown, visited *The Billboard's* Cincinnati offices on May 17, while in the Queen City en route to join Fairly & Little Shows to frame a water show.

AERIAL CHAPPELLE, under management of Delisle Chappell and Eddie Knipschild, opened their outdoor season on May 1 with Dick's Paramount Shows. It's their second year with organization and act will play the West during the fair season.

MOST of the shows are now above the Mason and Dixon line and any resemblance to descriptions of 'em heard last winter is purely coincidental.—Colonel Patch.

MAYOR of Pottsville, Pa., Claude Lord, was a frequent visitor when James E. Strates Shows played there recently. At close of the stand Lord presented Larry Nathan with a courtesy badge, significant of a gesture of welcome on the part of the city.

STAFF OF Art Converse's side show on Art Lewis Shows visited New York World's Fair in Frank Zorda's new car while the shows were in Haledon, N. J. Group was escorted about the fair grounds by Joe Lee and wife and Mickey Mite, midget.

GEORGE (CRAZY HORSE) POWERS in U. S. Veterans' Hospital, Jefferson Barracks, Mo., where he is receiving treatment and will undergo an operation soon. He underwent a minor one on May 17. He'd like to read letters from friends.

SOME of these war communiques are as conflicting as the reports of the g. a. and

Ride Men! Here it is!
MAY-JUNE
BIG ELI NEWS

Don't miss this one. Articles about the new model V-Belt ELI Power Unit, another about the latest Model No. 5 BIG ELI Wheel. Read all about the Twenty-Eighth Annual FOURTH OF JULY Contests in this issue. If you own, manage or operate any type of Ride, you should read BIG ELI NEWS. Send a postal for the FREE Sample Copy we've Saved for you.

ELI BRIDGE COMPANY
Publishers
Opp. Wab. Sta. — Jacksonville, Illinois.

the special agent on an advance booking.— Cousin Peleg.

"WHILE playing Lynchburg, Va., with Smith's Greater Shows I was the proud recipient of a diamond ring presented to me on a birthday anniversary by my brother, Billy Logsdon, who operates the Pinky Pepper Show," pens Linda Lopez from Gordonsville, Va.

MRS. H. BROCKWAY, former Roxanne Ryan, letters from Englewood, N. J., that altho she's been off the road for five years she still keeps track of what her friends are doing thru *The Billboard*. Her husband is playing first trumpet with Sonny James' Orchestra.

BARNEY E. McDOUGH letters from North Platte, Neb.: "Have just discovered that reports I've been hearing that Capt. H. L. Elliott, well-known snake showman, is dead are untrue. I stayed at his tourist camp here recently and he's looking fine. Capt. and Mrs. Elliott recently took delivery on a new car."

FINE fronts with nothing behind 'em rate about the same as when well backed but with no one capable in front.—Dime Jam Johnson.

MIGHTY MONARCH SHOWS notes from Bramwell, W. Va., by O. C. (Heavy) McClain: Good weather and fair business greeted shows upon arrival. Charlie Fay added another girl show. Streets of Cairo is sporting a new front. Mrs. N. P. Roland recovered from a recent illness and returned to shows.

HARVEY (DOC) ARLINGTON cards from Bay City, Mich., that Vic Horwitz's Motor City Shows opened there on May 20, moving in from Pontiac, Mich., where all shows, rides and concessions had good play. Closing Sunday night in Pontiac, shows moved 90 miles without mishap.

E. J. FLOYD, who spent the winter working sales days and doing direct selling in Illinois and Indiana, writes from Frankfort, Ind.: "Visited Harris Shows in Kokomo, Ind., recently. Also visited with Tommy Whiteside, who was located just across from Drago showgrounds there, readying his acts for the season."

WE HAD a big week on the front gate and our banner salesman sold lots of banners, but the inside did not do so well.—Six-Syllable Webster, p. a., Gate & Banner Shows.

WESLY BLAIR cards from Youngstown, O.: "Joe-Ann La France, queen of mystery and novelty dancer, is still working night clubs in Youngstown for Joe Kilch. We visited Jerry-Ann and Mr. and Mrs. Johnny Rea on Bantly All-American Shows in Girard, O., and Rea has a neat Circus Side Show, with plenty of flash."

BECAUSE of an error in a report from Zacchini Bros.' Shows, it was stated in a recent issue that Bob White had resigned as assistant manager. This was incorrect, as White continues in that capacity with the shows. However, Benny Smith is no longer with the organization, having been replaced as legal adjuster by Doc Hamilton.

DURING Hilderbrand's United Shows' No. 1 Unit's stand in Angels Camp, Calif., Walton de Pellaton, John Hobday, Thomas Miller, Steve Bernard, Mr. and Mrs. Earl McCann and Mr. and Mrs. Al Keenan visited Calaveras Big Trees, Murphy Crystal Caves and Mikelum Hill, birthplace of de Pellaton, where they were entertained by residents.

OFFICIAL route marker of Great Sweet Potato Shows advises that the old route is being followed so far as possible in order to reduce the expense of a fresh supply of chalk.

BILLY SEIGRIST, of the free act troupe bearing his name, writes from Lenoir, N. C.: "We're now in our fourth week with Crystal Exposition Shows and

since opening have enlarged our rigging and added several new routines. Free act program on the Shows includes Crystal Shows Band, Art Carver's comedy trampoline, McVay's high dive and our troupe."

AMONG concessioners on Hilderbrand's United Shows No. 1 Unit who made trips to Stockton, Calif., while organization was in Angels Camp, Calif., were Hazel Fisher, Verna Seeborg, Ralph and Margaret Balcom, Mr. and Mrs. Peter Richards, Bessie Besette, Mr. and Mrs. Rhinehold Uttke, Florence Appell, Whitey Olson, Al Bozarth, Mr. and Mrs. Clyde McCahn, Frank Dykes and William Summers.

AFTER a successful 1939 tour with Wallace Bros.' Shows of Canada, Bobby Kork is presenting a new attraction, Cherie, on Sims' Greater Shows. Also in line-up are Jack Hanniford, lecturer; Anna Hanniford, nurse, and Ray Smith, tickets. Attraction, says Kork, carries special lighting, revolving stage, lobby displays and modernistic wardrobe. Production is staged and created by Betty King.

TEACHER (to bright son of carnival owner): "Johnny, what are the duties of show mail agents?" Johnny: "Their duties are to separate the wheat from the chaff and then deliver the rest to the boss for his double-o."

WELL-KNOWN West Coast concessioner, Sam Brown, celebrated his 74th birthday anniversary by tendering a dinner to women members of Clark's Greater Shows while playing Oroville, Calif. Among guests were Mrs. Rose Clark, Florence Webber, Bobbie Miller,



PHOTOGRAPHED in a jovial mood in Ottumwa, Ia., while West Bros.' Shows were enjoying one of their best weeks of the season to date were Ed Bruer (left), who was recently appointed assistant manager, and Owner J. W. Laughlin. Photo furnished by Don Trueblood.

Pearl Weiler, Mayone Williams, Betty Hensley and Bobbie Fisher. Brown is a former partner in the old Levitt, Brown & Huggins Shows.

NOTES from Pryor's All-State Shows by C. W. Orwig: Shows moved into Minerva, O., on May 19 and, altho two trucks encountered accidents, all opened on time to good weather and business. Organization went to Elwood City, Pa., on May 27 for the Firemen's Annual Celebration. Recent additions include Warena Lane; Mr. and Mrs. Tom Wallace, girl and snake shows; Albert Walters, lecturer, and Bob Allen. Mr. and Mrs. Jake Pryor are adding more rides and concessions. Bingo is clicking.

SECRETARY of Eagles' Lodge, San Jose, Calif., announced recently that Crafts 20 Big Shows were awarded midway contracts for the State Eagles' convention on downtown showgrounds at rear of the city's leading hotel. Date marks first time a carnival has appeared there in about five years as the town had been closed until recently and location, being partly owned by a church, was unavailable heretofore. Ray Smith, agent; Roy E. Ludington, general manager, and O. N. Crafts, owner-operator, represented the show in negotiations.

"WHILE visiting New York World's Fair, my partner, Arthur King, and I combined business with pleasure and took delivery on a new sound system and new lighting equipment for the in-

side of our new Paradise Revue on Ben Williams Shows," pens Monte Novarro from Stratford, Conn. "Business has held up remarkably well in the four weeks we've been out and recent additions include Harry Dorch, boss canvasser; Grace Dorch, line and specialties, and Dave August, who replaced Karl Capp as pianist. Billie Love is expected to join as featured dancer."

BOSSES who won't spend for newspaper advertising but expect daily front-page publicity put themselves in that proverbial decayed-apple-watermelon category.—John Onceyear, Roving P. A.

LINE-UP of Carl J. Lauther's Side Show of Oddities on Cetlin & Wilson Shows includes Mrs. Carl Lauther, miracle girl; Madame Electra, electric chair; Duke Edwards, Chief Bulawon and Ida Mason, pygmy village; Charles Porter, ossified man; Chief Amok, head hunter; Fred Galbraith, sword swallower; Popeye; Tex and Betty Yates, knife throwers; Jessie Franks, woman bag puncher; Persilla, monkey girl; Emmett, alligator skin boy; Woodrow Olson, front; Whitey Wilson, Herbert Walberg, tickets; Earl Ison, emcee. Clude Cludette is in the annex.

R. N. MENGE assumed duties of painter and side show operator on Zimdars Greater Shows, replacing Sailor Harris, who handled those chores the past four years. Line-up of the side show includes Bob McCaw, front; Pat Fagan, tickets; George Brown, talker; Baby Alice, fat girl; Huldie Scott, invulnerable woman and Burning of She; Princess Running Water, escape; Mike, boy without brains; Norman the Wizard, magic and Punch and Judy; Olga, headless girl; Willie, one-man band; Nixon, Vivian and Rosie, monkey entertainers. Billie, sex contradiction, is in the annex. Menge is inside lecturer.

"A CHANGE of territory now and then is appreciated by the best of (show) men." Carrying the same shows, rides and concessions over the same route year after year does NOT come under the head of sound business judgment.—Tape Line Larry.

GREAT WILNO, human cannon ball with Endy Bros.' Shows, took time out during shows' recent Philadelphia stand to show adventurous kids that even professional dare-devils pay much attention to safety. Occasion was the formation of the Junior Dare-Devs of America in Philadelphia and about 2,000 members turned out at the showgrounds, where they were given badges and membership cards.

TWINS born to Mr. and Mrs. Artie Borror, Zimdars Greater Shows, while playing Falls City, Neb., last week died after an attempt was made to save them in an incubator. The girl at birth weighed only 2 pounds 14 1/2 ounces and the boy was a half ounce lighter.

Hot Springs a Winner For Texas Exposition

CARBONDALE, Ill., May 25.—Texas Exposition Shows were up and ready on time for opening here last Monday after a jump from North Little Rock, Ark., where the shows played under Veterans of Foreign Wars auspices to good business, reported F. R. (Doc) Wilson. Opening night here saw a jammed lot and all had good business. Rain hurt Tuesday night.

Hot Springs, Ark., under Junior Chamber of Commerce auspices, was shows' banner week thus far. Rides, concessions and shows did well. Billy Myler and family left at Little Rock and Shorty Evans and wife and Slim Mullins went to Alamo Exposition Shows. Manager Howard Hill is supervising streamlining of the midway.

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot! Don't guess! Don't take chances! Depend on Evans for Real Winners!

PADDLE WHEELS \$10.00 UP
Of All Kinds

COUNTRY STORE WHEEL
42" to 10'. Also Safety Coin Boxes.

SKILLOS
Latest Design.

SHOOTING GALLERY SUPPLIES
For All Makes of Galleries.

SKET SHOOT DART BOARDS HOOP-LA

FREE CATALOG

Evans' 1940 PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Grind Stores, Parts and Supplies.—In fact, everything for the Midway. This 84-page fully illustrated Catalog is yours for the asking!

Write For It Today!
H. C. EVANS & CO.
1520-1530 W. Adams St.
Chicago, Ill.

FLYING SCOOTERS

TOPPED THE MIDWAY
Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined - - - Light-weight
Loads on one truck
Price and Terms You Can Easily Meet.
Choice Park and Carnival Locations Available
Write for Details.

BISCH-ROCCO AMUSEMENT CO.
5441 Cottage Grove Avenue, Chicago, Ill.

TILLEY SHOWS WANT

One more Grind Show either with or without own outfit. Good proposition to flashy live Pony Ride. Arcade open. Must be high class, no junk. Scales and Country Store exclusive for sale. Can place few more Merchandise Grind Concessions that work for ten cents and can stand to make money. C. G. Baker wants acts for Side Show. Address: Pekin, Ill., this week; Kewanee, Ill., week June 3.

CONSISTENT MONEY MAKERS

LOOP-O-PLANE - - OCTOPUS ROLLO-PLANE

Leading All Sales for 1940
Write for Descriptive Literature.

EYERLY AIRCRAFT CO.

SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
Eastern Factory Branch: RICHARD F. LUSSE, Chalfont, Bucks County, Pa.
European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., May 25.—Spring seems to have come to the Northwest at last as Douglas Greater Shows came close enough for us to visit. They opened at Vancouver, Wash., on May 13, so the following day we drove the 60 miles there to see them. Owner E. O. Douglas and Bill Meyers made us welcome. Mrs. Bill Meyers is at home, but Bill says she plans to buy a trailer and tour with the shows. Bill says he told her he was 20 years old before he knew that people lived in homes instead of railroad cars like the circus he was with and now for her to want to get him back in a moving home again is too much. Mrs. Douglas was acting secretary and doing a good job. I had a pleasant visit with Mr. and Mrs. Ted Metz, who have the pit show. Mrs. Metz told me they bought a home and were not going to travel, but the urge was too much for Ted, so they are out again. Clyde and Topsy Gooding were at the Hula Show and working hard as usual. Topsy advised the twins were in school but will be out next month and will troupe then.

We had a "Do you remember?" session with George Wren, who was on Snapp Bros.' Shows with us. Mr. and Mrs. Searzell have the Rolloplane and were pleased to be showing so close to their Portland home. Spik, night watchman, who was on Frank Burke Shows when we were, tells me that Nick Nelson, who was on Kline Shows with a bingo stand and Frank Burke Shows with a kiddie ride, is in the brokerage business in Fargo, N. D. Rose Hennies writes she has gone into the pop-corn and peanut business and likes it. Bernice Kittarman lettered from Alamo Exposition Shows that she's glad to be on the road again and has taken up crocheting turbans as a hobby.

Sussman Novelty Co., Portland, Ore., is fortunate in having Mrs. Artie Sussman greet and help customers. Artie likes to tell about the time he wired Abner for the popgun privilege. Abner wired he didn't know what it was, but it must be all right if he wanted it and he could have it. Salem will celebrate its 100th anniversary this summer and men are wearing whiskers and beards. Abner has joined the group and looks like an imitation Buffalo Bill, as he has the mustache, Vandyke beard and the white hair. He has joined the posse with the sheriff's men, who will ride horseback with 40 others in the parades at near-by celebrations, as well as Rose Parade in Portland.

It's been wonderful reading the grand things written by men and women about the late Mary Francis. What more could any of us show women want than to feel that we have been appreciated. As active vice-president of the Ladies' Auxiliary, Showmen's League of America; past president, St. Louis Show Women's Club; Ladies' Auxiliary, Heart of America Showmen's Club; Ladies' Auxiliary, Pacific Coast Showmen's Association, she had so many friends that in each of us wrote a line to tell of some thing she did for us it would require a large book to hold them. There is little, that I can say that has not been already said, but to me she was the ideal showman's wife. She worked as long as there

was work to be done in any capacity and always was ready to encourage and plan to manage some way out of the difficulties. I feel sure that, wherever she is, she's the "Fairest Among Thousands Altogether Lovely," as she was here.

On May 19 Mr. and Mrs. Lee Eyerly and Abner and I again visited Douglas Shows at Vancouver. They were having a good Saturday matinee, both for weather and crowds. En route back to Salem, we stopped in Jantzen Beach Park, Portland, and found our good friend, Paul H. Hudepohl, enjoying a swim in park's pool. He came out, however, and took us on a tour of the park. So much has been done and so many improvements made that we were surprised when he gave us a glimpse of his many plans for the future. There's a new funhouse, a new inside dance and refreshment hall for community or organization picnics, a really beautiful new dance building and they are all generously lighted and outlined with neon. We had dinner as guests of Mr. and Mrs. Hudepohl at the new dining room and then completed the tour of the park that night. Jantzen Beach Park is fortunate in having Paul Hudepohl for its manager and the park grows and prospers.

SOL'S UNDER '39

(Continued from page 42)

fact that the midway gross for the spring season is satisfactory," said Sam Solomon, owner. Four new tractor and trailer units were purchased this spring making 58 in all. Another feature this year is that new canvas prevails from front to back.

Another light plant was added. Indirect lighting is being used extensively on the new fronts constructed this year and the novelty and modern effects created by Superintendent Whitmore greatly enhance the midway.

CONVENTION IN COLD

(Continued from page 42)

and Helen Adams, aerialist, provides the free attractions.

Louis Augustino's Monkey Motordrome will be readied for the Tonawanda, N. Y., engagement and a new Life Show front will be ready for Falconer, N. Y. Life Show front will conform with that of the Harlem Dandies and Oh, Suzanne, with built-up fabricated letters and neon. Ike Wallace is expected to join soon. Shows opened with 22 concessions.

Staff includes Clay Mantley, manager; Keith Johnson, assistant manager; Grace Mentor, in charge of the office; Tommy Butler, electrician; Danny Corr, lot superintendent and concessions; Naomi Schweda, auditor; Fay Lewis has charge of store room and *The Billboard* sales agent; Pat Donovan, ride superintendent; Don King, boss canvasser.

Concessioners are William Kofard, photos, pitch-till-win and bowling alley; Jack Cohen, ham and bacon stand; Louis Black, penny pitch and ball game; Mrs. Augustino, penny pitch; Mrs. Tommy Butler, hoop-la; Mrs. Swain, candy; Gerald Barker, cookhouse, penny arcade and high striker; O. Christian, ball game; Larry Osborne, custard; C. F. Roberts, peanuts and pop corn; Harry Mentor, basket ball; Mary Lewis, skee ball; Danny Corr, rat and pan game, grocery stand and cane rack.

Committees from Mount Morris, Belmont, Falconer, Hamburg and other con-

tracted spots were guests of the management at the White Inn here on Saturday after the show. Mr. and Mrs. Lester Heck and Luke Allison visited; as did a group of showfolks from Siegrist's Showmen's Club, Canton, O.

McPHERSON STARTS

(Continued from page 42)

N. Y., in their new trailer and Whitey Eulp planed in from Montreal.

Rides: Chairplane, H. Joliet, owner; Luther, Steele, clutch; Howard Joliet, tickets. Gooding's Rides: Merry-Go-Round, E. W. Clark, foreman; H. Braggs, second man; Ferris Wheel, W. Likens, foreman; Kiddie Rides, Whitey Williams, foreman. Shows: Circus Side Show, Martin Smith, talker-manager; Mrs. Martin Smith, secretary-tickets; Zenita-Zan, annex; Mystic Mahdi; Frank Black, snakes; J. Parsons, torture act; R. Roberts, fire eater; Two-Headed Baby; Olive Hess, magic and sword box; Athletic Show, Martin Smith, manager; Follies of 1940, Lucky Mott, manager-talker; Al Wilson, tickets; Howard Mabee, canvas; Sandra Mott, Betty Burton and Colleen Murphy, dancers; Babe Rogers, specialties; Bob Armstrong, piano. Slated to join at the next stand are Laughland, Monkeyland and Motordrome. Unicous Troupe presents the free attraction.

Concessions include cookhouse, Al Densmore, manager; Ed Converse, chef; Ed Cravens, griddle; Emma Converse and M. Densmore, waitresses; Mike Duaranto, waiter. Mr. Gooding, pop corn and ball game; P. Wilson, ham and bacon and pitch-till-you-win; J. Crowley, country store and candy floss; Harry Roberts, penny pitch and shooting gallery; Fowler's Taffy Stand; J. White, cane rack; C. Nicols, pan game; Shorty Cramer, ball game; C. Proudley, spot the spot; W. Mespelb, clothespin, ball game and photo gallery. Bingo, J. C. Mack, manager; Mr. and Mrs. Joe White, assistants; Whitey Hood and Mike McNamara, callers. M. Miller has the long-range shooting gallery and Merrill Kellenback, the fishpond.

SIMS' 11TH ANNUAL

(Continued from page 42)

The Billboard sales agent; Jack Manko, electrician, and Jack Phillips, scenic artist.

Rides: Merry-Go-Round, G. McCormick, J. Murray, R. Anderson, Ferris Wheel, Joe Chisy, W. Hall, Bud McDonald. Tilt-a-Whirl, L. Jolie, John Kay, Charles Merritt, Harry Algar. Caterpillar, J. Turner, S. Mason, Fred Hayes, Ernest Newburgh. Kiddie Ride, Tony Guatto, Charles Burleigh.

Shows: Fearless Edna, Leo L. Plourde, Yvette Johnson, Arman Leduc. Pennyland, Jack Clancy, H. Besley, J. Twamley, Roy Parizlan, Nelson Johnston. Oswald's Variety Show, Leo Plourde, Frank Trempe, Leo and Madame Paul Lalonde, Robert Tremblay, Xavier Banvits, Lucien and Armand Dogenais, Girard LeBel, Lucienne Prunex. International Club, Bart Snediker, Perry Long, Peggy Finbow, Dona Ward, Frances and Violet Cruvie. Coney Island, Jerry Blanchfield, Jerry Bennett, Chief Fighting Wolf, Madam Gertrude, Professor and Mrs. Hunniford, Professor Smith, Shorty Campbell and Art and Roy Johnson.

Concessions: Cookhouse, Gus Vallas, owner; Jim Zikos, Reginal Haycock, George Russel and Tony Walters. A. Ford, palmistry; F. W. Bird, bingo; Sid Bates and Art Dyer, penny pitch; William Davis and Charles Dupont, candy floss; P. Mason, high striker; Mrs. H. Cleaver, cigaret shooting gallery; H. Cleaver and R. Lapointe, hoop-la; Leone Dymphy, Sonia Evans, Mrs. Ford, three ball games. Joe Harris has eight concessions operated by Kin Rifkin, Sam Glass, Jack Heaysman, Jack Seival, B. Wright, Frank Rutledge, E. Mallins, F. Currin, J. Panous and F. Lindover.

WEATHER HITS SHEESLEY

(Continued from page 42)

new Diesel light plants, prevails and much neon is in evidence. Charles E. Sheesley did a good job of laying out the lot.

Shows and rides and their managers at this stand included Circus Side Show, Al Renton; Gay New Yorkers, Earl Strout; Gang Busters, Arny Schaffer; Paris, Al Hubbard; Over the Falls, Roy Wingate; Hot Harlem, Bob Wyatt; Body and Soul, Dr. Fisher; Front Page People, J. T. Baxter; Mystic India, Professor Monroe; Hawaii, Earl Strout; Monkeyville, John D. Sheesley; Tambala, Clyde Pritchard, and Penny Arcade, Fred Fredrickson.

Rides: Merry-Go-Round, Twin Ferris Wheels and Octopus, William Zeidman;

Whip, Eddie Nixon; Jazzer, Steve Kutney; Flyer, Ed Smith; Silver Streak, Jack Baillie; Pony Ride, Mrs. Charles Pounds; Kiddie Autos, Mrs. William Zeidman; Kiddie Aeroplanes, Mrs. Pounds; Heydey, F. A. Wright; Tilt-a-Whirl, Louis Kester, and Skooter, S. N. Harter.

MILLER BROS.' BIZ

(Continued from page 42)

possessions and folks on the shows took up a collection for them. DeVore's Midway Cafe is proving popular. Children's Matinee, Saturday, clicked.

Roster includes Morris Miller, president; Maurice Miller, general manager; Mrs. Morris Miller, treasurer; Rocco Masucci, business manager; Herman Smith, general agent; William C. Murray, special agent; Ernie McCullom, electrician; Albert Rives, secretary; Paul Beckley, scenic artist; Mrs. Paul Beckley, front gate tickets; Elmer (Whitey) Dill, truck foreman; Harry McCoy, boss canvasser; Jimmy Rogers, mechanic. Flying Wishards, free act, has George and Evelyn Mueller, Joan Spalding and Tom Sawyer.

Midway Cafe, Harry DeVore, owner; Mrs. Harry DeVore, hostess; Chester DeVore, chef; Rough House Nelson and Vincent Knapp, waiters; E. Hames, griddle; Leon Winston, dishwasher. Mr. and Mrs. Philip Bender, pop corn, peanuts and candy apples; I. K. Wallace, two kiddie rides and Ferris Wheel; Mrs. I. K. Wallace, two ball games; bowling alley, Charlie Fallon; Jack Miller, grocery, radio and blanket stands; scales, Virgil Morris; I. Murphy, hoop-la; Whitey Archer, rolldown, Jimmy Roberts, Jimmy Murphy and Freddie Bailey, operators; Chrome Wheel, Barney Lane; Cigaret gallery, Joe Zimmer and Luther Church; Joe Conley and Nick Stram, one concession each. Bingo, Eddie Brennan, owner, Michael McUlizer and Douglas Bartly, operators. R. L. Wade is ride foreman.

Mrs. R. L. Wade concessions include photo gallery, ball game, hoop-la, penny pitch, shooting gallery and arch gallery.

Shows

Circus Side Show, Happy Jack Long, manager; Capt. Lewis, Jim Morgan, Jack Rogers, Elwood K. Moon, Doc and Mrs. LaMar, Mrs. Mary Stevens and Max Stevens. Follies of 1940, Bill Gary, manager; Mary Gary, tap dancer; Veola Bennett, poses; Marie Miller, hula dancer. Oriental Darlings, Mike Dakoff, manager; Clara Rivera, dancer; Joan Dakoff, Oriental dancer. Midget Show, E. Hodges, manager; Juan De LaCruz and Martina De LaCruz, Filipino midgets. Jungleland, Dutch Goddard, manager; Mrs. E. Goddard, tickets. Athletic, Jerry McTurk, wrestler; Sailor Jones, One Round Harris, boxers. Jitterbug Minstrels, George Russel, manager.

Rides: Tilt-a-Whirl, Elmer (Whitey) Dill, foreman; William McKelvey, second man. Rolloplane, L. McBride, foreman; Jack Ross, second man; Merry-Go-Round, Ralph Kirby, George H. Prasch, C. J. Rogers.

GOODING'S UNIT

(Continued from page 42)

Personnel includes Mr. and Mrs. A. W. Gooding, owners-operators; Walter Byers, electrician, mechanic and lot man. Rides: Double Octopus, Elmer Windle, foreman; George Sherwood and Dick Orr. Merry-Go-Round, Bob Mason, foreman; Alfred Windle and Charles Schwartz. Ferris Wheel, G. H. Kohler, foreman; Jesse Helmer and Mrs. Alfred Windle, tickets. Kiddie Ride, Tom McComb, foreman; Charles Shen, tickets. Rolloplane, Mr. and Mrs. Floyd Smith. Concessions: Pop corn and caramel corn. Mr. and Mrs. Charles Schwartz; photos, Mr. and Mrs. Harry Gross; ball games, Mr. and Mrs. Gettespaugh; shooting gallery, Bob Keener.

BADGER STATE DEBUT

(Continued from page 42)

crowds and spending was satisfactory, reports William Grady Kepley.

Neighborhood theater had a newsreel cameraman taking pictures of shows and patrons on grounds Sunday afternoon. Monday was good, but organization didn't open Tuesday because of rain. Cold weather Wednesday resulted in small crowds and business. Organization carries Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Kiddie Ride, Jim Thayer's Kiddie Auto Ride and Henke Brothers' Chairplane.

Doc Wilson, lot superintendent, is in charge of shows, which include Life and Mechanical. Concessioners are Jess Kepley, electrician, who has photo gallery; Jim Thayer, pop corn; Richy Strobel, Ace cream; Margie Roth, cookhouse; F. Shinnowski, Bert Burdo and Fred Kelle-

Who Buys Talent and Why?

Prominent talent buyers give the answers in the TALENT SUPPLEMENT to be published in the SUMMER SPECIAL. Be sure you get a copy of this important edition—subscribe now.



"FREE ACTS DRAW THE PEOPLE"

by E. Lawrence Phillips
Owner

Johnny J. Jones Exposition
Glittering lights, showy fronts and ballyhoo not enough to attract a public that insists upon getting its money's worth. Mr. Phillips believes in providing the much-needed extra stimulant of free attractions.

ACTS AND ATTRACTIONS

Send for the complete details about the Talent Section. You can have an advertisement in it and get Free Picture Publicity. Mail a postcard today.

The Billboard
Cincinnati, Ohio

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Beckmann & Gerety (Railroad)

Decatur, Ill. Week ended May 18. Location, B. & O. Showgrounds. Auspices, American Legion Post. Business, fair. Weather, variable.

After a few days of bitter discussion between local vets and American Legion everything was straightened out, and by a 4 to 1 vote city council granted shows a license, and all cooled down. With a circus in town Sunday, the arrival of show train at noon gave everyone a big surprise and about 1,000 people were waiting at the grounds instead of at the circus grounds, which, however, were a long way out and in the county. General Manager J. C. McCaffery spent a few hours in Decatur Sunday afternoon, but left for Chicago that night. Midway was in good shape Monday and long before opening hundreds were on hand. All night long big crowds milled around the midway and shows and rides did good business until midnight. Tuesday and Wednesday gave rain and cold. Local newspapers were liberal with space. Station WSOP had Imperial Hawaiians on the air in a special musical program Tuesday afternoon and at close were asked by Manager Lindsay to repeat the program Thursday.

WILLIAM B. NAYLOR.

Dee Lang (Motorized)

Muscataine, Ia. Week ended May 18. Location, Riverfront showgrounds. Auspices, American Legion Post. Business, fair. Weather, fair with rain on Saturday.

Business here was the best of the season so far. Weather was good thru-out, excepting Saturday, and large crowds were on hand daily. Despite the rain on the final day, a good number of patrons turned out. Rides and shows did fair. Among visitors were Mr. and Mrs. J. R. Gibson, Mr. and Mrs. Lawrence Flannery and Mike Debrey and family of Burlington, Ia. JOHN PABARCUS.

World of Mirth (Railroad)

South River, N. J. Week ended May 18. Location, Turnpike at Brunswick street. Auspices, Engine Fire Company No. 1. Business, fair. Weather, rain one day.

Rain, which began Thursday afternoon and continued thruout the night, kept shows from opening that day, marking shows' first loss of a working day since spring of 1938. Drawing power of organization was demonstrated here as location was nearly five miles from downtown New Brunswick and about seven miles from Perth Amboy. Except for the loss of one day, attendance would have been good and gross gratifying. Despite torrents of rain no damage was done and lot was in good shape Friday night. Space was at a premium and only the front part of midway wasn't jumbled. No orthodox shape could be maintained in laying it out, altho Advance Agent Gerald Snellens had a bulldozer working the better part of a week prior to shows' arrival. Harry Hauck, lot superintendent, is fitting head and tall lamps to all tractors. Frank and Evelyn Anderson celebrated their 10th wedding anniversary on May 16. Early Monday show's stock car burned with several hundred dollars' damage being done. Insurance covered the loss and cause of fire was undetermined. Slim Peterson was bitten by an alligator in Strange Cargo Saturday afternoon and the 'gator had to be shot before it would release its hold. Slim wasn't seriously hurt, but was treated by Dr. Ingels, staff physician. Visitors included Mr. and Mrs. George Traver, operators Fair at Home Shows; Art Lewis, of shows bearing his name; Phil Isser, Joe Casper, and John M. Liddy, executive secretary, National Showmen's Association.

Kaus Expo (Baggage cars and trucks)

Baltimore. Week ended May 18. Location, Highland at Monument streets lot. Auspices, American Christian Workers. Business, good. Weather, one day rain.

Shows day and dated Ringling Circus the first three days of the week. Excel-

lent crowds prevailed nightly, but there was no matinee play as in former years when date came last three days of the week. Thursday night was lost to rain, but good crowds attended Friday and Saturday nights. Visits were exchanged between show and circus folk. Flying Cancellors, of the big top, visited shows' free act, the Flying Melzoras. Others from the circus seen on the midway included Melvin Burkhart, Doree Levon, Alex Linton, Ray Little, Leopold B. Williams and Mr. and Mrs. Carey. Edith Bowen left for a visit at home. Mrs. Charles Grossman returned to New Bern, N. C., for a tonsilectomy. Mr. and Mrs. Louie Lozier joined this week with their ball game. George Johns, formerly on these shows, visited from Florida. Mr. and Mrs. Clarence Overton left to take over monkey show on Lawrence Greater Shows. Mr. and Mrs. H. M. Kirby also left to join Lawrence Shows. James Kane is lot superintendent and George Whitehead visited Miller Bros.' Shows in Camden, N. J.

Baltimore. Week ended May 11. Location, Hamburg and Ostend streets. Auspices, American Christian Workers Church. Business, good. Weather, good.

Excellent weather produced excellent crowds here and even showers Wednesday night did not slow patron's enthusiasm. Spending was good and well distributed among all attractions. Lewis Scott's Cotton Club had some swell grosses, with nightly midnight rambles

and Baby Contest. The Rochester-Beaver Times, local daily, was liberal with space and on Tuesday night 92 newbies were special guests on the midway. Sensational Kays, free act, were popular. Girl Revue continued to record nice tips, as did Roger's Hollywood Midgets, the Carlson Sisters, Dick Keller's Hell Drivers, Death Takes a Holiday, Paris Nights and John Rea's Circus Side Show. Shows closed to sorrow on Saturday night when Promotions Director and Assistant Manager Wilson was stabbed in the abdomen by an intoxicated spectator on the midway near closing hour. Wilson is recuperating in Rochester General Hospital. John Parra, ride boy, was injured when he fell off a moving show truck at McKinley Heights, four miles south of Warren, O., while riding the back of a truck, which was loaded with equipment just removed from baggage cars. He fell over the side onto the highway, suffering a fractured wrist, possible fractured elbow and lacerations about the face. He was removed to Warren City Hospital for treatment.

FRANK ZO PETTE.

L. J. Heth (Motorized)

Danville, Ky. Week ended May 18. Location, Martin's circus lot. Business, fair. Weather, variable.

Shows day and dated Wallace Bros.' Shows in this town of 8,000 population. Much paper and promotional stunts



DANCING COUPLE with Swing Revue on Rubin & Cherry Exposition, Mr. and Mrs. Roy Haig (left) as they appeared after their marriage in the office of Justice of the Peace Thomas M. Maes in Houston on May 7, while shows were exhibiting in the Texas city. Also in the photo are Lula Slower, Hawaiian dancer, bridesmaid, and Justice Maes. Bride is the former Ruth Estelle Cook.

to packed houses. Doc Willard Wilson is talker. E. D. Allen's Rolloplane was added this week with Stewart Mohler as foreman. J. E. Kaus added a cigaret shooting gallery, with Donald Dickinson as agent. Louie Weinstein added a ham and bacon store and Tom Naylor is agent. Harvey Kelley entertained his cousin, Miss Natty Dressler. Eddie Poupin's side show added some new attractions, including Sailor Jack, tattooist; Mae Payton, tattoo woman and inside lecturer; Cliff Payton, talker. Joe Sloane joined with pitch-till-you-win. Mr. and Mrs. H. Daher, of Central City, Pa., visited. Mrs. Daher is the former Tressie Kaus. Her mother, Mrs. Julia Kaus, returned home with her for a visit.

LESTER KERN.

Bantly's All-American

(Baggage cars and trucks)
Rochester, Pa. Week ended May 18. Location, Water street showgrounds. Auspices, Rochester Sportsmen's Club. Business, good. Weather, fair, interspersed with rains.

Under co-operative sponsorship, which served as an effective publicity wedge, shows opened on Water street showgrounds for a week's stand. Marked success continued for the two Children's Days and Ladies' Night, and Promotions Director Harry E. Wilson did a good job at the season's initial Public Wedding

were used to attract patrons to the respective midways and both shows operated with a 5-cent gate. Thunder-showers and a strong wind Saturday night prevented shows from chalking a good week's business despite opposition. Wallace Bros.' Shows remained closed Monday night and visits were exchanged. Victor Carnares resigned from the executive staff to accept another position. Jesse Sparks, of J. F. Sparks Shows, visited with his brother, Joe Sparks; sister, Mrs. Howard Reeves, and L. J. Heth. Joe Fontana, general manager and writer, returned here after a two-day booking trip. Ellwood Dillin, veteran showman and promotional manager, entertained L. J. Heth, Mr. and Mrs. Fontana and the writer at a midnight supper in their home.

ALFRED KUNZ.

Art Lewis (Railroad)

Haledon, N. J. Week ended May 18. Location, Belmont avenue grounds. Auspices, Fire Co. No. 1. Business, good. Weather, rain one day, otherwise fair. Ten-cent gate.

Excepting Thursday, which was lost to rain, shows did fairly well, with good business the rule on shows and majority of rides. Percy Morency made an attractive midway under adverse conditions. Superintendent Howard Ingram

brought shows on lot early Sunday and everything was ready for a good opening Monday. Four Stars, free act, were popular, as were Dorothy Stone and Mary Bixler, drome riders. Lola Lomas joined Poilies, Aylene Potter Morency did a good job of getting up a Jamboree on Friday night at an hour's notice and stopped show with her vocal numbers. Julia O'Donnell also received much credit. Lewis Family, with Mr. and Mrs. Lewis Sr., were welcome nightly visitors. Charles Abbott and Gerald Snelling also were among visitors. E. B. Braden's funsters had a good week, as did Charles Lewis' frozen custard. Eddie Belmont is plenty busy and Owner Lewis is still adding to shows' attractiveness. Fronts will be neonized soon. Morning Call and Evening News, Paterson, N. J., papers, were liberal with space. Sunday Eagle also co-operated. Mrs. Stokes plans to add her Wibble Wobble ride soon. Morris Stokes and Smitty are doing a good job ahead. George Roy is still in a hospital at Wilmington and reports indicate he is recovering.

DICK COLLINS.

F. H. Bee

Frankfort, Ky. Week ended May 18. Business, good. Weather, cold and rainy.

Two cold nights and a heavy rain-storm on Saturday night were not in accord with shows' capital weather, but on other nights all shows, rides and concessions did well. Mr. and Mrs. H. R. Crager, Paul Reynolds and George O'Neal visited, as did many State officials and their families. William Cooley assumed his duties as official announcer with Prof. V. Bellomo's Concert Band. John Denton reports his bingo stand is doing well. Al Alfredo's World's Fair Attraction and Bill Stinson's Athletic Show are vying for top show honors. Gus Bethune's cookhouse is popular. Bill Brown has devised a new lot plan which will give all rides as well as concessions a better location. W. M. Jarvis is building new platforms for Tilt-a-Whirl. E. E. Baker, electrician, placed new string-

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. 8,000, size 5x7, per 100, \$1.25 in lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Automatic Bingo Shaker. Real Glass . . . \$12.50 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25 Lightweight Lapcards, 8x18. Per 10050 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . . 1.25 8,000 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.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

BUFFALO SHOWS

Want Animal Show with own outfit, Penny Arcade, Mechanical City, Photos, Hoop-La, Game Rack, String Game, etc. Concessions \$10.00. Firemen and Legion celebrations. Box 808, Buffalo, N. Y.

Arena For Rent

Arena, seating capacity 4,000. Large outdoor stage. Enclosed dressing-rooms for men and women. Shower baths, toilets and lavatories. Located in the heart of Virginia Beach, with ample parking space. For information write DR. A. A. MARSTELLER, Virginia Beach, Virginia.

SECOND-HAND SHOW PROPERTY FOR SALE

Long Eakin Crispette Outfit. Sell cheap. \$55.00—Chatlin Guess Weight Chair Scale. \$20.00—Genuine Eight-Legged Pig in Alcohol. \$30.00—Mystery Illusion with Mirrors. \$5.00 Each—50 Slide Show Banners. We buy Candy Floss and 4-for-Dime Cameras. WEIL'S CURIOSITY SHOP, Philadelphia, 20 S. 2nd St.

ers and bulbs on all rides, while ride boys have been painting and decorating. Ride boys have new uniforms and caps. J. A. Sparks' photo gallery is clicking and Joe Borup's long-range lead gallery is getting good play. Mr. Wyatt reports good business with his Midget Show, as does Charlie Carper with rat game. Red Graham has new signs and tent for his pop corn and peanut stand. Ira C. Rose's penny pitch is doing nicely. Jene McIntosh is visiting his parents here. He will return to Detroit soon. M. C. (Slim) McCoy, tattoo artist, joined Alfredo's Ten-in-One. RAYMOND R. HULL.

Endy Bros.

(Baggage cars and trucks)

Exeter, Pa. Week ended May 18. Auspices, Exeter Hose Co. No. 1. Business, excellent. Weather, variable.

Despite showers on two nights and threatening skies almost all week a new gross was hung up for this location, according to sponsors, under whose auspices carnivals have appeared for many years. A paid gate in excess of 7,100 on Saturday night led the week. John V. Hudack and committee co-operated. Sid Smith's Dope Show led tented attractions and Rolloplane was first among rides. New blue canvas and stage settings arrived for Cleo Hoffman's Girl Revue. Rev. J. T. Hammond supervised visit of 150 orphans from St. Michael's Industrial School Wednesday afternoon. William Alden, long associated with Pop Endy as chief electrician, visited. Heavy advertising was used in all media, including Wilkes-Barre newspapers and radio as well as bus and street car routes. Mrs. David B. Endy visited from Pottsville and Benny Beckwith utilized a large lot to good advantage. Ralph N. Endy dropped in from Mount Carmel, Pa., where Endy Bros.' Exposition Shows were playing. Joker Lavann went to Philadelphia to pick up a new truck and Jack Lambert is recovering from la grippe. Wilno's cookhouse is enjoying good play from patrons as well as showfolk. His cannon act, free attraction, is clicking, as is Wolandi's high-wire unicycling. Jake Davis' Motordrome is doing well and this year is Chuck Connor's 22d under the Endy banner. Giant colored blow-up of Wilno's act adds to marquee appeal. GLENN IRETON.

Eric B. Hyde

(Baggage cars and trucks)

Dumfries, Va. Week ended May 18. Location, Tiny Tavern showgrounds. Auspices, State and County. Business, fair. Weather, hot days, cold nights; rain Thursday. Pay gate.

Herbert Wiggins, general agent, made no misrepresentations regarding this stand. He told General Manager Hyde that Dumfries was a small settlement on the highway between Alexandria and Fredericksburg, but that shows would draw the marines from Quantico five miles east. Date proved profitable. James Orr stayed the last four days with his big Snake Show and then departed. Posing Show opened for first time this season and did business. Hubert the Magician joined the side show. Jerry Stutz, of Paul Botwin's bingo, has recovered from a sprained wrist sustained during the Hopewell, Va., blowdown. Percy Jackson is turning out some good advertising banners for his brother, Mose Jackson, shows' special agent. Mrs. Louis Rose and Mrs. Vilma Weadon are main entrance ticket sellers and Wilbur Mori is ticket taker. Work on two light towers, designed by Manager Hyde, has been started by chief electrician Arthur Stanley. Shows are being routed for all daylight moves and set-ups. Charles Eichhorn, assisted by his son, Charles Jr., never fails to have the Ferris Wheel

ready on time. They have been with Hyde many years. Ray Smith has Francis Campbell and Haston Scott as assistants on the Merry-Go-Round. WILLIAM JUDKINS HEWITT.

Zacchini Bros.

(Motorized)

Barnesboro, Pa. Week ended May 18. Location, Athletic Park. Auspices, Hope Fire Co. Business, excellent. Weather, warm first of week, but cool latter part.

Home-Coming Week attracted many visitors here and sponsors gave good cooperation. Business started good Monday night and showed an excellent increase Tuesday. Wednesday was lost to rain. Thursday night Hope Fire Co. sponsored a mile-long parade, headed by Zacchini's repeating cannon. It passed thru the main business section and ended at the midway. Slightly more than 3,500 attended when prizes totaling \$200 were awarded. Shows received much publicity in *The Barnesboro Star*. Thursday night Miles E. Ranck, managing editor *The Star*, and Mrs. Ranck were dinner guests of Hugo Zacchini and shows' publicity director at Joe Decker's cookhouse. Children's matinee, Saturday, drew 1,000. At night 5,000 persons jammed the midway, and shows, rides and concessions chalked record business. Tilt-a-Whirl led rides. BILL SNYDER.

West Bros.

(Motorized)

Dubuque, Ia. Week ended May 18. Location, Athletic Field. Auspices, Printing and Pressmen's Union. Business, fair. Weather, bad.

Outlook here was bright upon arrival, but after a good opening night cold and rainy weather set in and week proved a disappointment. Monday and Friday nights were the only ones when weather was close to normal and good crowds turned out, but remainder of week shows were at the mercy of the elements. A good crowd of kiddies turned out for Saturday matinee, but scattered showers put a damper on proceedings and that night also was lost. Sunday identical conditions prevailed, but a fair crowd was on hand after rain subsided at night. Local papers were liberal with space and committee, under Nick Kleffer, co-operated. Visitors included M. Silverman, Ed Groves, George Cain and Mr. and Mrs. Joe Pratt. Mr. and Mrs. J. Byers visited while en route to Elkhart, Ind. DON TRUEBLOOD.

Rubin & Cherry

(Railroad)

Wichita, Kan. Eight days ended May 18. Business, good. Weather, rain on Friday and Saturday.

Excepting shows' opening stand at the Battle of Flowers in San Antonio, local date was shows' best of the season despite the fact that rain marred Friday and Saturday nights. All shows and rides chalked good results. Max Kimmmerer's three shows, Giant Animal, Glass House and Midget Theater, reported a heavy week's business, and the Motordrome, with Johnny Branson in charge, was another heavy grosser. New lighting plant was in operation and several executives of the local power company as well as executives of the Caterpillar Co. were guests of Chief Electrician William Cain. SAM WARD.

John R. Ward

Anna, Ill. Week ended May 18. Location, Union County Fairgrounds. Business, fair. Weather, mostly rain.

Run here of 67 miles was made in good time and without mishap. Location changed from one part of the fairgrounds to a higher ground in the center field. Everything was up and waiting for opening Monday night, which was better than average. Tuesday night and better part of the mid-week were rained out. Saturday, hazy and threatening, showed a much better gross than anticipated and brought the week up to fair business. J. F. Norris and members of Union County Fair visited, as did Chick Palette; Ned Torti, Wisconsin De Luxe Corp.; Sunny Bernet, Globe Poster Print, and Mr. and Mrs. Bob Parker.

Charleston, Mo. Week ended May 11. Auspices, American Legion Post. Business, fair. Weather, fair.

First short move since opening in Baton Rouge, La., saw everything ready by Monday noon. Members of the troupe were in better spirits because of a favorable change in weather and increased business. Shows dated a circus on the other side of town Thursday, but

it made no appreciable impression on business, good or bad. Police Chief Jackson, in charge of Legion committee, co-operated. Henry (Alabama) Cooper and wife, Bertha, and two sons visited. The Coopers were associated with the writer for many years. Shows closed contracts to play Dyersburg (Tenn.) Cotton Carnival, making their third consecutive year there. John Hutchens and crew took advantage of good weather to paint his Modern Museum. CHRIS M. SMITH.

J. F. Sparks

(Motorized)

Irvine, Ky. Week ended May 18. Location, Winchester Pike showgrounds. Business, good. Weather, good.

Thirty-mile hop from Richmond, Ky., was effected without trouble and most of shows were set up before mid-afternoon Sunday. Having played sister city, Ravenna, O., on city lot in 1939, Owner Sparks was skeptical of new showgrounds outside city limits, but business was excellent. Kiddies' Matinee Friday proved exceptionally good after authorities were persuaded to make a school picnic of event and turned out entire student bodies of both cities. Twin Ferris Wheels topped rides and Funhouse, fronted by Charley Warren, led shows. A tragedy was narrowly averted Sunday when Kiddie Ride Foreman Robert Nolen's housecar caught fire from a faulty stove. Nolen's hands were severely burned in rescuing his wife and son and extinguishing blaze. Mrs. Raymond Muir joined her husband and is working in Mrs. Sparks' corn game. Eddie Bireley



GENERAL AGENT of Hutton-Anfenger Mammoth Exposition Train since its inception in 1938. A. E. (Buck) Waltrip has been identified with major circuses and large indoor promotions for the past 20 years. While in Chicago recently he says he contracted with Chicago & Northwestern Railroad thru the general offices there for appearances of the exposition train over that system. Waltrip has charge of all advance arrangements connected with the exposition train and handles railroad contracts, locations, press and radio publicity and prepares show's route. Photo by H. A. Atwell Studio.

was called to Indianapolis because of illness in his family and writer temporarily has taken over Minstrel Show front. Lawrence Hester began redecorating Merry-Go-Round and concessioner O. E. Bradley went to Knoxville, Tenn., where he will place pop corn and fish-pond stands in Chilhowee Park. RAY ALLEN.

Crystal Expo

(Baggage cars and trucks)

Lenoir, N. C. Week ended May 18. Auspices, American Legion Post. Business, good. Weather, good.

Date marked shows' third consecutive year in this spot and with a break in the weather shows, rides and concessions chalked satisfactory results. Monday opened to a fair crowd and attendance picked up nightly and exceptionally good crowds prevailed Friday and Saturday nights. Hank Robbins and committee co-operated. Aloa, Alligator Skin Boy, left to join another show. Manager Warren Bunts purchased a new set of banners. Show Artist Harry Burke did a good job on the panels of Dark Town Revue Front. Revue, under management

of Diamond Tooth Billy Arnte, is clicking. McVay's Monkey Circus, with attractive frame-up, continues to get its share of business. Circus Side Show also is clicking. All concessioners reported good business here. Owner Bunts purchased another semi and it was delivered here. Sheriff Dale and committee from Burke County visited and signed shows to exhibit at Morgantown, N. C. PERCY MARTIN.

West's World's Wonder

(Railroad)

Cairo, Ill. Week ended May 18. Business, satisfactory. Weather, fair, rain on Saturday.

Local engagement proved satisfactory. Lack of industry and generally quiet business conditions here indicated that only fair business could be anticipated, but from opening night and thruout the week crowds ranged from 3,000 to 5,000 and spending was good. Rain spoiled Saturday's matinee, but weather cleared that night and a large crowd attended until 11:30 p.m. when a downpour caused patrons to scatter after shows, rides and concessions chalked an excellent night's business. Equipment was taken down and loaded during a continuous rain the remainder of the night. Frank Lentini, three-legged man, and wife and Ralph Huddleston, pony boy, left the side show here. Vivian Perry, of Wichita, Kan., joined here with a one-ring circus. Included in her organization is Sidney Rink, animal trainer. Mr. and Mrs. Jim Sakobie's daughter, Mavis, arrived from Rochester, N. Y., to assist in operation of the Sakobie concessions. Mrs. Harry Rubin entertained relatives at an Italian dinner. Mr. and Mrs. William Poe visited the Harry Rubins, and Mrs. Rubin, Mrs. Sidney Straites and Mrs. Curley James motored to Evansville, Ind., to visit Mrs. Rubin's mother. Madam Louise Excella, known as the reversible girl, of the Side Show, sustained an injury to her shoulder and foot when she fell on slippery steps of a show wagon. She is rapidly recovering. Gus Schwab, of Bethel, O., booked several concessions. Dr. Ralph Garfield continues to enjoy good business with his Hall of Science. He recently purchased a new motion picture projector. Visitors here included D. D. Murphy and Charlie Goss. Because of the proximity to St. Louis, a number of showfolk were daily visitors. ROLAND W. RICHARDS.

Blue Ribbon

(Motorized)

Bloomington, Ind. Week ended May 18. Auspices, Spanish American War Veterans Post. Business, fair. Weather, rain.

With only a 24-mile move from Bedford, Ind., everything was on location early Sunday morning. Cold and rainy weather kept crowds away. However, Monday and Friday nights, with good weather, midway was packed and all did business. Committee co-operated. Among top money getters were Marion Kessler's Modernistic Revue featuring Marylynn Blankenship; Gene Padgett's Expose and Fred Clark's Hell Riders. Capt. Harry Seldner's Showboat also did well. Among rides Ridee-O and Boomerang vied for top honors. Concessions did well on Monday and Friday. Rain and wind which set in just about opening time Saturday ruined that night. Happy Bennett has taken over Life Show and going well. Ed Reaso took over side show and started here with a good week's business. Jerry Jefferies is handling the French Casino, line-up of which includes Hazel Smith, Lois Allen, Billy Martin, Lucille Reed, models; Frankie Martin, canvas; Carl McCoy, tickets; Jerry Jefferies, front. JACK GALLUPPO.

Crowley's

(Baggage cars and trucks)

Las Vegas, N. M. Nine days ended May 15. Auspices, American Legion Post. Business, fair. Weather fair last part of date.

Shows arrived from Albuquerque, N. M., and were ready to open on time when a hailstorm struck. No damage done, but rain which followed held up shows' opening for three days. There was a good turnout for opening, but business was only fair the remainder of week. City and county officials co-operated. Mr. and Mrs. Sammy Lowry arrived from Wade Shows to take over the Motordrome. Mrs. Lowry is among the featured trick riders. Mrs. Jackie Kantell's Hawaiian Revue is clicking. Mr. and Mrs. J. L. (Tex) Chambers, owner of several concessions on the shows, took a day's sight-seeing tour in the

WANT

SMALL MERRY-GO-ROUND Will book or buy if cheap for 16 weeks' real celebrations. Also other small rides wanted. Write or wire FRED ALLEN, Care Karl Middleton Shows, Week May 27, Geneseo, N. Y.; Week June 3, Batavia, N. Y.

WANT

Experienced Penny Arcade Mechanic. Wire

CHAS. LEWIS

Art Lewis Shows, Inc., New London, Conn., May 27 to June 1.

WANT

Griddle Man to handle Grab Joint; also Waiters and Griddle Man for Cookhouse. Positively no booters.

SID GOODWALT

Care Ben Williams Shows, STAMFORD, CONN.

mountains. P. M. Farris, concession operator, is building two new ones. R. C. Kolb, cookhouse operator, returned from Fort Worth, Tex., and added a bigger concession. Kirby Yates, sound truck operator, has finished repainting the truck. Visitors included Jim Schneck, agent of Burke's Shows. Ray Blankenship, who is in charge of the office, returned from a business trip to his home town, Bogata, Tex. He also made two trips to Trinidad, Colo., on business.

R. L. BOYD.

Mr. and Mrs. Bob Heth joined from Fuzzell's United Shows to work concessions and Superintendent Bob McPherson took delivery on a new car. Visitors included Mr. and Mrs. G. C. Springman; Sergeant Ingersoll, State Highway Patrol; Inspector Vernon, State Tax Department; Mr. and Mrs. M. G. Proudfit, former cookhouse operators with Hansen Shows; Rodney Krall, now a Washington resident, and committees from Moline, Ill., and Fairfield, Ia.

WALTER B. FOX.

Zimdars

(Motorized)

St. Joseph, Mo. Week ended May 6. Location, Lake Contrary Park. Business, none. Weather, fair.

Shows made a good run here and opened Monday in conjunction with park's opening. Business was slow, however, except for Sunday, when it perked up a bit. Location was ideal and personnel enjoyed the park rides. Mr. and Mrs. Ingersoll, park managers, co-operated. Claude MacDonald joined with his Monkey Circus. Billposting truck sustained slight damage in an accident near here. Roy Menge is the new side-show manager. Octopus topped rides here. Visitors included Denny Howard, of Rubin & Cherry Exposition; Neal Walters, United States Printing and Engraving Co.; advance staff of J. L. Landes Shows. Many of the personnel of the Landes Shows also visited on Sunday, as did Gale Fulton, of Sunset Shows.

LA VERNE ZIMDARS.

Ton's Amusement

(Motorized)

Cairo, Ga. Week ended May 18. Location, city lot. Auspices, Lions' Club. Business, fair. Weather, fair.

Ideal weather drew fair crowds nightly, but spending was light until Saturday, when a large crowd turned out and all did good business, making it a fair week. Mr. and Mrs. Jack Cardina left for the North, as did W. C. Hatcher with his pony ride. Rhea Smith is electrician and social security secretary. Fred Chambers is Ferris Wheel foreman, with Thomas Lynn, second; Gus Brooks' Merry-Go-Round, Harry Flosso, foreman. Ernest Green is Mix-Up foreman, while Thomas Boyd has pop corn and Robert Mills snowcones. Johnnie Harrison has charge of the kiddie rides. Manager T. E. Rich has completed his fall bookings. Rides and concessions will be on Panama City Beach, Florida, and Gus Brooks has booked his rides and concessions at Long Beach, Fla., for the summer.

Bainbridge, Ga. Week ended May 11. Auspices, Soft Ball Club. Business, good. Weather, cold several nights.

Shows opened on May 4 and remained the following week. All rides and equipment have been repainted and trucks overhauled. Owner Tom Rich purchased a new truck here, and W. C. Hatcher left with his pony ride, as he is booked in a park for the summer. Harold Barfield is operating African Dip; William Gay, photos; Mr. and Mrs. F. H. Bigelow, cookhouse; Jack Cardina, cane rack, and Mrs. Cardina, ball game. Dr. L. E. Brown has cigaret gallery, sound truck and is secretary. Owner Rich has returned from a booking trip. After several weeks shows plan to go to Panama City Beach, Fla., where they will operate for the summer. Gus Brooks has booked his new hillbilly revue for the fall season.

WILLIAM C. EARLE.

Rogers & Powell

(Motorized)

Weiner, Ark. Week ended May 18. Auspices, city council.

Spot opened satisfactorily, falling off middle of week and proving okeh again Friday and Saturday. Fishing has been the principal pastime here and catches were good. Joe Murphy holds fisherman's title to date. Manager J. R. Rogers, Mrs. N. V. Powell and Mrs. Mildred Miller drove to Memphis to visit Cotton Carnival and relatives there. They reported an enjoyable time and saw many showfolks they knew on Hennies Bros. and Joe Galler's Buckeye State Shows. Mr. and Mrs. Sam Nichols, of Memphis, visited. Mrs. Nichols is a sister of Mrs. Jake Miller. Management is planning a frame-up for Minstrel Show.

RUTH MILLER.

Franks Greater

(Baggage cars and trucks)

Bremen, Ga. Week ended May 18. Business, fair. Weather, fair.

Business here was off the first part of the week, but picked up considerably the last half. Agent David Wise is away on a booking tour. Mayor H. Meeks, friends of Owner Franks, was a daily visitor. A number of the personnel made several trips to Atlanta. James Petit has recovered from a recent illness and has rejoined the shows. Peggy Franks has been handling the front gate. New cookhouse and several other new tops from Fulton Tent and Awning Co. arrived and make a good appearance.

HARRY MACK.

Sims' Greater

Belleville, Ont. Week ended May 18. Location, Cricket Field. Auspices, Belleville Beaches Association. Business, satisfactory. Weather, cold.

This engagement, as in past years, was opened by a parade to grounds headed by a boys' band, with the opening address being made by Reg Moncreif, president Beaches Association. Association's ex-President Joe Imlah and

NEW

NEW

NO COMPETITION

Profits 2c to 4c out of each 5c intake. Price for short time only

\$35 EACH, 3 FOR \$100.

Unit is complete. You need a tent and candy display.

J. C. MOORE, P. O. BOX 234, FREDONIA, PA.

W. E. West

(Motorized)

Fayette, Mo. Week ended May 18. Auspices, American Legion Post. Business, good.

Organization has been proving popular at its Missouri stands and shows, rides and concessions are getting their share of business. Mrs. West's bingo game is well patronized nightly. Free act of Capt. Jack Wallingford is holding the crowds. Doc Johnson joined with his side show and is featuring Kitty Kelley in the annex. Tiger Jack's Athletic Show is holding its own. Peaches and Temptation and Hawaiian Village are proving popular and other shows include Texas Jack's Deep Sea Monsters and Arizona Pete's Belgian stallion. Ferris Wheel and Octopus have been top rides, with Merry-Go-Round and Tilt-a-Whirl second. Shows are carrying 21 concessions, under management of Tommy Marks. Crandal's cookhouse is popular and Crandal's wife and son will join soon. Owner West, Tommy Mark and Curly Lents have gone in for fishing in a big way. General Agent James White visited for two days and ride superintendent Gene Maslen is keeping rides in good condition. Recent additions include Eddie and Velma Thompson, cooks, and Robert Swain, headwater; Ben Wyble, night watchman and in charge of front gate. Fred Bolis is the new mechanic and his wife, Ethel, is ticket seller at front entrance. Jimmie Payne and Dusty Rhodes came in from Kentucky last week. Opsol's pop-corn stand is clicking. Doc E. S. Spauling, formerly with United American Shows, is secretary and The Billboard sales agent. Mr. and Mrs. Mickey Foshee were recent visitors.

CURLY LENTS.

United American

(Motorized)

Washington, Ia. Week ended May 18. Location, Cavalry Field. Auspices, American Legion Post. Business, practically nil. Weather, cold with high winds. Inclosed midway.

Another long move from Hannibal, Mo., and the third State in as many weeks. Summer temperatures prevailed at opening Monday, but cold blustery winds, which threatened to level shows at any minute sharply reduced temperature for remainder of the week and sent all scurrying for overcoats. Nearly all with it are suffering from severe colds as result of unseasonably cold weather which has plagued organization since opening at Granite City, Ill. Mr. and Mrs. Joe E. Hoy joined with new sound car and two concessions and show's own sound truck will now be used in advance. General Agent Edw. R. Bussey made a flying trip back to show Friday for a hurried conference with Owner C. A. Verron and then left for an unknown destination. Marvin Laird and Captain LeRoy visited Imperial Shows at Fairfield, Ia. CFA Ralph M. Junkin and wife, old friends of the writer, rendered valuable assistance to the staff.

SNOW CONE FLAVORS

Line up with GOLD MEDAL this year and get the flavors that "bring 'em back for seconds." Full flavor and color strength, yet priced with the lowest.

Send for our new price list today. Free measuring cup with first order.

Gold Medal Products Company

131 E. PEARL STREET, CINCINNATI, OHIO

Owner Fred W. Sims also delivered short talks. Date marked shows' 11th consecutive year here under same auspices. Despite cold weather during the week all shows, rides and concessions did good business. In fact, it is better than for the past several years here. All on shows are starting to make preparations for the first fair of the year. Writer spent Sunday with his family in Toronto. Several new acts were added to the side show.

WILLIAM DAVIS.

Gold Medal

(Motorized)

Chicago Heights, Ill. Week ended May 18. Location, 12th and Washington streets. Auspices, American Legion Post. Business, good, weather permitting. Weather, three days cold and rain, four days fair and cool.

Move of 270 miles in here from Vincennes, Ind., was made in good time, and shows opened Monday to their best opening night of the season. Tuesday rain set in at 8 p.m., ending business until Thursday night, when shows again did well. Friday was okeh, with a fair matinee Saturday until about 5 p.m., when rain again set in, causing loss of Saturday night. Shows got in their first Sunday date here with no business in the afternoon, but big business at night. Chicago Town Crier was liberal with space. John Bloom and his colleague, Harry Jonas, were on hand nightly as were many boyhood friends and schoolmates of Owner Bloom, Mr. and Mrs. Harold McKelvie were on the lot several nights. Harold formerly was secretary-treasurer of shows. Turk Abrahams joined here and was engaged by Al and Ann Williamson. Jim and Norma Jenkins were in charge of S. W. Lake's Penny Arcade while he was visiting in Milwaukee. Ray Duffy and Fred Miller each added a concession here and Roy Rosier joined to take over the Life Show. Harry Bevans joined with guess-your-weight scales, and Don Jordan, Tilt-a-Whirl foreman, and Jack Grimes, tower foreman, left here. Grimes was replaced by Bob Wilson. Billposter G. Edwards is getting a good showing on paper.

H. B. SHIVE.

Elite Expo

(Motorized)

Herrington, Kan. Week ended May 18. Location, South Broadway. Business, poor. Weather, cold and rain.

Weather conditions are still bad for shows, which lost two nights here. Because of a 36-hour rain, lot was in such bad condition that Owner Charles Rotolo decided to remain another week. Mrs. Elliot, accompanied by her nephew, Bob, and Phil Jackson spent the week-end in Kansas City, Mo. Pumpkin, daughter of Dave and Tiny Reece, is suffering with an infected hand. Mrs. Otto Lenhart and children joined here. Frank Carter and Harold and Marie Boyd motored to Marion, Kan., Sunday to visit friends on Gibbs Shows. V. Brown, electrician,

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindles. 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.

purchased a new living top. Francis Doran, annex attraction on Noble's Side Show, is sporting a new wardrobe.

Council Grove, Kan. Week ended May 12. Location, City Park. Business, fair. Weather, cold and rain.

This week like preceding one was bad from a business standpoint, and one night was lost. Highlight of week's social activities was a dance at Rainbow Garden. Hill Billy Club held a business meeting to make plans for club's first social event. Word from Cliff Adams, Kansas City, Mo., indicates that the condition of John Ellis, who is in General Hospital, remains unchanged. Additions to concession roster include pan game, Opal Bogle, manager; E. J. Barnes, agent; Roy Coot's, nail stand, and Mrs. Coot's has tickets on Kiddie Autos.

DON FOLTZ.

Alamo Expo

(Motorized)

Lubbock, Tex. May 6-12. Auspices, American Legion Post. Business, fair.

Three nights of high winds hurt business here. Public Wedding continues to be best drawing card. Working in conjunction with a local "Paint-Up and Clean-Up" drive, sponsored by Chamber of Commerce, a Tin Can Matinee was staged Saturday and two trucks were required to haul off the tin cans brought by the kiddies. Shows received thanks from sponsors for their co-operation via local papers. Mr. Hankins, feature writer of *Avalanche Journal*, toured the midway and gave the shows plenty of favorable publicity. Visitors from T. J. Tidwell Shows included Owner T. J. Tidwell and Mr. and Mrs. Dou Brasher. Mr. and Mrs. Benny Fields, Mr. and Mrs. Danny Ferguson and Mrs. Juanita Hunter. Mr. and Mrs. Brownie Bishop joined with several concessions. Mrs. Bernice Kitterman and Mrs. Peggy Shotlen are doing well with concessions.

LARRY MULLINS.

Clark's Greater

(Motorized)

Jamestown, Tenn. Week ended May 18. Location, lot adjoining courthouse. Business, above average. Weather, good.

Business here for the week was satisfactory for concessions and rides, with Gus Stanley's slum skillo leading concessions. Mrs. I. J. Clark opened a new grab stand to satisfactory results and Mrs. Billie Goodrich is readying

a new frame-up for her pop-corn stand. She also plans to add a cotton candy machine. City and county officials, especially Sheriff Storey, who assumed office on Wednesday, co-operated. Storey replaced the late Sheriff Horace Taylor, well known to carnival folk, who was killed in a gun battle. Personnel purchased a beautiful floral tribute in his honor. Shows signed a number of Western States fairs and are quickly moving into that territory.
JAMES A. WINTERS.

Badger State
(Motorized)

Milwaukee, May 4-11. Location, E. Capitol Drive and Holton. Business, none. Weather, rainy.

Show moved on location Monday and had fair weather up to opening time, when it began to rain and continued until Tuesday night. Rides and concessions opened Tuesday night, but the night was ruined. Little business was done. Wednesday was lost to rain and Thursday it was cloudy and cold. Everyone is in hope of getting some business over the week-end. Show moved to South 35th and Lincoln avenue for next stand.
WILLIAM GRADY KEPLER.

Hilderbrand's No. 1
(Motorized)

Angels Camp, Calif. Four days ended May 19. Location, Jumping Frog Fairgrounds. Auspices, Calaveras County Fair and Jumping Frog Jubilee Association. Business, fair. Weather, ideal. Pay gate, 10 cents.

Organization consolidated with half of Hugh Bowen's Joyland Shows for this engagement and discovered combined shows too large for the little Mother Lode mining community. Marquee and rides did fair, while concessions and shows did not fare so well. Hugh Bowen assisted O. H. Hilderbrand and Manfred Stewart in management of the event. Frog jumping contest clicked and O. H. Hilderbrand's entry, Hussy, lost by a margin of seven feet. Hazel Fisher and Verna Seeborg arrived from El Cerrito, Calif. Miss Fisher has recovered from a recent illness. Mr. and Mrs. Earl Richardson's four grab stands and cookhouse did fair. Mr. and Mrs. Lloyd Carlson's grab stands also reported good business. William Wright and Dorene Summers left for Sacramento. The writer, accompanied by Thomas and Lorraine Miller, visited his family in Oakland, Calif., and his brother in Stockton. Secretary John Hobday spent a busy week. Two elephants were sent to Copperopolis, Calif., to pull one of the trucks that went over the bank while en route out of a gully. Local papers co-operated. Digger Indians, from Yosemite Valley and Mokelumne Hill, turned out in full. Hugh Bowen's Joyland Shows' portion of the midway made an effective setting. General Agent Lucille King and Special Agents George and Ruby Morgan spent three days here. Open house was held in the office for the many fair secretaries and dignitaries who attended the jubilee.
WALTON DE PELLATON.

Miller Bros.
(Baggage cars and trucks)

Camden N. J. Week ended May 18. Location, Civic Center. Auspices, DAV Post. Business, good. Weather, fair.

Short move here from Holmes, Pa., saw everything ready for Monday night's opening. Committee co-operated and spot was the first red one of the season. Midway drew capacity, much spending was done all week, excepting Thursday night, which was lost to rain. Shep, Maurice Miller's pet collie, is becoming a favorite with showfolk, as is Bingle Rocco's fox terrier. Rocco Masucci entertained relatives here. Rolloplane and Tilt-a-Whirl vied to top ride money and Happy Jack Side Show, featuring Arturi Pygmies, came in for one of its best weeks in some time. Spot was managed by Rocco Masucci and police department and county officials co-operated. What might have been a serious accident occurred when General Agent Herman Smith and Special Agent William C. Murray were returning from a booking trip in Smith's car and a defective traffic light caused Smith's car to collide with another one. No one was injured, but cars were badly damaged. C. M. Hodges is handing out *The Billboard* each Wednesday. Jaun and Martina De La Cruz, midgets, are popular. Dutch Goddard's Jungletand Show, assisted by Mrs. Dutch Goddard, also is in the money. Mrs. R. L. Wade's concessions are doing well. I. K. Wallace's

new kiddie ride was added to his kiddie auto ride and Ferris Wheel here. Mrs. Wallace's concessions did okeh. Reported by an executive of the shows.

Molly's Greater
(Motorized)

Kittery, Me. Week ended May 18. Auspices, Kittery Fire Department. Business, good. Weather, good.

Trucks pulled on Badger Isle lot Sunday and everything was up and ready that night. A. R. (Dutch) Whiteside has five concessions, toy stand, operated by Dutch Whiteside; chenille spreads, Bob Murray; ham and bacon, Maxie Corcoran; rolldown, Kelly, Lonnie and Jimmy, and hoopla, Nancy Whiteside. Cookhouse is operated by Harry Hershey; two ball games, pan game and penny pitch, Harry Allen; duck pond and pitch-till-you-win, Mr. and Mrs. Dave White; rat game, Mr. Belvue; pop corn, Mr. and Mrs. Wright; Molly York, manager. William Reilly, business manager and assistant booking agent, is sporting a new car. His wife and son are expected to join soon. Manager James York and Reilly returned here with contracts for two more fairs. After a brief illness the writer is at work again.

Westbrook, Me. Week ended May 11. Auspices, Veterans of Foreign Wars Post. Business, good. Weather, fair.

Manager James York and crew of ride help had five rides and four shows up and ready to go two days before scheduled opening. All chalked a good opening week. Mr. McCullough, veterans' commander, co-operated.
NANCY WHITESIDE.

Mac's Caravan
(Motorized)

Ironton, Mo. Week ended May 18. Auspices, fire department. Business, fair. Weather, bad.

Saturday night here was rained out, Sunday was fair, however. Frank Wilson's Snake Show joined here, as did Marie's Night Club Revues. Fishermen on the organization turned out in full force here, with Bobby Briggs landing the biggest catch. Whitey Emerson and Tex Mattock had big catches, too. Owner McNece and General Agent Stolz returned here after being away on a booking tour. Visitors included Gene Kite, of Kite's Medicine Shows, and Bon Bennett and King Thomas, of tent shows bearing their names.
J. P. MALONE.

Texas Kidd

Ennis, Tex. Week ended May 11. Business, fair.

Management said here that business to date is 50 per cent under last year's. Contracts were signed for Clifton (Tex.) Fair, shows' third consecutive year there. James A. Martin joined with his concessions, as did Doc Isaacks, former medicine show operator, who is operating a cigaret shooting gallery. Plaster Parish and wife, Evelyn, and baby returned after visiting with his parents at Wolf City, Tex. James Hamilton returned after a short trek north. He will be in charge of advertising department ahead of show. Hoke Basinger's sound system units are clicking, as is his wife's ball game. Texas Richard and his brother, Billy, are doing trick and fancy roping. Mrs. Texas Kidd spent the week-end visiting her folks. Mr. and Mrs. Claude Hackler, concessioners, have had many visitors. Raz Klotz is still here and doing well. Grafton Nickols and wife, Genevieve, have their penny arcade running smoothly. Shows have been overhauled. James Hamilton has ride crew re-lettering all ticket boxes. Andy Custer now operates a ball game for Grafton Nickols.
H. B. ROWE.

American United
(Motorized)

Walla Walla, Wash. Week ended May 18. Dayton highway. Business, fair. Weather, rain and cold. Pay gate.

Date was shows' sixth spot of season, with each a little better than the previous one. Rides and concessions did fair, with shows getting best money. Baxter's cookhouse crew paid health department a visit for Washington license this week. Beaucamp, Allen and Avery had a busy week here. Beaucamp rebuilt his wife's string game, while Allen and Avery supervised repairing of trucks and rides. Capt. Jimmy Jamison's wife arrived last week from New York. Jamison is presenting the free act. Ten-in-One, under Johnny Bauer's management, has undergone a complete renovation. Midge Holding, manager

Red Hot and Blue, has selected her crew for the season. Mel Peters is turning steady grosses with the Athletic Show. Professor Ruhl's trained flea circus is an added attraction. After day and dating Patrick's Greater Shows in Pendleton, Ore., organization is on its own again. Curley Mason, general agent, has been away on a booking tour.
MEL PETERS.

Patrick's Greater
(Motorized)

Orofino, Ida. Week ended May 18. Auspices, Volunteer Fire Department. Business, fair. Weather, fair.

Jump of 185 miles from Pendleton, Ore., was made without mishap and show opened on time on a new lot here. Auspices afforded splendid co-operation. On Wednesday shows were host to a group of patients from the State Hospital here and rides, shows and the cookhouse, under Si Smith, helped entertain. It was a busy week for Owner Patrick, who entertained many old friends. Sheriff George Pankie of Clearwater County spent much time on the lot. He tramped for many years with Buffalo Bill. George Bonner, old-time magician, renewed acquaintances with Lawrence Lalonde and Robert Emerico, of Ten-in-One Show. Slide Show acquired a black bear cub, which amuses showfolks daily. Glenn Smith, recently promoted foreman of the Merry-Go-Round, left to take a position in St. Paul and to be with his family. Bob Adams and his wife, Vivian, entertained relatives here.
DON (LEFTY) GLENDON.

CORRAL

(Continued from page 34)

an attendance of about 10,000. Hallace Harker and trained dog were popular. Officials were Harry Rowell, arena director; Perry Ivory and Jack Kerscher, judges; Jack Storey, announcer; Homer Holcomb, clown; Bob Walden and Charlie Noack, timers. Rowell also furnished the stock. Contract acts were Hallace Harker and trained dogs, Billy Keen and Roman standing jump, Howard Essex and Ferdinand the Bull, Johnny Grimes and "Silver Dollar," and Dorothy Herbert and her jumping, waltzing horses. Trick riders were Dick Griffith, Fay Knight, Billy Keen, Frank and Bernice Dean, Bernice Taylor, Polly Mills and Charles Etter.

RESULTS: Bronk Riding—First day, Fritz Truan, Doff Aber, Cecil Henley, Pete Grubb. Second day, Jackie Cooper and Nick Knight split first; Frank Schneider, Bill McMackin. Finals, Fritz Truan, Nick Knight; Doff Aber and Jackie Cooper split third. Brahma Bull Riding—Finals, Dick Griffith; Mitch Owens and Duward Ryan split second; Joe Burrell, Frank Mendes. Steer Wrestling—First day, Bill McMackin, Dave Campbell, Howard McCrorey, Clay Carr. Second day, Howard McCrorey, Mickey McCrorey, Clay Carr; Bill Mc-

Mackin and Glen Shaw split fourth. Finals, Howard McCrorey, Clay Carr, Bill McMackin, Mickey McCrorey. Bareback Bronk Riding—Finals, Pete Grubb; Bob Estes and Cecil Henley split second; Joe Mendes, Cecil Jones and Duward Ryan split fourth. Calf Roping—First day, Clay Carr, Oran Fore, Gordon Davis, Charles Jones. Second day, Andy Jauregul, John Bowman, Dave Campbell, Johnny Schneider. Finals, Clay Carr, Andy Jauregul, Johnny Schneider, Gordon Davis.

CONTESTANTS: G. E. Henington, Wells Woolstenhulme, Jack Jenkins, Duward Ryan, Frank Mendes, Carl Mendes, Joe Mendes, John Mendes, Gene Rambo, John Bowman; Holloway Grace, Clay Carr, Oscar Warren, Bill McMackin, Eddie Rogers, Hugh Clingman, Bud Cook, Pete Travis, Ralph Ingle, Hank Mills, Cecil Jones, Butch Rochine, Zack McWiggans, Sam Fancher, Charles Jones, Dick Griffith and Reggie Osburn.

Dick Wright, Bill Jenkins, Joe Silvers, Jim Egan, Dick Penrose, Joe Barnes, Nick Knight, Burel Mulkey and Howard McCrorey, Doff Aber, Oran Fore, George Mills, Buss Brown, Jim Laycock, Charlie Bennett, Johnny Gardner, Harold Jackson, Jack Welch, Johnny Bonavia, Cecil Henley, Al Fletcher, Amil Ferrario, John Bartram, Ed Osborn, Al Morris, Lem Santos, Fritz Truen, Buck Wheeler and Leroy Reece.

Artie Scruggs, Colin Harvey, Fox O'Callahan, Donald Landis, Cliff Tyler, Jack Myers, Joe Burrell, Glen Show, George Warne, Louis McMahon, Joe Harrison, Carl Dossey, Jackie Cooper, Frank Schneider, Harry Logue, John Kyle, Gordon Davis, Pete Grubb, Bob Estes, Alvin Gordon, Carol Henry, Johnny Schneider, Mitch Owens, Andy Jauregul, Len Perkins, Dick Herron, Dave Campbell, Videll Garcia and Bill McGuire.

BEN C. ISH reports that the Second Annual Sweet Grass Hills Stampede will be held this summer at Chester, Mont.

El Nino Eddie Believed First Wire Somersaulter

Editors of *The Billboard*:

In referring to first in the wire-walking realm, Dan Valadon believes El Nino Eddie, in the '90s, was the first person to turn a somersault on a wire or tight rope.

Memory is not always a dependable friend. To pick up first mention of a child performer, known as El Nino Eddie, we have to go back to Lent's New York Circus in 1867, where this performer, probably not more than 10 or 12 years old, "performed the remarkable and hitherto unattempted feat of turning a somersault backwards on a tight rope, without a balancing pole."
 Detroit. **HARRY W. COLE.**

SUBSCRIPTION COUPON

The Billboard,
 25 Opera Place,
 Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

Wallace Bros. Hike First Three Weeks' Biz Over '39 Mark

WINDSOR, Ont., May 25.—Management of Wallace Bros. Shows of Canada this week announced that gross business for the first three weeks of the season has been much higher than in the like period of 1939. At opening in Wallaceburg, Ont., on April 20, all rides, shows and concessions were repainted and a new front entrance was erected. Business there was only fair because of cold weather. St. Thomas, second stand, saw business reach a new high for shows. Local stand, under auspices of Canadian Legion, gave shows excellent results.

Rebate tickets being used by the organization are proving profitable. Show train comprises 16 cars, including one coach, two stateroom cars and privilege car. Personnel is about the same as last season and includes J. P. (Jimmy) Sullivan, owner-manager; Dave Mulvie, assistant manager; John Cronin, secretary-treasurer; Phil Cronin, concession manager; Elmer (Al) Brown, general agent; Harry Proul, assistant; Joseph Walsh, electrician; Jimmy Galambus, assistant; Frankie Smith, show train porter; Pete Gruchevalo, lot superintendent; Doc Freckleton, front page ticket box; Mrs. Fred Baker, ticket exchange box; Bill Gallagher, painter; Tommy Ringler, mail man and *The Billboard* agent.

Concessions: Cookhouse, Mrs. Dave Mulvie, operator; Sam Guzzo, manager; Johnny Sorka, griddle; George Wagner, Tommy Parker and Nick O'Leynick, waiters; Bill Peach, kitchen superintendent; Sam Lee and George O'Leynick, cooks; Bob Stewart, kitchen help. Frozen custard, Johnny Powell and Arthur Davis; ball game, Mrs. Peter St. Syr; ham and bacon, Jimmy Carp; pitch-till-you-win, Mrs. Jackie Sullivan and William Tomirick; cat rack, Wallace Toutant; Abe Grodsky and Joe Conley; crown and anchor, Herman Staats; jewelry store, Benny Blanki; ball game, Mr. and Mrs. Jimmy Leahy; marble game, John Kenick, Abbie Allison and Gordon Benny.

Palmistry, C. Dimetro and family; ball game, Lad Wisnoski; over and under, Jack (Springy) Little; candy stand, Roger Giroux; penny arcade, owned and operated by Donald Fielding Co.; potato chips, Jackie and Billy Kostenuk; high striker, Fred Baker; mouse game, Jack O'Lean, Jimmy Grant and Joseph Miller; pick out, Alex Lazarous and Jack Gorrin; bingo, Charlie Sandback and Mel Leblanc; hoop-la, Howard Speers, Harry Hogan and Sid Whitechurch; ball game, Peter (Red) Timmins; blanket store, Peter St. Syr; cigar shooting gallery, Francis Potter; rolldown, George Coulter, Harry Shore and Richard (Red) May; photos, Bob French and Art Coran; candy floss, Cliff Donnelly, and jingle board, Tommy Ringler.

Rides

Merry-Go-Round, Jasper Hill, foreman; Harvey Battice, clutch; Gordon L. Hill, tickets. Tilt-a-Whirl, Joe Corbitt, foreman; Allan Orr, Jack McLeod and Ray Jones, Caterpillar, Jimmy Parker, foreman; Blackie Quimette, second man; H. Jones, tickets, and J. Turner, blower. Octopus, William Clark, foreman; Arthur Ross, tickets; Jack McMullen and William Campbell, Ferris Wheel, Jesse McCaslin, foreman, and Bert Howard, tickets. Kiddie Autos, Jimmy Veck, foreman, and Tony Negrich, tickets.

Shows: Miracles of Nature, Howard Spector, operator; James Jagger, fire-eater and tattooer; Rose Jagger, tattooed lady; Evelyn Jones, mystery girl; E. Patman, magic and ventriloquism; Kay, sex mystery; Scotty Shetlon, talker; Ed Dinter and C. E. Treherne, tickets. Hawaiian Revue, Mr. and Mrs. B. Restall, managers; Harry Edwards, front and stage; Lanil Kelani, Lillian Green, Penny Stephenson and Marjorie Gordon, stage; Art Duquette, tickets. Athletic, Frank S. Hall, manager; George Bunka and Tarzan Potvin, fighters. Monkey Circus, Freddy Fischer, manager; Mrs. Lewis, assistant; Joseph Buschta, tickets. Free act is Globe of Death, featuring Mildred and Bob Lee.

Others on the shows include Arthur Davie, Arthur Marcotte, William Clark, Frank Spillar, Joe Lapine, Mrs. J. Lapine, Alex Alender, Mrs. Charlie Sandback, Mrs. Doc Freckleton, Pat Lanson, M. Mahonia, W. Osinehuk, Elmer Foss, Eloi Messier, Peter Ray, Walter Qually, Sam (Dizzy) Foley, Eddy Allen, Romeo Aslour, Frederick Butler, E. J. Kelly, James Steen, S. Lanche, William Smith, Ivan Eddleston, Tony Bonk, Mrs. S. Proulx, James Allen, Max Haber, Reg Morton, J.

Roberts, Edward Ross, Ross McConnell, Henri Terrian, Terry Barrow, Victor Kehoe, Norman Thorne, Cliff Nichols and Yorky Martin.

Wallace Tendered Party By Motor City Showfolk

PONTIAC, Mich., May 25.—Members of Motor City Shows staged their first surprise party of the season here during organization's engagement under Veterans of Foreign Wars auspices, May 13-18. Event, held in the Ten-in-One tent, was staged in celebration of Bill Wallace's birthday anniversary at close of day's business. Lunch and refreshments were served.

In attendance were Mr. and Mrs. Stanley; Miriam, Bees and Bobby Stanley; Pat and Joe Rocco, Herman Stanley, Mildred and Henry Ford, Bill (Hillbilly) Stone, Charlie (Slim) Miller, Don (Duck) Paine, Francis LaFrance, Mr. and Mrs. Cohan and son, Mr. and Mrs. Ronan, Bernell and Richard Thompson, Mr. and Mrs. Leo Mitchell and family, Tom Mitchell, Dave Schmidt, John Springgate, Bill Baldwin, Johnnie Spezzoferro, Charley Bellick, Olete Beard, Ralph Hartwell, Harvey (Doc) Arlington and Mr. and Mrs. Vic Horwitz, owners. Wallace was the recipient of numerous gifts.

Hubbard's Peekskill, N. Y., Engagement Is Satisfactory

PEEKSKILL, N. Y., May 25.—Good business and weather prevailed here for Hubbard's Midway Shows May 13-18 and all reported satisfactory results. Business held up well thruout the week, altho lot was small. Concessions, rides and shows reported exceptional business on the week.

Among concessions here were Bill and Gertie Nuss, ball game and penny pitch; Lew Brock and K. M. Neeley, with cookhouse; C. Mauro, cigaret gallery; G. E. Love, photo gallery; Ciro Aurilo, pop corn, candy apples and ball game; Paul Scorpio, Venetian swings, and Mrs. Hubbard, penny pitch.

Garfield, N. J., Date Good for B. & V. Shows

FORT LEE, N. J., May 25.—After a successful stand in Garfield, N. J., B. & V. Shows came in here last week for a week's engagement, opening on Monday to fair results. Line-up includes Parisian Revue, under management of Marion Leahman, with Herman Leahman working front and Dolly and Marion doing the dancing. Mrs. Leahman also is operating the Posing Show. Harold DeDoker booked his rides, and Merry-Go-Round, Ferris Wheel and Chairplane are office owned.

Sam Weintraub joined here with his bingo, ball game and pitch-till-you-win. Joe Kane has a ball game and penny pitch. Jap Feldberg is operating his ham and bacon, bird stands, roll down and color store. Mr. McMurdo has candy apples and pop corn; Betty Burk, cookhouse; Ted Lewis, bottle game; Mrs. Friedenhiem, cat rack; Tony Nicouno, frozen custard, and Tom Hassel, diggers. Mr. and Mrs. Mike Burk returned after being away for a week attending funeral of Mrs. Burk's mother.

UNDER THE MARQUEE

(Continued from page 34)

a Nation, at the fair, were entertained at a luncheon by Eddie Brown, "mayor of the Gayway."

THEODOR MEGAARDEN JR., tour manager for Burro Ball Co., visited Rex M. Ingham at Ruffin, N. C. Mrs. D. B. Shores, formerly general agent for Ingham's Congress of American Indians, is teaching school at her home, Long Island, Va.

Circuses thru the use of white canvas became known as white tops. Today we have some blue and green big tops, which raises the question: Are circuses with blue and green tops still white tops? And what about The White Tops, official organ of the Circus Fans, if all circuses should use other than white canvas?

RUTH AND JACK MALLOY and Jack Mullane, of Canton, visited Russell Bros.' Circus at Alliance, O., May 14, and reported a good night house. The Malloys renewed acquaintances with members of the Bob Fisher flying act and Eddie Woekener.

BILL BLOMBERG will not take out Barker Bros. as a one-day circus this

GOLD MEDAL SHOWS WANT WANT

Organized Girl Show (have complete outfit for same). Monkey Circus, Fat Girl Show, Fun House or other Grind Shows with own transportation. Frozen Custard, Hoopla, Fish Pond, Bumper Game, Novelties, Cotton Candy and other legitimate Concessions (nothing over 10c). Address Waukegan, Ill., this week; then per route in *The Billboard*.

TRAVER CHAUTAUQUA SHOWS, Inc.

Can place Concessions that will work for Stock. No Roll Downs or Coupon Stores. Have Opening for Octopus and Roller-Plane. Want Novelty Shows. WRITE OR WIRE GEO. W. TRAVER, Manager Week May 27, Summit, N. J.; Week June 3, Kingston, N. Y.

CLARK'S GREATER SHOWS

WANT! For Official Summer Opening at GRAYVILLE, ILL. (In the Heart of the New Oil Fields) WEDNESDAY, MAY 29TH

RIDES—Ferris Wheel and Chair-o-Plane. SHOWS—Attractive proposition to shows with own outfits or will furnish tops for Girl Show, 10-in-1, Geck, Big Snake, Monkey Show or any worth-while attraction. CONCESSIONS—Stock Concessions of all kinds, also Diggers, Color Joint, Rat Game. Can use few Wheels! Want Agents for Bingo, Slum Skillo, Roll Downs, Tip-Ups, Ham and Bacon, Swingers, Ball Games, Penny Pitch, Hoop-La. Will sell completely equipped Cook House and book same on show. Want capable Foreman for Allan Herschell Merry-Go-Round. Write or come on, we will place you.

season. He opens June 15 at Philadelphia under auspices of the Republican Women's Club for 16 days and will present his entire show and other acts. Fair dates will follow.

SALEM, O., is a closed town for circuses this season, according to C. S. Primrose, general agent for Lewis Bros.' Circus, who contracted Lisbon, 15 miles south of Salem, for May 23. The Lewis show for many years has made Salem a regular stop. It was the first circus in several years for the Columbiana County seat.

BOB MATHEWS and his wire-walking lion, King Tuffy, played the Capitol Theater, Binghamton, N. Y., May 16-18. The act had been in Europe for two years. Prior to that it played for several seasons on Kay Bros.' Circus. Mathews plans to play vaudeville, fairs, etc., this summer and fall.

GEORGE ATKINSON, with Wallace Bros.' Circus, was accidentally shot by Tex Collins, performer, when the show was in Pittsburgh. He walked behind a target backstop while the girl was shooting. Taken to Allegheny General Hospital, he exonerated Miss Collins with "I didn't know the act was on."

THE LERFOLD Clown Trio (Chester Sherman, Milt Woodward and Joe Vani) played the Winnipeg (Man.) Shrine Circus with the Kenneth Waite Troupe. Chester Barnett and wife and Happy Kellems also were there and many a good time was had in Barnett's new house trailer.

MACK OVERALL, circus candy butcher, is now a "butch" for the Union News Co. on trains between Cincinnati and Detroit on the New York Central Lines. A reunion of old-time circus candy butchers is suggested by Doc Waddell, who was a candy butcher in 1873. Doc says there must be some candy butchers living dating farther back than 1873.

ERNIE WISWELL and George Cook visited Russell Bros.' Circus at Conneaut, O., reporting they received fine treatment from Mr. and Mrs. Claude Webb. Wiswell will play the Philadelphia date with Flash Williams. Ernie states that Cole will be in Erie May 30 and that Ringling-Barnum has "wait" paper there for July 6.

WHEN the No. 1 advertising car of Ringling-Barnum was in Canton, O., May 18, Jack Nedrow, of Massillon, former advance car manager, spent several hours swapping yarns with John Brassill, car manager. E. Riley, also on the car, spent a few hours with his mother and relatives in Wooster, en route from Columbus to Canton.

JEAN (THE GREAT) RENZO passed thru Jackson, Miss., last week en route to Atlanta for treatment of a stomach ailment resulting from an accident three

years ago when Renzo broke a rib, which pierced his stomach, in a fall from a horse. Renzo expects to return to the big top, but as a press agent or some other less strenuous work than bareback riding.

HARRY LAMAR, Flying Lamars, Mary Stevens and Benny Gibson, with Eric B. Hyde Shows, saw Ringling-Barnum at Washington, D. C., opening matinee, May 16. Harry reports the show set up in the rain with mud to shoe tops; a two-thirds house in the top-price section and light in the blues. Lamar was with the show in 1924. He was highly pleased with the feature acts, but deplored the absence of the arena stages.

STEWART (RED) ROSS, former Ringling usher, pens from Miami, Fla., that Joe Blakeslee, until this season assistant chief usher of the Ringling-Barnum circus, is with the Interstate Co. there. He conducts an open forum nightly at the Florida East Coast Railway depot. Joe Thomas, former Ringling concessioner, is also there. Weekly chowder party at Harry Phillips' Pony Bar is presided over by Lee White, stagehand.

ROY BARRETT finished his last indoor circus date for Frank Wirth at New Haven, Conn. He joined the Flash Williams Thrill Show May 16 in Freeport, L. I., and worked the night show. The latter part of last week he played Camden, N. J., and this week is scheduled to play Philadelphia. Barrett is preparing for early fair dates and will begin rehearsals June 12 in Waterloo, Ia., for Lew Rosenthal Attractions, opening June 20 at Barnesville, Minn. Says he is booked to the middle of September.

JACK LOVING and wife, of Cincinnati, attended Cole Bros. in Middletown, O., May 20 and visited with Frank and Anna Loving. They were present at the Gibb Sisters' birthday party, given by Mrs. Joe Haworth and Mrs. Frank Loving, assisted by the side-show personnel. Joe Haworth was emcee. The following were present in addition to the "kid show" folks: Lucy Morgan, Teddy Scherch, Doc Partello, Mack McLain, Judge Edward Dell, wife and daughter and Sergeant Dennis.

DR. T. W. NELSON, of Princeton, Minn., writes: "The article *Could It Be That the Public Wants 'Circus'* struck me particularly, and in connection with this I can't help telling of a visit Mrs. Nelson and I had with Bud E. Anderson's show when it played Brookings, S. D., 275 miles from Princeton. What a show that man has this year! And the public's response to his efforts leads me to believe you were right when you said, 'Maybe the public wants circus.' Brookings gave Anderson a good day. The kid show has a new blue-and-white-striped top and one of the largest and finest lines of attractions I've ever seen in a truck show."

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total

number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

AIR CONDITIONS BATHROOM AGAINST Odors Chemically—Costs \$1 a year. Big profits. Rush name. **BOMEX**, 25 Coe Place, Dept. C-5, Buffalo, N. Y.

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men Wanted—Attractive club four national magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. je8

FAST 15c SELLER — NEW, NOVEL, EDUCATIONAL, decorative. You can't miss. Cost below 2c; sample, 10c. **TURNER**, 10 Bradford St., Portland, Me.

FAST SELLING NECESSITY — COSTS 2c; SELLS 25c. Copyrighted merchandising plan speeds sales. Sample 10c. **C. LINNELL COMPANY**, University Center, Cleveland, O. x

HAVE YOUR OWN STORE ROUTE — SELL Sievers' Carded Specialties. Profitable, fast-selling merchandise. Exclusive territory obtainable. Write **SIEVERS SALES CO.**, Fort Wayne, Ind.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 DeWing St., Brooklyn, N. Y. je15x

LORD'S PRAYER ON REAL PENNIES — Individually carded. Fastest 10c seller in years. \$4.50 gross. Samples 50c. **PERKINS**, 1109 Lawrence, Chicago.

LOUIS VS. GODOY FIGHT JACKPOT CARDS and Baseball Jackpot Cards—Real money-makers. Market's best sellers. Big profits for salesmen. 3 samples, 75 cents prepaid. **NEO SALES CO.**, Dept. 22, 156 Orlin Ave., S. E., Minneapolis, Minn. je8x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MAIL ORDER DEALERS — FAST MAIL SELLERS. Drop shipments. Pulling imprints. Sample free. **MISSION FACTORY**, 2328 W. Pico, Los Angeles, Calif.

MEDICINE DISTRIBUTORS — 500% PROFIT, fast repeating business selling Vi-Co Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES**, Birmingham, Ala. je22x

NEW COMIC POST CARDS MAKE CUSTOMERS Laugh—Clean. Send 25c for 10 samples and wholesale prices. **HENRY KOST**, Liberty, N. Y.

SELL ORIGINAL, IMPROVED BLUE SIGNS — Defies competition since 1890; costs 3c, sells 25c. Experience unnecessary. **KOEHLER'S**, 335 Coetz, St. Louis, Mo. je29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. je1x

5c-10c-25c FAST SELLERS — BIG MARGIN. Hire sub-agents. Particulars free. **MISSION FACTORY**, 2328 W. Pico, Los Angeles, Calif.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. je29x

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT OF IGUANAS, SNAKES for dens, Coati-Mundis, Ocelots, Peccaries, Monkeys, Agoutis, Squirrels, Birds. **SNAKE KING**, Brownsville, Tex. je22x

ALLIGATORS, SNAKES, LIZARDS, TURTLES — 10 Large, Harmless Assorted Snakes, \$10.00. Price list. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. je1x

FOR SALE—THIRTEEN DONKEYS, TWO COLTS. Trained for basket and soft ball. Write **FRANK DEVRV**, 2812 S. 31, Omaha, Neb.

LARGE AND DWARF COCKATOOS, SPIDER, Ringtail, Pigtail Monkeys. Tame Female Siamese Gibbons Ape. Birds of all kinds. **BIRD EXCHANGE**, Box 7, Bell, Calif. je1

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimen. Mother and Babies, \$9.50. Also, Armadillo Baskets, Lamps, Novelties. **APELT ARMADILLO FARM**, Comfort, Tex. x

MICE — WHITE AND COLORED. SHOWMEN, your correspondence solicited. Save address for reference. **F. C. WHITE**, 11030 Hermosa Ave., Chicago, Ill.

MOTHER RHESUS AND BABY, \$35.00; JAVAS, \$17.50; Spiders, \$20.00; Alligators, \$60. Snakes reasonable. **WILD ANIMAL AND REPTILE RANCH**, St. Petersburg, Fla.

MONKEYS, BABOONS, LLAMAS, EMU, REP- tiles and Birds on hand. Other shipments, including Tame Chimpanzees, due shortly. Send for list. **WARREN E. BUCK**, 420 Garden Ave., Camden, N. J.

SPECIAL — ARMADILLOS, \$1.50; HORNED Toads, \$1.00 dozen; Coti-Mundis, \$10.00; Wild Cats, \$6.00; Prairie Dogs, \$3.50 pair, or \$18.00 dozen; Coyotes, \$7.00; Donkeys (Burros), \$18.00; Black or Orange Squirrels, \$8.00 pair. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

SPECIAL — BIG DENS OF FAT, HEALTHY Diamond Back Rattle Snakes, \$10.00, \$15.00, \$25.00 dens; Harmless Snakes, \$10.00 dens; Horned Rattle Snakes, large, \$5.00; Chinese Dragons, large, \$6.00; Rattle Snake with hair on the head, large, \$5.00. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex. x

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD**, Oceanside, N. Y. Direct importers from all over the world.

BUSINESS OPPORTUNITIES

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. julx

EASY MONEY DEVELOPING FILMS, PHOTOS — Small investment for outfit. Write for prices, book, 25c. **JOHNSON**, P. O. Box 1562, Baltimore, Md.

FOR RENT — 84 ACRES OF HISTORIC INDIAN Land partly developed into a park. A rare opportunity. For further details write **J. OMER BARNHART**, 107 1/2 S. Broadway, Peru, Ind.

FOR SALE OR RENT — MOXHALA PARK, Zanesville, O. For information apply **UNITED MOTOR STAGES**, S. Fifth St., Zanesville, O. je15

MAKE MONEY RENTING STORE FRONT FLAG Decorations for Conventions. Little capital required. Details from **WALES CO.**, 236 W. 55th, New York.

NAME IN HEADLINES — COMPLETE OUTFIT in perfect condition, \$75.00; including 500 Paper. **JACK GARBER**, 1916 University Ave., St. Paul, Minn.

NATIONAL CANDY MACHINE CO. TERMINATED Account Death—17 years Vending Machine Business. Opportunity live mechanic. 10 Candy Floss, 12 Popcorn, 5 Frozen Custard, 50 other type machines; 75 Motors; other complete equipment. Sacrifice for immediate sale. **BOX 1515**, 159 E. 34th St., New York City. x

"NEW MONEY MAKERS" — 70-PAGE MAIL Order Magazine prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN**, Publisher, 330 S. Wells, Chicago. je1

WANT EXCLUSIVE (STATE FRANCHISE) DIS- tributors for "Holland-Inn" Specialty Sandwich Information (copyrighted). Thousands restaurants, taverns, roadstands waiting. Reasonable stock "Instruction Manuals" swings deal. For quick clean-up write today. Address **DAVIS**, Box 1484-BB, Clarksburg, W. Va.

WHY WASTE MONEY ANSWERING ADS? — Your name in "Progressive" Directory brings hundreds samples and offers. 25c month. Sample copy, dime. **SIDNEY**, Pottsville, Pa. x

\$7,000.00 PORTABLE RINK — 50x140, 210 Pairs Skates, 24R Wurlitzer, PA, six Speakers. Year old, lost lease. Sacrifice \$2,500.00 if sold by June 10. **ROLLER RINK** 2521 7th Ave., N., Birmingham, Ala. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALLY ALLEYS, LIKE NEW, \$85.00; SEEBURG Chicken Sam with Base, \$95.00; Genco Magic Rolls, 9-Ft. Alleys, \$29.50. 1/2 deposit. **BUSINESS STIMULATORS**, 4912 E. Washington, Indianapolis, Ind.

BANG-A-DEERS, \$85.00; GINGERS, USED three weeks, wood base, \$14.00. Trade Skee-Ballettes, Anti-Aircraft Guns, Ten-Pins for good used Slots, Free-Play Games. **OHIO SPECIALTY CO.**, 539 S. Second St., Louisville, Ky.

BARGAINS — SCIENTIFIC SKEE JUMP, \$79.50; Scientific Bowling Alley, \$100.00; A. B. T. Challenger Pistol Machines, \$15.00. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. je1

BARGAINS — 2 EVANS TEN STRIKES, 1939 Model; 2 Seeburg Chicken Sams with Base, \$69.50 each. 1/2 deposit, balance C. O. D. **MILAM MUSIC CO.**, Cameron, Tex.

CATALOG SHOWING 700 RECONDITIONED Machine Bargains; all types. Wire for free copy. **STEWART NOVELTY CO.**, 136 East 2d South, Salt Lake City, Utah. je15

GROETCHEN COLUMBIA FRUIT REELS, \$25.00 each; Q. T.s, \$25.00; Zephyr Cigarette Reels, \$8.00; Select 'Em Counter Dice Game, \$5.00; Turf Time Counter Race Track Game, \$5.00; Mills Modern Scale, \$25.00; Watling Tom Thumb Scales, \$35.00; Mercury, 5c play, \$10.00; Pocket Pool Counter Game, \$5.00; Groetchen Royal Flush, \$8.00; Pace Scales, \$18.00; American Scales, \$15.00; Hanson Scales, \$10.00; Ray's Race Track, \$25.00; Jumbo Cash Payout, \$10.00. Lowest price in country on Slot Machines. Write what you want. **Muniscopie Diggers**, \$30.00; Seeburg Music Machine, 12 Records, \$30.00. **O'BRIEN**, 89 Thames, Newport, R. I. x

FOR SALE — 6 EVANS TEN STRIKES, 1939 models, slightly used, A-1 shape, each, \$75.00; 5 Seeburg Chicken Sams, A-1 condition, each, \$85.00; 3 500-A Wurlitzers, \$199.50; 6 Rock-Ola World Series, A-1 condition, \$34.50. Phonograph Records, any quantity, \$3.50 per hundred. Send 1/2 deposit. **FRANCO NOVELTY COMPANY**, Box 927, Montgomery, Ala. je8

FOR SALE — TWO 1939 EVANS TEN STRIKES, \$89.50; three Seeburg Chicken Sams, \$89.50. Texas State taxes for 1940 paid on all machines. 1/2 down, the balance C. O. D. **C. & G. NOVELTY CO.**, 2429 McKinney Ave., Dallas, Tex. x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE — TURF CHAMPS, ZETA, PARA- mount, \$7.50; Bally Clubhouse, \$25.00. Want Targets and Grips. **THE MUSIC MACHINE CO.**, Brunswick, Ga.

FOR SALE — PENNY PHONOS, LIKE NEW. Only eighteen remain at \$80.00 each. 25% cash, balance C. O. D. Don't hesitate, orders filled as received. **YENDES' SERVICE COMPANY**, 1817 W. Third St., Dayton, O.

NOVELTY TABLES, \$5.00 UP; FREE PLAYS, \$10.00 up; Payouts and Consoles, \$15.00 up. Write for complete list. **JOHN GOODBODY**, 1824 E. Main St., Rochester, N. Y. je15

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNVES CORP.**, 593 10th Ave., New York. tfn

REAL BUY — TEN VEST POCKETS, CHAINS attached for protection, like new, \$35.00; three like new, with crates, \$39.50. All metered. \$2.00 each deposit, balance C. O. D. with inspection. **C. C. MASON**, Syracuse, Ind. je1

SLIGHTLY USED TRIUMPHS, \$59.50; MR. Chips, \$29.50; Big Six, \$27.50; Champion, \$17.50; Dandy, \$19.50; Bally Alley, \$49.50; Variety, \$17.50; Twinkle, \$12.50; Fantasy, \$24.50; Big Town, \$54.50; White Sails, \$27.50; C. O. D., \$39.50. All machines Free Play and guaranteed to be in perfect condition. One-third deposit with orders, balance C. O. D. **SUPREME**, 557 Rogers Ave., Brooklyn, N. Y. x

SPECIAL SALE ON RECONDITIONED GAMES. All Free Game Models. On all orders send one-third deposit. Superchargers, \$39.50; Fantasies, \$39.50; Super Sixes, \$57.50; Score Cards, \$55.00; Roxys, \$45.00; Eureka, \$30.00. **NEW ORLEANS NOVELTY CO.**, 238 Dryades, New Orleans, La.

STEWART-McGUIRE "DUALWAY" CIGARETTE 10 Column, almost new, \$49.50; DuGrenier 6-Column Cigarette, \$14.95; Lots 5, \$12.95; Nickel Snacks (Detectors), \$12.95. **MIDWAY**, 500 W. 42d, New York.

TEN FILM RADIO RIFLES, \$57.50 EACH — Factory reconditioned, or will trade for Seeburg Selectophone Phonographs. **L. S. GROSS**, 2047 N. Wanamaker, Philadelphia, Pa.

WANT MILLS GOLF BALL MACHINES—10-25 Cent Play. Cash or trade Chicken Sams. **WM. V. WAKELEE**, 786 2d, N., Troy, N. Y.

WANT UP TO 100 SEEBURG SELECTAPHONE Phonographs—State condition, price. Write **L. S. GROSS**, 2047 N. Wanamaker St., Philadelphia, Pa.

WURLITZER 616s, \$59.50; 616As, \$62.50; 412s, \$34.50; Wallboxes, \$1.00 each; Bally Alley, \$89.50; Exhibit's Bowling, \$74.50. **COLEMAN NOVELTY**, Rockford, Ill.

3/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. je1x

9 ELECTRO HOISTS, ROLL CHUTES, EACH, \$17.50; 1 Mutoscope Roll Chute, black cabinet, \$25.50; 5 Buckley Treasure Islands, each, \$59.50; 2 Buckley Deluxe, each, \$69.50; also Digger Merchandise and Candy in original cartons. Terms, 1/3 cash deposit with order, the balance C. O. D. **DOVER NOVELTY CO.**, 233 W. Front St., Dover, O. x

15 SCHERMACK POSTAGE STAMP VENDORS — Dispensing 1c-3c stamps in sanitary folders, \$8.00 each. **KROTOR**, 712 E. Catherine, Ann Arbor, Mich.

25 WURLITZER 412 AND 616A PHONO- graphs—Reconditioned like new. Write for prices. **ROBBINS COMPANY**, 1141B DeKalb Ave., Brooklyn, N. Y. je8

25 ORIGINAL RADIO RIFLES FOR SALE — 5c Play, good condition, \$30.00 each, F. O. B. Boston. 1/3 deposit with order, balance C. O. D. **ATLAS COIN MACHINE CO.**, 780 Commonwealth Ave., Boston, Mass.

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. x

BAND COATS, FLASHY RED CAPS, VELVET Curtain, Ballyhoo Outfits, Orchestra Coats, Jackets, Midgets, Clowns, Orientals, Cellophanes. **WALLACE**, 2416 N. Halsted, Chicago.

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.**, Indianapolis, Iowa. je1x

FOR SALE — PORTABLE SKATING RINK. Everything complete. Price \$2,000. Come see it. **C. T. McDONALD**, 1500 Highland Road, Baton Rouge, La.

FOR SALE — RINK FLOOR, 50x180; 200 Pairs Skates, Music. Good bargain. **MACK'S ROLLER RINK**, Benton, Ark.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE—PORTABLE ROLLER RINK, 40x80, complete except skates. Used one season, \$500. **BOX 320**, Billings, Mont. x

NEW "VELVO" FROZEN CUSTARD AND ICE- Cream Machines—Complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. je8

POPCORN, POTATO CHIP, CRISPETTE, CARA- mel Popcorn and Cheese Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O. jy20x

ROLLER SKATING TABLE—9 FEET IN DIAM- eter, 3 feet high. Baggage Trailer and Hitch included in sale. **BOX 432**, Billboard, Chicago.

TWO FLOSS CANDY MACHINES — IN GOOD working condition. Cheap for quick sale. **C. Y. CLIFFORD**, 138 W. Fern Ave., Wilmar, Calif.

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. **LA MANCE**, 782 Marion, S. E., Atlanta, Ga.

COMPLETE PROFESSIONAL TATTOOING OUT- fit with Carrying Case which opens ready to work in 5 minutes; also nice flashy Merchandise Wheel. If sold together, both for \$20.00. Need money badly. **PROF. A. E. DENNIS**, Cleveland, Tex.

FOR SALE — TWENTY-FOUR SEAT CHAIR Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. **CALVIN GRUNER**, Pinckneyville, Ill. je15

FOR SALE OR TRADE — 2 TONS FINEST S. A. Popcorn; money-making Mouse Game; Wild Mice; Circus Mice. Want Popcorn Equipment. **LOU CLEAVER**, Avon, N. Y.

NEW LAUGHING MIRRORS — LARGE AND small; for parks, carnivals, fairs, giggle shows, night clubs, arcades, etc. **C. J. MURPHY**, Elyria, O. je1

\$300.00 NATIONAL CANDY FLOSS OUTFIT— 2 All Electric Machines in Cabinet. Good condition. Sell complete for \$75.00. MILLER, 242 W. Orange St., Lancaster, Pa.

WE BUY AND SELL SECOND-HAND RIDING Devices of all kinds. What have you? KING-DAVIS, 1547 Broadway, New York.

HELP WANTED

GIRL SAX, DOUBLING CLARINET — MUST read, fake, transpose. Union. Never idle. Location. KITTY HELMLING, Middletown Hotel, Middletown, N. Y.

MAGICIAN — GOOD SINGLES, DOUBLES, ONE to play piano. Change for week. Prefer people with tent experience. No tickets. Salary low but sure. Write or wire MANAGER TENT SHOW, Bark River, Mich.

MEDICINE PERFORMERS WANTED—CHANGE two weeks. State all. Low sure salary. Write or wire MED SHOW, General Delivery, Des Moines, Ia.

TRUMPET FOR MIDDLE WEST TERRITORY Band working six nights per week. Must triple tongue. Good proposition to right man. Singers preferred. "RED" HEGGEN, Ames, Ia.

WANT ATTRACTIVE YOUNG GIRL MUSICIANS—Union, all instruments. Now with unit, dance work booked later. MARY MARSHALL BACHELOTTES, Billboard, Cincinnati, Oh.

WANT WEIGHT GUESSER — GOOD PROPOSITION for right man. Apply immediately. ARCHIE DESKIN, 418 Park Place, Long Beach, L. I., N. Y.

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.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y.

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 1309 Walnut, Philadelphia, Pa.

PROFESSIONAL VENTRILOQUIST AND PUNCH Figures — Clip this ad. good for \$5.00 in trade. TURNER'S LIFELIKE PUPPETS, 405 Empire Trust Bldg., St. Joseph, Mo.

MISCELLANEOUS

NEW 110 VOLT A.C. 2500 WATT GASOLINE Driven Light Plants — Manufactured for United States Government; cheap. LOU MILLER, 1831 S. State, Chicago, Ill.

SLUM JEWELRY GIVEAWAYS FOR GAMES, one cent each. Good values. Write for price list. POCKAR, 131 Washington St., Providence, R. I.

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 REAL BARGAIN — SEND FOR OUR "ROAD-showmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap; only eight left. Reasonable terms. Films rented. NO. 521 STATE THEATRE, Pittsburgh, Pa.

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie program, equipments rented. NO. 711 STEUBEN BLDG., Chicago, Ill.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.

BARGAINS FOR CASH—16MM.-35MM. SOUND Projectors; 35MM. Sound Features, Serials, Shorts. Five like new late Amplifiers. F. SHAFER, Washington, Ind.

CLEAN, NEW 16MM. SOUND FILMS—WEEK-ly Roadshow Service our specialty. Large library, attractive rates. SWANK, 5861 Plymouth, St. Louis, Mo.

ONE HOLMES PROJECTOR, ONE 1500 WATT Kohler Plant and Trailer, one 300 Watt A.C.-D.C. Converter; four Picture Programs. Cheap for cash. W. F. STAGGS, Norfork, Ark.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Show Family Album



HERE are members of Uncle Zeke's Rube Band, which appeared with Crawford's Comedians in 1913 when the picture was snapped. Seated, left to right, are Billy Plumlee, George Blackburn and "Dutch" Crawford. Name of the man on the right is not remembered. Left to right, standing, a Mr. Long; next two not remembered; Dave Stump; not remembered; "Pop" Slover, who recently trouped with White City Shows; Raymond Crawford; Clarence Long and Owner-Manager Crawford.

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.

TWO SILENT PROJECTORS — MOTOR DRIVEN, 35MM. Silent and Sound Film, 16MM. Film and Projector, Sound. Cheap. RAYMOND BARR, Hancock, Md.

16 MILLIMETER SOUND FEATURES — NEW prints and 35 Millimeter Sound Features and Theatre Equipment. Will trade for 16 Sound Subjects and Machines. BOX 156, Virginia, Ill.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PIATEAU, 1122 Tulane Ave., New Orleans, La.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y.

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind.

AT LAST!—ALL YOUR SNAPSHOTS IN NATURAL Colors. Roll developed, 8 natural color prints, only 25c. Reprints, 3c. Amazingly beautiful. NATURAL COLOR PHOTO, Janesville, Wis.

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITYPE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y.

LOWEST PRICES ON ALL DIRECT POSITIVE Machines — New and Used, all types of Cameras and Lenses. "MINUTE STUDIOS," Neodesha, Kan.

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos? Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write HASSAN, Box 971, Parkersburg, W. Va.

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo.

4 FOR 10c PHOTO MACHINE, \$100.00; Camera, \$10.00; Center Panel with lens and light cabinet attached, \$65.00; plans for cabinet free. Enlarger, \$10.00; Backgrounds, \$2.50. OLSON SALES CO., 315 Walnut, Des Moines, Ia.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

SALESMEN WANTED

INCLOSE \$1 FOR DAINTY WASH PREPAID— \$10 investment, retails \$47, or buy in drum lots. VELV-O-KNAP, 319 Orleans, Detroit, Mich.

IT'S HOT! BIG REPEATER WITH PLENTY immediate and repeat commissions. No investment. Sells to every type retail dealer and service station. Sales Kit free. Hurry! UNIVERSAL, 2222 Diversey, Dept. C-46, Chicago, Ill.

SALESMEN — AMERICA'S FINEST SIDELINE, 40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. A, Chicago.

TENTS—SECOND-HAND

GOOD USED TENT — 60x90, NEW SIDE WALLS and Seats for sale cheap. R. B. SMITH, Mayfield, Ky.

SLIGHTLY USED, GOOD AS NEW, LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. SMITH TENTS, Auburn, N. Y.

USED CONCESSION AND CARNIVAL TENTS— Sidewall, 7.68 oz. drill, machine roped, good as new, white, clean, 7 ft. high, \$15.80; 8 ft. high, \$18.20 100 ft. KERR COMPANY, 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

MIMEOGRAPHING — EXPERT WORKMANSHIP. Illustrated Circulars, Form Letters, etc. Send copy for estimate. CENTRAL, Box 703, Leaksville, N. C.

"SHOWY" WINDOW CARDS — 100 14x22" White Nonbending, \$2.50; 2-Colors, \$2.95; Handbills, 1,000, 6x9", \$2.25; Bumperettes, 100 5x20", \$2.25; 5 1/2x28", \$2.95. SOLLDAYS, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pennsylvania.

\$1.00 EACH—250 LETTERHEADS, ENVELOPES, Cards, 1,000 6x9 Handbills, \$1.50; 5,000, \$4.50. Merchants' Tickets, 5,000, \$3.00. STUMPPRINT, South Whitley, Ind.

3,000 TICKETS, \$3.75 — 3 LINES. CARDS, Envelopes, \$1.90 1,000. Noteheads, Billheads, \$2.90. Half cash, balance C. O. D. FELTON, 19 Fremont, San Francisco.

WANTED TO BUY

USED FROZEN CUSTARD MACHINE — OLD salt and ice type, storage cabinet, accessories, cheap. C. KLISKEY, 15016 Madison Ave., Lakewood, O.

WANT TO RENT, WITH PRIVILEGE OF PURCHASE, Bleacher Seats for 3,000 to 4,000. Permanent location, midget track. CARL A. NOTTINGHAM, 1100 Burlington Drive, Muncie, Ind.

WANT USED ROTARY POP CORN MACHINE— Give complete details and lowest cash price wanted. C. P. STUMPFIC, Geauga Lake (Park), Ohio.

WANT PHONOGRAPHS FOR 32-VOLT DIRECT Current—Send description and price. For sale, Es-Ki-Mo Shooting Gallery. BOX 400, Douglas, Wyo.

WANT SPECIMENS FOR UNBORN SHOW — No junk. BOX C-486, care The Billboard, Cincinnati, O.

At Liberty Advertisements

5c a WORD (First Line Large Black Type). 2c a WORD (First Line and Name Black Type.) 1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — CONTRACT ANY KIND of show or orchestras. Fifteen years' experience. Also do four outside demonstrations, Blindfold Drive, Mechanical Man, Buried Alive and Strait-Jacket Escape. Have car and can join at any time. Write or wire J. B. LEIFUR, care Gilbert Hotel, Bainbridge, Ga.

CIRCUS-CARNIVAL AGENT—Publicity Director, expert Contractor, Booker, Radio Speaker; 20 years leading circuses, Coast to Coast experience. State salary. Join on wire. ROBERT SAUL, 148 N. Winter St., Adrian, Mich.

THEATRE MANAGER desires contact. Independent, circuit owned, anywhere. Twenty years' experience. All essentials. Percentage or salary. Wire, write TOM MORROW, General Delivery, Dania, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

AFTER JUNE 1ST — WELL ORGANIZED SIX-Piece Orchestra, with excellent recommendations, for club or hotel engagements. Phone, wire or write ROY McDOWELL, Cawthon Hotel, Mobile, Ala.

AT LIBERTY AFTER JUNE 1ST — OKLAHOMA Cowpunchers, Hot Three-Piece Band, featuring One-Leg Dancer. Plenty of swing and hill-billy, floor show, novelties. Booking agents, get in touch. Distance no object. Sta. WHA1, Greenfield, Mass.

FOUR-PIECE ENSEMBLE — 2 MEN, 2 GIRLS, using 2 Violins, Piano, Vibraharp, Accordion, Cello. Union. Concert and popular. Want location. Address KESHNER'S ENSEMBLE, 315 W. Main, Olney, Ill.

LES MACKLEM AND HIS SOPHISTICATES— A youthful band with adult appeal. Personnel, eleven including girl vocalist. Danceable arrangements, clever group vocals by band, features audience participation. References. Write HARRISON VON DUYPKE, 8113 DuPont Bldg., Wilmington, Del. Available June 10.

LOS CHICOS — LATIN ORCHESTRA. Genuine South American and Cuban rhythms and arrangements. BOX C-475, Billboard, Cincinnati.

RED WILLIAMS AND HIS ORCHESTRA—Reliable, smart Seven-Piece Southern Orchestra, available for location or road. Modern equipment, arrangements, class, entertainment. Well organized, cut or augment. Play sweet or swing. Every man sensational and versatile, having made hit at every performance. Write anywhere. Particulars upon request. Travel, wire direct, RED WILLIAMS, Riverview, Ala.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Additional Ads Under This Classification Will Be Found on the Next Page.

AVAILABLE JUNE 10TH — Southern Orchestra, union. Eight pieces (piano, drums, bass, trumpet, trombone, three saxes doubling clarinets); might be able to augment if necessary. Can furnish girl vocalist for location. Large library special arrangements and standards in sweet swing style, P.-A. system, stands, etc. **RICHARD LEON**, 1876 Tutwiler, Memphis, Tenn. je15

AVAILABLE — Five-Piece Band. Piano, Drums, Trumpet, Bass, Sax, Clarinet, Venetian. Location preferred. Experienced dance or shows. **ORCH-ESTRA**, 617 North St., Cape Girardeau, Mo. j13

AVAILABLE for Summer Engagement — Smart New York Six-Piece Orchestra. Modern arrangements, equipments, style, class, youth, singing, entertainment. All versatile. Well organized. Augment if necessary. Priced to suit. Available through direct contact, saving agency fee. Write **BOX NY-7**, Billboard, 1564 Broadway, New York City. je8

FAST Large or Small Versatile Colored Orchestra and Entertainers available. Write **EDDIE ROBERTS**, care The Amsterdam Musical Association, 107 W. 130th St., New York City. je8

KLAYTON KELLOGG and His Orchestra — Seven versatile musicians, all essentials, fully equipped. Will augment. Location or one nighters. Address Continental Club, Shawano, Wis. je8

ROYAL CHICAGOANS — Open for engagement, not less than 3 months' contract. Four-piece swing, sweet and novelty. Closing soon Joe's Buffet, Denver, Colo. Salary must be good. Hotels, night clubs, lounges, note. **ROYAL CHICAGOANS**, 016 Broadway, Apt. 4, Denver, Colo.

TRIO — Union Young Men, Lady. Ages thirty. Piano, Violin, Cello, Saxophone, Clarinet, Vocals. Concert, dance. Hotel preferred, go anywhere. State particulars. **BOX C-841**, Billboard, Cincinnati. je1

AT LIBERTY
CIRCUS AND CARNIVAL

HALF AND HALF FOR ANNEX OR SINGLE PIT — Letters only. Write **BOX 283**, Ashland, O.

PRINCE CHARLES, "SWORD SWALLOWER"; Annette, "Ring Contortionist"; Koran, Magician, Ventriloquist, Lecturer; and Josette, Comedy Rag Picture Artist. Presentable flash and costumes. State best offer. **PRINCE CHARLES**, Hubert's Museum, 228 W. 42d St., New York City.

GENE-JEANNETTE — Half Man-Half Woman. Reliable managers only. A-1 wardrobe. High class attraction. Can work side show annex. **GENE-JEANNETTE**, care Billboard, 1564 Broadway, New York.

MR. PUNOH unemployed Judy — Circus, park, carnival. London Punch and Judy. Double Clown. Ticket. **DOC CANDLEE**, North Ave., Mt. Clemens, Mich.

RIDICULOUS TRIO — Three Regular Clowns, best of props. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill. je15

AT LIBERTY
COLORED PEOPLE

AT LIBERTY JUNE 15 — **JAMES BROWDER** Orchestra, a Negro combination consisting of 16 pieces, fully equipped. Will go anywhere. Address **203 BAKER ST.**, N. E., Atlanta, Ga. je15

BILL CROSBY'S SWING ARTISTS — (Colored Unit), six pieces. Would like to be booked anywhere west of Rockies. **BILL CROSBY, MGR.**, 1434 E. Adams St., Los Angeles, Calif. je8

SINGER — Colored, young, single, very good, rich baritone voice, sweet singing style, wants connections with good, steady working orchestra, or steady working vocal quartet. Excellent lead voice for same and do trumpet imitations with mouth without use of hands. Guarantee satisfaction. **BOX C-488**, Billboard, Cincinnati.

AT LIBERTY
DRAMATIC ARTISTS

RADIO ACTOR — 27, GO ANYWHERE. **DON TEETERS**, 1680 Dorr St., Toledo, O.

AT LIBERTY — Thomas Trio, Mother, characters or as cast, some piano; Girl, 15, saxophone; Boy, 10, drums. Children double stage. Specialties. 324 N. Irvington Ave., Indianapolis, Ind.

AT LIBERTY
MAGICIANS

CRYSTAL GAZER, Mind Reader., Clairvoyant, Astrologer, Palmist, Card Reader open for engagement. Write **PROFESSOR PEREE**, care The Billboard, Chicago, Ill.

AT LIBERTY
MISCELLANEOUS

A REAL LIVE MINIATURE CIRCUS SHOW will soon be coming to your town. Are you interested to be the benefited sponsor? **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

ACCLAIMED WHEREVER WE HAVE PLAYED — The grandest Kid Show ever produced. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

AMERICA'S GRANDEST LIVE MINIATURE CIRCUS, especially created as Kiddie Entertainment, is open for a commercial tie-up with responsible sponsors. This New Show Idea features exceptional exploitation opportunities. Presents on radio, stage, society circus ring. This is an All American Production. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

IN MAKING A LONG STORY SHORT WE SAY "Book a Kiddie Show that's really different." **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

PEPPING UP CROSSES OF MOVIE HOUSES with America's Grandest Kiddie Show. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

YOUNG WOMAN desires business connection entertainment field; theatrical, sports, etc. Experienced in newspaper, writing, publicity, individual, group and team management. (Car. N. Y. Fair enterprise or summer theatre preferred. All others considered. **BOX NY-6**, Billboard, 1564 Broadway, New York City.

LADY PALMIST — Old experienced all around reader. Unencumbered, no bad habits. Would co-operate with another for parties, picnics, parks and fairs. **BOX 431**, Billboard, Chicago.

SOUND TRUCK — New 1/2-Ton Panel; attractive signs; do advance. Hard, sober worker. Have worked for best shows. Want long season, good pay. **BERESOFF**, Western Union, 710 7th Ave., New York. je1

AT LIBERTY
M. P. OPERATORS

PROJECTIONIST WANTS THEATRE LOCATION — Age 27. 35MM. experience. Graduate Motion Picture Engineering Institute, Hollywood. Consider anything. **RUSSELL SMART**, 321 S. Alvarado, Los Angeles, Calif. je1

AT LIBERTY
MUSICIANS

A-1 ALTO CLARINET — Full brilliant tone. Read anything. Double tenor. Transpose. Thoroughly experienced. Age 23. Excellent appearance. Minimum \$30. **WALTER ALLEGOOD**, 144 W. 80th St., New York. Susquehanna 7-7869.

ROY WALLACE AND HIS Novelty Musical Washboard for radio, stage or orchestra. Hillbilly Comedian, doubling Trap Drums. 2205 Bellefontaine, Indianapolis, Ind. je1

A-1 TROMBONE — EXPERIENCED IN DANCE, symphony and concert band. Sight reader, good tone, range, phrase well. College graduate in music. Available June 5. State all in first. I've been on panics before, so if you can't advance transportation, lay off. **BOB CHRISTIAN**, 222 Cordell, Stillwater, Okla. je1

A-1 TROMBONE — CIRCUS, CARNIVAL, LEAD band. No faking. Have dog act. Own transportation. **EDGAR MAYOTT**, Red Lodge, Mont.

ACCORDIONIST AND ARRANGER — AGE 26, single. Ten years' experience. Wants a good steady location, either solo or with a small swing unit, preferably at a resort. Available immediately. **JOHN MACK**, 3047 S. Drake Ave., Chicago, Ill. je8

ALTO SAX, CLARINET, BARITONE, TENOR Bass Clarinet — Young, neat, single, sober. Union. Plenty of experience, fast reader, good tone. Join now, go anywhere. State all. No panics, please. Write or wire **HARRY YOST**, 4400 Delaware St., Denver, Colo. je8

ALTO SAX, CLARINET, VIOLIN — AVAILABLE now. Fine tone, read anything. Selmer instruments. Sweet, hot fiddle. Middlewest or South. Union. Reliable band only. References, photos. Don't misrepresent. **BOX C-487**, Billboard, Cincinnati, O.

BANDMASTER — MUNICIPAL AND SCHOOL band experience. Fine director and teacher. First-class musician. Cornet. Union. Available June 15. **CHAS. STROUD**, 23 Monroe Ave., Oshkosh, Wis.

DRUMMER — EXPERIENCED MOST ALL LINES. Read, reliable. Anything, travel or locate. **AL KLEINSMITH**, 1113 N. 6 St., Leavenworth, Kan. je1

EXCELLENT STRING BASS MAN AT LIBERTY June Fifth — Have been with the same band for two years, but am forced to make a change, otherwise would not do so. Want to locate with a good reliable band. State full details in first letter. **BOX C-485**, care The Billboard, Cincinnati, O.

EXPERIENCED GUITARIST DESIRES TO CONTACT leader who appreciates right chords and good rhythm. All offers answered. Address **GUITARIST**, 21-38 Forty-Fifth Ave., Long Island City, N. Y.

GIRL THIRD ALTO SAX, CLARINET — SINGS. Union, experienced. References. No panics. **BOX C-478**, Billboard, Cincinnati. je1

GUITARIST — VERY SOLID RHYTHM MAN. Age 21, single, sober, ambitious. Also Tenor Sax and some arranging. Anything considered. **PAUL VAN DYNE**, Jamestown, O. je1

GUITARIST — MODERN TAKE-OFFS AND rhythm. Name band experience. Read, fake; \$400 guitar; also finest Spanish electric guitar outfit. Reliable, clean habits, union, age 23. Consider all offers. No panics. Location preferred. Two years with "Les" Brown's Ork. **STACY MCKEE**, 52 S. East Ave., Bridgeton, N. J.

HAMMOND ORGANIST — HAVE OWN ORGAN. Age 26. Have had five years' experience playing hotels, cafes, cocktail lounges and small clubs. Can work alone or with any small combination. **BOX 164**, care Billboard, 1564 Broadway, New York.

SAX, DOUBLING CLARINET AND VIOLIN — At liberty immediately. Union, in good standing. **BILL McLEAN**, 1708 Broad St., Nashville, Tenn.

TENOR SAX, CLARINET — 2D OR 4TH CHAIR. Also Lead Tenor. Dixie "go" both instruments. Name band experience. **BUD LILLEY**, 75 Thomas, New Bedford, Mass.

TRUMPET — ALL ESSENTIALS. MUSICIAN. 324 Diamond St., Kendallville, Ind. je8

TWO MUSICIANS — ALTO AND TENOR doubling Clarinets. Will separate. Plenty experience with semi-name bands. Prefer location in South. **MUSICIANS**, Broadway Hotel, Odessa, Tex.

VIOLINIST — FIRST CLASS, FINE TONE, sight reader. Experienced in concert, dance, theater, symphony. Can furnish string combination or small orchestra for high-class hotel or resort. Union. Available June 15. **CHARLES STROUD**, 23 Monroe Ave., Oshkosh, Wis.

ACCORDIONIST doubling Alto-saxophone, Clarinet, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address **MUSICIAN**, care Bader, Apt. 5B, 639 W. 207th St., New York. je8

ACE ALTO SAX-CLARINET — Read or anything; wide experience; possesses ability plus ambition. Single, congenial, willing. Only reliable offers considered. Write **JOHN KIDWELL**, Crittenden, Ky. je8

AT LIBERTY — Baritone. Experienced trouper, for carnival, circus, etc. Read both clefs. **OWEN E. BOGGS**, care Ida M. Thomas, R. R. 3, Ft. Wayne, Ind.

DRUMMER — Have \$400.00 drum set. Am union, young, neat appearing, never drink. Read and fake. Am good tap dancer. Anything considered; travel or locate. State all. **DICK M. CROWN-OVER**, 2114 Santa Monica, San Antonio, Tex.

DRUMMER — Due to disappointment, am available immediately for summer or permanent connection. Union, young, fully qualified for any job. Best references. Have car. State complete details. **STANLEY HOTALING**, Warwick, N. Y.

ELECTRIC HAWAIIAN GUITARIST — Double Spanish Guitar. Good reader, plenty ride stuff. Age 26, single, non-union. Northeastern jobs preferred. **BOB HOLDEN**, 38 Rebecca Rd., Sand Hills, Mass. je15

HAMMOND ORGANIST, Norochordist — Plenty on the swing side. Lotta smooth, lotta classic. To dance to or listen to. **ORGANIST**, 37 Sermour, Tonawanda, N. Y. je15

SWING GUITARIST — Solid rhythm; 11 years with top bands, trios. Have \$400 guitar. Young, union. Write **FREDDIE STIVERS**, 858 W. Sawyer, Decatur, Ill. je22

TROMBONE — Trouper, sober. Available hotel, restaurant, resort. Tone, read, fake, improvise. Industrial, municipal bands, write. Atlantic Coast States preferred. **BOX C-484**, Billboard, Cincinnati, O. au10

VIOLINIST — Doubling Viola. Plays dance, concert and shows. Played best hotels, theatres. Join any combination, non-union. Young, sober, smart. **VIOLINIST**, 2 E. 15 W. 51st St., New York City. Plaza 8-1284.

AT LIBERTY
PARKS AND FAIRS

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. je1

BALLOON ASCENSIONS — For all occasions. Girl Parachute Jumper. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. je8

BALLOON ASCENSIONS — With one or more Parachute Drops by Girl or Gent Jumpers. Modern equipment. **HENDERSON BALLOON CO.**, Haskins, O. je15

SWAYING HIGH POLE Act — Priced reasonable. Write or wire **BOX C-479**, Billboard, Cincinnati, O. je6

BALLOON ASCENSIONS, PARACHUTE JUMPING furnished parks, fairs, celebrations. Experienced operators. **O. E. RUTH'S BALLOON CO.**, 1021 Collier, Indianapolis, Ind. je15

CIRCUS ACTS — TABLE ROCK, TRAPEZE, Revolving Ladder, Hand Balancing, Double Trapeze, Tumbling Troupe, Clown Acts, Loop Walk, Perch, etc. Can be booked as unit or separately. **ERV LANGE**, Turner Hall, Sheboygan, Wis. je8

FIRST TIME IN AMERICA — SPECIAL Attractive Novelty of Tiny Oriental Birds trained to deliver messages for ten cents from miniature Oriental temple. Available for all parks, fairs and department stores. Consider percentage. **JOSEPH CARISTA**, 1672 70th St., Brooklyn, N. Y. je1

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. je15

HIGH POLE THRILLER — HIGH AERIAL Contortion Act. Two different acts. Reasonable price and literature on request. **BOX C-476**, The Billboard, Cincinnati, O. je8

JAMES COGSWELL — CLOWN ON HIGH STILTS, a feature comedy novelty, now booking celebrations, fairs, parades. Write or wire for literature. 1433 Rose St., Lincoln, Neb. je1

TEX PIERCE & CO. — FOUR PEOPLE AND Trick Horse. Act includes use and misuse of musical instruments, singing, yodeling, Indian war dance, rope spinning, nonsense and horse sense. Full particulars write **TEX PIERCE**, Shiocton, Wis.

PURCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts — Now booking fairs and celebrations in South and Middle West. Headquarters, **BOX 85**, Chillicothe, Ia. au10

THREE FREE ACTS AT LIBERTY — SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. **CHESTER HUBER**, Wabasha, Minn. je15

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASES IN CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

CHARLES AUGUSTUS — Classy Trapeze Performer. Available for 4th July celebrations; other events. Featured act. Attractive apparatus. Act can be erected on your platform. For full information address **CHARLES AUGUSTUS**, care Dreier Drug, 602 Calhoun St., Ft. Wayne, Ind.

DASHINGTON'S CIRCUS — Ten Dogs, Cats, Monkey. Two distinct acts, including Acrobatic Clown. Guaranteed the best for celebrations, fairs, July Fourth. Address 429 Sixteenth Ave., Moline, Ill. je8

DOUBLE DOG ACT — Featuring Rope Walking and 50-Ft. High Dive. Literature on request. Playing New England States only. **H. BATSON**, care Billboard, Cincinnati, O. je22

HIRAM GAILEY — Farmer on Slack Wire, comedy and straight; also juggling act for fairs, celebrations, etc. Apt. 6, 448 W. 26th St., New York, N. Y.

MANAGERS, Don't Be Misled — Geo. E. Roberts, manager of the real Snellenburg, Inc. (Philadelphia's large department store), big One-Ring Circus, repeats each season and at other real good spots. Be sure and get the best, the real and only one, Pamahasika's Society Circus. Real Star Acting (Cockatoos, Macaws, Ponies, Dogs, Monkeys, Clowns, Novelty Acts. America's leading attraction feature for more than fifty years. The greatest of all real entertainment, always in the lead. You evidently want the best. Address **GEO. E. ROBERTS**, Manager Pamahasika's Attractions, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGamore 5386.

PAMAHASIKA'S Dog, Pony, Monkey and those famous acting large White Cockatoos; also handsome Macaws. For information address **GEO. E. ROBERTS**, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGamore 5386.

THE LERCHES — Lady and Gent, presenting three high-class acts. Guaranteed to please, at a right price. 1801 W. Main St., Belleville, Ill. je15

THE CLAYTONS — Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. Ninth St., Cincinnati, O. je1

TWO FEATURE PLATFORM ACTS — Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. **THE GRIFFITH TRIO**, 816 Main, Keokuk, Ia. j127

WHITE FACE CLOWN With His Trained Pigeon — Can work all around. General clowning. Years of experience. Large wardrobe. **JOE BUMSTEAD**, 122 Crescent St., Brooklyn, N. Y.

AT LIBERTY
PIANO PLAYERS

PIANIST — GOOD TASTE, MODERN, EXPERIENCED in radio, show and dance business. Solid rhythm. Perform well on the Hammond organ. Have taught music on staff of Chicago Conservatory. Radio stations, attention. **PIANIST**, 2900 Dupont Ave., S., Minneapolis, Minn.

COLLEGE BOY desires connection with dance band. Swing style, read well, fake. Just finished 28 weeks on radio. Join immediately. Travel, locate. State all. **PHIL MESSENKOPF**, Box 4208, Duke University, Durham, N. C.

PIANIST — Union, single young man; thirty. High-class trained musician, soloist, accompanist. Orchestra work, concert, dance. Wide professional experience. State particulars. **BOX C-841**, Billboard, Cincinnati. je1

SOLID DANCE PIANIST wants work with outfit in Central States. Can sight read notes or guitar chords. Can jam old standards and take unique take-offs. **BOX C-483**, Billboard, Cincinnati. je15

AT LIBERTY
SINGERS

GIRL SINGER WISHES EXPERIENCE with road band. Good voice, personality, appearance. Age 20. **CAROL ELYNN**, 3916 Lyndale, S., Minneapolis, Minn. je1

BLONDE, YOUNG, STUNNING APPEARANCE, wishes position Vocalist with small orchestra operating New York metropolitan district, or near-by city. Small pay to start. Experienced in show business. One year's training as singer. **BOX 144**, care Billboard, 1564 Broadway, New York.

COMEDIAN, VOCALIST OR FIDDLER WANTS to join some reliable party after June 1. Complete satisfaction guaranteed. Address **CARLAND W. TALBOTT**, Route No. 2, Halifax, Va. je22

YOUNG MAN — Tenor. Experience in solo and chorus. Sing popular songs. Free to go anywhere after June 14. Want to sing with orchestra. **JOHN FARKAS**, 8711 Deodar St., East Chicago, Ind. je8

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY — (OLD TIMER), SINGING, Talking, Banjo, Comedian for radio, vaudeville, med or what have you. Up in acts. Change for two weeks. State what you can and will pay. Ticket if far. Party that wrote to Billboard, did not receive your letter, write again. **BURT A. LESLIE**, 224 N. Franklin St., Philadelphia, Pa. je1

LADY VENTRILOQUIST FOR MED, TENT, vodvil, merchant tie-ups or pitching proposition. Plenty material, any type. Old-time accordion. Change two weeks. Straights or characters in acts. Will join team on percent. Have pitching experience. Car, trailer. **DOLORES DU SHANE**, Three Rivers, Mich.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Fund of \$100,000 Aim of Milwaukee Fete for a Centen

MILWAUKEE, May 25. — Midsummer Festival Commission on May 21 approved plans to raise a \$100,000 sustaining fund to finance the annual festival here until 1946, when a centennial celebration will be held.

It is proposed to develop the lake-front pageant annually with a view toward a great civic undertaking when Milwaukee observes its 100th anniversary six years hence.

Mayor Carl F. Zedler announced appointment of these additional members to the advisory committee of the festival commission: Dr. Stanley L. Pilgrim, chief sanitary officer, city health department, who will replace Health Commissioner John P. Koehler; Frank J. Derdia, Mrs. Stella La Bracke, Mrs. Anita Mazza, William H. Keller, Dr. N. J. Wegmann and Joseph H. Swerdloff.

N. O. Show Draws 65,000; To Be Repeated Next Year

NEW ORLEANS, May 25. — Third annual National Home Show here on May 13-18, under sponsorship of Real Estate Board, drew 65,000 and is to be repeated in 1941 under direction of Edward N. Williams, Federal Production Co., reported General Chairman Dominick Marsiglia. Show was called the most elaborate yet staged, with 64 displays of miniature homes and gardens and other exhibits.

Augmenting the program was a vaude show with Maximo, slack wire; Daley and Max, skaters; Lou Morgan, cyclist; Bella Sacks, dancer; Wilson Trio, comedy; Edna Alee and Co., trick shots, and pupils from a local dance school.

Tex. Festival Draws 50,000

GALVESTON, Tex., May 25. — Featuring on opening night a production, *Cavalcade of Galveston*, annual Oleander Festival drew more than 50,000 to Galveston Beach during the three-day celebration ending on May 19 with a big fireworks display. Production was under direction of John B. Rogers Producing Co., and included pageant of 18 floats depicting city history. Queen and court ruled over the festival which is sponsored by Junior Chamber of Commerce and Galveston Beach Association. Julian A. Levy was general chairman. Beard-growing contest was a feature.

A-1 TEAM — Good specialties. Man, comedy, straight, as cast. Novelties. Lady, A-1 pianist, red, hot faking. Consider anything. Prefer med show. Write, wire immediately. **FRANKLIN B. WHITE**, General Delivery, New Orleans, La.

ARTISTIC, Genteel and Mature Female Impersonator, of good repute and fine educational background. Well trained baritone singing voice, lovely wardrobe, years of American and European experience, is remaining in America. Glad to consider all summer engagement at resort or reputable night club as emcee, producer or social director. Board and small salary. Address **IMPERSONATOR**, care B. V. Hurd, 172 W. 88th St., New York City, N. Y.

AT LIBERTY for Med. Vaude or Rep.—Magician. Change for six nights. Straights or characters in acts; good in sales. Wife does the best mind reading act in show business. Been featured with the best. Have car and trailer. Address **MORRIS THURSTON**, General Delivery, Exmore, Va.

LINDEN GOWARD—Ventriloquist strong enough to feature any place. Black dummy, slugs, yodels, etc. I do good small magic, juggling act, eccentric buck dancing, monologue, sing, play uke for my own singing. Work in acts. Age 43, height 5 feet 10; weight 170. Am sober, hard working, experienced showman. Have car. I know schools in Georgia. Would like to join tent show in this or near-by State. State salary or percentage. **GENERAL DELIVERY**, Waynesboro, Ga.

MUSICAL TEAM for Med. Hillbilly, Vaude — Man and girl. String and novelty instruments. Girl sings; man blackface, cowboy. Wardrobe; young, clean cut team. State salary, don't misrepresent; cause of this ad. Need tickets. Address **COVBOY TEAM**, R. 1, Huntingdon, Tenn.

SHOW CLOSING — Floyd Winters at Liberty. Age 50. A-1 Ventriloquist, sleigh bells, one-string fiddle, singing and talking singles, characters. Up in acts. Have trailer. No collect wires, please. Wilson, 30; Kannapolis, 31; Lumberton, 1; Goldsboro, 3; all North Carolina.

TEAM — Med, Tent or Tab. Man does comedy or straight; wife works all acts. Both up in all bits and acts. Both sing and dance. Advise best joint salary. Have own transportation and trailer. **TEAM**, care 8815 Montgomery Road, Norwood, O.

Midway and Acts Planned For Ohio Masonic Festival

MANSFIELD, O., May 25.—Baku Grotto and Baku Chapter of De Molay will sponsor a six-day Midsummer Festival here on Ashland road lot. It is the first outdoor promotion for local Masonic groups in several years. Sterling (Duke) Drukenbrod is handling promotional details. His assistant is Maynard (Doc) Mast. Proceeds will be used to purchase uniforms for De Molay officers. Wade Schaff is general chairman.

J. R. Edwards Shows have been contracted for midway and three free acts will be featured twice nightly. There will be a 10-cent gate. Automobile, commercial and industrial exhibits will be an added feature.

Attractions for N. C. Expo

KINSTON, N. C., May 25.—Lions Club here will sponsor a six-day Key City Exposition in new Carolina Warehouse under direction of A. Grey Productions, reported A. J. Grey. Pageant with cast of 300 will be furnished by John B. Rogers Producing Co., and Jimmy Cannon's Orchestra has been booked for a queen's ball. Tickets are being sold by civic organizations. Merchants have bought considerable space for display booths.

Shorts

VON BLACK, concessioner, has been named general chairman of two-day East Sparta (O.) Home-Coming. Event will mark the 125th anniversary of the founding of the village. There will be a midway and free acts.

OFFICIALS of United American Shows report shows have been booked for Garner (Ia.) Independence Day celebration under Junior Chamber of Commerce sponsorship.

ARENA Shows will furnish midway attractions for annual six-day East Palestine (O.) Volunteer Firemen's Summer Festival. Capt. Billy Sells' lions will be nightly free attraction.

MIDWAY and free acts are planned for four-day Stone Creek (O.) Centennial. Officers are J. C. Wilson, president; H. J. Geckler, vice-president; Donald Wherly, secretary; Fred Burrier, assistant secretary.

BOOSTERS' Association will sponsor a six-day festival in Steeltown, suburb of Columbus, O., featuring beauty pageant, midway and free attractions. Proceeds will be used to clothe needy children. Carmen Pedon and John Catenacci are co-chairmen.

MORE than 700 attended a Lions' Club benefit vaude show in high-school auditorium, Merrill, Wis., on May 18. Performers included Lord Lyon, acrobat; Glenn Mason, xylophonist; Don Seth, magician; Sherry DeLaine, dancer; Ray Conlin, ventriloquist, and Eileen Fae Hansen, songstress.

BUSINESS was fair at Mayfield (Pa.) Volunteer Fire Department Celebration on May 10-18 despite early rain and cold weather, reported Sammy Lillibridge, emcee of Hall-Lillibridge free acts, which played the date. There were 3 rides and 12 concessions on the midway. Five acts were presented, including Freddie Sturn's Hawaiian Ensemble.

MILLS OPENS

(Continued from page 32)

Program is likely to be put on for 10 weeks.

The Program

No. 1. Overture, band under Jack Lindsley. This combination thru war calls is below par. 2. Voltige by Pat Baker. 3. Charivari, introducing clowns —Alby Austin, Percy Huxter, Len Austin, Bob Beasy, Renato, Fernando and Smiler Foster. 4. Mroczkowski with "skeleton"

ADRIAN JULY 4TH CELEBRATION

SOUTHERN MICHIGAN'S BEST
Opening Tuesday evening, July 2, and running through until the 4th. Held annually for many years on the beautiful shady Lenawee County Fair grounds (inside the city). Northwestern Shows control the midway. Can place legitimate Concessions of all kinds: \$1.00 a front foot; minimum, 12 feet to a concession. No racket, no fortune tellers. Everything is open, as we have been operating Rides only so far this season. Will make exceptional offer to first-class Cook House. Can place Kid Rides, also Chair-o-Plane, also attractive Shows but no Girl Shows. Good route follows Adrian, including Angola, Ind., opening Saturday, July 8th; Bryan, Ohio, Horse Show; Wayland, Mich., Street Fair, etc. Very low privilege. Address all applications to **F. L. FLACK, 36 E. WOODBRIDGE ST., DETROIT, MICH.** Phone: Columbia 3200.

WANT

WEEK JUNE 10-15, INC. GROTTO AND DE MOLAY CELEBRATION
MANSFIELD, OHIO

Fish Pond, Hoop-La, Pitch to Win, High Striker, Bowling Alley, Legitimate Wheels, Rolla Plans, Side Show, Monkey Circus, Fat Girl Show, Snake Show, Minstrel Show, 25%. Address all mail to **J. R. EDWARDS SHOWS, Ashland, Ohio, this week; Shelby, Ohio, week 3rd to 8th.**
P.S.: James Fish wants Agent Penny Pitch and Ball Game.

WANT

Clean Shows and legitimate Concessions for homecoming on main streets of town, three big days, Aug. 22-23-24, Liberty Center, Ohio. Roy Weer Rides engaged. Write **MR. A. E. SMITH, Liberty Center, Ohio.**

WANT

Merry-Go-Round and two other Rides, also one good, clean Show for **3RD ANNUAL JULY 4TH I. O. O. F. PICNIC**
Average Crowd 8,000.
Get in touch with **SEC. of I.O.O.F., Box 257, Perry, Mo.**

Want Six Rides

For **ELKS CRIPPLED CHILDREN'S FESTIVAL**
JULY 3-4-5-6.
Write **AL W. ARENS, Lincoln, Illinois.**

WANT

RIDES, SHOWS AND CONCESSIONS AMERICAN LEGION HOMECOMING
AUGUST 7-8-9-10TH
On the Streets, Blue Mound, Illinois.
RALPH JOHNS, Secretary, Blue Mound, Ill. P. O. Box 122.

Celebrating July Fourth WANT

Ferris Wheel, Merry-Go-Round, Kiddle Ride, Bingo and three smaller Attractions.
Address: **93, VERDALE, MINN.**

AMERICAN LEGION POST ANTWERP, OHIO

Wishes to contract Rides, Shows and Concessions or Carnival Company for Street Fair for **June 26-27-28-29.**

WANT WANT

Hillside Hose Co., No. 2 Grand Old Home Week, Forest City, Pa., June 24th to June 30th. Independent Rides, Shows and Concessions of all kinds. X on Bingo. Having Contests, Parades. Advertised radius fifty miles, using Radio and Papers. Add.: **CHAIRMAN COMMITTEE, Forest City, Pa.**

Fifth Annual Carnival PAVILION COMMUNITY FIRE CO. JUNE 13, 14 AND 15, PAVILION, N. Y.

No Gift.
Bryan Woods and Mabel Mack, please get in touch with **THOMAS E. FOLEY, Pavilion, N. Y.**

Liberty horse numbers and six Shetland ponies. 5. Billposting entry by the Austins, Beasy and Huxter. 6. Pooches, presented by Priscilla Kayes. 7. High school, one horse ridden by Mary Dee, a second worked on lunge by John Gindl. 8. Comedy bull by Huxter, Jean Steele, Alby Austin and Smiler. This succeeds comedy zebras exploited for some years. Rather weak but may build up. 9. Koringa, female fakir, with snakes, crocodile, walking on swords, falling on broken glass and burial in sand-filled coffin. 10. Pims Navy, hot comedy trampoline act. 11. Gena Lipkowska with six Arabs in picture Liberty horse number. 12. Two Manettis, knockabout comedy. 13. Six elephants by John Gindl. No longer babies, but as fast as ever in one of the speediest elephant acts ever seen here. Prop reducing eliminates plank-walking item, one of strongest in last routine. 14. Cumberlands, Mills own riding troupe. Numbers cut down, riders this year being three Baker boys, Claude Yelding and Sylvia Doksanky. 15. Lou Lenny's unriddable mule, biggest laugh in the show, with Bert Lenny taking knocks as chief stooge. 16. Claude Yelding on trapeze. 17. Five tigers, presented by Felix, just back from Benson's animal farm. Big trick is tiger walking on globe along two beams. Act lacks punch. 18. Five lions by Nicolai. High spot is trainer feeding lion with meat from own mouth. This act has been speeded up since last season.

OLD HOME WEEK

Berlin, Pa., June 3-8

Want Custard, Pitch-Till-You-Win, Hoop-La, Archery, Striker, any new legitimate Concession, Shows and Rollo-Plans. Other big celebrations follow. No gate. Free acts, parades, etc. Write or wire **M. A. BEAM, Confluence, Pa.**

WANT

For **FAWN GROVE, PA., FIRE CO. CELEBRATION, JULY 3-4-5-6, and LIONS' CLUB CELEBRATION**
at Stewartstown, Pa., July 10-11-12-13.
Any Rides except Ferris Wheel on percentage. Two or three good Shows. Bingo and Stock Concessions all open. No G. Joins, Bennie Weise, Mabel Mack and Eyrone Woods, write. Both good spots. **ROY FULLHART, Mgr., Stewartstown, Pa.**

WANT

RIDES, SHOWS AND CONCESSIONS FOR 53rd Annual Reunion
JULY 31, AUGUST 1, 2, 3.
Auspices American Legion.
P. K. PRITOHARD, Adjt., Humansville, Mo.

The American Legion Jubilee and Stock Show

AUGUST 14-15-16-17—4 DAYS
On the Streets of Otterbein With Miller's Rides
Want to book good clean Concessions and Shows of all kinds. Our Jubilee last year was a big success and will be bigger and better this year. Get in touch with **H. O. MYERS** at once, Otterbein, Ind.

Iowa's Big Homecoming

KNOXVILLE, JUNE 10-15
Want Shows, Rides, Free Acts, Concessions. Decorations. Might consider large Carnival—not less than 7 Rides—7 Shows. No ax. except Corn Game. Write, wire **CHAIRMAN, V. F. W. Homecoming, 1620 Main St., Knoxville, Iowa.**

Everett Fire Co., Everett, Pa., Fifth Annual Carnival

WANTS SHOWS AND CONCESSIONS JULY 13TH TO 20TH
Write **E. L. NEWHOUSE**

THIRTEENTH ANNUAL STREET CARNIVAL

Week July 5-13, Inclusive.
Roy Weers Rides.
Want Legitimate Concessions, Shows, Free Acts, Firemen-Legion.
JNO. W. LLOYD, Secy., Rockford, O.

BIG BOONVILLE FAIR ASSN.

WANT RIDES, SHOWS and CONCESSIONS of would book organized Carnival for 4th of July week celebration. Horse races, fireworks, free acts. Biggest event of the year. Address: **A. C. DERR, Secy., Boonville, Ind.**

WANT CONCESSIONS BRAZIL, IND., ROTARY CLUB 4TH OF JULY CELEBRATION

Must be legitimate. No gift. No bingo. Address communications to **NICK MILLER, Chairman, Brazil, Ind.**

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

CONEY MERCHANDISE BIG

Photo Biz Looms As Money-Maker Of Summer Season

CHICAGO, May 25.—Photographers, both roving and studio, are finding business on the upgrade with the advent of warm weather. New developments in equipment have increased profits to be made in this field.

Roving photographers are offering specials of a photo-a-minute in black and white or sepia. This type of worker is finding profits on street corners, midways and at picnics, parks and beaches. Demand for pictures seems to have surpassed that of previous years.

Advantages of this work is that no experience is required and no films or dark room are required. Direct positives are made in daylight, and this operation, complete within a minute, may be watched. The product is not a tin type and will not fade. Investment is small.

At Coney Island several studio photographers have opened stands. Among them are Al Silverman, who has been on the Island 30 years, and Jacob Mead, formerly photographer with *The World*, who are partners in a stand on Surf avenue. They say that nearly everyone who visits Coney is anxious to have a permanent record of his trek and for this reason a sizable percentage of daily crowds are customers at the stand.

Photo frame suppliers have recently put on the market new lines and this is proving a great help in boosting business. Designs are moderately priced and come in various sizes. The studio photographer is now able to turn out a finished product—picture and frame—of the latest type with appeal that will prompt repeat orders. Photo jewelry novelties are also seen as big sellers at amusement centers.

Firms handling photo equipment include Benson Camera Co., P. D. Q. Camera Co., Freedman Dry Plate and Camera Co., Photo-Matic Co., Gross Photo Supply Co., Positive Frame Corp., Medallion Novelty Co., Inc., and Positive Frame Co.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Our oft-repeated claim that the sales-board can make money for any man who is willing and able to give this great little sales stimulator half a chance to produce, is confirmed time and again by reports we receive from operators. The reports come from all sections of the nation and often from men who not long ago were pretty much on their backs after being wiped clean in another field.

We know of one man, for example, who got his start about five years ago with an article he saw advertised in *The Billboard*. He tried it out on 100 cards in Denver and from that small beginning branched out to the point where he is now using more than 300,000 cards a month on various lines of merchandise. Of course, such extensive operation is the exception and not the rule. However, all operators have the same opportunity to develop, and thousands are collecting card dividends daily after making a similar start. Certainly there is no business

Pre-Season Crowds Back Up Prediction of Banner Year

Stands are streamlined as famed resort makes ready for record takes

CONEY ISLAND, N. Y., May 25.—Concessioners, souvenir and novelty workers and operators at Coney Island are expecting a banner year, a survey revealed. Basis of prediction is increased attendance because of the World's Fair, shutting down of foreign steamship passenger services and the appeal of prize merchandise displays which have been streamlined and brought up-to-the-minute.

Slum Jewelry To Click
Souve and novelty workers see a great

Demand for Leather Goods Increasing

CINCINNATI, May 25.—Leather goods, consistent money-makers for pitchmen and concessioners, are building up unprecedented demand. With summer spots opening for the season, workers who realize the pulling power of these items are stocking quantities of them. A new line of billfolds was recently announced. They are made of genuine leather in brown or black ostrich grain. Prices vary and make the lines suitable for almost any type of use.

Also popular on carnival and park midways and with novelty and souve workers is the coin purse dispenser, which keeps change at the fingertips. The coins are kept in separate rows for ready accessibility. It has capacity of \$2.02, consisting of 15 dimes, 12 pennies and 8 nickels. Purse is 2 1/4 by 3 1/2 inches.

The sport kit is seen as another big seller this summer. Leather case has pair of sun glasses, pocket comb, nail file and beveled edge mirror. Case is available in pigskin or alligator grain.

Demand for leather goods is unlimited. Other numbers claiming attention include key cases, card cases and regular coin purses.

which is easier to get into and which requires a smaller investment. A few cards and the will to work and a man is set to build.

When an operator sings the blues the chances are it isn't so much that money is tight as that his item or set-up isn't right. We've seen many a boy waste his time trying to salvage a bum deal instead of doing the smart thing by switching to something else. The man in the street may not have enough loose change in his jeans to encourage him to lay down the full retail price for an article he would like to own or give as a gift, but give him the chance to win the same article on a card—well, you know the answer. Use care in selecting an item. Then if it works out that you have still made a mistake, just forget it and work on another. In the long run such moves will always pan out to profit.

Ever since the introduction of the midget unit, radios have been one of the top producers on a card. Always (See DEALS on page 60)

season for slum jewelry, and wireworkers have already been given a good play over week-ends by pre-season crowds. Sam Billig has a complete display of these items and has enjoyed good sales for this time of the year. He also has leather goods with Coney Island imprints, view cards, canes with dolls attached, eight-ball key chains, hats and ash trays. Henry Meyers, 30 years a Coneyite, has a complete stock of novelties and souves to lure island visitors and increase takes. W. S. Bergman, Philip Danow, Mrs. Etta Holtz, David Brown and others along Surf avenue have attractive displays and are anticipating a big year in these lines. View cards seem to have taken on added appeal and larger quantities than ever are expected to be sent back home by sight-seers and pleasure seekers who visit Coney.

Merchandise awards are attractively displayed by concessioners and are serving to attract crowds to games. Andy Melillo, who operates a pop-em-in game on Surf avenue, says plaster items are playing a big part in his games and he is offering Lone Rangers, Charlie McCarthys, Snow Whites, large Chinese cats, the Spitz, the bull and Rin-Tin-Tin. Also in demand, Melillo says, are ships, cigaret cases, pen and pencil sets, perfume and candy.

Bank on Merchandise

Ring-a-Duck has been revived along the avenue and the game is being operated by Cecille Katzowitz, William Katz and Jack Levy, who have added to the flash of their stand with a good merchandise display. Miss Katzowitz said that she finds cigaret lighters, leather wallets, Scarlett O'Hara dolls, nation dolls, fitted bags, tea sets, sets of dishes, pen and pencil sets, lamps, lemonade sets, laundry hampers, toys, balloon pants dolls and large wooden Pinocchios in demand. The public wants useful prizes, she added, and the success of the game and season depends upon the amount and type of merchandise that is thrown out.

On the Bowery, Whitey Anderson, Sidney Persly, Fred Canfield, James Maginn and others are also offering merchandise prizes in connection with their games. Canfield is offering stuffed toys, and reports growing demand for this line. Maginn, who has a donkey game, says that plaster and candy are his big items. He adds that plaster numbers are big items. In addition to adding flash to the game, more of this line can be distributed. Since these items are obtainable at low prices they can be used with most any game where the coupon system isn't used. Where it is used, awards are made for one or two coupons.

Stocks Boosted

Julius Tolces, who has souvenir and games at Feltman's, believes that the main thing in offering merchandise is to have it attractively displayed. While his stand is one of the most attractive on the Island, he is making plans to change the display from the arrangement used last year. When this is done he plans to add more new merchandise.

Benjamin B. Jones and Al Abrams are firm believers in the pulling power of merchandise prizes. Jones has a milk bottle game and a guess-your-weight stand and is in a position to analyze the field from both the souve man's and concessioner's angle. Abrams has ro-lo and is offering dolls, clocks, stuffed toys, ice buckets and World's Fair book-ends. Both have expressed themselves as satis-

Not To Be Sneezed At

NEW YORK, May 25.—The New York World's Fair of 1940, which has had pretty nearly everything else, now has an official handkerchief. Designed by Thomas A. Callahan, the official handkerchief is a Trylon and Perisphere when folded and a heart when opened. He is justifiably vague when asked to explain the connection. Fair's merchandising department has approved design of the handkerchief. Callahan describes it as being the ideal souvenir that everyone has been looking for, an idea not to be sneezed at.

fied with pre-season crowds and are expecting big returns this season.

Ruth Milgrim and her mother, Mrs. Mollie Milgrim, have opened a break-the-bottles game and are offering merchandise. They have a line of plaster for low scorers and dolls and other merchandise for those who have high scores.



OUR MAIL BAG tells us that more operators are making extensive plans for the outdoor season. Operators in resort towns are expecting record crowds. They feel that with good exploitation and flashy merchandise the law of averages will be more than kind to them. The ops, we must add, have the right impression. If the crowd passes their spots, they'll get them to play.

THE WEATHER has been rather cool along the Eastern seaboard the last few weeks, but this isn't keeping crowds from playing outdoor bingo. Reports are that spots at Long Branch and Asbury Park, N. J., have already started outdoor schedules. The ops are among the first to get under way and they prolong the season after the usual Labor Day closing because of the many dyed-in-the-wool patrons.

ONE OP tells us in a letter that the important thing about outdoor bingo is to make the game attractive. He states further this can be done with good merchandise, as this is the best flash obtainable. The use of heavy lapboards is recommended and found to be more serviceable and cheaper in the long run. With good lapboards that are easily handled and a good array of merchandise prizes, operators have won half the battle. Women are the ones who patronize bingo. Ops know if they line up a good display of chenille bedspreads, toasters, waffle irons, table cloths, radios, dresser sets and lamps, women can't pass them by. An attractive display has the same power over a woman as has a bargain sale. The minute she sees good merchandise and knows that she can win it for little or nothing—brother, you've got a customer.

A GOOD SOUND SYSTEM is necessary for outdoor bingo games. Many organizations that have sponsored indoor games merely add speakers to the system to take care of the outdoor situation. If a player can't hear the numbers, it isn't much need for him or her to sit in at a game. Another thing that a good sound system eliminates is the humiliation of some players who, unable to hear clearly the numbers called, come forward with their cards to claim prizes.

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.

Cake Cutter-Server

Demonstrators and house-to-house workers are finding the new Serv-a-Cut, combination cake cutter and server, a ready seller. All one has to do to operate it is to squeeze the handle to the desired size of slices and then press it on the cake. Item also makes the serving of brick ice cream easy and the number is reported to sell on sight. It is available in chromium plate and harmonizes with table service. When the cake is cut the slice is held securely by the knife-server, which permits it to be served without crumbling or breaking. Every housewife is a potential customer, for it is a labor-saving device and allows servings of uniform size. Sizeable profits are offered, the firm reports.

recent years, Ben Hoff reports. Dolls are available both as stuffed toys and in wood pulp. The stuffed doll is offered in 20 and 42-inch sizes, with hat and coat in red, green or yellow. The wood pulp dolls are 12 inches high and in green, blue and red. The dolls are very popular in amusement centers and are credited with drawing large crowds to games and other concessions. Special low prices, the firm reports, are in effect for a limited time.

Chenille Topcoat

Georgia Bedspread Co., maker of chenille bedspreads, has recently placed its new chenille topcoat on the market. Good for any time and any place, street, beach or evening wear, the coat comes in sizes 12, 14, 16 and 18. Item is made of bleached chenille, the firm reports. It is well made and will please the most discriminating and well-dressed woman. Prize users who want something sensational are urged to get in touch with the firm for new low introductory prices.

Cocoanut Straw Hats

Concessioners are stocking new cocoanut straw hats for men and women as indications point to them being the big hit of the season, Greene-Baum Novelty Co. reports. The cool, deep-tan straws are now available at prices that make them money-makers when they are displayed at amusement centers. All sizes are available and early shipments indicate that alert concessioners are anxious to turn their stocks over several times, the firm reports.

Cigaret Lighter

Vogue electrical cigaret lighter, which lights when tilted, is claimed by its manufacturer, Sheridan Electro Corp., to

Chip Tray

Salesboard operators are finding the Chip-Tray a natural and an item that is rapidly increasing in popularity. Novel-Craft Mfg. Co. reports. Item has four separate Bakelite ash trays 4 1/4 inches in diameter and each of the five cut-outs hold 25 chips. A metal handle makes it easy to remove trays. When in use the handle is removed

and each player has his own chip rack and ash tray. Indications are that this item will be among the topnotchers of the season for both salesboard men and prize users. The firm, it is said, is offering this item at a price that allows a good profit.

Pinocchio Dolls

Concessioners are finding the new line of Pinocchio dolls one of the most outstanding to be placed on the market in

TOY SPECIALTIES



GYRO BALLET DANCER \$1.90 DOZEN \$21.00 GROSS

Mechanical Novelties that catch the eye and turn over quick and profitably. These are American made. Order by number.

	Doz.	Gross
B15X81—Ballet Dancer	\$1.90	\$21.00
B15X82—Climbing Tank	2.25	24.00
B15X83—Flipover Dog	4.25	48.00
B15X84—Roller Pinto	4.25	48.00
B15X85—Roller Cat	2.50	28.50
B15X86—Friction Mouse	.80	9.00

Special introductory sample of each. 6 items postpaid for \$1.50.

New Catalog No. 401 just off the press sent on request. Mention your business, we do not sell retail. Write Dept. B.B.

JOSEPH HAGN CO.

Distributors
217 & 223 W. Madison St., CHICAGO, ILL.

BIG MONEY MAKER



The PREMIUM That's Making Sales Board History

HOT SPOT LIGHTER

Just contact attractive chrome statuette with the tip of the lighter and the flame is immediate.

Public Going Big for This.

Write or Wire — Sample 90c
In Dozen Lots \$10.00

PHILDECÓ SALES

1246 Michigan Theatre Bldg.,
DETROIT, MICH.

ART PHOTO KNIVES \$1.96 DOZ.



5 1/2" open, highly tempered nickel steel blade, steel bolsters, brass-lined. Art photo on each side, different views. No. 101. Watch Chain Model, 4 1/2" open, with handy ring. No. 102. \$1.96 per dozen carded, either model, F. O. B. Detroit — to dealers only.

It's a Natural
WORLD NOVELTY CO.
300 West Jefferson,
Detroit, Mich.

MAGIC DISC HEATS WATER IN 60 SECONDS



MILLIONS need Speed Kins—gives you hot water fast and cheap. Drop into any pan of water—plus 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.

MU-WAY MFG. CO.
Dept. 436, Walnut Bldg., Des Moines, Iowa

Pocket Size Samples FOR Agents SEND NAME

Attention, Premium Users

While in Western Canada We specialize in Plaster Novelties ranging from 12 1/2c to 35c each. Quantity orders of 50 dozen and over less 10% discount. We carry a complete stock of Carnival Merchandise.

WESTERN SMALLWARE & STATY CO.,
284 McDermot Ave., Winnipeg, Man., Canada

WHOLESALE CATALOG 4,000 BARGAINS FOR SALESMEN & DISTRIBUTORS



It has 260 pages, check-full of unusual values. It contains selling plans; order stimulants; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about \$8. FREE while stock lasts. Send for your copy Today.

SPORS CO.,
8-40 Superior, Le Center, Minn.

It's Ready For Mailing Now!

OUR BIG NEW 1940 CATALOG No. B134

This Book Has Been
The Buying Guide For All the Show World
For Over 50 Years

The Goods You Need Now—At the Prices You Want To Pay
PLUS PROMPT SERVICE

If You Haven't Received Your Copy—Write for One Now! When Writing State Business You Are In, as We Do Not Sell Consumers.

N. SHURE CO. 200 WEST ADAMS ST. CHICAGO

Sensational! Fascinating!

The new popular Silent Flame Lighter



Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of nude statuette . . . the shaft tip ignites.

No. 2621 — EACH 95c. EACH (LOTS OF 12), 90c.

1940 CATALOG 1940 READY SOON WRITE FOR YOUR COPY TODAY

CONTINENTAL PREMIUM MART

822 N. THIRD ST., MILWAUKEE, WIS.

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

Wholesale Jeweler
801 SANSOM ST., PHILADELPHIA, PA.

ART PHOTO HANDLE KNIVES \$1.95 DOZ.



No. B 100—Medium Size, attractive Photos on handle. Closed 3 in. long. Has 2 well ground blades, bolsters at both ends. You must see the Photos to appreciate the big value.

Per Doz. \$1.95

DEALERS ONLY, Write for Free Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "B", Chicago

KNIFE BOARD SALESMEN—

GET OUR PRICES!
10 Easy Selling Styles for 1c to 30c Deals.

SAMPLE DEAL B112 \$1.90
Post. extra; wt. 2 lbs.

ON THE WAY!
NEW HUSTLER CATALOG
"Preview of Best Buys"

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

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. Unfolding demonstration takes 10 seconds—makes sales on spot.

SEND NAME Huge profits. Write AT ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.

RAY-ALARM 225 Fifth St., Dept. R-436
DES MOINES, IOWA

NEW TURN SIGNAL



FLASHES FROM REAR WINDOW—DASH Control

AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name for facts and Demonstrator sample plan. All Free! Rush.

WATCH-MY-TURN SIGNAL CO., Dept. W-436,
Walnut Bldg., Des Moines, Iowa

CHEMILLE BED SPREADS

Now! Beautiful Colored Sheeting on Premium Spreads. (Beach Capes, Coats.) Opt., buy direct. State your business.

GA. BED SPREAD CO., B-8, Nelson, Ga.



BE WISE...

SEND FOR OUR NEW 1940 GENERAL CATALOG

Your FREE COPY is Now Ready!

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, Marts! The newest and flashiest Concession items! The latest 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!

GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.

CONCESSIONERS—OPERATORS

YOUR BEST AND CLOSEST SUPPLY HOUSE

LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radjos, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.

ALCME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

WAGONMEN AGENTS

Tremendous Values in Fly Swatters, Fly Ribbon, Snake-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Premiums.

- LOOK! NEW U. S. GOGGLES low as 75c dozen.
- PHOTO KNIVES & PEN DEALS—CAMERAS.
- DUNHILL FAN DANCER LIGHTERS. Get new Catalog—it's FREE.

NEW SUCTION FLAG HOLDER SET. Complete with 3 Flags. Quik Seller. Doz. Sets\$1.50

Include Postage on Above Items.
CHAMPION SPECIALTY CO., 814-D Central St., Kansas City, Missouri

BINGO GAMES AND SUPPLIES

CANES ~ PLASTER ~ CANDY

WRITE FOR OUR NEW, NO 50, 1940 CATALOG

MANY FAST SELLING ITEMS AT LOWEST PRICES

BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.



New!

P.D.Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker

NO EXPERIENCE REQUIRED

- Takes and finishes beautiful black and white or sepia photographs IN ABOUT ONE MINUTE.
- No Films—No Plates—No Dark Room.
- Direct Positive photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
- Big attraction. Watch pictures develop in daylight IN ONE MINUTE.
- Easy to operate. Simple instructions show you how.
- P. D. Q. photos are guaranteed NOT TO FADE.
- About \$60 starts you in this interesting Big Money business.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. ... the real camera sensation of 1940.

P. D. Q. CAMERA CO.
109 E. 35th St., Dept. BT, Chicago, Ill.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. **STARTS AT \$2.95**

MEN'S WRIST AND POCKET WATCHES.

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

be a perfect item for premium use. Originally manufactured to retail at a high price, it now sells at greatly reduced prices in quantities, the firm reports. It is sturdily constructed, the company says, and looks like a much higher-priced article, coming in chrome, blue and green and individually packed with illustration. Perfect operation is guaranteed for a year and electrical elements should last at least five years, it is said. Trade names for advertising purposes will be imprinted on them with order.

Mini Urns and Vases

Leo Kaul Importing Agency reports it is receiving many orders for a line of miniature urns and vases of the hob-nail pattern which has just been placed on the market. The items are imported blown glass and available in assorted colors. They are about two inches high and make ideal prizes, since they have plenty of flash. Vases and urns are packed 12 to a box, each box containing a full assortment of colors. With the opening of the resort season predictions are that they will be a top item.

Safety Window Catches

Agents and demonstrators are finding sizable profits in the new safety window catches, Guaranteed Products Co. reports. The market for the device is wide, and churches, schools, offices, tourist cabins, hotels, hospitals and homes are ready markets. It holds window safely in any position and permits safe ventilation, at the same time preventing small children from raising the window. It also eliminates rattles. With spring cleaning under way, the item should prove an excellent money-maker for those in this field, and attractive prices are offered.

Starr Pen Co. has moved into larger quarters from the third to the fourth floor of its present building. This will increase facilities for handling additional business.

NOTES FROM SUPPLY HOUSES

Feldman Bros., novelty jewelry firm, announces a new line of jewelry specialties especially adapted for concession auctioneer and store trade. The line consists of crosses, rings, knife and chain sets, lockets, bracelets, tie clasps, links and many exclusive numbers. Feldman firm is well known to the concession trade, having been established in the field since 1910.

Recently it was stated here that Roy C. Lee, of Southern Importers and Exporters, representatives in the Southwest for Toy Balloon Co., was a visitor to New York. He is not associated with Southern Importers, which handles the bubble balloon line for Toy Balloon, but operates a firm which bears his name.

DEALS

(Continued from page 58)

remember this when stumped for an item to use. When there is nothing else available on the market radios will usually serve to keep an operator in pocket money. When the set has a novel twist like the battery innovation or an outstanding shape or design the boys clean up.

HAPPY LANDING.

SURVEY IN OHIO

(Continued from page 36)

thrills and planning the most active summer in a decade. Use of more name bands is indicated. Optimism prevails, buoyed probably by an increased number of major industrial concerns that are reviving annual outings. Return of big acts at one of the major parks, streamlining of the midway in another, introduction of midget auto races in another, and increased promotional efforts lend encouragement for the season, throughout the area, which is largely dependent on an industrial populace.

Voorheis at Summit

Bad weather retarded rebuilding the midway in Meyers Lake Park here, but majority of attractions will be ready on Decoration Day, said Carl Sinclair, general manager. In Summit Beach Park, Akron, with Frank Rafal again at the helm, ambitious plans have been made. With several experienced executives added, promotional work has been under way several weeks and more outings are listed than at any time in the three years Summit Beach, Inc., has operated the spot. There will be thrill acts on the midway this season, some of which have been contracted by Ben H. Voorheis, former circus press man and a newcomer to the staff. Many improvements have been made on the midway. Lew Platt, again manager of the dance pavilion, reports pre-season sessions have topped those of former years and that many name bands have been booked.

With a number of new attractions, rebuilt high ride and improved dance pavilion, Idora Park, Youngstown, reopened on May 11 with the annual High School Day, which was well attended. Special program is carded for Decoration Day, said Manager Charles Deibel. Chipewa Lake Park, near Medina, to reopen on Decoration Day with Parker Beach as manager, thru efforts of Leo Maytnier, in charge of picnic bookings, has one of the heaviest schedules in several years. Rock Springs Park, Chester, W. Va., in the two weeks it has been open this season, has had good patronage from daily school outings, which will continue until Decoration Day, said Manager R. L. Hand. Virginia Gardens, with roller skating the past two summers, will revert to dancing three nights a week.

Tuscora Is Hampered

Week-end operation in Geauga Lake Park started on April 28, but rain and cold held down attendance. At the opening on Decoration Day midway will offer several new attractions, said Manager W. J. Kuhlman, again assisted by Joseph Wilt, superintendent. A new bingo building, 50 by 80 feet, with seating for 400, will be operated by M. O. Schneider, who will also have several other concessions. Dick Johns experienced grief in getting things under way

HOT SPOT LIGHTER

50,000 sold in New-York City in 30 days. The fastest selling Desk Lighter in the country today! Lights by contact with figure. Great for Sales Boards. Large Stock on Hand. Immediate Shipments. ORDER NOW!

EACH **90c** DOZEN **\$10.00**

Write For Quantity Prices
25% DEPOSIT, BALANCE O. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

BINGO SUPPLIES

Bingo Specials
Cardboard Markers
Ohute Cages
Door Prize Coupons
Roll Tickets
Bingo Cards

Catalin Markers
Cage Outfits
Grand Award Certificates
Pencils
Lap Boards, etc.

Burnt-In Die-Cut Wooden Balls
Bakelite Bingo Balls (Red or Black)

Exclusive Manufacturers of "MET-JONG", the Popular Chinese Tile Game

JOBBERS: Write for Catalog and Confidential Price List.

METRO MFG. CO. 28 West 18th St., NEW YORK, N. Y.
Gramercy 7-8472



FIREWORKS DIRECT

SAVE MONEY. Buy direct from the manufacturer. An assortment of over 305 pieces of fireworks worth \$615. for \$2.95 cash with order. We have the famous "ZEBRA" flashlight cracker. World's loud est. You get more for your money at BANNER. Special prices to dealers. Write for free catalog.

BANNER FIREWORKS
8918 Detroit St., Toledo, Ohio

MEXICAN STEER HORN NOVELTIES

Mexican Eagles, Sailboats, Aeroplanes, Fish, Hunters' Horns, etc., made of genuine polished and turned steer horns. Make beautiful ornaments for radios, mantels and desks. Each set \$4.00 for sample Eagle and lists these and many other Mexican Handicrafts. Lists only, 10c—NONE FREE.

GUS A. BECKER
Mexican Imports, Mirando City, Texas

in Lake Park, Coshocton, where for three successive week-ends rain and cold caused postponements. Helen Johns will continue in charge while he is on the road with the J. R. Edwards Shows with his penny arcade. She again will be assisted by Jimmy Rice. Buckeye Lake Park, near Newark, again under management of A. M. Brown, has encountered much bad weather. New night club spot is proving popular and some additions have been made to the midway. Doc Perkins, in the Pier Ballroom, announced name bands for several weeks. Tuscora Park, New Philadelphia, municipally owned, has a gloomy outlook because of recent levy defeats and lack of operating funds. Roller rink and some concessions will remain dark. Lake Brady Park, Ravenna, will operate again under management of Don Wilson, who will concentrate on bingo in the former dance pavilion. All rides will be operated, bathing beach, roller rink and concessions.

PHILADELPHIA.—An innovation in Willow Grove Park is inauguration of a series of concerts each Saturday throughout the season by high-school bands of the vicinity. First to be presented is Abington High School band conducted by Leonard Smith, who formerly played with Sousa's Band.

BIRMINGHAM.—Michael McGovern is concessioner in Rickwood Park, succeeding Loren Richardson, who went to Kansas City.

With the Zoos

NEW ORLEANS.—Always well supplied with male sea lions, Audubon Park Zoo here has succeeded in adding a 170-pound female, which arrived on May 10 from California. It was donated by a civic leader.

ST. LOUIS.—Performances of Zoo Follies of 1940 were begun at the Zoo here on May 12 after a winter spent in rehearsals. Show includes group of eight chimps to which is added this year two ponies and a Great Dane. Exhibitions (See WITH THE ZOOS on page 62)

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 8 big selling "Mother-of-Pearl" Lockets... Best Selling White-stone Ring Styles... Cameo Rings... Billboards... Compacts... Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.

Imported Blown Glass Miniature Urns and Vases
Hobnail Pattern
In Assorted Colors 2 Inches High

2230 2231 2230
No. 2230, \$1.80 per doz.
No. 2231, 1.80 per doz.

Packed 1 Doz. Per Number in Box, Each Box Containing Full Assortment of Colors.

We Have a Large Assortment of Unique Novelties in All Kinds of Material. SEND FOR ILLUSTRATED PRICE LISTS.

LEO KAUL IMPORTING AGENCY
115-119 K South Market St., CHICAGO

NEW TYPE PIE PAN
SELLS ON SIGHT!

QUICK SALES BIG PROFITS for AGENTS! Patented design is a natural sales getter. Anybody can instantly see advantages. Bakes Bottom Crust same as top.

MILLIONS OF PROSPECTS
Just show the new Wonder Pie Pan to housewives or bakers; it sells itself. You need no sales talk, no big capital. Ideal for FAIRS and CARNIVALS.

Send Only 25c for full-sized sample and wholesale prices. Satisfaction or money back.

BAKE RIGHT UTENSIL CO.
Dept. B-1, Kansas City, Mo.

Saves Fuel Prevents Sweating of dough Eliminates Sticking Insured Flaky Crust Pies are more nourishing... more digestible

SOCIAL SECURITY PLATES
\$3.00 PER 100

Cases, \$1.00 per 100. Stamping Outfit, letters, figures and gauge, \$4.00. Agents—Send for wholesale price list, name plates, stamping machines, etc. **FRANK BONOMO**, 65 Central Ave., Dept. BB-1, Brooklyn, N. Y.

MEDICINE—PITCHMEN

Dr. Sewell's INNERLAW HERB package now available for direct sales. Complies with the new Food & Drug Act. Good repeater. Prices right!—quick service.

AMERICAN LABORATORIES CO.,
P. O. Box 184, Cincinnati, Ohio

ACE BLADES AT FACTORY PRICES

Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.

ACE BLADE CO.,
Dept. 56, 68 E. Eagle St., Buffalo, N. Y.

SLUM JEWELRY \$1.00

Assorted Gross CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. KNIFE & CHAIN SETS, White & Yellow, big value. Per Set 25c. LOCKETS, popular numbers. Dozen \$8.00 & \$9.00. 25% Deposit with order. Balance C. O. D.

FELDMAN BROS.,
155 CANAL ST., NEW YORK CITY

Send Your Correspondence to Advertisers by Mentioning The Billboard.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

COTTON CLARK . . . pencils from Fredericksburg, Va.: "Am back with it again, engraving and writing name cards, and I am one pitchman that doesn't sell Social Security plates. Regards to the boys on the up and up and name me some open towns in Pennsylvania."

YOU CAN'T HAVE LUCK if you don't have ability and will and courage and skill.

JOHNNY McLANE . . . is taking the cure for tuberculosis in the State Sanitarium, Cresson, Pa., and would like to hear from friends.

JEFF FARMER . . . worked a few spots en route to Biloxi, Miss., from Tennessee, but found them only fair. He will work out of Biloxi for a few weeks. Jeff is still working med and is framing a flashy front to work drug-store windows.

WEATHER CAN'T remain bad all the time, so go ahead and keep pushing.

MARSHALL GERKIN . . . tells that he is talling outdoor shows with fox tails to big results in Missouri. Says he would like to get some dope on conditions at the New York fair.

SHORTY CLARKE . . . working radio plugs in Dayton, O., to good business, pipes that the streets there are closed. He would like to see a line from Tom Kennedy, Carl Herron and Bill Collins.

IF YOU'RE ALL SET for the summer's activities let's go!

GEORGE EARLE . . . is selling needle threaders in Dayton, O., shops to reported good results.

WALKER AND COZY . . . closed their hall show and opened the lot season May 13 at New Washington, Ind. Despite cool weather, they got off to a fair start with med sales and candy. Rabbit Foot and wife have joined for lectures and specialties. John A. Walker says the show will play two and three-week stands in Indiana this summer.

PITCHMEN SUPPLY their tips with popular items at popular prices.

FROM RAY HERBERS . . . "Since leaving St. Louis several weeks ago I made Springfield, O.; Columbus, O.; Delaware, O.; Detroit; Toledo, Akron and Canton, O. Delaware enforces the Green River law. Detroit, Toledo, Akron and Canton were fair. I made a 500-mile jump here (Norwich, N. Y.) and am now working near-by towns in the daytime and grinding on Miller's Oddities on the O. J. Bach Shows at night. Pipe in, Doc H. A. Williams and Les Mann."

FRANK MERRILL . . . was sighted working corn punk on a lot in Dayton, O., recently, and Eddy Lambert was seen working a chain store with rug cleaner but to slim business, according to report.

THIS YEAR will be no different from others: After the rain will come the sunshine.

PROFESSOR J. WAGNER . . . was spotted by Shorty Clarke working a mental act in Dayton, O., the other day. Clarke says: "He has a voice like a radio. Boys, never work in the same store with him. His assistant is Leo Schultz."

JACK WILLIAMS . . . well-known pitch exponent, and his dogs, Tom and Jerry, have been visiting friends around Cincinnati the past week.

IF YOU'RE GETTING it where you are stay there. The grass isn't any greener in the other spots you hear about.

PEARL DAVIS . . . ace jewelry worker, is reported to be

cleaning up in California, chiefly around San Francisco. He ran into Carlos McCarty, tie worker, who had just arrived in California from the Middle West. Spots made en route were lousy, according to Carlos. Davis would like to see pipes from Jack Huskins, Harry Randall, Bob Styer and Charlie McGair.

HAVE YOU BEEN counting the weeks until the snow flies again?

FROM FINLAND . . . comes a pipe from Lew Peters, formerly Lieutenant George Horton of the Finnish air force. He writes from Oulu: "I was just released from a hospital, where they patched up a few holes that the Russians made in my hide. I was shot down in an attack on a Russian bomber three days before peace. Due to conditions here, it looks as if I will have to stay for some time, as the Germans have stopped all travel from Norway and Sweden and there is no other way out of this country at present. Unless I can learn Finnish, it looks as if I will not pitch this spring. This country would really be a swell place to pitch if only a guy could learn the language, as the people don't know from nothing. My regards to Joe Hess, Nat Morris, Joe Lesser, Red McCool, Charley Casher, Russ Weith and others."

FAMOUS LAST WORDS: "I know I'm going to save my winter bank roll while I'm working this summer."

WHAT'S THE MATTER . . . with Stanley Naldrett? He hasn't been piping recently.

A HOSIERY WORKER . . . squibs that conditions are tough in Mississippi and that many towns are closed.

RED HARRIS . . . who has been in Veterans' Hospital, Waco, Tex., the last two years, says he is nearly recovered and hopes to be at his old business soon. He would like to hear from friends.

C. M. JOYCE . . . Bakersfield, Calif., is spending several weeks with Bruce Conlon at his home at Thermopolis, Wyo. While there he is building up his health at McGannon Inn under the able eye of Cora Nelson. Joyce says the big summer business is now at hand and after his series of baths he will be up and at 'em.

J. J. CONLON . . . in comments from Worland, Wyo., that in recent weeks he has noticed only one or two pipes from paper men. He asks that more of the boys shoot in a line.

THINGS WE NEVER HEAR: "I once heard a man remark that the fellow who is gifted with diplomacy cannot be antagonistic in his dealings with his fellow men. Why can't we follow out that order of things when we're dealing with pitchmen?"—Local merchant.

DAVE ROSE . . . pens a lengthy one from Enid, Okla.: "While in Ohio, Illinois and Indiana, I couldn't get much of a chance to work, since during week days I worked stock and community sales and they don't want pitchmen interfering with the sale. So I decided to head west. Have seen only two pitchmen in Oklahoma, Doc Lund and Doc Pete Thomas. I guess it's because you have to lay it on the line at these sales. Saw my old friend Sid Sidenberg at Poplar Bluff, Mo., working whitestones thru a drug store. He seemed to be doing fairly well. Oklahoma is very good for any one who is an ex-service man and a resident of the State for at least six months. A soldier's reader is then available and nearly any town can be worked. Natives say they are looking forward to good crops. I am framing two headline machines. The last three sales I tried to work have been closed due to jam men. I don't think that sales with a handful of people are

OAK-HYTEX DYING PIG SQUAWKER BALLOON
The Season's Hit Novelty
Fitted with Combination Valve and Squawker

Sold by Leading Jobbers
THE OAK RUBBER CO.
RAVENNA · OHIO

NEW JEWELRY for ENGRAVERS,
Summer Resorts, Fairs, Demonstrations and Promotions!
Lockets, Rings, Crosses, Engraving Items, etc.
Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N. Y.

SOCIAL SECURITY PLATES
\$3.00 per 100
CASES \$1.00 per 100

Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.
1138 Broadway, Dept. BQ, NEW YORK CITY

ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.
OREGON CITY WATCH MATERIAL CO.
118 N. Broadway, St. Louis, Mo.

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM

New All Pearl Package Just Completed.
\$26.00 PER GROSS The Package That Gets Real Money

Write for Price List on All Type Waltham Pens.
STARR PEN CO.,
300 W. Adams St., Dept. B, Chicago, Ill.

ROLLED GOLD PLATED WIRE
(Gold Filled)

Holt & Bodine
227 Eddy St., PROVIDENCE, R. I.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

the proper places to make a jam pitch. It won't be long now and I'll say good-by to pitching. Would like to read pipes from J. F. McCluskey, Jake Brant-holtz, Morris Davidson, Joe Morris, Frank Johnson and Whitey Alfred Johnson."

GEORGE SANDERS . . . co-operates with a squib from Iowa City, Ia. He says business has been fair and that he hasn't seen any pitchmen, except his friend, Joe Morris, whom he met in Kansas City, Mo. Sanders is heading for the Northwest country. Pipe in, Fred Hudspeth, Al Wallien, Jim Osborne, John Winters and Obie Handspring, he says.

Pitchdom Five Years Ago

Buffalo Cody and Texas Tommie moved into Detroit May 18 and went to work in Paul Houck's store on Monroe street. In the store with them were Gypsy Brown and Bill Meeter. Cody and Tommie were working herbs, with the latter working whips on the side and standing for Cody at the knife board, besides knocking them cold with liniment and soap. . . . Jim Wells, with knife sharpeners, and Bob Wilson, with intensifiers, were working in and around Cincinnati to good business. . . . James J. (Kid) Carrigan and Frank Hale were clicking with health books in and around Dayton, O. . . . John H. Jones found Springfield, Mo., okeh with free readers. . . . Mrs. Ed Hayes was working astrology in one of the 10-cent stores in Indianapolis. . . .

Cy Ullman and Harry Wherry were teamed up on sheet in Indianapolis. . . . George Bedoni and son, Salem, were putting it over on the Mighty Sheesley Midway with their auction store. . . . Boys at the French market in St. Louis were Doc Gordon Sage, Alfred Burk, Doc White and Luther Frey. . . . Leo Donniss had been working rad and X-ray in the vicinity of Kansas City, Mo., to good biz. . . . Doc Barney Mann's Lightning Medicine Co. was in its second week in Silsbee, Tex. Personnel included Johnny Evans, accordionist; Tom Rutledge, blackface and fiddle numbers; White Davis, banjo; Rosie Mann, sales; Mrs. Tom Rutledge and three children; Mrs. White Davis and Doc Mann, lectures. . . . The Windy City was a little slow. Many of the boys had scattered due to the closing of the Clark street pitch store May 18. George Hanley and Joe Miller were conducting a glass-cutting act on Monroe street; Harold Newman was going strong with coils on the Dearborn street lot. . . . Dayton, O., workers included Dr. Frank Hale and George Stewart, knife sharpeners; Pennington and Nicholson, astrology, and Thornton, blades. . . . Some real passouts were made by the boys working Cincinnati at the Procter & Gamble plant. . . . Harry Mahren and Joe Perry opened white-stone outfits in Cincinnati directly across the street from each other. . . . That's all.

TRIPOD OPININGS: "What's a more soothing balm to the nerves after a winter of hustle and bustle under the white lights in a big city than trips thru country towns? It might be well for the big-city loungers to make them."

Events for 2 Weeks

May 27-June 1
 ALA.—Birmingham. Natl. Air Carnival, 1-2.
 ARK.—Ft. Smith. Rodeo, 30-June 1.
 CALIF.—Los Angeles. Southern Calif. Home Show, 25-June 5.
 Jackson. Amador Co. Rodeo & Picnic, 2. Visalia. Rodeo, 28-30.
 DELA.—Newark. Dog Show, 2.
 ILL.—Blue Island. Spanish War Vets Celebration, 27-June 2.
 IND.—Anderson. Dog Show, 1.
 Ferdinand. Centennial Celebration, 30-June 2.
 Indianapolis. Auto Races, 30.
 Indianapolis. Dog Show, 2.
 MICH.—East Lansing. Horse Show, 30-31.
 MO.—Poplar Bluff. Ozarks Jubilee, 29-June 1.
 N. J.—Metuchen. Dog Show, 2.
 N. Y.—Lackawanna. Celebration, 28-June 2.
 Port Chester. Dog Show, 1.
 Rye. Dog Show, 31.
 N. C.—Wallace. Strawberry Festival, 27-31.
 O.—Ashland. Firemen's Jubilee, 27-June 1.
 Columbus. Mardi Gras, 30.
 East Palestine. Firemen's Jubilee, 27-June 2.
 Dayton. Auto Races, 2.
 ORE.—Condon. Rodeo, 1-2.
 PA.—Confidence. Old Home Week, 27-June 1.
 Elwood City. Firemen's Jubilee, 27-June 1.
 Lancaster. Horse Show, 29-30.
 Northumberland. Night Fair & Carnival, 27-June 1.
 Overbrook. Dog Show, 30.
 Philadelphia. Devon Horse Show & Fair, 27-31.
 Uniontown. Auto Races, 30.
 WASH.—Dayton. Dayton Days, 1-2.

June 3-8

CALIF.—Livermore. Rodeo, 8-9.
 CONN.—Westport. Dog Show, 9.
 GA.—Augusta. Merchandise Expo, 3-8.
 ILL.—Villa Grove. Soldiers & Sailors' Reunion, 3-9.
 IND.—Ft. Wayne. Auto Races, 9.
 IA.—Des Moines. Dog Show, 9.
 KY.—Paducah. Strawberry Festival & Anniversary Celebration, 6-8.
 MASS.—Athol. Home-Coming 26th Yankee Division, 6-8.
 MISS.—Crystal Springs. Tomato Festival, 5-6.
 MO.—Jericco Springs. Celebration, 6-7.
 MONT.—Cut Bank. American Legion Celebration, 7-9.
 N. M.—Clovis. Air Circus, Coronado Entrada & Pioneer Days, 4-7.
 N. Y.—Black River. Fire Dept. Celebration, 3-8.
 Katonah. Dog Show, 7-8.
 N. D.—Northwood. Spring Festival, 7-8.
 O.—Ashland. Jubilee Week, 3-8.
 Ashland. Dog Show, 9.
 Greenfield. Spring Festival, 3-8.
 Shelby. Spring Festival, 3-8.
 Steeltown. Columbus. Boosters' Assn. Festival, 3-8.
 Van Wert. Peony Festival, 5.
 Zanesville. Grotto, Merchants' Expo, 3-8.
 ORE.—Portland. Rose Festival, 5-8.
 Union. Live-Stock Show, 6-7.
 PA.—Berlin. Firemen's Jubilee, 3-8.
 Harwood. Old Home Week, 3-9.
 Parker's Landing. Home-Coming, 3-8.
 S. D.—Carthage. Sports Day, 5.
 Revillo. Revillo Day, 6.
 TENN.—Knoxville. Great Smoky Mountain Wild Flower Festival, 4-7.
 TEX.—Gatesville. Rodeo & Frontier Celebration, 5-8.
 Jacksonville. Tomato Festival, 3-4.
 McCamey. Birthday Celebration, 7-8.
 Mineral Wells. Health Festival, 6-9.
 Yoakum. Tom-Tom Celebration, 6-8.
 W. VA.—Buckhannon. Central W. Va. Strawberry Festival, 3-8.
 WYO.—Fort Washakie. Wind River Indian Stampede, 8-9.
 CAN.—Dorothy. Alta. Stampede, 5.

PLAYLAND OPENS

(Continued from page 36)

works the bow night marked the first of a series of twice weekly displays. Tuesday and Thursday. Tommy Reynolds and his orchestra are in the Playland Casino for an indefinite engagement. Herbert P. O'Malley, director, has introduced a feature which received favorable comment. Every day at opening bugle call the national anthem is played from the Music Tower and fed over the park's loudspeaker system, which reaches all points in the big acreage, including Long Island Sound.

Notes

Harry Summerville reported heavy outing contracts. Fred Brietner, personnel manager, is having a little breathing spell after a couple months' strenuous activity. Tommy Coughlin, assistant foreman, is also getting a slight breather. Warren Clarke is temporarily assisting the "Voice" of Playland at Music Tower; the voice is, of course, J. Wilson Cliffe, author of the Playland column which appears in *The Billboard* regularly. Izzy (Whitey) Feuer has the magazine and novelty stand. Mrs. Fein is the new cashier at employees' cafeteria. Johnny Franklin has the batting

cages and golf ranges on north Boardwalk. Edith (Min) Bossert is again presiding at switchboard in outer office. Staff and concessioner personnel appeared in May 18 and 25 issues.

WITH THE ZOOS

(Continued from page 60)

will be given three times daily. Chimps ride ponies and the dog and turn somersaults on ponies' backs. They have been formed into a band and furnish music for dances they do. Lion-leopard and elephant training shows were also begun.

CINCINNATI.—Cacti were recently installed in some cubicles in reptile house of the Zoo here. They are being used as background for displays of Western rattlesnakes. Plants were the gift of John I. Reilly, Tucson, Ariz., brother of Zoo President James A. Reilly.

MARSHFIELD, Wis.—In the American eagles' cage in Wildwood Zoo here an eaglet has been hatched, reported Arthur Bruckert, zoo keeper. It is the first one for the zoo, altho eggs have been laid in past years.

DENVER.—Superintendent Clyde Hill reported 20 goslings have been hatched at Denver City Park Zoo, which is drawing record crowds. Average attendance on a Sunday runs between 25,000 and 35,000.

GRAND RAPIDS, Mich.—John Hayes, osteologist of the new museum here, is mounting an 80-foot whale, formerly exhibited in a specially built shed erected in the yard of an old house which was converted into the museum. And Hayes is trying to find out how the museum came into possession of the whale. Altho it is big for anyone to lose casually, nobody appears to know how it arrived at the museum. Hayes reports only two whales in museums in the Midwest, and that his is bigger than the one in Field Museum, Chicago.

PHILADELPHIA.—Originally planned for a one-day stand on May Day, the full-sized African Village at the zoo here met with such interest that it will be held intact, except for natives, thru June. Demonstrations will be repeated each Sunday afternoon.

CAMDEN, N. J.—Warren Buck opened his animal farm on near-by Marlton pike recently. New cargo of animals has arrived. Featured attraction is feeding of 150 monkeys in one cage.

FORT WORTH, Tex.—Panzee, chimp acquired by Forest Park Zoo here last year, has learned enough tricks so that she is now performing daily. Queen Tut, elephant, and other animals give performances Sunday afternoons. Two grown foxes and five young ones were added this spring.

MILWAUKEE.—Washington Park Zoo here, which has been without a giraffe since 1937, has purchased a pair of reticulated giraffes for \$5,000. They are on their way in an American steamship from Mombasa, East Africa, and will be in New York in about six weeks, said George L. Waetjen, a director of the Zoological Society.

PITTSBURGH.—Highland Park Zoo will reopen in June after undergoing a \$300,000 remodeling from PWA and WPA funds. Closed since last October, it will include new animals, new monkey house, bird corridor, reptile house and cat room.

BLACKPOOL TOWER SHOW

(Continued from page 33)

Emmy Truzzi and her Equine Revue, Tommy Kayes and his lions, Adele's Royal Assam elephants (Ada Mary Chapman's), Cairo Brothers, Betty Hobbs' Eight Globe Girls, Four Balatons, Seven Gridneffs; Jlx, Jax and Max; Rao Brothers, Pepino's Miniature Circus, Three Van Normans, Doodles, and for the water show a naval spectacle, *The Battle of the River Plate*. George Lockhart is again equestrian director.

British circuses out tenting report fair business. Last of the two-day shows in each case starts in time to finish before blackout.

There is a possibility of a circus being staged at Covent Garden Opera House next winter. This will not be an innovation, a circus having been featured there with success the last century. Directors of the company at present seeking a lease on house include Bernard Mills and Capt. J. Russell Pickering, general manager for the Mills enterprises.

RED-HOT

SMASH

FAST SELLERS

AT PRICES THAT CAN'T BE BEAT!

Sensational HOT SPOT Table Lighter, Each \$.80

Sun Glasses, carded, curved lens, Doz. .45

Black Pocket Combs & Cases, U.S.A. 1.89

Gross

Fly Ribbon, best grade, U.S.A., Per 100 .70

Fly Ribbon, imported, Per 10060

Quality Shoe Laces, U.S.A., 27", Gr. .38

Flashlight Bulbs, Big Value, Per 100. .89

Milk of Mag. Tooth Powder, 4-oz. cans. Doz.45

Iodine, large U.S.P., approx. 1/2 oz. Dr. .24

Microchrome, large, Approx. 1/2 oz. Doz.33

Rush Your Order Today

25% Deposit On All C. O. D. Orders.

FREE Big 98 Page Wholesale Catalog

4,000 Fast-Selling Items!

ROSS PRODUCTS 89 West 23rd Street, NEW YORK CITY

Circus Historical Society

NORTH PLATTE, Neb., May 25.—Robert Green, Pontiac, Mich., CHS, is a former circus musician and an ardent Merle Evans fan.

Walter Tyson, CHS vice-president, has nearly 5,000 circus photos in his collection. Tyson is one of the most active circus fans in Canada.

The Washington County News (Kansas) carried an interesting story on the collection of Bill Green in its issue of April 26.

The second issue of *Spec* will be off the press in a few days. A copy of the magazine and a large-size historical photo will be sent to all who request same and inclose a 3-cent stamp to cover postage.

Art Stensvad, publicity agent for CHS, received a fine photo of the old Campbell Bros.' Consolidated Shows at Convention Hall in Kansas City from Ed Campbell, one-time owner of the show. Ed now resides in Fairbury, Neb., the old home of the once famous show.

Eddie Jackson, CHS of Macon, Ga., is traveling with the Silas Green show.

Recently an article in *The Kearney* (Neb.) *Hub* complained on lack of circus. The complaint is general in Western Nebraska.

Officers of the CHS are Don Smith, president; Walter W. Tyson, vice-president; Walter J. Pietchman, secretary-treasurer; Art Stensvad, director of publicity. Smith is also publisher and editor of *Spec*. Advisory board includes Mrs. Betty Leonard and Bill Kasiska.

For information regarding Circus Historical Society write Walter J. Pietchman, 7337 Third avenue, Detroit. Forward all items for this column to Art Stensvad, Department of Publicity, Box 634, North Platte, Neb.

More About Parade Wagons

Editors of *The Billboard*:

The well-written article by Robert D. Good on the history of elaborate circus tableau and band wagons was read with interest. With the John Robinson 10 Big Shows in 1911 were some more of those big, elaborate hand-carved and mirrored dens and cages. They had been built for that show and in use since the 1890s. Seventeen cages were in the menagerie and as large and costly as any show owned. Paintings by a fine artist appeared on some cages. One, I recall, on a massive carved tiger den with golden domes, showing the old homestead and rural scenes of the Robinson family at Terrace Park, O. All cages went in the parade, drawn by four to six teams of the finest baggage stock, with brass-studded harness and trappings. Also there were three elaborate band wagons, the one leading the parade known as the Golden Peacock.

Another out-of-the-ordinary parade feature I saw here (Jeffersonville, Ind.) in 1901 with the Harris Nickel Plate Show was a band wagon with beautiful carvings and mirrors. Band rode atop, under a canopy effect built over the rear portion. Inside were two fine specimens of lions with their trainer in plenty of gold and red. Six or eight camels, decked out in Oriental robes and trappings, drew the attractive parade feature, which no doubt aroused countless numbers to want to see that good old 10-car show, which operated for over 20 years thru the Middle West and South under W. H. Harris, whose name will always live as one of America's representative circus owners.

Jeffersonville, Ind. C. E. DUBLE.

MONEY MAKERS

RAZOR BLADES, Double Edge. 4,000 Blades \$2.60

SHOE LACES, 27" 3.70

Gross

WHITE SHOE POLISH, Individually Boxed, Gross 3.60

POCKET COMBS IN CASES. 2.15

Gross

MEN'S HOSIERY, First Quality. 40 Dozen Pair 6.00

LADIES' SILK RAYON HOSIERY, First Quality, Dozen 1.50

Pair

PARING KNIVES, Stainless Steel Blade, Gross 3.50

BUY AMERICAN AUTOMOBILE PLATES, Retail 25c. 2.00

100 Plates

ELECTRIC RAZOR, 110 Volts, A.C. Current, Complete Each50

4-IN-1 ELECTRIC RAZOR, MASSAGER, VIBRATOR AND APPLICATOR, Complete Each 1.10

POCKET KNIVES, 2 Blades, Garded, Dozen 1.44

OOIN PURSE, equipped with four rows of spring steel dividers. 8.45

Gross

ASH TRAYS, Blue or White Glass, exceptional value. Gross FOUNTAIN PENS, Garded, An exceptional buy, Dozen84

MECHANICAL TOYS, big assortment. Retail 25c. Gross 8.50

RABBIT FOOT CHARM WITH KEY CHAIN, Gross Complete 3.75

SENSATIONAL MAGNETIC TOYS, Dozen Sets85

SAILOR HATS, White Duck, Gross 6.50

FLAG BOW PINS.40

BALLOONS, Bright Colors, Firsts.55

Gross

PIZZADE, A concentrated soft drink. Gross out, Thousand 2.00

Envelopes

SUN GLASSES, Genuine Crooke's Lens with side shields. Gross 8.45

SUN GLASS KIT—Case, Nail File, Pocket Comb, Mirror and Crooke's Lens Sun Glasses, Dozen Complete 1.30

SOAPS, p/iced special to reduce quantity. Gross Cakes 1.50

SEWING THREAD, Black, White and Colors, 100 Dozen 11.00

LADIES' RAT TAIL COMBS. Unusual value. Gross 3.45

FLY RIBBON, special price to reduce quantity. 100 Reels49

OURIO ORNAMENTS AND WHAT-NOT NOVELTIES, Gr. 3.75

NOVELTY ANIMALS, Realistic Appearing, Gross 1.44

PLUSH ANIMALS, several styles. Good buy. Gross 8.45

Dep. or Full Payment—Free Catalogs

MILLS SALES CO.

Our Only Mailing, Address

901 BROADWAY, New York, N. Y.

WORLD'S LOWEST PRICED WHOLESALE

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85

DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40

Send for Descriptive Circular

H. SPARBER & CO.

106 North 7th St., St. Louis, Mo.

DEMONSTRATORS and PITCHMEN

Year's Hottest Item

New 1940 Streamlined Peeler Combination. Special Summer Prices NOW.

PITCHMEN SPECIALTIES

Dept. 412, 166 East Erie St., Chicago, Ill.

Romance of Show Business Clings to Fairbury, Neb.

By LEVI H. BOYD

FOR almost a half century showmen, from owners and performers to stockmen, have claimed Fairbury, Neb., as their home town. The original Campbell Bros.' Circus wintered at Fairbury during its career. The Lind brothers for many years made their winter quarters at the home of their parents, where they kept in practice and started their small pony and dog show. When the season closes we find Lyle Chappell back in his own home for the winter. Several people who are now active in show business call Fairbury their home town.

About 50 years ago four brothers, Al, Ed, Virg and Charles Campbell, with Fred Hatfield, their nephew, and Lee Greer, formed a partnership and started a small medicine show. As they trusted one another, no papers were drawn up. These young men were acrobats. They had lived as kids among show people in Illinois and had been taught to do feats by outstanding showmen. From the time they were kids they had thought and talked about having their own show. After they went west they gave a few performances to make a little money on the side, and in 1890 started upon a show career.

Little Backing

Their opening show was held at Jansen, Neb., but it was not a gala affair, for the company at that time did not possess a great amount of property or financial backing. They had no tent at first—just side walls in which they held their performances if it did not rain or storm. On the day the little show left Fairbury Ed had \$1 and this was used to pay the drayman to haul the show to Jansen. At Jansen they rented planks to build the stage and seats. When Ed called upon the village officials he found that the license would cost \$1 each night that they performed. Not having the money and it being kind of cloudy, Ed suggested that it looked like rain and that they might not be able to give their show. "Well," replied the village official and saving Ed from embarrassment, "we can send the constable around tonight and he can collect the dollar if it does not rain." What a break for the Campbell Bros.' first show!

That night at the grand opening the bandmen gathered in front of the show place, and how they did beat that drum and blow those instruments! Slowly the people gathered around the little band. When there were about 20 people in the crowd Ed Campbell saw the constable approaching. Turning to the musicians, he said, "Get inside and blow them horns as loud as you can. I will have to sell enough tickets to pay that constable." The band hurried inside and played as Ed sold tickets. By the time the constable walked up to Ed he had sold enough tickets to pay the dollar and he handed it over as if he had lots of them. That was one night this little group never forgot.

Sioux Medicine

Acrobatic and tumbling acts, farces, skits and songs made up the entertainment of this little medicine show. During the performance the "doctor" would sell bottled medicine known as Sioux Indian medicine, a cure for almost anything, and to help sell it the "doctor" told how it was made by the Indians that lived on the western plains. The show remained at Jansen for a week and netted close to \$200. Their second stop was Harbine. They made every little town along the way, staying one week in each.

The six men who started this medicine show in later years operated Campbell Bros.' Circus. For three years the little med show worked the country, progressing and growing with every performance. The boys had not been on the road long before they purchased a tent that enabled them to show rain or shine. Their next purchase that meant so much to them was a team and wagon that carted them over their season's route. These purchases helped them to cut down expenses. They now slept in the tent instead of hotels or rooming houses. At each stop they purchased two bales of hay on which they slept on blankets. The show business was a struggle, but these young men loved it.

Wagon Show

In 1893 they started their first wagon show. It consisted only of acrobats,

trapeze performers and clowns. After touring a while, they purchased their first animal, a pet bear known as Old Charley. The bear was such a swell drawing card that they soon purchased more animals—three elephants (Venus, Topsy and Hamburg) and two camels (Sam and Egypt). More and better performers were added as the show progressed. For five years the show traveled by wagon. It began with about four wagons and grew to 25. Some carried a few animals, while the canvas and other show property were loaded into others. Then there were wagons for the performers to travel in. The elephants, camels, horses, ponies and other animals were walked. During the five years of the wagon show, it played only the county seats and larger cities.

About 1898 Campbell Bros.' Circus took to rail, and it grew to be next to the largest circus in its day, requiring 32 cars. At the height of the brothers' career, the show had 13 elephants, about 125 horses and many wild animals. The performers were the best that could be found. The show had many losses during its existence. Losing an animal was not so bad—the loss of an elephant was from \$2,000 to \$5,000—but the \$10,000 canvas loss by fire at El Paso, Tex., was felt. Then there was the wreck at Rochester, Minn., in which the brothers suffered a loss of \$45,000. The circus was closed and sold in 1912. Two of the

original six brothers are still living, but neither is in show business. Virg lives on his farm west of Fairbury and Ed and his sister, Mrs. Hatfield, make their home together in Fairbury. Mrs. Hatfield took care of the birds with the circus. The last of the birds to die was a parrot about three years ago. Fred Hatfield, who had a dog and pony show, died last year.

Charlie Campbell Gets Collection

Ed gave Charlie Campbell, CFA and collector, of Sylva, N. C., all of his photos, route cards and other items which he collected during his show days. Weekly route cards go back to season of 1899 and include the final season of 1912.

REVIEWS OF RECORDS

(continued from page 12)

high degree of musical flexibility of his rock in rhythm band, his Columbia coupling offering *Easy Does It* in the subdued and restrained swing style while *Louisiana* lets out on all cylinders in the typical rousing and driving Basie style. On Decca, Basie, backed by only the rhythm section, evidences more of his subtle solo piano swing style for *Dupree Blues* and *Red Wagon*.

FATS WALLER rambles the ivories for a Bluebird twosome, keeping himself in check for *Little Curly Hair in a High Chair*, less restrained for his own *Old Grand Dad*. LENNIE HAYTON surprises with two instrumentals which might be associated with the swing crews instead of the supper club style the pianist-leader expounds, *AC-DC Current* and an original *Times Square Scuttle*, for Vocalion.

The more sophisticated style of piano playing as pounded out in the smart cocktail lounges is show-cased in an attractive album by Decca, CARMEN

CAVALLARO, a former Rudy Vallee Steinway artist, backed by rhythm instruments as he scintillates in melodic style for *Alone Together*, *Night and Day*; *You're Mine, You, Body and Soul*; *Lover, Dancing in the Dark*; *If I Had You*, *Smoke Gets in Your Eyes*; *The Very Thought of You*, *Cocktails for Two*.

Boogie-Woogie

A DEEPENING wave of enthusiasm manifesting itself for the boogie-woogie brand of planology, attention is called to Vocalion's race listing where they have hidden JIMMIE YANCEY, the grandpappy of boogie-woogie piano style. With Faber Smith singing the blues, Yancey recreates his *I Received a Letter* and *East St. Louis Blues*. And soloing, his exciting style is stamped in his *Bear Trap Blues* and *Old Quaker Blues*.

Employing his piano talents to the full, EARL HINES gives Bluebird a classic in *Boogie-Woogie on St. Louis Blues*, which is just that, adding more excitement in a standard style for an original *Number 19*. And on Varsity, FRANKIE TRUMBAUER features the fashionable boogie-woogie playing of RENE FAURE for two representative classics, *Honky-Tonk Train Blues* and *Little Rock Getaway*.

SYLVIA MARLOWE, harpsichord specialist at New York's Rainbow Room, arrests the attention for General releases. The archaic instrument, sounding like a piano with tin foil effects, is show-cased in the boogie-woogie style with *Yancey Special*, *Honky-Tonk Train*, *Pine Top's Boogie Woogie* and *Boogie-Woogie Rhapsody*, the other sides the more modern *In an 18th Century Drawing Room* and *Back Goes to Town*. These, and the others, too, are fine for the collectors of musical Americana.

Let's Dance

LANG THOMPSON, on Varsity, offers a high degree of danceability in the smooth melodic pattern for *Together* and *Someone Thinks of Someone*, both waltzes; *Absence Makes the Heart Grow Fonder* and *My Wonderful One*, *Let's Dance*; *I Can't Love You Anymore* and *I Still Have My Dreams*; Harry Von Tilzer's *All Alone* from an earlier decade and an original ballad with a tantalizing melody, *Moon Mist*.

In the sweet tradition, RAY HERBECK on Vocalion lends his romancy rhythms for *So Far, So Good, You Little Heart-breaker*, *You*; *Angel in Disguise* and a novelty.

And on Decca, GLEN GRAY makes it a dancing holiday, equally proficient for the sweet and sugary sides: *Charming Little Faker*, *Polka Dots and Moonbeams*; *Sierra Sue* featuring the brass choir with Benny Goodman's impressionistic swing piece, *Soft Winds*; a dyed-in-wool swinger spread over both sides, *No Name Jive*; *The Fable of the Rose* and a rhythmic design for the *Save Your Sorrow* oldie; and the ballad beauts, *Castle of Dreams* with *You've Got Me Out on a Limb*.

LABOR STAGE

(Continued from page 4)

stage and electrical workers. The first case involves salaries of performers whom the management paid as extras, but who complained to Actors' Equity that they had been performing as principals.

The more recent charge was filed by workers in the Broadway production. A referee of the State Division of Placement and Unemployment ruled that Labor Stage, Inc., in its profit-making enterprise of *Pins and Needles*, was not entitled to the exemption of an educational project, and that the corporation would have to pay up about \$5,000 on a \$500,000 payroll. (Unemployment insurance tax law is retroactive in scope.) The management is appealing the case, contends Louis Schaffer, manager, primarily to establish a precedent in the interpretation of the law as it affects "educational" enterprises. Decision is expected within two weeks.

If the referee's ruling is upheld, and that is probable, since *Pins and Needles* has been ruled an equal competitor in the commercial field by other agencies, the corporation would still have recourse to the Court of Appeals.

Circus Day

By DR. L. C. HOLLAND

A fitful night, a listening ear, waiting for the dawn,
A distant whistle, squealing brakes, a circus day is born.
Rosy tints, another morn, swell time ahead.
With a smile, mind awhirl, leaping out of bed.

Camera loaded, eats tabooed, hiking for the tracks.
Horses restless in the cars, peering thru the cracks.
Voices shouting, lanterns swinging, car being shunted.
Razorbacks turning out, paraphernalia hunted.

Peaceful sleepers, on siding, convenient to lot.
Double-length flats, gay wagons, eyes soon spot.
Closely parked, canvas covered, glory protected.
Searching eyes seeking one that is neglected.

Wonderful picture, a cage line-up at the break of day
On the flats, waiting command to be on their way.
Down the ways wagons roll by two tugging horses,
Hitches then pick them up, directed by the bosses.

The red, gold and purple rays of the rising sun,
Vying with the blazing wagons one by one.
As the canvas coverings were silently rolled away,
They matched the brilliant colors ray by ray.

Splashing the fantastic carvings standing in bold relief.
Burnishing the corner statues dressed in pure gold leaf.
Then accepting defeat, as in a losing game.
Withdrew behind a cloud to look elsewhere for fame.

Bulls unloaded, down they come every step a testing.
Each in turn grabs a tail, to the lot, and resting.
Films a-rolling, shooting scenes, pictures for remembrance.
Change a roll, ad lose a scene, be sorry for your hesitance.

Stakes go down, canvas laced, behold the big top dome.
Wagon lines, small tents, the circus family home.
Flag goes up, chow is served, cookhouse invites.
Hangers-on all about taking in the sights.

Band a-playing, front door open, one hour to go.
Ballyhoo started, vendors yelling, waiting for the show.
In the alley, old clown alley, action all around,
Grease paint smelling, transformation, then is born a clown.

May I present the alley men, every one a star—
Felix Adler, Tad Tosky, Jerome and Polidor,
Griebling, Anderson, Landolf and Horompo,
Anthony, Bedow, Jacobs, Prince and Saluto.

Joseph, Bell, Wenzell, Kelly and Denaro,
Valdo, Jung, Taylor, Chesty and H. Marco.
Lewis, Bangs, Flemm, Tripp and Cherter Barnett.
Foley, LeClair, Kellems—all finest you ever met.

Ever ready to fill in and never at a loss
To do their very best to put the program across.
Jules Turnour, Danny Ryan, Moore and Tom Hart
Heard the muffled bugle call that sadly meant depart.

Out on front ushers yelling, "Please show your check,"
Bugle sounding, ready all, now the opening spec.
Glittering, gleaming, spectacular; am I hypnotized?
One deep breath, back in your seat, ambition realized.

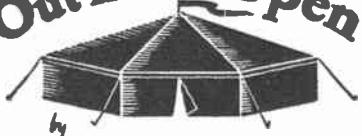
Here they come, Arabian Knights, pages from your dreams.
A cornucopia full of joy, a gift from heaven it seems.
Under the stars the caravans like magic drift away,
Leaving behind memories and promise of another ray.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Out in the Open



Leonard Traube

The Whirl of Today

(Some War Stuff)

THE nation has been seeing a lot of headlines lately on Lester P. Barlow, internationally famed explosive promoter who has been trying to interest the U. S. Government in liquid oxygen. We first met him about nine years ago thru his brother, Dick Wayne Barlow, who was then managing wrestlers. Wonder what Dick, formerly of big tops, is doing now. Another brother act on a war theme leaps to mind in the case of General Giraud, of the French Army, who was reported captured by the Germans. General Giraud has a brother who heads a radio program in Philadelphia; or did, at any rate, when we plotted a booker up there two years ago to appear on Giraud's 15-minute narrative stint. The guest-starring booker was none other than George Hamid. It's a small world, to coin a phrase.

THIS paragraph from *The Montreal Standard* is worth retelling: "The baseball game was at its height and so was the international situation. Montreal was meeting Jersey City in the official opener of the local season. Chamberlain was addressing the House of Commons on the Norwegian campaign. There were many of the 9,000 fans at the game who awaited some word of what was happening in London. Altho no newspaper editions had yet appeared at the stadium, reports spread that dramatic news had been announced overseas. The tension was high, until during a lull in the game the amplifying system blared: 'We interrupt for a moment to bring you some important news.' The stands were hushed. Baseball faded into the background as the thousands listened. The announcer resumed: 'This is of interest to all. Do not fail to miss the opening of Belmont Amusement Park.'"

FLO AND DOT CARLSON, the boxing fat girls, find themselves back in the money again. "It looks like the smaller shows are the thing for independent showmen," writes Flo. "Over here we don't have to hold out for a high price for our attraction to uphold the shows' prestige. We are playing to the 'hol pollo!' to good results. When we see the old folding money on the table when we count up our night's receipts, it's a grand and glorious feeling." They're with Bantley's All-American Shows.

Writing about the late Henry B. Gentry in *The Springfield (Mass.) Republican*, Milton Danziger, of the Eastern States Exposition there, had the following interesting things to say in his dog column: "The Gentry brothers are of particular interest to dogists because they were largely responsible for creating the misconception, which exists in the minds of many today, that mongrels or mutts make better performing dogs. It is not generally known that when an animal trainer starts training dogs for an animal act he has to have a large number to work with to find out their adaptability. The old-time trainer found purebreds too expensive, so he confined his efforts to dogs which he could secure from the public pounds or could buy for a few dollars. The present-day public demands purebreds and the trainers know it would be declassé to have a performing group of mongrels. Some of the better known purebred acts of today are Christiansen's Great Danes, Pallenberg's and Willie Necker's Doberman Pinschers and the Gaudschmidt Poodles."

THE last time Burns O'Sullivan was heard from he was putting out a new show. Royal Circus, with New Rochelle, N. Y., the opening stand. . . That was L. B. Greenhaw, of Cole Bros.' Circus, around town. . . That big cigar belongs to Art Lewis, of Art Lewis Shows. A nice nickel to anyone who finds him without a stogie. Reminds us of a crack: What a five-cent cigar needs (in certain parts of Europe, not mentioning names, you understand) is a good country. . . A flock of circusers will turn out for the May 29 bachelor dinner which will be

given John F. Reddy Jr., Ringling-Barnum attorney, who will marry Eileen Dunn, daughter of Ringling vice-president and director Bill Dunn, on June 1. . . Esma Wilson, the aerialist, dropped in. So did Josie DeMott Robinson, the former topnotch equestrienne, who, at an age which even she with her well-known candor hesitates to mention, is training models in the art of polse and walking. . . A note from London correspondent Edward Graves dated May 5 says that Maurice Colleano was unable to appear at the Palladium's gala performance to help the variety artists' benevolent fund owing to a snapped tendon in left foot while throwing a pirouette somersault. Not expected to work for about three months.

Hartmann's Broadcast

A GOOD "They'll-Do-It-Every-Time" cartoon would be a local newspaper pouncing on a carnival company after it has left town for having tolerated on its midway gaming devices alleged to be objectionable or in violation of laws.

Not infrequently does such a thing happen. The latest instance brought to our attention is an editorial that appeared in *The Bloomington (Ind.) Telephone* on the front page, issue of May 21. The heading, of a news-story type, reads, "Gambling Has Open Week in Bloomington—Visiting Grifters Leave Here Sunday Much the Richer," with the words, "An Editorial," immediately underneath it in parentheses.

"Last week Bloomington suffered the visit of another carnival company," the editorial says, in part, "and as usual it turned out to be nothing less than a week in which professional gamblers had an 'open season' with hundreds of citizens and students as their victims. . . One I. U. student lost \$45 at a gambling game on the carnival grounds and another student lost \$35. These boys told local friends about their experiences with the so-called gambling games and they were instructed to demand that their money be returned. The manager of the carnival refunded the cash to both these boys but no doubt there were hundreds of men and women who dropped from \$5 to \$25 at the 'games of chance' and this money was taken out of town Sunday when the carnival left.

"Saturday it was learned that the carnival management was considering the stay of another week in Bloomington as the pickings had been excellent. But notice was served on the management that if the outfit stayed over another week every gambler connected with the outfit would be in jail before the week was out."

The editorial admits that carnivals with alleged "professional gamblers" were not new to Bloomington, yet doesn't attack anybody but the carnival. What about the law-enforcement officers? If such things objected to by the editorial were operated without law interference, why should the carnival be made the target of attack? The editorial might have reflected upon the local law-enforcement officers, but it was unfair to attack the carnival and not the ones really responsible for the operation of the alleged objectionable games. We are strongly opposed to juveniles being permitted to play games on midways, but why did the boys who were supposed to have lost so much money complain to their local friends instead of making a report to the law-enforcement officers?

And how come it was not until Saturday that "notice was served on the management that if the outfit stayed over another week every gambler connected with the outfit would be in jail before the week was out?" Did it take a whole week to learn that these so-called objectionable games were being operated?

We are not in sympathy with carnivals that tolerate devices considered objectionable by local authorities, or which are unlawful, but if they are permitted to operate without interference by the local authorities, then newspapers have their guns aimed in the wrong direction when they editorially attack such shows.

HAL E. STRATTON verifies the statement made in this pillar recently by O. J. Butcher that Buffalo Bill had two portable light plants in 1899, and that on one was painted the name of Buffalo Bill and on the other the name of Nate Salisbury.

"I have the official route book of the

Buffalo Bill show for 1896," Stratton writes, "and in it appears a picture of the two plants with the names of the men in charge of that department. M. B. Bailey was superintendent, C. C. Crowell chief engineer and P. W. Herman chief electrician. Eight other names of those in the department were listed as firemen, searchlight men and helpers. I saw the show that season in Benton Harbor, Mich., and the two units were used in the parade. As Mr. Butcher states, the names of Buffalo Bill and Nate Salisbury were painted on them."

Notes From the Crossroads

By NAT GREEN

FROM Hopkinsville, Ky., Paul Stadelman, ventriloquist, writes: "Your remarks in a recent issue in regard to puppet shows on a midway were very interesting to me, and I believe a show of that type would click, as the family trade would welcome some entertainment suitable for the entire family. Ventriloquist acts on carnivals are seldom appreciated, for several reasons. One is the people saw the 'Great So-and-So' driving stakes for the banner line in the morning and that night he is introduced as 'Bergen's Only Rival' and then proceeds to demonstrate with a dilapidated dummy and an even more dilapidated line of patter that Bergen has nothing to worry about. I have had the idea for some time that one of the better class vent acts, nicely dressed, on a well-lighted platform at the end of the midway, with a good sound system, modern patter and a change of program each night would go over as a free act, but where would you find a carnival owner who would gamble on something like that?"

We can't agree with our correspondent that a vent act would click as a free act on a carnival. There are many reasons why such an act would be unsuitable, which any carnival operator will recognize. The average carnival owner is willing to gamble on any attraction that gives promise of increasing his revenue. And while he may overlook some good bets he usually has a pretty good idea of what is suitable and what is not. A good vent act in a side show, yes; but not as a free act.

Noel Van Tilburg, Minneapolis oil man and circus fan, is enthusiastic over the coming Aquatennial in his city, designed to advertise the city and attract more tourist trade. "There will be attractions of all types," he writes, "and I have a contract to present a contest rodeo, operating under RAA regulations. We are featuring Gene Autry. I have also arranged to bring in three bands of plains Indians composed of Sioux, Gros Ventures and Arakaras. This is a big proposition because it will be necessary to build an arena on the circus lot which will hold approximately 10,000 seats and will be surrounded by canvas sidewalks. Minneapolis has never had a contest rodeo and we hope, if successful, to make this an annual affair."

Van Tilburg, by the way, has just completed a contract with Zurah Temple of Shriners to furnish them their circuses in 1941, '42, '43 and '44, and he has arranged for Mrs. Edna Curtis to act in her usual capacity for these four years.

In spite of a tough weather break, Royal American Shows had a satisfactory week in Cicero. On nights when the weather was passably fair there were big crowds on the midway and the shows got an excellent play. In the past the larger shows have avoided the territory immediately adjacent to Chicago, but chances are Cicero or some near-by spot will be on the annual route from now on. . . Wonder what those Cole Bros.-Clyde Beatty cars in the Nickel Plate yards south of Chicago are being overhauled for! . . . Hazel Cotter, aerialist, soon will join her husband, Whitey Harris, in New York. Harris is with the Jimmie Lynch unit in the Goodrich exhibit at the New York World's Fair. . . Sam Gluskin, of the Goodman Wonder Shows, a visitor on the RAS lot. . . Arthur Hopper is too far away from New York City this week to attend the farewell bachelor dinner to be tendered John F. Reddy Jr., of the Ringling show, Wednesday. Probably just as well, for the dinner is being given by the Society for the Commemoration of Those Who Once Were Bachelors, and Art doesn't want to do anything that might jeopardize his bachelor standing. . . Mrs. Charles

Ringling returned from Sarasota to her Evanston home a few days ago, bringing with her Robert Ringling's children. . . Here's one for the book: Raymond Massey is playing the Davidson Theater, Milwaukee, for two days this week in *Abe Lincoln in Illinois*. Single sheet programs are being used. On the front is program of the show and at bottom a notation, "Turn Over." On the reverse is an ad of the Royal American Shows. We suspect Sam Stratton had something to do with putting it over.

SUGAR'S DOMINO

(Continued from page 4)

make footballs out of any enterprise that is not strictly on the level. So whatever has remained of burlesque is confined to the back alleys in the shoddy part of town and unless something is done about it there will it remain until Gabriel blows his horn.

There ought to be more men in burlesque of the stamp of the doughty little feller who runs a Broadway girlie show. Like the others he sold himself down the river to the boys who put up the dough to keep the theaters going as long as they have their way with the vending of what is laughingly referred to as merchandise. But it is quite apparent that this burly operator felt that his soul was intact and one evening not long ago he got so fed up with the spilling of the aisle salesman that he tore the mike from the filthy-mouthed bellwether and kicked him out of the theater. If we saw things like that happen a few more times we would have more hope for the future of burlesque.

Quite a contrast to the burlesque manager with a conscience is one we know who combines, like a few other of his colleagues, the operating of shows and theaters with the running of hotels. This bird manages in a not very subtle way to coerce performers working for him to stop at hotels in which he has a financial interest. This is pretty bad but not unusual in the back alley of show business. But our friend goes further. He is not content to confine his high-pressure salesmanship to performers to whom it makes little difference where they stop for a week or two, but he forces chorus girls who earn hardly enough to keep body and soul together to stop at a hotel while they are playing a town in which they have their homes! When things like that happen whether or not one is sympathetic towards labor unions he yearns for an actors' organization strong enough to kick such a guy down the sewer.

Another esteemed exemplar of burlesque showmanship of the 1940 school uses the whip on performers to make them attend parties that are given to dummies but which represent a flow of dough into the cash till of a beer joint run by him. And there is the gent who makes it impossible for a decent girl to work for him because every girl who does must confer favors on the "angels" who fly all around his house and even creep out of the cracks in the walls. But there is no purpose served in yelling about this cute feller because he conforms more to type than the heroes of the other short stories in this week's anthology.

Burlesque performers are helpless and that is why we do not blame them one iota for conditions in burlesque today. But they are helpless only as individuals but not as a class. Without people on the stage there can be no burlesque or even the abortion that uses its name in vain. If somebody with courage, honesty and the backing of responsible elements in the show business were to apply himself to this field he could clean it up in a short time. He would not put it out of business, as claim burlesque operators who regard dirt and racketeering as indispensable to the perpetuation of the business. He would actually put a lost art back on its feet. He would provide a decent livelihood among tolerable surroundings for real performers. He would create opportunities for managers who are sincerely interested in running clean shows and he would help all allied fields of show business by opening up channels of supply for radio, films and cafes searching eagerly for new talent that now has so few places to germinate. There's a job waiting for somebody. Not a soft job. Not a very lucrative one at the outset. But a corker for a young man looking for a future; who doesn't care about hours; loves a good fight; possesses inherent decency but is shrewd and practical enough to fight at their own game the men who have made burlesque what it is today. Who is going to apply?

I Don't Like A Blue Big Top

By SAMUEL J. BANKS

NEW YORK, May 25.—I caught the Ringling-Barnum circus in Philadelphia and visited with Fred and Ella Bradna, George W. Smith, Merle Evans, Chief John Brice, Fred DeWolfe, Ed and Jennie Rooney, Roland Butler, Frank (Admiral) Braden among other old timers. Had not seen the Big Show, under canvas, in five years and it was interesting to note the numerous changes as to size, equipment, etc.

Two poles have been eliminated from the big top, which is dark blue and sidewalls a roseate color; consequently, the show is presented in three rings, there being no stages.

Personally, I don't like the dark blue and roseate big top. It isn't circusy, and if the management's idea in "coloring" it was to make it more artistic, that purpose has been defeated, for it is gloomy despite the spotlights and the other lighting effects. How much brighter and more cheerful the top would be if it were the regulation white, with poles painted white with red trimmings, or with light-blue poles. Such a top would make a grouchy person feel like an optimist, even on a cloudy day, and on a day of uninterrupted sunlight—well, the grouchy individual would be transformed into a radiant soul. A circus, if anything, is a down-to-earth kind of show. It cannot be clothed in the habiliments of grand opera and still be circusy.

Auto trucks and tractors have crowded out draft horses with the Big Show. This is as it should be, in this mechanized age, and makes for economy and speed. And yet one can't dress a truck and make it look like a horse. In this cock-eyed, jassmaniacal age in which mortals are existing, mechanized "streamlining" may expedite the handling and moving of a great circus, but oh, how it robs it of its poetry! And speaking of the handling and moving of a giant circus, the Ringling Bros. and James A. Bailey's Barnum & Bailey circuses seldom lost a stand in the days before the auto, truck and tractor supplanted the horse.

Of course, I missed James A. Whalen, who for so many years was superintendent of canvas with the Ringling Bros. But Jimmy is 80 now and he takes things leisurely in Wisconsin in the summer and in Florida in the winter.

I met my former colleague, John C. Kelley, retired circus adjuster, in Philadelphia. He was calling on his friend Chief Brice. Kelley and I were together on the Sig Sautelle, Frank A. Robbins and Kit Carson shows. Kelley is living at Hotel King. I also met Freddie Benham, founder of the Circus Saints and Sinners' Club, and some of his friends, with whom I motored back to New York. When I was contracting press agent with the R-B show Freddie was the "millionaire" reporter on the old *New York World*.

Duke Drukenbrod Places Side Show on Endy Bros.

CANTON, O., May 25.—Sterling (Duke) Drukenbrod, side-show manager, last season with Cole Bros.' Circus, informed *The Billboard* representative here that he placed his newly framed side show on Endy Bros.' Shows and that it is under the management of L. D. Hall.

Drukenbrod said he would not be with the show, but for the next several weeks would devote his time to special outdoor promotions in Eastern Ohio.

Wiziarde Circus Begins

WESTMORELAND, Kan., May 25.—The Wiziarde Trades Day Circus, managed by Jack O. Wiziarde, opened here May 23, using five free acts, 10 concessions, one pay show, kiddie ride, a callope and p.-a. system with a merchants' hook-up. Show moves on three trucks.

Barnum Letters Discovered

BRIDGETON, N. J., May 25.—Two original letters of Phineas T. Barnum have been added to the circusiana collection of Jacob B. Jones, of Philadelphia. The letters were discovered by Major W. Griffin Gribbel, a friend of Jones, while he was searching for antiques in a New England farm house. The letters were written in longhand by Barnum and one was dated from Barnum's American Museum in New York on October 14, 1861.

NEW ORLEANS VILLAGE

(Continued from page 4)

Todd wisely decided to combine all three of the productions into one with short intermissions. He didn't fool the folks into believing that's what they'll see all season, but had his lieutenants explain over the loud-speaker system that each represents a separate bill presented on the big outdoor stage, the Absinthe House, New Orleans Restaurant, Carrie's La Do Bust Inn, etc. Last year's centralized stage on "Bowling Green" was scrapped and the stretch replaced by hundreds of long backless benches seating in the nabe of 5,000, with a fair area for standing room. Show can also be viewed from the bar and eat spots. Space was at a premium at the getoff and the crowds stayed with it for the two-hour duration and trailed out beaming.

Du Barry Brown, which opened the show, features sepien talent and is a sizzler for speed. There's a mixed line of 20 with vocal backgrounds carried out by 10 boys and 10 girls on the stage's balconies. The St. Elmo Johnson choir drew terrific attention in this swiftly paced starter, as did rhythmless Ann Lewis and the lightning-legged Berry Brothers (3) steppers.

The *Sazerac* portion, which produces a fine singing combo in baritone Mark Plant and soprano Ruby Mercer and impressive rumba dancing led by Carlos and Carita, opens with a flash of the 16 Rasch beauts in pink costumes revealing blue inners. They're tops in a point dance against a background of eight showgirls fitted out in fairylite garb. The Plant-Mercer songs, effectively complemented by the stage groupings, are *Gone With the Wind* (Georgia is not so far from Louisiana at that!) and *It Wouldn't Be Love*. Toward the finish they're brought on the stage in a showy carriage drawn by a pair of white steeds amid a fanfare of *Dixie*.

Mardi Gras Frolic is a midnighter for the stay-ups, stags and wanderers, combining principals of the other layouts plus Muriel Page, who has moth props and opens with a few twirls, then does an undress by having her wings clipped by a huge simulated candle. Soft blue spot for this flame terp and pretty nice for the body fans, as who isn't one these days? It's Carrie Fennell, the bosom-shaking songstress from the burly ranks, who stopped the show with her *I Wouldn't Do That If I Were You*. Ben Dova was given two spots with his contort-equilibristic-knockabout stuff, the first with his prop lamp post and the second with the post shrouded by a nude statue, which lends itself to interesting opportunities for hanging cane, clothing, etc.

Architecture and touches on stage and thruout village feature grille work associated with the French quarter in New Orleans. Old Absinthe House is a replica of the historic spot on Bourbon street where Jean Lafite and Pierre Surget, the legendary pirates, planned many of

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Material Protection Bureau

A Free Service for Readers

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The *Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City. Upon receipt, the packet will be dated and filed away under your name.

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

their rackets. Surrounding set is similar to that which is in a famous sector of Orleans, the Vieux Carre. Details are carried out to the point where decorators have put in a tree with genuine Spanish moss. Food in the restaurants is prepared in true N. O. fashion by actual tasting and is about the same as served at Antoine's or Arno's in the Crescent City. Puffed potato chips, strictly an Antoine product, are served here.

There is a big spread of peep shows, and side fare, most of them not ready on Friday. Among them are the X-Ray Girl, Headless Woman, Venus on Half Shell, Wynn's Believe It or Nuts Museum, Kissing Meter, all free.

Ticket men and other personnel are dressed in natty tan trousers, blue coats and tan felt hats with polka-dot bands. There are four principal entrances, three of which have steady grinds. Main entrance opposite Todd's *Streets of Paris* and Dancing Campus has an effective Southern belles stage motif with three eye-appealing girls working thereon in shifts. Nate Eagle is director of fronts and ballyhoo and a principal aid to Todd.

Whether people are from New Orleans, New Orleans or N'Awlins, they're gonna go for this village. That means you-all and you, suh. Leonard Traube and Sam (Dixie) Abbott.

MEXICO WANTS NAMES

(Continued from page 4)

can dollar, this entire cash outlay for the performer comes to about \$10.

The booker or agent handling the act, however, must post a 250-peso bond at the border for each person. This is about \$40 and is returnable provided the money does not have to be used by the government to bring these people back into the U. S. should the show or act be stranded. The 25 pesos for union membership entitles the act to full protection against an unexpected layoff, show fold-

ing, etc. The union sees that all conditions in the contract are lived up to.

Pay in Pesos

All performers working Mexico are paid in pesos but receive an amount equivalent to their stipulated salary in dollars. In other words, a performer who goes to work here for \$100 per week will receive about 600 pesos or whatever the exchange rate calls for. From his salary the performer must pay the union 2 per cent. There are no other taxes.

There is nothing difficult about living up to these regulations, but the joker is getting a booking. Ironically, there are plenty of hotels, night clubs and theaters in Mexico City, with a fair percentage employing talent of some sort, and as far as can be detected no animosity is held by Mexicans against American performers. The trouble is a combination of lack of knowledge on the part of operators here on how to contact American talent and the tough attitude of patrons. Some believe that this latter condition would easily be overcome if good American shows were brought in, but a lack of initiative seems to have things bogged down.

Floor-Show Talent

El Patio, one of the finest clubs here, is at present employing mostly native talent. However, Vicente Miranda, the owner, is bringing in Rosita Ortega, Vicente Gomez and the Stadlers soon. During the heavier tourist season in July and August, Miranda anticipates using more American talent. Floor shows are employed nightly in the Tap Room of the Hotel Reforma but usually with Mexican talent, the management figuring that tourists would rather have native entertainment. The situation at other hostleries and clubs is pretty much the same. Many of them would no doubt hire American talent if they knew what they were buying.

Abraham Castro, only agent in Mexico City dealing with American talent, claims the big field here is in the theaters, but then only for names with which the public is acquainted. Castro and Fustenberg, impresario at the Folles Bergere Theater, brought Sally Rand and Co. into that house seven weeks ago at a 5-peso top. Miss Rand is set another three weeks. Castro says he can guarantee an American act four weeks' work in Mexico City and a week in Monterrey, and eight weeks if the act clicks.

Singers such as Grace Moore, Deanna Durbin, Bing Crosby and Jeanette MacDonald are heavy favorites down here, along with Shirley Temple and Laurel and Hardy. Castro is dickering to bring Miss Moore to Mexico in September. Name bands in the States would make plenty of money here, but due to the American Federation of Musicians' frown on Mexican bands entering the U. S. the Mexican musicians' union would have to be shown a very good reason why it should let the bars down to U. S. orks.

Whole Mexican picture can be summed up as a very fruitful market for names in almost any field of entertainment. But for performers whose popularity is confined to the U. S., it remains a problem of contacting the proper parties to handle the business end.

Rolled Stockings Are Nudity in Nova Scotia

ST. JOHN, N. B., Can., May 25.—Concealed among a lot of wordage in a new book issued by the Nova Scotia censor board is a clause imposing a \$100 fine on any theater operator who allows a woman or girl to go on his stage without stockings of full length.

Among other clauses are: Children 10 and under are prohibited from entering any theater at any time without parents, which if enforced would give Saturday and after-school business a severe wallop; any theater manager or operator is subject to instant arrest without a warrant for even the slightest of infractions—such as an exit light going out suddenly and not being immediately noticed.

Another provision slaps a \$100 license on all vaude and revue shows offered with or without pictures. This altho the theaters are now paying prohibitive licenses and taxes. Efforts are being made to have the objectionable clauses eliminated. As is they constitute a continual threat to operators.

Leading in the fight for elimination is Joe Franklin, of St. John, pioneer vaudefilm circuit promoter of the maritime provinces.

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



Cash in on this New Money Maker
BE FIRST IN YOUR CITY OR TOWN

Complete outfits, including
 1,000 newspapers.
 Now Ready for Shipment.

**WE HAVE THE BEST AND
 LOWEST PRICED EQUIPMENT**

For Immediate Operation!
Send For Price List

WIRE—
 or WRITE
 TODAY

PHONE: HARRISON 7799

NAME IN HEADLINES EQUIPMENT CO.
 1132 SO. WABASH AVE. CHICAGO, ILL.

**Hamid-Morton Show in Montreal
 Seen by 78,000; Gross Up 10G**

MONTREAL, May 25.—Attendance records for an indoor circus were rung up for this city by the Hamid-Morton Circus Co. during its engagement at the Forum May 4-11 (Sunday excepted) under sponsorship of the Shriners of Karnak Temple. Attendance totaled 78,000 and the gross was \$28,000, topping last season's by about \$10,000.

Because of the show's success, William Wray, chairman of the Shrine circus committee, said he had signed a two-year (1941 and '42) contract with the Forum management and Bob Morton.

Memorial Hospital on Wednesday enjoyed performances by Torrelli's dog and pony circus, Billy Pape, Helen Reynolds' Skaters, Hanneford's comedy camel, Demnatl tumblers, Chester Barnett, Kinko, Charlie Young and Co., Rice-Davidson Trio, Florenz Trio and Herb Taylor Troupe. Same night, birthday anniversary of Doris Hanneford, equestrienne, was celebrated publicly when Wray presented a huge bouquet of flowers following the riding act.

Altho the late spring weather was generally cool, the sun favored good turnouts. Attendance on Friday rose to 8,700 and hit tops the following afternoon with more than 10,000. Admission scale was 25 cents for children; 50 cents, 75 cents and \$1 for boxes.

**Great Bright Way Chalks
 Okeh Biz at Pa. Stands**

CECIL, Pa., May 25.—Great Bright Way Shows wound up their third week in Pennsylvania territory since coming in from the South here on May 18 to fair business for the stand when weather permitted, reports Tommie Richards. Shows presented a neat appearance and all equipment has been repainted and plenty of illumination prevails. Management has been receiving many compliments on the line-up.

Special promotions with clowns and Joe Basile's band on trolley car and radio spots on Minty's toothpaste sports broadcasts, also Art Deutsch's good publicity job, greatly aided in the build-up.

Staff has John Gecoma and Ray Barnes, manager; Mrs. Hazel Barnes, secretary-treasurer; Paul Bish, lot man; Tommie Richards, mail man and *The Billboard* sales agent; Tom Hall, transportation manager.

Inmates of the Shriners' Hospital for Crippled Children and the Children's

**Bee Kyle Triple Repeater
 In N. O.; Four-Week Date**

NEW ORLEANS, May 25.—Bee Kyle, high fire diver and universal titlist winner in *The Billboard's* Favorite Outdoor Performer Contest, is the only act ever to play Pontchartrain Beach here on three different occasions.

Concessions: Cookhouse, L. C. Heck, owner; Mike Lucas, manager; Jimmie Davis, griddle; Mel Morgan and Tex Wells, waiters; Sam Russell, kitchen. Long Range Shooting Gallery, Roy Barnes, owner; Bill Parker, agent. B. B. Shooting Gallery, Mrs. Hazel Barnes, owner-manager; Tommie Richards, agent. Cigarette Gallery, Al and Em Trevaridey, owners; Lumis Daniels, agent. Swinging Ball, Earl Thompson. Bingo, E. F. Reed, owner; Ted Nelson and Harry Ross, agents. Ball games, Doc Cook, owner; Harry Fernis, Tim White and Bessie Wilson, agents. Palmistry stand, Madam Ewan. Hatchie Hilbenan has three concessions. Pop corn, Carl Cartwright, owner; H. S. Skeens, agent. Candy apples, Paul Mitchell.

Her act, which was originally booked for two weeks, has been held over for two additional weeks until June 1. During her engagement Park General Manager Harry J. Batt reports that big business increase has been registered.

Rides: Ferris Wheel, L. C. Heck, owner; Mike Whor, foreman; Bobby Heck, tickets. Swings, Carl Cartwright, owner; Bus Vance, foreman; Dick Marshall, tickets.

**Bill O'Brien Presents
 Thrill-Oddity Layout**

REVERE BEACH, Mass., May 25.—W. J. (Bill) O'Brien is under way here for his seventh straight year with a thrill-curio bill labeled Show of Thrills. Company includes Sunshine Dog Troupe, featuring "Bing Crosby"; Tony Ruscigna, iron jaw and body stab; Don Durand, magic and emcee; Olga Sondo, headless girl; Mme. Bernard (Louis Schlossburg and Co.), mentalists; Musical Samson, playing with whisky bottles, water glasses, saw, kitchen utensils, etc.; Nils Nelson, rubber-skin man; Mlle. Zudella, blade box; Boris, scaffold.

Shows: Bob Young's Minstrels. More shows and rides are to be added for celebrations which begin early in June.

Floyd Wooley's "Gangbusters" company is in the annex. Taylor's Water Show and burlesque production by Benny Ford are due to open soon on south end, with construction started. Ford runs a Boston booking agency and Taylor is well known in water field. O'Brien reported his Rocket ride is continuing to get high grosses, second only to Cyclone.

ROUTES
 (Continued from page 20)

Kellerman, Mimi (Chez Paree) Chi, nc. Kemper, Charles (Lyric) Indianapolis, t. Kerr, Jack (Essex House) NYC, h. Kersten, Derle, Dancers (Hi Hat) Chi, nc. King, Charlie (Gay '90s) NYC, nc. Knapp, Margie (Brown) Louisville, h.

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

Lehr, Raynor (Hofbrau) Lawrence, Mass., nc. Leigh, Lester (Primrose) Newport, Ky., cc. Leon & Mace (Walton) Phila, nc. Leonard, Eddie (Diamond Horseshoe) NYC, nc. Le Quorne Dancers (Savini) NYC, c. LeRoy, Del (Frontenac) Detroit, nc. Leslies (Hungaria) NYC, nc. Lester, Jerry (La Martinique) NYC, nc. Levern, Clarence (Broad-Lincoln) Columbus, O., h. Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc. Lewis, H. Kay, & Hollywood Varieties (Main St. Club) Detroit, nc. Lewis, Ralph (Arabian Gardens) Columbus, O., nc. Lind, Christina (Monte Carlo) NYC, nc. Lisa, Mona (Havana-Madrid) NYC, nc. Lit, Bernie (Eldorado) Wildwood, N. J., h. Litz, Angie (Primrose) Newport, Ky., nc. Lloyd, George (Brevoort) NYC, h. Lolita & Hamilton (Venice) Phila, re. Long, Walter (Beverly Hills) Newport, Ky., cc. Lord, Ed (Brown Derby) NYC, nc. Lorraine, Billy (Gay '90s) NYC, nc. Louise & Mitchell (Boulevard Tavern) Elm-hurst, Ill., nc. Lucien & Ashour (Chez Paree) Chi, nc. Lucky Girls Six (Ohio Villa) Cleveland, nc. Lucky Sisters (Kit Kat) NYC, nc. Lupino, Rita (St. Regis) NYC, h. LuRains, Patsy (Hi-Hat) Chi, nc. Lynne, Don & Betty (606) Chi, nc. Lynne, Royce & Vanya (Royale) Detroit, nc. Lyons, George (Lyric) Indianapolis, t.

Roberts, Kiki (Club 15) Phila, nc. Roberts, Beverly (Oriental) Chi, t. Robinson Twins (Gibson) Cincinnati, nc. Rock & Dean (Venice) Auburn, N. Y., h. Rodriguez (Montparnasse) NYC, nc. Roecker, Eddie (Palumbo's) Phila, nc. Rolanda & Verdita (Vine Garden) Chi, nc. Rollickers Trio (Sagamore) Rochester, N. Y., h. Ronald & Roberta (Royal Hawaiian) San Francisco, nc. Rosalean & Seville (Ambassador) NYC, h. Rosini, Paul (Rainbow Room) NYC, nc. Roth, Joe (Lake Merritt) Oakland, Calif., h. Roth-Verdun Jitterbugs (Hi Hat) Chi, nc. Royce, Rosita (White Way Casino) World's Fair, NYC. Rugel, Yvette (Sawdust Trail) NYC, nc. Russell, Mabelle (Brown Derby) NYC, nc. Russel, Bob (Walton) Phila, h.

M
 McCabe, Sara Ann (Hurricane) NYC, nc. McCormic, Mary (Hi Hat) Chi, nc. McFarland, Frankie (Gallant's) NYC, nc. McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc. McHugh, Lilla (Gangplank) NYC, nc. Mack, Ernie (Nut) NYC, nc. MacMahon, Larry (Caravan) NYC, nc. Maddux, Frances (Herlequin) NYC, nc. Madera, Nedra (Gaucho) NYC, nc. Madison, Rudy (Bill's Gay '90s) NYC, nc. Mallory, Mickey (Cinderella) NYC, nc. Mansell, Margie (Imperial) Detroit, nc. Mara & Marilynne (Park Central) NYC, h. Marcus, Dr. Arthur (885) Chi, nc. Marines, Singing (Palmer House) Chi, h. Marquis, Magician (Reita) Washington, N. C., 29-30; (Carolina) Elizabeth City June 1; (Richards) Ashok 2-3; (Capitol) Hancock, N. Y., 6, t. Marlynn & Michael (Rainbow Grill) NYC, nc. Marne (606) Chi, nc. Maurice & Cordoba (Ball) Phila, nc. Marshall, Jackie (Lookout House) Covington, Ky., nc. Martin, Tony (Paramount) NYC, t. Mavis, Joan & Connie (606) Chi, nc. Max & Gang (Capitol) Washington, D. C., t. Mazonne & Abbott (Palumbo's) Phila, nc. Mel-Ody (Lookout House) Covington, Ky., nc. Mignon & Marilynne (Caravan) NYC, nc. Miles, Jackie (Little Rathskeller) Phila, nc. Miller, Fole (Paddock) Miami Beach, Fla., nc. Miranda, Carmen (Versailles) NYC, nc. Mirth & Mack (Roosevelt) New Orleans, h. Moana (Lexington) NYC, h. Montes, Monna (Rainbow Room) NYC, nc. Moore, Diana (Colosimo's) Chi, nc. Morris, Beth (Club Baldwin) Hagerstown, Md., nc. Morris, Chet, Mirth & Mystery Show (Gratis) Campton, Ga., t. Mountaineers, The (Beverly Hills) Newport, Ky., cc. Moy, Tiara (Kelly's) Cincinnati, nc. Mura, Corinna (Billmore) NYC, h. Murphy, Dean (Chez Paree) Chi, t. Murray, Arthur, Dancers (Essex House) NYC, h. Murray, Steve (Parkway) NYC, nc. Murray, Jan (Ernie's) NYC, nc. Music Hall Girls (Stamp's) Phila, nc.

Sailors, Three (Stanley) Pittsburgh, t. St. Clair, Silvia (Le Ruban Bleu) NYC, nc. St. Clair, June (Hi Hat) Chi, nc. Salazar, Carlos (El Chico) NYC, nc. Sanoff, Vera (Brevoort) NYC, h. Scott, Margaret (St. Moritz) NYC, h. Seymour, Dan (Hi Hat) Chi, nc. Shaver, Buster, Olive & George (Walton) Phila, h. Shaw, Diana (Primrose) Newport, Ky., cc. Shea & Raymond (Chicago) Chi, t. Sheridan, Nora (Gay '90s) NYC, nc. Shields, Ella (Sawdust Trail) NYC, nc. Shirner Twins (Bowers) Detroit, nc. Shore, Willie (Hi Hat) Chi, nc. Shyrettos (Roxy) NYC, t. Sidel, Bob, Trio (Beverly Hills) Newport, Ky., cc. Siegal, Al, & Joan Merrill (State) NYC, t. Siegfried (Winter Wonderland) World's Fair, NYC. Silvio & Melba (Havana-Madrid) NYC, nc. Slim & Slam (Senator) Phila, h. Smith, Roger, & Eddy (Lyric) Indianapolis, t. Smith, Cyril (Capitol) Washington, D. C., t. Snell, Kay (St. Regis) NYC, h. Southern Sisters (Schroeder) Milwaukee, h. Sorin, David (Bal Tabarin) NYC, nc. Spencer & Foreman (Cocoanut Grove) Boston, nc. Standish, Helen (Park Central) NYC, h. Stanley, Irene (Le Poissonier) NYC, re. Stanley, Allan (Music Hall) NYC, t. Starr, Judy (Chicago) Chi, t. Stone, Gary (Palmer House) Chi, h. Stewart, Peggy (Weylin) NYC, h. Sutherland, Ann (Hi Hat) Chi, nc. Swann, Russell (Park Plaza) St. Louis, h. Swing Caps, Eight (Lookout House) Covington, Ky., nc. Swingaroos, The (Beverly Hills) Newport, Ky., cc.

N
 Negrette, George (La Conga) NYC, nc. Nellor, Bob (Mt. Royal) Montreal, Que., h. Nelson, June & Kay (Ambassador West) Chi, h. Newell & Steger (Warwick) NYC, h. Nichols, Les (Ripley's Believe-it-or-Not) World's Fair, NYC. Nixon & Andree (Village Barn) NYC, nc. Nonchalants, Three (Beverly Hills) Newport, Ky., cc. Norman, Karyl (Frontenac) Detroit, nc. Novelties, Four (Venice) Phila, re. Nunn, Claire (St. Francis) San Francisco, h.

T
 Tamara (Riviera) Fort Lee, N. J., nc. Taylor, Johnny (Dizzy) NYC, nc. Tharpe, Rosetta (Cotton) NYC, nc. Tip, Tap & Toe (Cotton) NYC, nc. Tondeleyo & Lopez (Leon & Eddie's) NYC, nc. Top Hatters (Astor) NYC, h. Torres & Moya (Havana-Madrid) NYC, nc. Torres, Magola & Louis (Embassy) Phila, nc. Trinker, Alfred (New Yorker) NYC, h. Tufts, Sonny (20th Century) Phila, nc.

O
 O'Connell, Helen (Pennsylvania) NYC, h. Oehman, Rita & Ed (Strand) NYC, t. Old New York Quartette (Hunter's) NYC, re. Ortega, Helen (El Chico) NYC, nc. Ortez & Olga (Arcadia) Phila, nc. Osborne, Phil (Gay '90s) NYC, nc. Owen Sisters (Barlum) Detroit, h. Owen & Parko (Colony) Chi, nc.

V
 Valentine, Ann (Primrose) Newport, Ky., nc. Valley & Lynne (Vienna Grill) Montreal, Que., nc. Van & Allen (Lookout House) Covington, Ky., nc. Vanettes, Five (Wonder Bar) Cincinnati, nc. Varone, Joe, & Three Sparklettes (Benny's Chateau) Hornell, N. Y., nc. Vaughan, Virginia (Cocoanut Grove) Boston, nc. Vaughn, Nancy (Barney Gallant's) NYC, nc. Vaughn, George (Gay '90s) NYC, nc. Venezia, Chiquita (Caravan) NYC, nc. Vera, Joe (Congress) Chi, h. Verne & Evelyn (Kelly's) Cincinnati, nc. Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.

P
 Page, Lucille (Roxy) NYC, t. Paige & Parker (Westminster) Boston, nc. Paley, Nellie (Gallant's) NYC, nc. Paley, Nellie (Gallant's) NYC, nc. Pancho & Dolores (La Martinique) NYC, nc. Parker & Daniels (St. Regis) NYC, h. Parker, Eddie (Gay '90s) NYC, nc. Parks, Eddie (Brown Derby) NYC, nc. Parks, Frances, Streamlined Figurettes (Martin's Tavern) Lima, O., nc. Patterson, Trent (Chateau Moderne) NYC, nc. Pearce, Jan (Music Hall) NYC, t. Peters Sisters (Ball) Phila, nc. Pickett, Rollie & Vernon (Edgewater Beach) Chi, h. Pinkus, Bobby (265) San Francisco, nc. Ploski, Joseph (Brown Derby) NYC, nc. Princess & Willie (Onesta) Canton, O., h.

WALTER DARE WAHL
Billy Rose's Aquacade
 Golden Gate International Exposition,
 San Francisco, Calif.

Wallace, Babe (Southland) Boston, nc. Walton & O'Rourke (Strand) NYC, t. Wanda & Collins (Bal Tabarin) NYC, nc. Ward & Van (Earle) Washington, D. O., t. Ware, Dick (Saks Show Bar) Detroit, c. Warner, Jack & Jill (Harry's New Yorker) Chi, nc. Watson, Eunice (Steve's) NYC, nc. Welch, Roberta (Mayflower) Akron, h. Wells, Billy, & Four Fays (State) Norfolk, Va., t. Wences (Expo-Folies Bergere) San Francisco. Wencil, Ray (Faust) Peoria, Ill., nc. White, Eddie (Colosimo's) Chi, nc. White, Lawrence (Ambassador) NYC, h. White Twins (Roosevelt) Jacksonville, Fla., h. Wicke, Gus (Gay '90s) NYC, nc. Wilde, Bobby (Cocoanut Grove) Boston, nc. Wilkins, Dorothy (New Yorker) NYC, nc. Willie, West & McGinty (Palladium) London, m.

R
 Rabiner, Charlie (Cafe Society) NYC, nc. Rascha & Mirka (Le Ruban Bleu) NYC, nc. Ray, Iris (Cinderella) NYC, nc. Raye & Naldi (Riviera) Fort Lee, N. J., nc. Reece, Gay (Cinderella) NYC, nc. Reyes, Raul & Eva (Waldorf-Astoria) NYC, h. Rhodes, Sylvia (Netherland Plaza) Cincinnati, h. Rhodes, Carol (Mt. Royal) Montreal, Que., h. Rhythm Rockets (Capitol) Washington, D.C., t. Richey, Jean (Alpine Village) Cleveland, nc. Richman, Harry (Chez Paree) Chi, nc. Rickson, George (Chateau Moderne) NYC, nc. Rijos, Luis (Havana-Madrid) NYC, nc. Ring, Blanche (Diamond Horseshoe) NYC, nc. Ring, Ruby (Earle) Washington, D. C., t. Rios, Rosita (La Conga) NYC, nc. Roberts & Farley (New Yorker) NYC, h.

W
 Wade, Bill & Betty (Book-Cadillac) Detroit, h. Waldron, Jack (Brown Derby) NYC, nc.

S
 Sallors, Three (Stanley) Pittsburgh, t. St. Clair, Silvia (Le Ruban Bleu) NYC, nc. St. Clair, June (Hi Hat) Chi, nc. Salazar, Carlos (El Chico) NYC, nc. Sanoff, Vera (Brevoort) NYC, h. Scott, Margaret (St. Moritz) NYC, h. Seymour, Dan (Hi Hat) Chi, nc. Shaver, Buster, Olive & George (Walton) Phila, h. Shaw, Diana (Primrose) Newport, Ky., cc. Shea & Raymond (Chicago) Chi, t. Sheridan, Nora (Gay '90s) NYC, nc. Shields, Ella (Sawdust Trail) NYC, nc. Shirner Twins (Bowers) Detroit, nc. Shore, Willie (Hi Hat) Chi, nc. Shyrettos (Roxy) NYC, t. Sidel, Bob, Trio (Beverly Hills) Newport, Ky., cc. Siegal, Al, & Joan Merrill (State) NYC, t. Siegfried (Winter Wonderland) World's Fair, NYC. Silvio & Melba (Havana-Madrid) NYC, nc. Slim & Slam (Senator) Phila, h. Smith, Roger, & Eddy (Lyric) Indianapolis, t. Smith, Cyril (Capitol) Washington, D. C., t. Snell, Kay (St. Regis) NYC, h. Southern Sisters (Schroeder) Milwaukee, h. Sorin, David (Bal Tabarin) NYC, nc. Spencer & Foreman (Cocoanut Grove) Boston, nc. Standish, Helen (Park Central) NYC, h. Stanley, Irene (Le Poissonier) NYC, re. Stanley, Allan (Music Hall) NYC, t. Starr, Judy (Chicago) Chi, t. Stone, Gary (Palmer House) Chi, h. Stewart, Peggy (Weylin) NYC, h. Sutherland, Ann (Hi Hat) Chi, nc. Swann, Russell (Park Plaza) St. Louis, h. Swing Caps, Eight (Lookout House) Covington, Ky., nc. Swingaroos, The (Beverly Hills) Newport, Ky., cc.

Y
 Yost, Ben, New Yorkers (Roxy) NYC, t. Yost's, Ben, Eight White Guards (Villa Moderne) Chi, nc. Youngman, Henry (Ball) Phila, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Walsenburg, Colo.
All-American Expo.: Cedar Falls, Ia.
All-American Shows: Weatherford, Okla.
American United: Whitefish, Mont.
America's Favorite: Montclair, W. Va.
Anderson-Strader: Liberal, Kan.
Arena: East Palestine, O.
B. & H.: Norris, S. C.
Each, O. J.: New York Mills, N. Y.
Fantly's All-American: Ambridge, Pa.
Barfield's Cosmopolitan: Paintsville, Ky.
Barker: Charleston, Ill.
Bass & Lane: Ward, Ark.
Baysinger: Al: Maquoketa, Ia.
Eazin: Calumet, Minn.
Beams Attrs.: Confluence, Pa.
Beckmann & Gerety: Champaign, Ill.
Bee, F. H.: Lexington, Ky.; Winchester 3-8.
Black Diamond Expo.: Coraopolis, Pa.
Blue Ribbon: Kokomo, Ind.
Blumenthal United: Pittsburgh, Pa.
Bremer's Tri-State: Atlantic, Ia.; Eagle Grove 3-8.
Broadway Shows of America: Bridgeport, O.
Euck, O. C.: North Adams, Mass.
Fuckey State: Newport, Ark.; Donphan, Mo. 3-8.
Bullock Am. Co.: Damascus, Va.
Burdick's All-Texas: Hallettsville, Tex.
Burke, Frank: Las Animas, Colo.
Byers Bros.: Kirksville, Mo.
Centanni Greater: Newark, N. J.
Central State: Alma, Neb.
Cetlin & Wilson: Cumberland, Md.
Chanos, Jimmie: Rey Key, Ind.
Clark's Greater: Grayville, Ill.
Clay's United: Nanty Glo, Pa.; Phillipsburg 3-8.
Coleman Bros.: Hartford, Conn.
Colley, J. J.: Bartlesville, Okla.; Nowata 3-8.
Conklin: North Bay, Ont., Can.
Convention: Tonawanda, N. Y.; Wellsville 3-8.
Cotton State: Melvin, Ky.
Crowley United: Denver, Colo.
Crystal Expo.: Mt. Airy, N. C.; Morganton 3-8.
Cunningham's Expo.: Powhatan Point, O.; Shadyside 3-8.
Dalley Bros.: Kiowa, Kan.
Davis & Parrott: Stephens City, Va., 3-8.
De Luxe Am.: Palmer, Mass.
Dick's Paramount: Fall River, Mass.
Dixie Belle: Campbellsville, Ky.
Dodson's World's Fair: Richmond, Ind.
Dudley, D. S.: Clarendon, Tex.; Quanaah 3-8.
Dyer's Greater: St. Genevieve, Mo.
Edwards, J. R.: Ashland, O.
Elite: Holsington, Kan.
Ehlman: 51st and Beloit road, Milwaukee, Wis., 27-June 2; (City Stadium) Wauwatosa 3-10.
Endy Bros.' Shows: Herkimer, N. Y.
Endy Bros.' Expo.: Tamaqua, Pa.
Evangeline: Ville Platte, La.; Bunkie 3-8.
Ewalt Am. Co.: Tecumseh, Neb., 28-29; Syracuse 31-June 1; Plattsmouth 3-4.
Fair at Home: Summit, N. J.
Fairly & Little: Quincy, Ill.
Fidler United: Michigan City, Ind.
Fleming, Mad Cody: Albany, Ga.
Fleming, Wm. E.: Attrs.: Northumberland, Pa.; (Sunset Park) Williamsport 3-8.
Franks Greater: Marietta, Ga.
Frisk Greater: Benson, Minn.
Funland: Pikeville, Ky.
Fuzzell's United: Mt. Pleasant, Ia.
Gibbs, W. A.: Clay Center, Kan.; Washington 3-8.
Gold Medal: Waukegan, Ill.
Golden Gate: Irvington, Ky.
Golden West: Foley, Minn.; Henning 3-8.
Golden Arrow: Keytesville, Mo.
Golden Rule Am. Co.: Brookville, Pa.
Goodman Wonder: Bloomington, Ill.
Great Bright Way: Lawrence, Pa.
Great Lakes Expo.: Brazil, Ind.; Danville, Ill. 3-8.
Great Sutton: Harrisburg, Ill.
Greater Expo.: Kankakee, Ill.; Calumet 3-8.
Greater United: Wichita Falls, Tex.
Hames, Bill: Waco, Tex., 6-15.
Happy Attrs.: Grove City, O.; Marysville 3-8.
Happyland: Dearborn, Mich., 24-June 2; Ann Arbor 3-8.
Harris: Hartford City, Ind.
Hartsock Bros.: Warsaw, Ill.
Heller's Acme: Port Reading, N. J.
Hennies Bros.: Cedar Rapids, Ia.
Heth, L. J.: Maysville, Ky.
Hilderbrand's United: Hayward, Calif., 28-June 2.
Hoffner, Wm., Am. Co.: Polo, Ill., 1-8.
Horton's United: Amboy, Ill.
Hyde, Eric B.: Frostburg, Md.; Meyersdale, Pa., 3-8.
Ideal Expo.: Fairmont, W. Va.

Imperial: E. Peoria, Ill.
Jones, Johnny J.: Expo.: Pittsburgh, Pa.
Joyland: Livermore, Calif.
Kaus Expo.: Perth Amboy, N. J.
Kaus, W. E.: West Haverstraw, N. Y.
Keystone Modern: Greensburg, Pa.
Kline's Greater: Cornersville, Tenn.; Chapel Hill 3-8.
Ladegan Attrs.: San Augustine, Tex.
Lagasse Am. Co., No. 1: Nashua, N. H.; Lynn, Mass., 3-8.
Lagasse Am. Co., No. 2: Woonsocket, R. I.; East Hampton, Mass., 3-8.
Landes: Clarinda, Ia.
Lang's, Dee, Famous: Austin, Minn.
Large, H. P.: Buckner, Ill.; Sesser, 3-8.
Lawrence Greater: Parsons, W. Va.; (Strawberry Festival) Buckhannon 3-8.
Lewis, Art: New London, Conn.
McGregor, Donald: Clarksville, Ia.
McLaughlin, P. S.: White River Junction, Vt.
McKee, John: Valley Falls, Kan.
McMahon: Hiawatha, Kan.; Nebraska City, Neb., 3-8.
McPherson United: Monaca, Pa.; Oil City 3-8.
Mac's Caravan: Newburg, Mo.
Magic Empire: Albia, Ia.
Marks: Beckley, W. Va.; Charleston 3-8.
Merit: Fall River, Mass.
Midwest: Ft. Pierre, S. D., 27-29; Moberidge; Lemmon 3-5; Dodge 7-9.
Middleton, Karl: Geneseo, N. Y.; Batavia 3-8.
Mighty Monarch: English, W. Va.
Miller Bros.: Lansford, Pa.
Miller, Ralph R., Am.: Shreveport, La.
Miner Modern Midway: Marietta, Pa.; Harwood Mines 3-8.
Molly's Greater: Lisbon Falls, Me.
Motor City: Midland, Mich.
Naill, C. W.: Texarkana, Ark.
Northern Expo.: Huron, S. D.
Ohio Valley: (Palmer & S. Delaware sts.) Indianapolis, Ind.
Oliver Am. Co.: Poplar Bluff, Mo.

Page, J. J., Expo.: Harlan, Ky.; Middlesboro 3-8.
Palace United: Shawneetown, Ill.
Pan-American: Rushville, Ind.
Parada: Anderson, Mo.
Patrick's Greater: Dayton, Wash., 27-June 2; Union, Ore., 4-8.
Pearson: Westville, Ill.
Penn Premier: Shenandoah, Pa.
Pioneer: Waverly, N. Y.
Prairie State: Galena, Ill.
Pryor's All-State: Ellwood City, Pa.
Rainbow Am. Co.: Perry, Mo.
Reading's: Portland, Tenn.; Tompkinsville, Ky., 3-8.
Reid, King: Hoosick Falls, N. Y.
Reynolds & Wells: Des Moines, Ia.
Rogers Greater: Murray, Ky.; Mayfield 3-8.
Rogers & Powell: Luxora, Ark.
Royal American: Milwaukee, Wis.
Royal United: Warrensburg, Ill.
Royal Midway: Point Peter, Ga.
Santa Fe Expo.: Cordell, Okla.
Scott Bros.: Franklin, Ky.
Sheesley Midway: Springfield, O.
Shugart, Doc: Haskell, Okla.
Slebrand Bros.: Anaconda, Mont.
Sims Greater: Smith Falls, Ont., Can.
Six, J. Harry: East Radford, Va.
Skerbeck: Phillips, Wis.; Park Falls 3-6.
Smith Bros.: Heavener, Okla.
Smith's Greater Atlantic: Manassas, Va.
Snapp Greater: Columbia, Mo.
Sol's Liberty: Ottawa, Ill.
Southland Am.: Clemons, Ky.
Sparks, J. F.: Hazard, Ky.; Pikeville 3-8.
Speroni, P. J.: Milan, Ill.; Beloit 3-8.
Star Am. Co.: Hoxie, Ark.
State Fair: Junction City, Kan.; Kansas City, Mo., 3-9.
Stephen's: Cainsville, Mo.
Strates, James E.: Nanticoke, Pa.; Utica, N. Y., 3-8.
Sunset Am. Co.: Trenton, Mo.; Chillicothe 3-8.
Texas Expo.: Mt. Vernon, Ill.
Texas Kidd: Hico, Tex.
Thompson Bros.: Am. Co.: Milesburg, Pa.; Lorane Boro 3-8.
Tidwell's, Tommy, Midway: Amarillo, Tex.; (Pioneer Days) Clovis, N. M., 3-8.
Tilley: Pekin, Ill.
Tip Top: Elko, Nev.
Traver: Summit, N. J.; Kingston, N. Y., 3-8.
Wade, W. G.: Lansing, Mich.; Pontiac 3-8.
Wallace Bros. of Canada: Chatham, Ont., Can.; Sault Ste. Marie 3-8.
Wallace Bros.: Richmond, Ky.
Ward, John R.: Herrin, Ill.
Weer, M. R.: Benton Harbor, Mich.
West Bros.: Boone, Ia.
West Coast Am. Co.: (Fair) Jackson, Calif., 31-June 2; (Fair) Livermore 4-9.
West, W. E., Motorized: Edina, Mo.
West's World's Wonder: E. St. Louis, Ill.
Williams, Ben: Stamford, Conn.
Wilson: LeRoy, Ill.
Wolfe Am. Co.: Spartanburg, S. C.
World Fair Shows & Coe Bros.: Circus: Redding, Calif.
World Famous: Bristol, Pa.
World of Fun: Bradshaw, W. Va.
World of Mirth: Elizabeth, N. J.
World of Pleasure: Muskegon, Mich.
World's Fair: Camden, N. J.
Wright & Co.: Le Mars, Ia., 3-8.
Wyse Greater: Colfax, Ia.
Yellowstone: Hot Springs, N. M.
Zacchini Bros.: New Kensington, Pa.; Kittinging 3-8.
Zimdars Greater: Red Oak, Ia.

CIRCUS AND WILD WEST

Anderson, Bud E.: Lusk, Wyo., 29; Douglas 30; Wheatland 31.
A2Z Rodeo & Wild West: Pontiac, Mich., 27-June 1.
Cole Bros.: Butler, Pa., 28; Meadville 29; Erie 30; Kane 31; Lock Haven, June 1; Williamsport 3; Wilkes-Barre 4; Scranton 5.
Gould's, Jay: Ashton, Ia., 29-30; Lamberton, Minn., 31-June 1; Briceclyn 2-4; Albert Lea 5-8.
Hamid-Morton: Haddonfield, N. J., 7-8.
Hunt's: Rhinebeck, N. Y., 29.
Kolly, A. G., & Miller Bros.: Little River, Kan., 28; Marquette 29; Geneseo 30; Bush-ton 31; Clafin June 1.
Mills Bros.: Jasper, Ind., 28; Logootec 29; West Baden 30; Salem 31; Brownstown June 1.
Polack Bros.: Topeka, Kan., 27-June 1.
Ringling Bros. and Barnum & Bailey: Wilmington, Del., 28; Newark, N. J., 29-30;

OUR NEW CATALOG IS READY
It's just chuck full of new items at the lowest prices. The flashiest and latest merchandise from all corners of the earth.
CONCESSIONERS PREMIUM USERS SPECIALTY MEN
SEND FOR IT TODAY—WHY DELAY?
WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

TANGERINE SWEETS
NEW AND NOVEL CANDY PACKAGE With Sliced Orange Gums.
100 to Carton—Per Carton \$4.00
20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog. 50 East 11th St., NEW YORK CITY
DELIGHT SWEETS, Inc.

DIESEL SHOW OWNERS
YOU ARE PAYING FOR C. M. DIESEL PLANTS AND NOT GETTING THEM!!! CALL, WIRE, WRITE.
J. W. (DIESEL) CLEMENTS
Southern Power Division of LEWIS SUPPLY CO.
477 S. Main St., MEMPHIS, TENN.

COCOANUT STRAW HATS
for Ladies and Men
Sensation of the Country!
Everybody everywhere will be wearing one of these Hats. Thousands already sold.
A Brand New Concession Premium
\$6.00 Doz. Assorted Sizes and Bands
BEACH HATS, Straw, Coolie Type, Assorted Colors. Doz. ..\$2.00
25% Deposit, Balance C. O. D.
GREENE-BAUM NOV. CO.
401 LAFAYETTE ST. NEW YORK CITY

EVANGELINE SHOWS WANT
Concessions—Corn Game, String Game, Lead Gallery, Cigarette Gallery, center Hoop-La, Fish Pond, Country Store, Milk Bottles, Scales, Erie Diggers, Palmist, Over and Under, Mice, Joe Kirk wants Boxers and Wrestlers for Athletic Show, Will furnish tents, 20x30, for Snake Show, Illusion Show or small Animal Show. Book Ten-in-One with own equipment, Miniature City, Fun House, Grinnell Midgets, answer. Have good celebrations in Arkansas and Missouri, also Arkansas and Louisiana fairs. Address Ville Platte, La., week May 27; Bunkie, La., week June 3. C. R. LEGGETTE, Mgr.

NEW ITEM
BATONS
For Scales, Ball Games, Conventions, Parts, Fairs, Band Tournaments.
CHICAGO BATON CO.
567 Harrison St., CHICAGO, ILL.

INSURANCE
Charles A. Lenz
"Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO

NOW MOTORIZED NOW
WRITE FOR SHOWMEN'S FINANCE PLAN
CHAS. T. GOSS
With STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

NOTICE NOTICE
Fair Secretaries—Rodeos—Celebrations
Have open dates in June, July and August. California only. Small Carnival—two Rides, one Show and ten Concessions. (Let's play ball together.) Will book any Ride except Merry-Go-Round or Kiddie. Can place Assistant Manager. Write permanent address: 841 Mission Way, Sacramento, Calif. KELLEY'S UNITED SHOWS, Earl L. Kelley, Owner-Mgr.

WANT
For Reed Amusement Park, Kokomo, Ind. Concessions of all kinds, one or two more Shows, large Cook House. Park will open June 15 for 7 days a week. July 3-6-8-9 sponsored by Veterans of Foreign Wars. We book at all times, write us what you have. Address: DOC STODDARD, Mgr., R. R. 5, Kokomo, Ind.

JIMMIE CHANOS SHOWS
WANT
Experienced Ride Help, legitimate Concessions and Shows that don't conflict. Leo Stevens, come on, JIMMIE CHANOS, Red Key, Ind.

12 QT. POPCORN POPPER
Only \$11.25
Regular price \$15.00.
S. A. Yellow Popcorn, \$3.95 cwt.; White JAP, \$3.95; FINEST Seasoning, 50 lbs., \$6.00; 10c Boxes, \$3.35 M; 5c Boxes, \$3.10 M; 5c Paper Bags, 95c M; CONES, \$2.25 M. Write for CATALOG & "POTAT-O-POPS."
ROYALE POPCORN CO., Cleveland, O.
4538 W. 130th.

WANT
Photo, Custard, Lead Gallery and Amer. Camp. Gerald Weeks, wire. Grind Shows and sober, capable Electrician with references.
FUNLAND SHOWS
Fikeville, Ky., this week; Prestonsburg, Ky., next.

WANT
Capable Man and Wife to operate Posing Show. Wire Western Union.
F. W. MILLER
Care Gooding Shows, LOGAN, W. VA.

FREE GATE JUNE 3-8 FREE GATE SEVEN COUNTY FIREMEN'S CONVENTION

Black River, N. Y., day and night, \$1,000 worth free acts, matinee and evening, plus \$800 fireworks display; mammoth firemen's parade, 125 fire companies and bands in line, 1:30 Saturday afternoon. Want Shows and non-conflicting Concessions. Will furnish tops for money-getting Shows. Will sell exclusive Long, Short Range Gallery; String Game, Hoop-La, Penny Arcade, etc. Following week Maiden Old Home Week; fourteen bona fide celebrations following. Write and wife Waverly, N. Y.

PIONEER SHOWS

MICKEY PERCELL, Manager.

WEEK JUNE 3, MOUNT PLEASANT, PA.

Want Rolloplane and Octopus with own transportation. Want worthwhile Grind Shows and Colored Chorus Girls and Musicians. All Concessions open. Want Workingmen in all departments. Address

CETLIN & WILSON SHOWS

This Week, Cumberland, Md.

WANT

For Buckhannon, W. Va., Strawberry Festival, week May 27, and other celebrations to follow. RIDES—Rollo-Plane, Octopus or Flat Ride. Girls for Posing and Dope Shows. Salary out of office. Musicians for Plant Show, Talkers on Dope and Geek Show, experienced Ride Help. All Concessions open. Scenic Artists and Painter. Glenn Kisco, get in touch with me.

LAWRENCE GREATER SHOWS

WANT

OCTOPUS AND PONY RIDE, Side Show Acts, Monkey Circus, Fun House and Illusion Show. Mickey Foshee wants Girls and Talkers for Posing Show. Front Man on Snake Show. Frozen Custard, Long Range Gallery and Diggers open.

AL BAYSINGER SHOWS

MAQUOKETA, IOWA, THIS WEEK

LEGION FROLIC

UPTOWN, WINCHESTER, KY., WEEK JUNE 3

Legion Powwow, Georgetown, Ky., week June 10th, followed by 3 other celebrations, then our fair starts July 8th. All fairs until Nov. 1st. No winter show this fall, for we have had enough this spring. Want Stock Concessions and Shows with own outfits that can stand prosperity. You won't get stung on this route. Address

F. H. BEE SHOWS, INC.

LEXINGTON, KY., THIS WEEK.

WANTED

SOUTH AMBOY, N. J., 50TH ANNIVERSARY FIREMEN'S CELEBRATION, JUNE 3 to 8. Place Shows all kinds, Monkey Circus, Penny Arcade. Wanted—Colored Musicians all instruments. Place one more Ride. Concessions—All legitimate Concessions. Good opening for Fish Pond, Lead Gallery, Frozen Custard, American Palmistry. No Wheels or Coupons. Write or wire

MAURICE MILLER, MILLER BROS.' SHOWS

LANSFORD, PA.

Mighty Monarch Shows

Want for Switchback, W. Va. Concessions—Pitch to Win, Bowling Alley, Ball Games, String Games, Long Range Gallery and any legitimate Concessions. Also place Diggers. Will buy, lease or book Merry-Go-Round and Loop-o-Plane. Want four Girls for Plant Show, also Acts of all kinds for Side Show. Want Motor Drome, Mechanical City or any Show of merit. We play Keystone, W. Va., Big Fourth of July Celebration. Fairs start early in August. All address N. P. ROLAND and GEORGE GOFFAS, English, W. Va., this week.

DYERSBURG, TENN., COTTON CARNIVAL ON THE STREETS, WEEK JUNE 3

JOHN R. WARD SHOWS WANT

Athletic Show and Posing Show Manager and capable People for same. Skipper Valeters, wire. Want Performers and Musicians for Minstrel Shows; will furnish complete outfits to real showman. Want real Scenic Artists; Elmer Morris, write. Can place legitimate Concessions of all kinds. Monroe McPeat wants Agents. Want Tilt-a-Whirl Foreman. Hutchen's Modern Museum wants one good Freak and one good Side Show Act to join at once. All address JOHN R. WARD SHOWS, Herrin, Ill., this week; Cairo, Ill., week June 10.

JAMES E. STRATES SHOWS, INC.

Can place Girls for Vanities Show, Colored Performers and Musicians for Colored Revue, Riders for Motordrome, Freaks for Side Show, Midgets for Tintown Revue, useful Help in all departments. Can place and will furnish outfits for new and outstanding shows. Can place legitimate Concessions. Fair season starts first week in August. Booked and contracted for Southwestern New York Firemen's Convention at Salamanca, N. Y.; then our fairs: Caledonia, N. Y.; Batavia, N. Y.; Hamburg, N. Y.; New York State Fair, Syracuse, N. Y.; Bath, N. Y.; Bloomsburg, Pa.; York, Pa.; Gastonia, N. C.; Sumter, S. C.; Charleston, S. C.; Savannah, Ga. Address Nanticoke, Pa., this week; next week, Legion Celebration, Utica, N. Y.

J. J. PAGE SHOWS

Can place legitimate Stock Concessions that work for 10 cents. Can place Chorus Girls and Cornet Player for Minstrel Show. C. C. Russ wants Talker, Dancer and Comics for Revue and Hawaiian Shows. Everybody address

J. J. PAGE SHOWS, Harlan, Ky., this week; Middlesboro, Ky., next week. Auspices B. P. O. Elks.

CFA To Meet With R-B at Hartford

HARTFORD, Conn., May 25.—Notice was sent out yesterday by W. M. Buckingham, secretary of the Circus Fans' Association, to members of the organization that the 1940 convention will be held at Hartford June 17, 18 and 19. The association this year will meet with the Ringling Bros. and Barnum & Bailey Circus. Further details will be issued by Buckingham later.

Pa. Coal Sector Tour Satisfactory for Strates

PITTSBURGH, Pa., May 25.—James E. Strates Shows are enjoying a satisfactory run in the coal section of Pennsylvania, altho hampered somewhat by unfavorable weather, it was reported here this week. Shows played to good crowds and business at Pottsville, Pa., despite the weather, and opening here saw an immense crowd on hand in the face of threatening weather. Tuesday followed with a jammed midway and Wednesday got under way in good style.

Zacchini cannon act and Adele Nelson's Elephants, free attractions, continue popular and among visitors here were David B. and Ruth N. Endy, operators of shows bearing their name. Mrs. Gertrude Putnam has resumed her office chores after recovering from a recent illness. Owner Strates and James Kelleher handled office during her absence. A new rocket ride made its debut here on Tuesday. Dick O'Brien, assistant manager, supervised installation.

Meyers' Relatives Sought

CINCINNATI, May 27.—Authorities of Pontiac, Mich., are seeking relatives of Bennie Meyers, for many years a concessioner with numerous carnivals and this season with World of Pleasure Shows, who was found dead in the Michigan city on May 20. Body is being held in J. Lee Voorhees Funeral Parlor, 268 Perry street, Pontiac. It is believed that a brother of Meyers resides here, but inquiries made up to press time failed to reveal his whereabouts.

REP RIPPLES

(Continued from page 26)

route. . . AMONG THE TENTERS playing close by in North Carolina the past week were Billroy's Comedians, Charles Collier's Silas Green From New Orleans and Pierce's Mighty Minstrels, the two last named being colored attractions. The Billroy show moves into Virginia, at Portsmouth, Wednesday (29). . . CHARLES MANVILLE is at his quarters in Appleton, Wis., preparing his tenter for his annual trek thru his established territory.

TOM SHOWS

(Continued from page 26)

E. A. Mason's Mason & Morgan Co. toured the West with a remarkable cast, most of whom had been with Mason when he handled Ada Gray in East Lynne thruout Great Britain and who came to America under his management in the early '70s, at the time of his launching the "Tom" production?

With the exception of Eva, few changes were made in the cast during this score or more of years. "Aunt Annie" Jamison, at the age of 72, was still doing Topsy—and what a Topsy. The instant she went into cork she was no longer "Aunt Annie," but the ideal, happy-go-lucky picaninny who "just growed." Fred L. Kent, who wore a size 22 collar, did Cute and Fletcher, with E. A. Mason as Legree; Reid A. Wilson as Marks; Joe Burchard as Harris and St. Clair; Will Cornyn as George Shelby; Harry Clark as Tom; Eliza Johnstone as Eliza; Lillian Johnstone as Mrs. St. Clair and Maudie Collinge as Eva. The minor doubles I do not recall. The property man was a titled Englishman, Sir Ralph Christy; Andrew Foresyth was general agent, with the writer in charge of the front door.

There was no band, no orchestra—just a master production of the grand old play, with gorgeous scenic equipment and 36 styles of elaborate special printing. WILLIAM E. TRIPLETT.

ENDURANCE SHOWS

(Continued from page 26)

Chad Alviso, Jackie and Toots Richards, Clyde Hamby, Angle Oger and Lee Sullivan and Margie. Come on, somebody, give us a break—give us a good old-time walkathon." Plea is signed "Mom, Mrs. Lucas, Mrs. Gracen and the Whole Gang."

WANT

Rides and Concessions for fairs and celebrations for the State of Utah. Have seventy-five per cent of same contracted, opening with Tunnel Days, Tooele, Utah, June 20-21-22; Salt Lake City, June 25-26-27-28-29. We contract for the entire celebration exclusive. Eliminating license—percentage only. Can use few more Outdoor Novelty Acts, also Freaks for Ten-in-One. Those considering the above contact immediately.

C. C. McDERMOND ATTRACTIONS 146 N. First, W., Salt Lake City, Utah

PORTAGE OLD HOME WEEK

NOW BOOKING NOW BOOKING JUNE 10-15 JUNE 10-15

Every organization of the town back of this event. Everything on the main streets. PARADES and FREE ACTS nightly. WANT Legitimate Concessions that do not conflict with what we have. Will sell X on Gustard and American Palmist. Want Shows with own outfits. Dr. Sprout's Eskimo Village, answer. Write

THOMPSON BROS.' AM. CO.

Altoona, Pa., or per route; Milesburg, Pa., till June 1. Want Bingo for the week of June 3-8. Lerane Boro, Johnstown, Pa. Big pay week; steel mills and mines working; good auspices of the Fire Co. We are booked solid till middle of August. Free gate and free act.

WANT

Organized Minstrel Show with band, Side Show Acts, Girls for Hawaiian Show, legitimate Concessions except Cookhouse and Diggers. Week May 27, Murray, Ky.; June 3, Mayfield, Ky.

ROGERS GREATER SHOWS

Cotton State Shows

Ferris Wheel to join at once; 20%. Stock Concessions come on. Wrestlers and Boxers for Athletic Show. Wheel and Skillo Agents. RAY D. JONES, Wheelwright, Ky.

VETERANS EX-SERVICE MEN'S LEAGUE, INC.

LOUISVILLE, KENTUCKY

Want Concessions of all kinds. Reasonable rates. Want Rides, Shows with own outfits. We have choice lots in Louisville and Jefferson County. All summer work. No license. We have state license and permits. Conditions good. Factories working. Address BOB SICKELS, 501 Realty Building, Louisville, Ky.

WALLACE BROS.' CIRCUS

WANTS

Candy Butchers and Novelty Men. Man to operate Electric Floss Machine. Routes: Johnstown 29; Huntingdon 30; Lewistown 31; Mt. Carmel June 1; all Pennsylvania.

WANT

FOR SOUTH MARION BUSINESS MEN'S ANNUAL SPRING FESTIVAL

Held on Main Streets, June 10th to 15th. Clean Shows and legitimate Concessions, no GIRL Show, Dracker Jack and Fatty Candy sold. Want Cook House, Whitley Long or Christy, write. Thomas Amusement Enterprises of Indianapolis have Rides, Shows and Concessions. Write or wire CLIFF THOMAS 2447 E. Washington St., Indianapolis, Indiana

WANT

GANNON ACT or any other GOOD STRONG THRILL ACT for date in June. For particulars address

COLLINS and PHILLIPS 1321 ARCH ST., PHILADELPHIA, PA.

WANT

Space, Book and Banner Man. Lions' Exposition, Kingston, N. C., week June 10. Also Bingo. Billy Finkle, come on.

A. G. PRODUCTION

COOKHOUSE PRIVILEGE

\$50.00

\$140.00 in Tickets. Wire answer

TEXAS LONGHORN SHOWS

Western Union, Cushing, Okla.

WANTED

Concessions and Free Act because of disappointment. Prefer Flying Act. Must join immediately. Will pay \$100.00 a week for still dates and \$150.00 for fairs. Wire and will explain all. Wanted—Concessions of all kinds, Wheels, Coupon Stores, Grind Stores, Ball Games, Long Range Gallery and Palmistry. Will book Merry-Go-Round. Wanted—Reliable and sober Corn Game Help and Caller. Corn Game open, first time this season.

**MAX GRUBERG
WORLD FAMOUS SHOWS**
BRISTOL, PENNSYLVANIA

**KELLIE GRADY SHOWS
WANT**

Ball Game, Penny Pitch and Grind Store Agents. Will book few Ten-Cent Concessions. Showing coal fields of Alabama; mines working good. Cordova this week; Jesper next week, middle of town, under Lions' Club. Will be red.

WANT

Ferris Wheel, Chairplane, Venetian Swings. Also want 2 or 3 Shows; few Concessions open. Paul Scopio, Alice Brown, Ray Golden, wire. All address

DOC SMITH SHOWS

FRANKLIN, N. H.

WANT

Shows and Concessions for WELTON, IA., 5-DAY CELEBRATION, MAY 25TH THROUGH JUNE 2nd. Sponsored by City Council, Business Men and St. Anne's Parish. Wire CONCESSION MANAGER, Welton, Ia.

SPERONI SHOWS WANT

Mitt Camp, Popcorn, Merchandise Stores, Candy Floss, Agents for Swinger, Girl Show, Athletic or any Show with own outfits. Ride Help, Whip and Merry-Go-Round Foremen, Truck Drivers. Address communications Milan, Ill., this week.

WANTED

Capable Athletic Show Manager, Shows with own outfits. Acts for Side Show, Penny Arcade. All Ball Games open.

SUNSET AMUSEMENT CO.

TRENTON, MO.

W. E. West

Motorized Carnival

Wants Merry-Go-Round Foreman, also experienced Ride Help. Must drive truck, sober and reliable. Blackie Boyle, come, or wire Edina, Mo.

DROME RIDERS WANTED

Experienced, also Girl Auto Driver assist Marjorie Kemp's Riding Lion Act. Wire, write WALTER KEMP, Royal American Shows, Milwaukee, Wis., till June 2, then Madison, Wis.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddy Ride; 12 Booths (new canvas); 9x14, including Bingo, Ball Games, Refreshment Stand, Wheels, Electric Equipment, Occorations. Will set up, take down and haul. Carnival Wheels, Games, Concessions, Free Acts. SHAW & YEAGER, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

BREMER TRI-STATE SHOWS

Want Shows with own outfit. 25 per cent. Have Tent Fronts and complete 10-in-1. Join by wire as per route. Also want clean Concessions. Will book any new Ride, also Pony Ride.

WILL BOOK

Loop-o-Plane, Octopus or Tilt. Opening for clean Shows. Own transportation.

SKERBECK SHOWS

Phillips, Wis., week of 27th; Park Falls, Wis., week of June 3rd.

WANTED GIRLS

For Revue, Hawaiian, Expose Shows; Accordion and Pianist, good Emcee doing specialties, Singer, Talkers, Jack Hardy, Opal McGuire, Helen Reese. communicate BERT MELVILLE, WEST BROTHERS' SHOWS, Boone, Iowa.

Trouper Held in Fatal Shooting at Neon, Ky.

CINCINNATI, May 25.—According to May 23 issue of *The Mountain Eagle*, Whitesburg, Ky., Bill Thomas, 30-year-old carnival employee, was placed in Whitesburg jail this week for safe keeping after he allegedly fatally wounded Jack Duncan, 45, another trouper in Cumberland Hotel, Neon, Ky., on May 22. Although shooting occurred in a toilet in the hotel, neither was registered at the hotel, management reported.

Witnesses said that Duncan was shot five times at close range with a .38 pistol and ran from the hotel to the street before collapsing. He was rushed to Fleming Hospital, but died before medical aid could be given. Killing was said to have resulted from a grudge of long standing. Duncan and Thomas were said to be members of Cotton State Shows, management of which reported that Duncan has a wife in a Lexington hospital who recently underwent an operation and that her condition was such that she could not be notified of his death.

COMING MARRIAGES

(Continued from page 28)

Harrisburg, Pa., in New Orleans May 20. Bride is the niece of Mrs. C. E. Barfield, of Barfield's Cosmopolitan Shows.

Irving Almar, emcee, and Yetta Shapiro, nonpro, in Philadelphia soon.

Births

A nine-pound son to Mr. and Mrs. Edward Lindsay-Hogg May 5 at Harkness Pavilion, New York. Mother is the former Geraldine Fitzgerald, motion picture actress.

A son to Mr. and Mrs. Nat Manley May 3 at Beth Israel Hospital, Newark, N. J. Father is former house manager for motion picture theaters in Brooklyn and the Bronx, New York, and is the son of Dave Manley, former vaudevillian and agent in Boston and Chicago.

An 8¼-pound girl, Caroline Margaret, to Mr. and Mrs. Charles Collins in Detroit recently. Father is a unit producer and vaudeville and film booker.

A 6¾-pound son to Mr. and Mrs. Sid Mesibox, May 18, in Mt. Sinai Hospital, Philadelphia. Father is a member of the Warner Bros. theaters publicity department in Philadelphia.

A 7½-pound daughter to Mr. and Mrs. Harry Bubeck May 21 at South Shore Hospital, Chicago. Father is in the sound department of NBC Central Division.

A seven-pound daughter, Louise, born to Mr. and Mrs. Ernie Shomo, May 22, at the Presbyterian Hospital, Chicago. Father is on the WBBM sales staff.

A six-pound son, Kenneth Paul, to Mr. and Mrs. Kenneth R. Fletcher in Elkins, W. Va., May 8. Father was formerly with the Coleman Bros. and Art Lewis Shows, and has operated diggers for Dinty Moore.

A 7¼-pound son to Mr. and Mrs. Leo Trainor in Allentown, Pa., May 14. Father is manager of the Rialto Theater, Allentown.

A daughter to Mr. and Mrs. Mickey Fields May 17 in Hahnemann Hospital, Philadelphia. Father is editor of *Radio Press*, Philadelphia radio fan publication.

W. A. GIBBS' SHOWS

Want for Celebration, Washington, Kansas, June 3rd-8th.

Independent Shows and Concessions, Agents for Cigarette Gallery. Girls for Mula Show, write Billie Cox. Jean McKee, answer. Will book Roll-o-Plane.

W. A. GIBBS, Clay Center, Kansas.

WANT PROMOTERS!

To sell exhibit booths in Chicago. Bookings all under strong auspices.

T. DWIGHT PEPPLER

804 WOODS BLDG., CHICAGO, ILL.

NORTHERN EXPOSITION SHOWS

Want for twelve celebrations in June and balance of season, Mula Show, must have good-looking girls with good forms; small Animal Show and Midget Show with or without frame-up. Britton, S. D., May 31-June 1; Wilmot, S. D., June 3; Milner, N. D., June 5; Cogswell, N. D., June 6; Bowdle, S. O., June 7-8.

WANT GIRLS

Attractive, youthful Girls for high-class Posing Show. Those working for me before, wire. This week Muskegon, Mich.

WORLD OF PLEASURE SHOWS
KARL J. WALKER

MARKS SHOWS, Inc.

CAN PLACE

Platform Shows, with or without outfits. Want for American Legion Celebration in downtown Charleston, W. Va., and balance of this season, legitimate Concessions of all kinds.

Want Motordrome Talker and Motordrome Riders, both men and women. Can place good Man to handle inside of Monkey Show.

Write or wire care of MARKS SHOWS, Inc., this week, Beckley, W. Va.; week of June 3 to June 8, at Charleston, W. Va.

BILL HAMES SHOWS, Inc.

OPENS WACO, TEXAS, THURSDAY, JUNE 6, FOR 10 DAYS

CAN USE SOBER RIDE HELP.

WILL BOOK INDEPENDENT SHOWS THAT DO NOT CONFLICT WITH OUR OWN OUTFITS.

WANT FREAKS AND ACTS FOR SIDE SHOW, ALSO FEATURE ACT FOR ANNEX AND FRONT TALKER. (SELETTA, ANSWER.)

Dinty Moore Wants Ride Help.

Address: BILL HAMES SHOWS, care Wm. Penn Hotel, Houston, Texas.

CONVENTION SHOWS

At State Moose Convention, Wellsville, N. Y., next week, 12 weeks of

bona fide Conventions and Celebrations to follow. Want legitimate Con-

cessions, Ride Help, 2 Canvasmen, Talkers and Grinders. All communica-

tions to show direct. Tonawanda, N. Y., this week.

ENDY BROS.' SHOWS, Inc.

WANT FOR PROVEN ROUTE THRU NEW ENGLAND

Penny Arcade, Scales, Long-Range Shooting Gallery, Floss, Novelty Concessions. Silver Streak Ride. Cleo Hoffman wants Girls for Revue and Posing Shows. Patsy Rosina wants Wheel Agents.

Address This Week, HERKIMER, N. Y.

WANTED BOYS' ATHLETIC CLUB OF HAMTRAMCK, INC. 1ST ANNUAL EXPOSITION AND FAIR

8 DAYS—JUNE 22ND TO 29TH, INCLUSIVE—8 NIGHTS. Two Saturdays and One Sunday. Good high-class Free Acts, Shows, Rides and Concessions. Good Carnival considered. Plenty of money here. No Wheels. Factories all working. First celebration in two years. Endorsed by City Council, Civic Clubs and Chamber of Commerce. Exposition ground on Jos. Campau St., right in the heart of the city—Rossink Stadium. 1,000,000 people to draw from. This will be a winner. Address: FAIR SECRETARY, 41611 Jos. Campau, Hamtramck, Mich. Phone: Townsend 8-8435.

GREATER EXPOSITION SHOWS

WANT TALKER AND ACTS FOR BIG SIDE SHOW. Can use Half and Half. WANT MANAGER AND RIDERS FOR MOTORDROME IN A-1 CONDITION. WILL FURNISH OUTFITS AND FRAMEUPS FOR ANY SHOWS OF MERIT. Can Place Capable Ride Help.

Address: Kankakee, Ill., this week; Calumet City, Ill., week June 3-8.

HAPPY ATTRACTIONS

WANT SHOWS OF ALL KINDS

Girl Show, Athletic for 16 weeks of celebrations. Bart Snedeker, wire. CONCESSIONS of all kinds not conflicting. Legitimate only. Grove City, O., Spring Festival this week; Marysville, O., Playground Festival, June 3-8; Quincy, O., Homecoming, June 10-15. HAPPY ATTRACTIONS, Grove City, O., this week.

BAZINET SHOWS WANT

Bingo Agents, Ball Game Agents. Babe Labarie wants Front Man and Lecturer for beautifully framed Line Show. Place Diggers, Penny Arcade, Scales, Cigarette Shooting Gallery, American Palmistry, Mental Act. Ride Help, come on.

Calumet, Minn., until June 2; then Virginia.

CLYDE'S UNITED SHOWS WANT

Cook House, Fish Pond, Roll Down, Scales, Novelties, American Palmist, Candy Floss, Penny Arcade, Pitch-Till-You-Win. Wanted—Loop-o-Plane, Pony Ride or any Ride not conflicting with Kiddle Auto Ride, Ferris Wheel, Chair Plane. Wanted—Girl Show, Snake Show, Illusion or Crime Show. Address all communications GEORGE C. SMITH, Nanty Glo, Pa., week of May 27-June 2; Phillipsburg, Pa., week June 3 to 9.

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.

Music Cheers —

The phonograph has an important mission helping the American people to keep heads up!

One of the important needs in this country at the present time is to encourage all those things that help to maintain American morale. The impact of war news day after day upon the minds of the people is very discouraging. Anything that contributes to cheerfulness in time of crisis should be encouraged, if possible.

Patriotism can be shown in many practical ways. For one thing, intelligent people can drop the partisan spirit for the time being, because partisan criticism only confuses the people and helps nobody. The democracies in Europe are now paying a terrific price in blood and money for partisan politics. Partisan politics is the most expensive foolishness in democracies in peace times, and in war it should be marked as treachery. Newspapers are the chief agitators of partisan politics and in some way the American people will have to find a way to prevent this destructive agitation.

American morale would be greatly improved if we could for the time being devote ourselves to united action for freedom as a nation.

That is the negative side of improving national morale. Now we need something more positive. In time of fear and distress music is one of the most helpful tonics that can be found. Music can help in almost any kind of crisis or trouble.

The automatic phonograph and the music operator have a big place, along with all other music channels, in helping to keep up the spirit of the American people.

There has been quite a change in the time between this war and the last. It has been very evident that the democracies went to war this time without the militant music which played so large a part in moving the people during the previous World War. Some say that this is a sign democracy has failed and that pacifism has so weakened democratic nations that they can no longer put up a good fight. We may soon see whether this is true in the case of England and France.

Whatever havoc pacifism may have played in undermining the spirit of the democracies, we all need the encouraging influence of music and we need it badly.

Reports from Canada and England indicate that the automatic phonograph is actually playing a significant part in supplying cheerful music to soldiers and to civilians as well. No doubt the civilian population needs its ration of music to keep up courage more than the armed forces.

The automatic phonograph is among those forms of music that may be had by the patrons of public centers at low cost. If the whole truth is told, the phonograph makes it possible for many citizens to hear good music at a price within their reach. This is a fact which needs emphasizing in modern times and all agencies and organizations that have regard for the common man will keep this idea in mind.

The public places where many people go to hear their music must also receive their full consideration if Ameri-

can unity is to be promoted. These places include taverns, restaurants and other public business locations which best serve their patrons by providing good music. Many of these locations have found it possible to supply the best in music only since the modern automatic phonograph has become a reality. There are economic conditions which make this true. The locations which profit by the phonograph are limited in their earnings and so are the people who patronize them.

But the people who patronize these locations constitute the mass from whom our armed forces must be drawn in case of war and it is they who will bear many of the other burdens of war. To them music is a well-deserved encouragement. They make up the bulk of the American people and it is they who need the cheering effects of popular music.

The good cheer of the masses can best be maintained in trying times by having popular music everywhere. It is an encouragement to national spirit that we have phonographs and radios in the home. It is also a great asset that we can have instruments which make popular music quickly available in business locations where people congregate and seek economical means of diversion. The American people have built up a heritage of popular music and now that vast store of music can be made to serve a very useful and patriotic purpose.

All this popular music may be used to boost the courage of the masses when there are many things to discourage. All this music may help the people to keep faith in their country and to stand up when times are hard. The automatic phonograph is not the only means of cheering the people, but the 400,000 machines with from 12 to 24 records on each machine do make an army for good cheer that is sure to serve a useful and patriotic purpose.

There are two groups that wittingly or unwittingly put a damper on the good that phonographs may do in helping to keep our spirits up. One is that group that would put excessive taxes or fees on the phonographs. While it is generally recognized that everybody must bear an increasing load of the taxes necessary to national defense, yet there are too many with the power to tax who do not consider fully what is a fair distribution of taxes. This is a time for organizations and taxing bodies to boost public spirit by being very fair in assessing fees.

Otherwise sincere church people also destroy national unity in times of emergency. Instead of rallying to the defense of democracy which makes the free exercise of religion possible, church people often prove to be a national handicap by trying to regulate masses of people who do not belong to their groups. This tendency affects a number of businesses and business locations that are contributing a great share to maintaining American courage and spirit.

It is hard to guess what may be the course of events by the time this gets into print, but one thing is certain: The American people need all the good cheer that can be had thru popular music. The phonograph is helping to supply that need.



Shooting h--- out of the earning records of any legal coin game ever made!



Keeney
ANTI-AIRCRAFT MACHINE GUN

The Game that is making American men and women expert anti-aircraft marksmen

While earning records show the Keeney Anti-Aircraft Gun to be the biggest money-maker of all legal coin games, it has not yet come into its ultimate popularity. It is safe to say that 10 times as many people will be playing it this summer than are now frequently playing the game for amusement as well as for gunnery practice.

Better arrange for early deliveries with your Keeney Distributor!

"The House that Jack Built"

J. H. KEENEY & CO. NOT INC. 2001 Calumet Ave. CHICAGO

Score Champ THE 8TH KEENEY'S NEWEST SUCCESSIVE HIT BY KEENEY IN THE "FREE GAME" PIN GAME FIELD IT'S THE GREATEST OF 'EM ALL!

Gottlieb Busy With Four Games

CHICAGO, May 25.—"D. Gottlieb & Co. lead the industry with the production of four great winners at one time," declare officials of the company, "which looks like a new record.

"The new model Skee-Ball-Ette, which has the money-earning feature of our Oh! Johnny, is proving an unrivaled hit with the trade, and orders are piling in.

Oh! Johnny introduces a brand-new idea which bell operators hail as a big money-maker, and they are grabbing it off fast. Drum Major, of course, is in a class by itself among novelty games. As fast as operators see its great possibilities, they rush orders for more and more.

"The fourth winner is our De Luxe Grip Scale, which has set the record of

entering its third year of steady production going as strong as ever. Naturally this line-up keeps the wheels spinning at a lively whirl at the factory and makes it a problem for us to keep abreast of the demand for rush delivery."

Dick Groetchen Back From Biz Trip

CHICAGO, May 25.—Richard Groetchen has just returned from a 4,000-mile trip, visiting with his distributors in Southern and Southwestern States. He reports an enthusiastic reception for the new airplane game Zoom, which is to be released shortly by the Groetchen organization.

"With everyone scanning the newspapers for war news, a game like Zoom is very timely," it is stated, "because its playing action closely resembles the attack of bombers upon an enemy fleet. Zoom can be had as a free play game or as a payout game, to suit conditions in territory.

"Groetchen's Mercury, token payout game, is hitting new records in sales, with many operators concentrating their operations on this time-tested reliable token payout game. The cheatproof tokens dispensed in Mercury aid materially to the protection of operators, who consider Groetchen's tokens the

only ones protected against counterfeiting."

Three N. Y. Firms Seek Incorporation

ALBANY, N. Y., May 25.—Three newly organized machine projects were authorized today by the secretary of state to conduct business in New York State. They include the following enterprises: Cato Amusement Corp., Cato, N. Y.; operation of penny arcade machines; capital \$2,000. The promoters and stockholders are Mat T. Collins, Nellie Collins and Ira J. Kingsley, Cato.

Statler Distributors, Inc., Manhattan; vending machines of all kinds; capital \$50,000. Stockholders: Leo Sandler, Arnold S. Greene and Joseph Ort, New York.

Electrotone Corp., Manhattan; mechanical devices of various kinds; capital 100 shares preferred stock at \$100 per share and 200 shares common stock no par value. Stockholders: Mortimer Colmer, Westfield, N. J., and Abraham Kadanoff and Celia B. Kadanoff, New York.

Recommend Meters for Chi

CHICAGO, May 25.—Parking meters were approved, with reservations, by the public works committee of the City Club

HEY, RUBE!

That's the circus S O S. It brings the roustabouts flocking to the rescue . . . just like PHOTOMATIC brings everyone flocking to take a framed personal portrait, automatically in 40 seconds. There's MONEY in PHOTOMATIC!

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

PACES RACES, \$69.50
Brown Cabinet, Serials over 5,000
1/3 Deposit
WANT MERCHANTMAN DIGGERS
MT. ROYAL NOVELTY, Inc.
308 E. Baltimore St., Baltimore, Md.

recently. The club is a civic group which makes recommendations to the city officials, etc. The report declared that from \$500,000 to \$1,000,000 would be realized yearly in fees for curb parking.

BARGAINS FROM DAVE MARION

Ten Strike, 1939, Improved A-1 \$117.50	Ski-Jump 79.50
World Series . . \$62.50	Totalizer 12.50
Chubbie, F.P. . . 18.50	Red, White, Blue 17.50
Box Score, F.P. . 22.50	Target Skill F. . 10.00
Model F, 1940. . 17.50	Spottem, F.P. . 22.50
Chicken Bam . . 97.50	

New List Out. Many Bargains—Write.
1/3 Deposit Required — Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

★ ★ ★ ★ ★ OFFICIAL COMMUNIQUE ★ ★ ★ ★ ★

REVOLUTION

IN PHONOGRAPH OPERATION

Keeney Wall Boxes Revolutionizing Industry

**ADAPTABLE
TO ALL
MAKES
& MODELS**

Eliminates having to rip out system every-time change in make of phonograph is made.

KEENEY POSITIVE WALL BOX SYSTEM

"Never gives any trouble . . . easiest and cheapest to install." That's what every Keeney Wall box operator will tell you about this system.

And there's no inconvenience to the location, or loss of money to the operator in having to change systems every time a change in make of phonograph is made.

And there's never any 'free concerts' caused by passing street cars or electric toasters. Or by 'wise boy' plug pullers.

AND CUSTOMERS ALWAYS GET PROPER SELECTIONS REGARDLESS HOW MANY BOXES ARE PLAYED AT SAME TIME



COLLECTION INCREASES UP TO 700%

**Best of All Systems
Say Operators**

"The biggest thing, from the standpoint of operating profits, since the advent of the coin-operated phonograph itself." That is the verdict of every operator who has installed Keeney Wall Boxes on his music locations.

**Locations Demanding
Keeney Wall Boxes**

News of Keeney Wall Boxes and the 200 to 700% collection increases has spread, and locations are signing up on long-term, exclusive basis in order to get this Keeney System in their place.

**Opening Thousands of
New Locations**

By being able to put the phonograph mechanism in a backroom or basement, thousands of cramped-for-room locations are now available for music operation . . . small but popular lunch cars, hamburger stands, etc.

Reducing Operating Costs

In that Keeney Wall Boxes are adaptable to ALL makes and models, even the 12 and 16-record models, an operator can now derive top earnings from his obsolete equipment.

Nickel Wise and Quarter Foolish

Those music operators, who think they are saving money by not wall-boxing their locations, are satisfying themselves with nickels where quarters and half dollars might easily be obtained.

Get the Keeney Wall Box Picture from any Keeney Distributor or from Distributors of Mills Phonographs

J. H. KEENEY & CO. Not Inc.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

Coming Events

Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago. Sponsored by Coin Machine Industries, Inc.

National Hotel Week, June 2 to 5.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.

National Confectioners' Association Convention, New York, June 2 to 5.

American Federation of Musicians' Convention, Indianapolis, June 10 to 15.

Radio Parts Manufacturers' National Trade Show, Chicago, June 11 to 14 at the Stevens and Blackstone hotels.

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

Can Games Ops Face the Music?

By H. V. REVES

SOMETHING is drastically wrong with the pin-game business, as practically every operator admits, but it is no more than the reflection in the industry of the chronic state of crisis in world affairs at large. Among operators, however, the crisis cannot persist indefinitely—either things will become better, so that some rational and profitable future operation is possible, or they will soon become such that a radical change in operating conditions is necessary—even to a complete shift away from the traditional game machines.

Basically the trouble with the business may be called a lack, not of honesty, but of openness on the part of far too many operators themselves. This reflects itself, for instance, in the general failure of organization efforts among pin-game men. They have been organized in many cities and in some cases have got along all right, but such cases are the exception, where the pin-game men do not also have the stabilizing influence of other types of coin machine operators to act as a brake or stimulus to them.

Associations of game operators have a high record of mortality, largely because operators themselves do not take the responsibilities of membership seriously enough. They are too much afraid that a competing operator may learn too much about their own business.

Legitimate trade associations of business men in other lines do not act like that, and it is time that operators' groups, too, grew up in a business sense to the point where they can be conducted in a responsible manner. Such an association is organized primarily for two purposes—to establish a common and united defense of the industry against all forms of outside attack and to provide a forum for the discussion of industry problems and the legitimate interchange of information and experience. Without these two accomplish-

ments the association, whatever its success socially may be, is really worthless.

Operators who fear to discuss their common interests are proverbially cutting off their own noses to spite their faces. In the long run they are bound to lose all chance of presenting a strong united front when some real danger threatens their business.

This all resolves down to one fundamental problem—there is far too much secrecy in the pin-game business.

Trade secrets are all right in any business, and perhaps some have their place here, but they should be few. After all, there are no secret formulas to use in the business. About the extent of even reasonably legitimate secrecy would be the knack of doing certain tricks in repair or servicing of machines—but every operator knows that the service men prefer to exchange ideas, even informally, whenever they meet—and that this mutual interchange of information is the way that each one is able to increase his own fund of knowledge of machines so that he is able to meet a new type of service trouble when it arises—because some other service man has talked it over with him some time in the past.

It is far better to place this exchange of ideas upon a sound and systematic basis—thru an association and thru other means of publicizing ideas, particularly the trade paper. Leaving it to casual personal contacts is far too unsystematic to do very much good.

The operations of pin-game men are shrouded in secrecy in other ways, probably even more vital, but the secrecy in these slight things is symptomatic of a tendency that evidently prevails universally and needs to be rooted out.

For instance, there is the disturbing question of prizes for games. They are given in most places, and we all know it to be a fact, even though the law may specifically say or be interpreted to say

NATIONAL NOVELTY CO. OF MERRICK LONG ISLAND Announces! A STARTLING NEW CREDIT PLAN

JUST A FEW OF NATIONAL'S QUALITY BARGAINS

FREE PLAYS	
Big Six	\$34.50
Commodore	52.50
Follies of '40	56.50
Keen-a-Ball	26.50
Klick	11.50
Lucky Strike	47.50
Mr. Chips	48.50
Nippy	38.50
Rebound	27.50
Score Card	62.50
Topnotcher	27.50
Supercharger	37.50
Thriller	28.50
Twinkle	26.75
Roxy	67.50

NOVELTY GAMES	
Bands	\$13.00
Bally Supreme	10.25
Lot-o-Fun	17.75
Snook	12.75
Spottem	13.75
Variety	16.25

PHONOGRAPHS	
Seeburg Symphonolas, Model D. F.	\$31.50
Wurlitzer 616, with new lip-up front	104.50
Wurlitzer 412	34.50

LARGE VARIETY OF FINE USED PHONOGRAPHS ALWAYS ON HAND
5% Discount for Full Cash With Order!

We really WORK on our machines. Every machine is carefully reconditioned by trained mechanics and guaranteed to GO. WE ARE ALLOWED TO HAVE OUR FLOOR MEN OPERATE AND LOOKS LIKE NEW. Games are repainted when needed. We pack our machines in DIAMONDS—around the corner or across the street. 95% OF OUR BUSINESS IS REPEAT ORDERS—proof that we do what we promise. Order with full confidence!

National's new credit plan is the easiest, most convenient way ever conceived to buy games. NO RED TAPE—NO DELAYS. With this new plan you can enlarge your operation, make more money, decrease credit headaches. It's the plan you've been waiting for!

JUST 2 THINGS TO DO:
1—Send Us Your Order
2—Send Us the Name of Your Bank

That's All!

NATIONAL NOVELTY COMPANY
193 MERRICK RD., MERRICK, L. I., N.Y. PHONE—FREEPORT 8320

Earning Power?

LISTEN, FELLA, YOU'LL OPERATE Marvels

FOR YEARS TO COME! EARN MANY, MANY TIMES THEIR COST!! AND GET A BIG TRADE-IN ALLOWANCE WHEN YOU'RE READY TO TURN THEM IN!

Only \$32.50



ATLAS NOVELTY COMPANY
General Offices: 2200 N. WESTERN AVE., CHICAGO, ILL.
Associate Office: 1801 FIFTH AVE., PITTSBURGH, PA.
ATLAS AUTOMATIC MUSIC CO., 2982 E. Jefferson St., Detroit, Mich.



PROSPECTIVE MINUTE-MAN GUNNERS practicing on a battery of 15 Keeney Anti-Aircraft Guns at Long Beach, Calif., Pier.

SPRING CLEARANCE SALE			
CONSOLES			
5 Lucky Lucr	\$149.50	10 Triumphs	\$87.50
1 1940 G. Domino, J.P.	139.50	10 Congo	60.00
3 Royal Flush	129.50	15 Lancer	57.50
4 1936 G. Domino, J.P.	119.50	10 Flaship	55.00
2 1928 G. Domino	89.50	2 Big Six	55.00
3 Trifle Entry	89.50	1 Scoop	45.00
3 1937 G. Domino	89.50	2 Fantasy, J.P.	45.00
2 Paco Races, Ser.	55.00	5 Jumper	42.50
1 John Multiple Race	49.50	3 Stoner Baseball	40.00
5 1926 G. Domino	29.50	4 Topnotcher	40.00
3 Track Time (Red Cab.)	29.50	2 Vogue	40.00
1 Kentucky Club	29.50	15 Rebound	37.50
2 Picem	29.50	1 Avalon	35.00
3 Rat's Track	22.50	1 Gottlieb Bowl, Alley	35.00
3 Club House	22.50	2 Conquest	30.00
2 Tanforan	22.50	1 Flash	27.50
4 Liberty Bell	15.00	1 Pyramid	22.50
PHONOGRAPHS			
Mills Throne of Music	\$209.50	1 Zip	22.50
Wurlitzer 500	199.50	4 Clipper	22.50
Wurlitzer 600	149.50	5 Paramount, F.P.	15.00
Wurlitzer 24	109.50	PAYOUT TABLES	
		100 Grandstands	\$72.50

DAYFLOWER NOVELTY COMPANY
1507 UNIVERSITY AVE., ST. PAUL, MINNESOTA

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WORLD'S LEADING HEADQUARTERS FOR PENNY ARCADES AND SPORTLANDS

FREE PLAY GAMES

Sto. Baseball \$35.00	Score Card \$49.50
Big Six . . . 25.00	Scoop . . . 35.00
Big Show . . 49.50	Supercharger 30.00
Champion . . 17.50	Super Six . 45.00
Dandy . . . 24.50	Triumph . . 47.50
Follies . . . 42.50	Thriller . . 17.50
Lucky Strike 39.50	Up & Up . . 19.00
Pick 'Em . . 17.50	Variety . . 17.50
Roxy . . . 52.50	White Balls 25.00
1/3 With Order, Balance C. O. D.	

Mike Munves Corp.
593 TENTH AVE., NEW YORK

ness of operation, but solely by an open presentation of the rights and fair play that should be accorded operators. And it can do away with this vicious system of protection that keeps the operator and the officials who participate in or condone it alike partners in law evasion and violation.

A by-product of the protection system is the phony protection system. Some individuals or small groups may claim to be able to give effective protection in a particular territory and do not actually have such power. This is obviously a racket. The more barefaced impostor of this type will make his play for cash once and probably get away with it, but when he fails to deliver the goods he is not likely to get more protection money, but a well-earned resentment instead.

But most impostors are smoother operators than that. They may find a territory where it is not possible to place one's finger definitely upon the individuals who receive the alleged protection money, among officials, and this very indefiniteness covers up the fact that the allied "protector" pockets the money for himself. Because the whole thing is done so much in secret, the victims are unable to make any public investigation of their situation.

Real and phony protection payments for protection are not the only evils that the industry faces because of secretiveness. Among the others is the probability of unsatisfactory relations with the location owner.

Kickbacks Are Common

Kickbacks in one form or another form a major source of trouble. This may be the fairly honest one of giving far too high a percentage of gross receipts to the location owner. Or it may be outright cash payment to get or keep the location. Or it may be a personal payment, covered in various ways, over and above the official statement of earnings.

Such methods are one and all dishonest, but perhaps it does not pay to quote honesty as a good business policy any more. But they do have the disadvantage of every form of blackmail—that the ante is constantly being raked until the breaking point is reached, and



SEEBURG WIRELESS REMOTE CONTROL MUSIC SYSTEM is on the road in the Northwest under the sponsorship of the Jack R. Moore organization. Engineer George L. Cusick Jr. is at the helm of the truck, which is touring Moore's entire territory.

then the damage is far greater than it would have been if the problem had been faced right at the start.

This difficulty, too, may be traced to the familiar cause of too secretive an attitude about business. The pin-game business is no place for either the shrinking violet or the lone wolf. It's a big industry with its own trade problems, and it needs the united brains and effort of every operator to meet them.

Public Wants To Play

The public wants to play games—and there is plenty of evidence around that it likes to have prizes for playing them. It's up to the operator to see that these demands can be filled—within the law. Keeping on in the half-shadow world of sub-legal operation is only going to mean the constant threat of serious trouble.

Pin games are distinguished from slot machines primarily by the fact that they offer some chance for skill in their play—just how much is for the operator and the experienced player to decide in the case of each individual machine. It would be easy for operators to go on running their pin games in the shadow of illegal organization where slots have been operated for years in some territories, because they would soon become indistinguishable in the eyes of too many people. That they have already become so, the occasional business who has attacked "one-armed bandit" has proved. "Placing all operations 'open and above board' is one way of getting away from this disastrous possibility.

Operators who run their business in this extra-legal manner cannot take a very sound pride in their business, and there is little personal incentive, aside from the direct profit of the trade, to carry on with it. Yet every business man knows that the real motive of running a business, apart from the satisfaction of being his own boss, lies largely in the pleasure and interest he can take in that type of work.

So that it all comes down to a question of personal pride in the work—if the operator gets his business on a sound foundation that is not a mere run on.

Establish Your Name

One way many operators evidence this is by their desire to establish their firm name—but too few identify themselves with the business by giving their own

name to the firm—it becomes the World or Zenith Games Co., not the Jones Games Co.

The writer knows half a dozen operators who don't want their social acquaintances, or business acquaintances in other lines, to know that they have any coin machines—it seems too undignified or something a little bit illegal.

Part of this is a hangover from the days when operators usually had some other job as well. Plenty of them still do, and machine operation is a part time job merely for lots of men—but the pin games, with their expensive investment today, require practically full time operation for a profit of any size. In other words, this business is growing out of the knee-pants stage.

Its individual machine investment has grown steadily from about \$5 to present levels. That means that a man with 50 machines has a sizable investment and is entitled to be ranked in the same class as his corner grocer, perhaps, as an independent operator.

Yet operators are still thinking back in the horse and buggy days of the business. This is not something to be here today and gone tomorrow. It has lasted too many years now for that, altho a radical change in machine design is really called for to bring in some new game elements for popular play. But the basic principle will remain unchanged.

Spoiling the Public

Operators complain of machine prices, for instance. There is some legitimate ground, of course—there should always be a place for the lower priced machine, and manufacturers should continue to make them for this trade. But the better machine pays well.

One reason operators cannot systematize their business is the tremendously rapid depreciation upon their machines. But this can be reduced in several ways, and really requires to be. A business man does not expect the appeal of his merchandise to be worn out in a week or two—or there is something wrong with his business.

Operators have spoiled the public by too great catering to the demand for novelty in pin tables. It is necessary, but not so often as it has been practiced in the recent past. It is possible to educate people to expect quality in a game rather than merely novelty—and perhaps the designing engineers need a little work here to make this possible

"Fifth Column" May Slow Travel

CHICAGO, May 25.—The record summer tourist movement, from which many businesses, including the coin machine business, had expected so much, may not reach its full heights due to drawbacks imposed by the war.

Canada has recently become disturbed about the danger of "fifth column" agents entering the country along with tourists from the United States, and the American government is expected to help maintain a careful check on all tourists.

Serious reports are coming from Mexico and the Texas border also. Citizens along the border are taking matters in hand and are forming volunteer groups to guard against "fifth column" agents. Some small disturbances have already occurred.

The effect of these serious developments is to discourage an interchange of travel with neighboring countries.

"IMMEDIATE DELIVERY"

Mercury

TOKEN PAYOUT

"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 clock-motor, positive payout, of award tokens.



Hammerloid Finish. MERCURY, built by Grotchen, the inventors of Token Payout Games. AVAILABLE 1c PLAY OR 5c PLAY SMALLEST COUNTER MACHINE LARGEST CASH BOX

Price \$32.50

Terms—1/3 Deposit With Order, Balance C. O. D.

Ohio Specialty Company

12 W. Court St., Cincinnati, Ohio, or 539 S. Second St., Louisville, Ky.

CLOSE OUT BARGAINS

WE MUST MAKE ROOM FOR NEW EQUIPMENT

- 6 Mills, 1-2-3, F.P. Like New . . . \$60.00
- 1 Keeley Track Time . . . 30.00
- 2 Galloping Dominoes . . . 37.50
- 2 Bowling Bumpers . . . 35.00
- 3 A.E.T. Targets, Model F . . . 10.00
- MAJORS GUN CLUB, CONTACT, BOX SCORE . . . 17.50

One Lot of 150 Tables, All in Perfect Running Order and Clean, \$3.00 Each, or 5 for \$22.50. They are SILVER FLASH, BALLY RESERVE, BOBB, AIRWAY, SKY-HI, CHICAGO EXPRESS, PALM SPRINGS, REVIEW, HARE N HOUND, BASKET BALL AND OTHERS.

CONFECTION VENDING CO.

220-22 West Fourth St., CHARLOTTE, N. C.

in new models. The whole discussion boils down to the word to operators, "It's time the industry really realized that it has grown up. It is time to forget that this was your own secret that the other fellow might 'swipe' from you. Forget secretiveness, and operate in a businesslike fashion."

Pacific Northwest Cities Spread Out

PORTLAND, Ore., May 25.—If you are an operator in the Pacific Northwest, operating particularly in the cities, you may have noticed some break in the "take" of our machines in the past 10 years. If you did you will be interested in the census reports for the principal cities of the Pacific Northwest.

People in these cities are moving out to the neighboring countryside. Hinterland and hamlet show population increases, but the 1940-census results have caused consternation and alarm in Seattle and Portland. Altho the vast and sprawling Columbia River basin as a whole has absorbed thousands of dust bowl migrants in the last few years, its two largest communities are having a difficult time to maintain the population levels they had when the census was taken a decade ago.



HAROLD M. SCHAFF, head of the Victor Vending Corp., reports that his firm is entering the counter game field. His company has long manufactured many types of merchandise venders, specializing in the bulk vender.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK



SPECIAL DE LUXE
Porcelain Enamel Finish
Only \$5.25 ea.

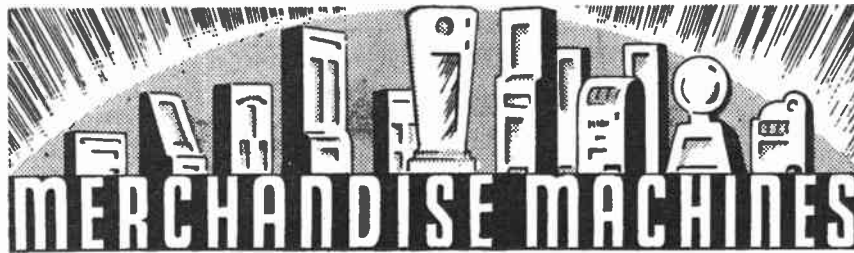
In lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise china. Vends everything. 5 lbs. capacity. 1/2 cash with order, balance C. O. D.

OPERATORS, ORDER THIS COIN COUNTER



Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. Write for complete details on TOPPER, SPECIAL, Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Torr Says '40 Better Than '39

PHILADELPHIA, May 25.—In his periodical report on the state of business in his territory, Roy Torr, distributor, reports that business is definitely better than ever and declares that his own firm is showing a standing of twice the amount of last year's business.

Torr attributes the business rise to better general conditions, as well as the offering of better equipment by his firm. "This remarkable increase can be traced to only giving my operators the kind of equipment that earns substantial steady profits year in and year out," he declared.

Cookie Vender on Test in Chicago

CHICAGO, May 25.—A drive is under way to line up local operators and State distributors for a new coin-operated vending machine, a cookie vender. The device dispenses 5-cent packages of cookies or cakes. The cookies packaged for the machine number about 15 varieties of peanut butter, cheese peanut butter, chocolate cookies, fig newtons, etc.

The machine is reported to have made marked progress in the Eastern territory. In fact, so much so that the campaign has been spread to Chicago and a group of States, including Illinois, Iowa, Wisconsin, Michigan, Minnesota, Indiana, Missouri, Kentucky, Louisiana and Texas.

The machine is available in a number of colors and finishes. The products vend from the machine are to be purchased directly from the producer by the operator. The company supplying the item has plants and branches in every section of the country.

It is said that record of results of machines on location in New York City indicated a good return. There machines were installed in such places as subway stations, dance studios and offices of the Remington-Rand Co., Underwood-Elliott-Fisher Co. and the Westinghouse Electric Supply Co.

In Chicago, test machines have been placed on industrial sites, as well as in hotels. Operators are making placements on the basis of a split with controlling locations, sometimes direct to a firm or in some instances to an employees' benefit fund.

Dante Offering Four Vender Bars

CHICAGO, May 25.—Four well-known candy bars put out by the Dante Candy Co., Chicago, and sold extensively in coin-operated dispensers are now being offered in a new summer coating, which stands up far better to the rigors of extremely hot weather than the regular winter line.

The four bars are Doctor's Orders, containing figs; Vita Date, made from dates; Plum Good, containing prunes, and the latest product, Challenger, which utilizes apricot for its fruit content.

It is reported that a substantial increase in sales of these bars has been noted by the manufacturers in recent months. While a portion of this increase has been thru store sales, a substantial amount is attributed to sale thru vending devices.

Wisconsin Cigarette Ops' Association Plans Constitution

STEVENS POINT, Wis., May 25.—E. Z. Gregory, president of the Wisconsin Operators' Association, reports that action taken at the recent meeting at Stevens Point was highly satisfactory, but added that he was a bit disappointed in the attendance, which was held down by a steady downpour of rain on the day of the meeting.

The meeting was held Sunday, May 19, and it is reported that several items of importance to the future of the association were discussed and provisions made for them. A committee was appointed to draft by-laws and a constitution. Another committee was named to form a corporation for the association.

On the committee for by-laws and a constitution are Messrs. Jacobs, of Stevens Point; Pierce, of Brodhead, and Jack Kelner, of Chicago.

President Gregory said that some time next month a date would be set for a meeting at which the by-laws and constitution would be ratified. Election of officers is also planned for this meeting.

The association was organized in July, 1939. Present officers have served since then, but will leave office for another election when the new by-laws and constitution are adopted.

CMA of New Jersey Tests Regional Plan

NEWARK, N. J., May 25.—With the installation of Charles W. Stange as president of the CMA of New Jersey for the year of 1940-'41, plans for one of the most progressive years in the history of the organization have been formulated.

Attendance at meetings this year has shown renewed interest of the members in the work being done by the CMA. Maurice Walsh, of Maurice Walsh Sales, Inc., recently became a member, as did Harry Ratner, of the Harry Ratner Cigarette and Candy Co., and Casper Cassidy, of the Bergen County Vending Co. Walsh will see a suggestion of his carried out soon when a regional meeting will be held in Hudson County. This district will also be used as a test area for certain association policies. Should the plan prove its value, the system will probably be used thruout the State to solve certain problems.

Business is reported as on the upgrade, due to the opening of a number of new locations in addition to resort trade.

CENT-A-PAK

WINNER 1935 LEADER 1940

WRITE FOR **SPECIAL SUMMER PRICES** ILLUSTRATED CIRCULAR AND TERMS

KING Jr. 3.95
(Send for Circular)

TORR 2047A-SO. 68 PHILA., PA.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling 30c returns \$4.50

Operate "King Jr." Vendors, \$3.95. Vends breath pellets, ball gum, nuts, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.

AUTOMATIC GAMES, 2425K Fullerton, Chicago, Ill.

New Erie Diggers

READY SOON NO ADVANCE IN PRICE

Six or Eight New Erie Diggers Will Earn More.

ONLY FACTORY REBUILT ERIE DIGGERS are as good as new machines, though not always available. The difference in price however is small.

Order Now and Get in on First Shipments.

ERIE MFG. CO. BOX 415, MIDDLETOWN, OONN.

Write Today for **FREE CATALOG** of over 100 different New and Used Vending Machines, Counter Skill Games and 10 Phones.

IMMEDIATE DELIVERY!
IMP \$12.50
DERBY VENDOR.. 12.50

D. ROBBINS & CO.
1141-B DE KALB AVENUE, BROOKLYN, N. Y.

GET MORE MONEY FROM YOUR ROUTE WITH
Northwestern
BULK VENDING EQUIPMENT



Deluxe Model

Just ask any operator—they all say—"The finer construction, the many extra features and far greater earning ability make Northwestern bulk venders the outstanding choice of experienced operators." If you want the most for your money in good, dependable and profitable venders, write today for details of the complete line of Northwestern money-makers.

THE NORTHWESTERN CORPORATION
505 E. Armstrong St., MORRIS, ILL.

A FORTUNE IN SMALL COINS IS BEING SPENT DAILY

Get Your Share Now With

KING Jr. 3.95
(Send for Circular)

TORR 2047A-SO. 68 PHILA., PA.

FAST MONEY!

Promotion type salesman can make a fortune with our new nickel-operated GOLF GAME. Liberal sales commission. Write fully.

P. O. BOX 285-B, Minneapolis, Minn.

Forbes and Cherry In Charge of Plans For 1940 Outing

NEW YORK, May 25.—Matthew Forbes, manager of the New York CMA, and James V. Cherry, manager of the New Jersey CMA, are in charge of arrangements for the annual outing to be held at the Berkshire Country Club, Wingdale, N. Y., June 15-16. Plans for the affair are progressing and one of the biggest events in the history of CMA organizations is expected.

There is a possibility that an interstate CMA meeting will be held in connection with the outing. The last session was in Boston, when the New England CMA held its banquet, April 13-14. Since the outing is open to all members of the interstate and manufacturers in allied fields, the idea of holding the meeting is receiving consideration.

Highlight of the affair will be the soft-ball game between manufacturers and interstate members and a playoff between the CMA's for the right to compete for the trophy now held by New York. Events in swimming, tennis, handball and golf are also being planned.

Representative groups are expected from Pennsylvania, Rhode Island, Connecticut and Massachusetts. Executive secretaries, Walter Guild, of Massachusetts; Anthony Masone, Connecticut; Matthew Forbes, New York; Norman Fuhrman, Pennsylvania, and James V. Cherry, New Jersey, will be in charge of arrangements for their respective State organizations.



MR. AND MRS. F. H. BARNIDGE snapped in front of the Prunty Seed and Grain Co. Building in St. Louis. Prunty is a large supplier of pop corn used in coin-operated pop-corn venders and also to concessioners with parks, circuses and carnivals.

A Scapegoat May Be Needed

CLEVELAND, May 25.—The long-awaited coal report was released by State officials May 21 and according to The Cleveland Plain Dealer, it "has much to say about bribery and connivance in the utilities department," etc.

If this and other matters are fanned into an extensive scandal, it will be a bad omen for the local amusement games industry.

If matters follow the usual course here as in other cities, when it gets too hot in the matter of big scandals, then agitation is started against pinball games. A little agitation in the right places, and the churches, newspapers and civic groups will target all about the big scandals and start crusading against pinball games.

When big scandals develop then a scapegoat must be found

Holly Co. Busy On Grip Scales

DETROIT, May 25.—The new and enlarged plant of the Holly Mfg. Co., Holly, Mich., has been completely tested and equipped and is in full operation, turning out the improved Universal Grip Scale.

Universal grip scales are legal penny machines for testing strength of hand grip. Company decided to initially build the scales as handgrip in appearance, with a handsome red crackle finish, all chrome front and heavy grip handle. They also have polished chrome and hold \$25 in pennies.

Company officials state that the company's engineering department is now busy with designs and preparations for taking up on the new wonder machine, which is said to be introduced.

Huge Canadian Tobacco Crop

OTTAWA, Ont., May 25.—Creating a new high record for the third successive year, Canadian tobacco production amounted to 100,846,000 pounds from 22,700 acres in 1939, an 8 per cent increase over the production of 101,000,000 pounds from 21,570 acres, reported the Dominion Bureau of Statistics.

A preliminary estimate places the value of the 1939 tobacco crop at \$15,257,000, a decrease of \$1,011,000 or 6 per cent compared with the 1938 crop. Average price for all varieties of tobacco last year was 17 1/2 cents a pound compared with 20 1/2 the previous year.

American Legion Over Million Mark

INDIANAPOLIS, May 25.—The American Legion reported that its membership nationally has again passed the 1,000,000 mark for the third time in the history of the organization.

Many of the coin machine trade are members of the Legion and operators are also joining as the membership rolls to grow. The average of the present time is said to be making many franchise men to enter their membership in the Legion.

The executive men's organization enrolled more than 1,000,000 members in 1939 and 1938 but the mark was reached this year when World rolled them in 1939. The present enrollment is 1,000,512. Secretary National Adjutant Tom Cline, said expansion confidence the record enrollment of 1,000,000 set in 1937 would be repeated this year.

Pines Winterfront Suspends Business

CHICAGO, May 25.—Directors of Pines Winterfront Co. have voted to liquidate the firm because of continuing operating losses. The firm has made a reputation for producing low priced and at various times has made coin-operated machines or parts or machines on order in its Chicago plant.

Suspension from trading on the Chicago Stock Exchange of the 27,251 shares of the company's stock was ordered yesterday by the securities committee of the exchange.

Sale of the company's equipment, inventory and good will to Pines, Inc., a recently organized Illinois corporation, has been authorized by directors and will be submitted for approval of stockholders at their annual meeting June 19.

This sale, it was explained, will enable the company to pay all its debts ex-

cept the mortgage obligation.

Temporary arrangements have been made by the prospective purchasers for continuing operations in the Pines plant pending a possible combination with a metal fabricating company with which it has an affiliation. The Pines principal plant comprises about 4 1/2 acres on North Green avenue, Chicago.

In its efforts to produce new products the company introduced new types of "winterfronts," including a model for tractors but was unable to receive operations to the profitable basis experienced prior to 1931. Losses have been shown in each fiscal year since the period ended April 30, 1931.

Hotel Profit Only Penny on Dollar

As a part of the program of National Hotel Week from June 2 to 8, the results of a special survey showing where the hotel dollar goes will be distributed to 6,000 hotels in more than 1,200 communities. The study shows the part played by hotels in the individual life of the country and it also shows the under present conditions the average hotel yields to hotels is but one cent out of each dollar received.

In conducting the survey, Thomas D. Green, president of the American Hotel Association, said: "Modern business has shown that industry is best served when the public has a true judge of the problems of industry and when industry knows exactly what the public wants."

Green said that the observance of National Hotel Week will have the cooperation of local chambers of commerce and other groups in the various communities. National Hotel Week highlights are being planned by the New Women's Fair.

Winchell Comments Anent Pari-Mutuels

NEW YORK, May 25.—Walter Winchell, in his syndicated column, *On Broadway*,



MRS. SAMMIE GERBER, wife of Paul Gerber, of Gerber & Glass, Chicago, was photographed with Joan Wilhite, pinball woman star, while in the movie capital recently. According to Paul Gerber, his wife had been appearing in California for four months and crushed Hollywood on her first screen test.

SELECT-A-PAK

"CHALLENGER"

A SENSATIONALLY BETTER CIGARETTE MACHINE SOLD ON 30 DAY MONEY-BACK GUARANTEE! THAT'S HOW GOOD IT IS! ORDER QUICK!

Only \$79.50 F.O.B.

Select-a-Pak Sales Corp.

2021 PROSPECT AVENUE, CLEVELAND, O.



The De Luxe Northwestern presents



the world's finest and most modern slugs and bulk merchandise.

- SLUG PROOF
- PORCELAIN FINISH
- RETURN COIN CHANGE
- VENDS ALL MERCHANDISE
- WRITE FOR 30 DAY FREE TRIAL OFFER

USED MACHINE BARGAINS

SILVER KING 10 Cents - \$4.50
 5 Cigarette 20 Cents 2.00
 Northwestern Standard
 10 Cents - \$3.00
 Northwestern 20 Cents - \$2.00
 4 Cents 10 Cents - \$4.00
 ROBINS 2 Cents 1 Vendor 4.00

STEWART-McGUIRE 30.00
 ADAMS GUM MACHINES 4.00
 LOTS OF 10

ADAMS GUM 20 Cents 1.00
 1-4 BALL GUM
 WETSHIP, CANDY, GUM

Write for FREE LIST. 1/2 Dept. with all orders. Incl. C.O.D.

DE LUXE \$14.85 in 100 SAMPLE 515.30

NORTHWESTERN SALES & SERVICE CO.

120 Canal Street, New York, N. Y. Tel.—BUckminster 4-2150

NEW

PENNY HERSHEY BAR VENDOR

a real profit maker!

- Streamlined design
- Ruggedly built
- Large capacity
- Excellent slug protection

Write today for attractive deal for distributors and agents.



Marshall Cornino, Jr.

205 E. 144th St., New York, N. Y.

Cent-A-Tune 1c Selective Phonograph

A 12-Record Machine Suitable for Location Where Pennies Are More Plentiful Than Nickels.

OPERATOR'S PRICE—BELOW \$50.00

With or Without Case!

D. ROBBINS & CO. 1144-B DEVALB AVE. BROOKLYN, N. Y.

April Cig Increase Highest in 3 Years

NEW YORK, May 25.—Cigarette production showed a larger increase in April than in any of the preceding 22 months, following a sharp dip in March, it has been reported.

Production gained 2,550,258,793 cigarettes or 20.79 per cent to 14,819,507,680 over the previous month, the largest increase since December 31, 1936. Production at the latter period rose 3,404,702,753 cigarettes or 31.50 per cent over the previous month.

The jump in April production put cigarette output in that month 5.79 per cent over April, 1939.

MUSIC MERCHANDISING

Making of Local Records Has Points Pro and Con

Detroit firms report varied experiences as to costs, results, etc.

DETROIT, May 25.—Desire of many operators and distributors of music boxes to produce their own private label records is gaining momentum, in spite of seemingly insurmountable obstacles. Idea is still in the experimental stage, with advantages and disadvantages fairly even. Check-up on data available here, which is admittedly scattered points to the fact that production of private label records is definitely a gamble which only a distributor or a large operator can well afford to take. Costs are too high for the operator who wishes to turn out records for a limited number of machines.

Estimates of costs vary with the talent used and number of records to be pressed. Wide divergence of opinion on costs is reflected by one record manufacturer's representative, who states that a number must sell at least 10,000 to break even. In contrast, one of the city's largest operators estimates that, "it only costs about \$300 to take a gamble on a record." This estimate, however, is evidently based on use of unknown talent and includes recording costs only.

Estimating the Cost

Because so many items can vary in cost, it is difficult to draw a clear-cut picture of private label recording costs. In general, however, such costs can be broken down into five major categories: talent royalties, studio rental, miscellaneous and pressing costs.

Talent is expensive. Non-union talent is not to be considered because such records might stir up trouble with the unions. American Federation of Musicians set fee for a recording session is \$10 per man per hour, with a three-hour minimum session. The leader gets double. Overtime is at the rate of \$7.50 per man for 45 minutes. Overtime fee is based on fact that 45 minutes is average time it takes to make one side of a record. AFM members can only record in a studio licensed by the AFM for making commercial records. This license is given free by AFM upon the studio's filing answers to a questionnaire which seeks to ascertain if the studio at any time has run afoul of the local AFM group. Singers do not fall within any union's scope and consequently there are no prescribed minimums for their services.

If popular music is used, it most probably will be controlled by the publisher members of the American Society of Composers, Authors and Publishers and Music Publishers' Protective Association. Fee for such music is 1 1/4 cents per side of all records sold. If music is used that is tax free or written by a composer without affiliation with either publisher or performing rights societies, then rate of payment must be worked out between composer and the one making the recordings.

To these fees must be added studio rental time at the rate of \$22.50 per hour or thereabouts. Miscellaneous costs including master records, etc., can run from \$50 in excess of \$200, depending on the number of masters cut before a good recording is obtained. Pressing costs vary from 13 to 21 cents per disk, depending on the quantity ordered, the quality of the wax used, label costs, etc.

Some Make Money

Despite these seemingly prohibitive costs, a few operators have taken a flyer at the private label record business. Harry Graham, of Marquette Music Co., one of the biggest operating firms here, and its affiliate, the Wolverine Music & Specialties Co., which functions as distributor for one of the major music box manufacturers, has produced many records. One record scored solidly with operators in this area. An original order of 2,000 disks was sold out, and 5,000 more were bought by operators in Michigan, Ohio and Illinois. "In addition to these sales," Graham stated, "this num-

ber has increased the gross earnings of our machines at least 15 per cent and has encouraged me to the point where I am going to make more records." Graham admits, however, that he takes a gamble with records he makes primarily for his own machines.

Uses Unknown Talent

Contrary to expectation, talent Graham employs is strictly of the unknown variety. "We like to pick a band or artist nobody knows. Those with something of a name are too expensive and usually are under contract to one of the big recording companies," he states. Graham does his own talent scouting and banks on his 20 years' experience in this business to decide whether a band or an entertainer will click with his music box patrons. He frequently works out the recording arrangement with the band, too, altering music and words to suit his purpose.

Brings More Visitors

One interesting angle that foreshadows future development of the private label record business is Graham's report that these disks increase number of operators visiting his distributing headquarters. While the distributor of such records will not net any more from them than standard disks, still the fact that they are individual and that source of supply is confined only to their headquarters will naturally result in the extra compensation of increased operator traffic. Graham reports that he's contacting other music box distributors on the idea, and it is probable that as a result a new channel of record distribution may spring up.

Wall Box Field Developing Fast

CHICAGO, May 25.—"One of our larger distributors visited me last week," reports J. H. (Jack) Keeney, "and told me that he was just getting the wall-box picture."

"This distributor," continued the head of the 'House That Jack Built,' "has sold a great many of our wall-box systems and knows of the large increases in collections these boxes are producing right among his own operator-customers."

"But, like so many of these distributors and operators, the magnitude and importance of wall boxes do not immediately dawn on them in spite of the actual cash-box proof. They are at first inclined to view wall boxes as merely

auxiliary accessories to music operation. It takes a little time to see that wall boxes change the entire operating set-up. And when they do begin to realize this they too join the ever-growing wall-box stampede which is so rapidly revolutionizing phonograph operation.

"Wall boxes," said J. H. Keeney & Co.'s president, "make quarters and half dollars grow where nickels and dimes grew before. That, in my estimation, is the wall-box picture."

Keeney wall boxes are adaptable to all makes and models of phonographs and employ the direct wire principle, according to Keeney.

Kelly on Road For Pfanstiehl

WAUKEGAN, Ill., May 25.—W. F. (Bill) Hemminger, sales manager of the Pfanstiehl Chemical Co., Waukegan, Ill., who has been reporting excellent results with Pfanstiehl coin machine needles all over the United States, requests that distributors and operators in Texas and Louisiana, especially near the Coast, keep their weather eye out for one of his star salesmen.

Stanger Kelly, the operating king from Joliet, Ill., is in these two States for fishing and selling. Bill wonders which is the more important of the two, but feels sure that after the fish are caught there will be a lot of Pfanstiehl needles sold.

"The exceptional way that Pfanstiehl needles are living up to our claims of 4,000 plays, better tone, less record wear and no breakage is making many friends and satisfied users," says Hemminger.

Kressburg Holds School for Ops

NEW YORK, May 25.—Seeburg's Remote Control School for operators was conducted on the third floor of East Coast Phonograph Distributors, New York, May 20-22. Lectures and demonstrations were conducted by Prof. Ray L. Mason. About 100 operators and their service men attended.

After each class the operators took a written examination and the men made surprisingly high marks. Sam Kressburg, who supervised the school, claims: "The men were highly enthusiastic over the school, as it gave them the opportunity to get a comprehensive picture of remote control, thereby obtaining a complete understanding of Seeburg's wireless control."

Refreshments were served after the classes, and the men spent quite some time discussing the mechanical aspects of the system.

Operators Laud Miraben Revamps

CHICAGO, May 25.—The remodeling work that we of the Miraben Co. are doing has won praise from music machine operators all over the country," reports Ben Lutske, head of the firm.

"We have always made it our policy to give the music operator not only the finest quality materials obtainable, but to also design the remodeling parts in such fashion that they would be instantly commended by the trade.

"The many letters which we have received from operators all over the country praising the beautiful remodeling parts which we have sent them convince us that we have the most beautiful remodeling jobs in existence. The trade is so fond of the jobs that many operators have written us they are featuring their remodeled machines using Miraben glamorized remodeling parts above many of their other machines.

"Some other letters we have just received stress the simplicity with which the parts are adapted to the present machines. This has always been a practice of ours. We have made it so simple to place our parts that all the operator needs is a hammer and a saw. In fact, one op wrote us that it was so easy to put the parts on that next time all he will use will be his pocket knife."

Phono Changeover Sales Up, Says G&G

CHICAGO, May 25.—"We've noticed a further increase in sales of our phonograph changeover equipment during the past few weeks," state Paul Gerber and Max Glass, of Gerber & Glass. "The biggest reason so many operators have modernized their old phonographs with our changeovers is that the new appearance has helped them boost their earnings.

"Our changeovers have helped operators overcome the grave problem of obsolescence. Now they can operate phonographs that are years old, yet have a fine appearance. Biggest and most pleasantly surprising fact is the cost of our changeovers. Many operators have said that they cannot afford to pass up these changeovers—that it would actually cost them more money not to modernize."

Mississippi

NATCHEZ, Miss., May 25.—Business is much better in this section despite the expected summer slump. New locations have been established and all spots are reported doing o-k. Lots of new people here working on the \$4,000,000 river bridge, new waterworks plant and other projects. Bridgemen especially are good spenders in coin machines.

Sam Serio, of Seramac Co., is engaged in politics these days, assisting his brother, Chief of Police Joe P. Serio who is a candidate for re-election as city marshal in the primary election to be held here August 6. Chief Serio is a friend of the operators.

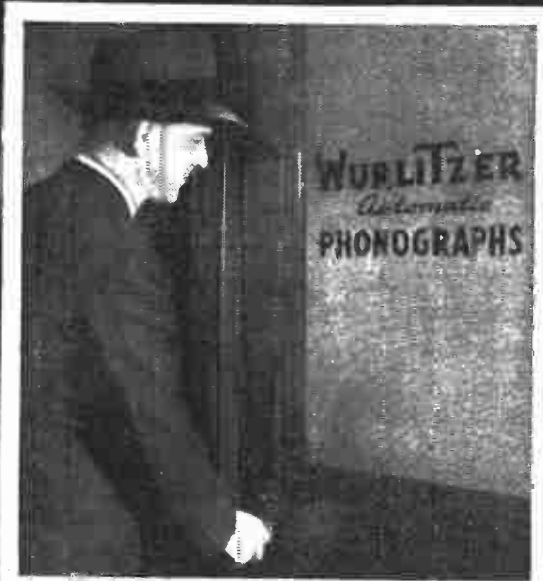
Bill Eidt is spending most of his time when not placing new phonos and other machines fishing. Bill says the finny tribe is biting on Lake St. John, Horse Shoe Lake and other spots in this section.

Mr. and Mrs. Frank J. Eidt, operators of Windmill Club, are receiving sympathy on the death of Mrs. Eidt's brother, John (Jake) Hudson, killed last week in an automobile accident on Highway 61. Hudson was floor manager of the club.

Another op who lost his life in the same accident was Charlie McCoy, owner of Charlie's Place and a coin machine man. His funeral was held in Meadville, Miss.



LOUISVILLE'S OLD KENTUCKY TAVERN recently celebrated its third anniversary—also the third mile-post in use of Wurlitzer phonographs and wall box equipment. Above, left to right, are Ed Wurlitzer, Wurlitzer factory representative; Fred Barbee, district manager for Indiana and Kentucky; Joe St. Charles, proprietor of the location; and J. E. Cobb, of the Kentucky Springless Scale Co., Wurlitzer distributor of Louisville.



Profit FROM THE EXPERIENCE OF AMERICA'S MOST SUCCESSFUL MUSIC MERCHANTS

CONSULT YOUR NEAREST WURLITZER DISTRIBUTOR

ALABAMA
G & S Distributing Co.
414 North 21st St.
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.
2059 Farnam St.
Omaha, Nebr.

KANSAS
Central Distributing Co.
607 W. Douglas St.
Wichita, Kans.

Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

KENTUCKY
Kentucky Springless Scale Co.
514 S. Second St.
Louisville, Ky

LOUISIANA
J. H. Peres Amusement Co.
922 Poydras St.
New Orleans, La.

Service Novelty Co.
807 Desiard St.
Monroe, La.

MAINE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MARYLAND
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

MASSACHUSETTS
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MICHIGAN
Wolverine Music & Spec. Co.
1010 Beaubien St.
Detroit, Mich.

MINNESOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

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.

Davis Sales Co.
105 Lexington Ave.
Syracuse, N. Y.

Modern Vending Co.
656 Broadway
New York, N. Y.

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.
Rocky Glen Park
Scranton, Pa.

RHODE ISLAND
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

SO. CAROLINA
Amusu Novelty Co.
129 N. Spring St.
Spartanburg, S. C.

SOUTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

TENNESSEE
G & S Amusement Co.
1235 Market St.
Chattanooga, Tenn.

G & S Amusement Co.
121 Fourth Ave. S.
Nashville, Tenn.

Southern Distributing Co.
628 Madison Avenue
Memphis, Tenn.

TEXAS
Commercial Music Co.
726 N. Ervay St.
Dallas, Tex.

Commercial Music Co.
2016 Travis St.
Houston, Tex.

Commercial Music Co.
508 Seventh St.
San Antonio, Tex.

UTAH
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

VERMONT
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

VIRGINIA
Southern Music Co.
1224 W. Broad St.
Richmond, Va.

WASHINGTON
Pacific Distributors
4 Bernard St.
Spokane, Wash.

Western Distributors Inc.
3126 Elliott Ave.
Seattle, Wash.

W. VIRGINIA
R & S Sales Co.
9 Butler St.
Marietta, O.

WISCONSIN
State Music Distributing Co.
1121 S. 16th St.
Milwaukee, Wis.

WYOMING
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

WURLITZER
DISTRIBUTORS
THE MOST HELPFUL
DISTRIBUTOR ORGANIZATION
IN THE
AUTOMATIC MUSIC INDUSTRY

MISSISSIPPI
Service Novelty Co.
155 E. Pearl St.
Jackson, Miss.

MISSOURI
Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

Wal-Bil Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

MONTANA
Pacific Distributors
4 Bernard St.
Spokane, Wash.

NEBRASKA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

NEVADA
DeLoss Osborn
1154 W. Washington St.
Los Angeles, Calif.

&
1268 Folsom St.
San Francisco, Calif.

NEW HAMPSHIRE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

J. H. Winfield Co.
1022 Main St.
Buffalo, N. Y.

NORTH CAROLINA
Cox Vending Co.
Salisbury, N. C.

Southern Music Co.
235 Summit Ave.
Greensboro, N. C.

NORTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

OHIO
R & S Sales Co.
9 Butler St.
Marietta, O.

Triangle Music Co.
4608 Prospect Ave.
Cleveland, O.

Triangle Music Co.
406 N. High St.
Columbus, O.

Sicking, Inc.
Cor. 14th & Central Pkwy.
Cincinnati, O.

OKLAHOMA
Commercial Music Co.
704 N. Broadway
Oklahoma City, Okla.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

SHE'S GREAT
SHE'S TERRIFIC
SHE'S PHENOMENAL



BEATRICE KAY
SOUBRETTE
IN A HEART-RENDING TRAVESTY OF
THE NAUGHTY 90'S

A FUN-FEST on records! That's what reviewers are saying about Beatrice Kay's brand-new recordings of the smash hits of the 90's. They're saucy, sobby and full of laughs. Hear these heart-rending, tear-jerking, laugh-provoking records, made by the star of the CBS coast-to-coast radio sensation, COLUMBIA'S GAY 90'S REVUE.

- 35457 Oceana Roll
Strike Up The Band
- 35458 Don't Go In The Lion's
Cage Tonight
The Nightingale
- 35459 I Don't Care
Smarty
- 35460 My Mother Was A Lady
Waiting At The Church

These hits will grab those nickels like nothing else that has hit the machines in the past year. They're "tops", say alert operators in New York, Chicago, Dallas, Denver and Los Angeles. Order these nickel-nibbers from your distributor today!



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.

- Tuxedo Junction.** (11th week) GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT.
- When You Wish Upon a Star.** (8th week) GLENN MILLER*, GUY LOMBARDO*, HORACE HEIDT*.
- The Woodpecker's Song.** (7th week) GLENN MILLER*, ANDREWS SISTERS, WILL GLAHE, KATE SMITH.
- The Singing Hills.** (6th week) BING CROSBY, DICK TODD, HORACE HEIDT*.
- With the Wind and the Rain in Your Hair.** (5th week) KAY KYSER*, BOB CROSBY*, DICK TODD, HENRY RUSSELL, BOB CHESTER*.

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.

Little Curly Hair in a High Chair. Coming along pretty rapidly is this "baby" ballad from EDDIE CANTOR'S *Forty Little Mothers*, currently showing around the country. A particularly good melody coupled with one of those appealing sets of lyrics is enabling it to make a better-than-average impression on the public. FATS WALLER'S record, with his inimitable piano playing and singing, is far ahead of the field in the matter of most popular music machine disks. JIMMY DORSEY* and SAMMY KAYE* have also emerged from the number of names which were listed on this number last week.

Alice Blue Gown. Drawing a bit too much mixed comment to indicate a status higher than that it is enjoying right now, this revival is doing well in some locations, while others make no mention of it at all. Since it's one of those in-and-outers, probably the only thing operators can do is decide for themselves how it's going for them and act accordingly. FRANKIE MASTERS*, OZZIE NELSON*, GLENN MILLER and WAYNE KING have the leading recordings here.

Boog It. Good reaction is received on this swing number and its meaningless but humorous lyrics. It's the kind of rhythm song that usually does well in the boxes, since there are half a dozen ballads for every one number of this type. GLENN MILLER*, GENE KRUPA* and CAB CALLOWAY* split honors pretty evenly among them on this one.

No Name Jive. Another swing item, but in a different vein than *Boog It*. Whereas the latter is merely a lively tune with a swingly rhythm, *Jive* is real swing played by excellent swing musicians. This is GLEN GRAY'S contribution to the cycle that so far has included *In the Mood* and *Tuxedo Junction*, and every bit as good as those hits in its own way. GRAY disk, however, is not doing as universally well as the other two. Where it's liked, it's liked in a big way, but some reports do not list it at all. It's a little doubtful whether it will ever catch on 100 per cent—but in the meantime many ops are finding it extremely profitable.

Let There Be Love. A ballad written in the tempo of *Begin the Beguine* that is making a strong attempt to scale the heights. The attempt has not been too successful thus far, but the song has been around only a short time, and decision as to its ultimate success must be reserved for at least another week or two. Meanwhile some operators are having luck with it, in the SAMMY KAYE*, KAY KYSER* and AL DONAHUE* versions.

Cecilia. Weakening quite a bit this week, this DICK JURGENS* recording seems to be headed in the direction of out. Its decline will probably be steady from this point on, since it has had enough time to progress farther, but instead of that it has stayed in one place until this week, when it lost ground.

A Lover's Lullaby. Taking a decided step upward this week, thereby saving itself momentarily from the oblivion toward which it was heading last week, this ballad has received a new lease on life. FRANKIE MASTERS* record now joins GLEN GRAY'S in the automatic phonos.

Charming Little Faker. Doing fairly well is this follow-up to *Scatterbrain*. FRANKIE MASTERS*, who co-authored the song, has the leading record here at the moment. Number isn't setting the phono world on fire, but it's bringing in fair enough returns.

My, My. This—and also *Say It*—from the new Jack Benny film is starting to climb. ROCHESTER*, colored comedian on the Benny radio show and in the picture, has a disk they like. TOMMY DORSEY* is meeting with approval on his *Say It* record. Both tunes should be in the machines as the picture gets around.

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.

Leanin' on the Ole Top Rail. (7th week) Practically thru. BOB CROSBY*, OZZIE NELSON* and WAYNE KING.

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.

Make Believe Island. Another week will probably see this ballad jump out of the "maybe" class into the "yes" category. It's starting to rise even now, and it's a number ops had better watch out for.

Friendship. A novelty number from the score of Cole Porter's *Dubarry Was a Lady*, hit Broadway musical, which, in the KAY KYSER* version, is beginning to catch on. You may need this one soon.

April Played a Fiddle. A new Bing Crosby picture is around (*If I Had My Way*), and this seems to be the hit number from it. Better be prepared here, not only on the Crosby record itself, but against the possibility that the song is a hit in itself.

My Resistance Is Low. BONNIE BAKER and ORRIN TUCKER and a disk that seems to have a better chance of hitting the high spots than any of their records in recent weeks.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR POPULAR RELEASE NO. 373

26607 *I Bought a Wooden Whistle
*I'm Losing My Mind (Because of You)
(The Ole Tom-Oat of the Keys)
Bob Zurke and his Delta Rhythm Band

26608 My Buddy
Tempo and Swing
Lionel Hampton

26609 *I'm Nobody's Baby
*Buds Won't Bud
Tommy Dorsey

26610 Never No Lament
Cotton Tail
Duke Ellington

BLUEBIRD POPULAR RELEASE NO. 279

B-10726 *East of the Sun (And West of the Moon)
*Head On My Pillow
Tommy Dorsey and his Sentimentalists

B-10727 Deep Forest
Lightly and Politely
Earl Hines

B-10728 *Fools Rush In (Where Angels Fear to Tread)
Yours Is My Heart Alone
Glenn Miller

B-10729 Make-Believe Island
Devil May Care
Dick Todd, Baritone,
with Orchestra

B-10730 **Send Me" Jackson
*(You're a) Square from Delaware
"Fats" Waller and his Rhythm

B-10731 *Her Name Was Rosita
*How Can I Ever Be Alone?
Abe Lyman and his Californians

B-10732 *Please Take a Letter, Miss Brown
*I'm On the Verge of a Merge (With an Angel)
Mitchell Ayres and his Fashions in Music

B-10733 Six Lessons From Madame La Zonga
Sadie Hawkins' Day
The Four King Sisters with Orchestra conducted by Alvino Rey

B-10734 *You and Who Else?
*When the Spirit Moves Me
Charlie Barnet

*Vocal Refrain



Order these Records from Your RCA Victor Record Distributor Today!

Pittsburgh

PITTSBURGH, May 25.—More than 100 remote-control coin machine phonographs have been installed in the Pittsburgh district in the past few months, operator Lahey Grossman states, in terming remotes "the hottest thing in our business in years."

"A lot of the better class restaurants, cafeterias and clubs are installing them after having issued bans against the usual type," Grossman informed.

ATTENTION Phonograph Operators

Ship us your Used Records. We will pay you the highest and fairest price that the Records are worth. We also pay the freight charges. Write or wire us for prices and full particulars.

GENERAL AMUSEMENT CO.

382 Washington St., LYNN, MASS.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Seeburg MUSIC SYSTEM with WIRELESS REMOTE CONTROL

Now
IN ITS THIRD
SUCCESSFUL
YEAR!

Leaders Never Follow!

SEEBURG MASTER OPERATORS ENJOY THESE PROFITABLE SEEBURG "FIRSTS"

**ONLY THE
SEEBURG
MUSIC SYSTEM
OFFERS
SO MANY
Important
EXCLUSIVE
ADVANTAGES**

★ The SEEBURG *Deluxe* SPEAKORGAN

An original Seeburg design . . . *patent-protected!* Specially built for Remote Control operation—created for greatest eye- and ear-appeal!

★ The SEEBURG WALL-O-MATIC

Engineered for perfect performance—designed for utmost patron convenience! Compact . . . handsome . . . 20 record multi-selection.

★ The SEEBURG *Selectric* SYMPHONOLA

Seeburg Phonograph models, Colonel, Envoy "E", Envoy "M", alone or with Remote Control units, out-earn all other makes! Exclusive beauty and operating features give operators every money-making advantage!

★ The SEEBURG MELODY PARADE

An original Seeburg Remote Control unit created to get more play from spots formerly considered least profitable—bars and counters! Small . . . precision built!

★ The SEEBURG PORTABLE WIRELESS PLAY BOY

Movable at the patron's will. A complete unit that combines its own beauty and performance appeal with the personality of the location attendant to create greater profitable play!

**LOCATIONS
WANT IT!
Only
SEEBURG
HAS IT!**

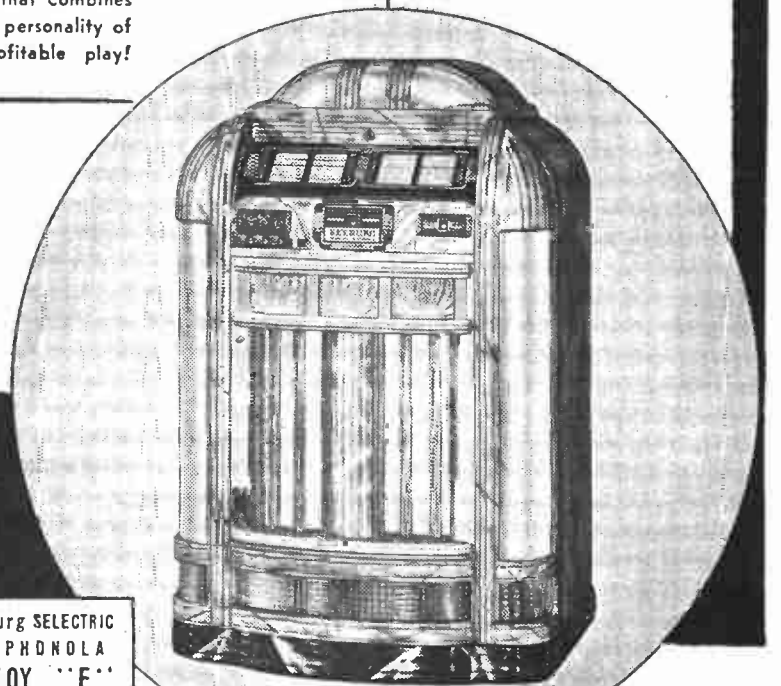
**NO OTHER MUSIC EQUIPMENT EQUALS THE
EARNING POWER OF THE SEEBURG MUSIC
SYSTEM! 6 TIMES MORE REVENUE WEEKLY!**

Easiest to Install
**NO WIRES — NO CABLES!
JUST PLUG IN!**

**IMMEDIATE
DELIVERY!**

J. P. SEEBURG CORPORATION
1500 DAYTON STREET • CHICAGO

Seeburg SELECTRIC
SYMPHONOLA
ENVOY "E"
20 Records
Electric Selection



LOW PRICED!

DECCA

Hot Tips for Operators

THESE ARE THE CURRENT DECCA NICKEL-GETTERS!

- 3064 THE SINGING HILLS
DEVIL MAY CARE *Bing Crosby*
- 3161 I HAVEN'T TIME TO BE A MIL-
LIONAIRE
APRIL PLAYED THE FIDDLE *Bing Crosby*
- 3162 THE PESSIMISTIC CHARACTER
MEET THE SUN HALF-WAY *Bing Crosby*
- 3065 THE WOODPECKER SONG
DOWN BY THE OHIO *Andrews Sisters*
- 3013 LET'S HAVE ANOTHER ONE
SAY "SI-SI" *Andrews Sisters*
- 3150 LITTLE CURLY HAIR IN A HIGH
CHAIR
THE BREEZE AND I *Jimmy Dorsey Orch.*
- 2973 BOOMPS-A-DAISY
PLAYING 'EM *Waltz Voc. FT. V.C.
Dick Robertson Orch.*
- 3124 LITTLE GIRL
AIN'T YOU ASHAMED? *Dick Robertson Orch.*
- 3121 CHARMING LITTLE FAKER
POLKA DOTS AND MOONBEAMS *Glen Gray Cas. Loma Orch.*
- 3017 THE SKY FELL DOWN
BLUE PRELUDE (Theme Song) *Woody Herman Orch.*
- 3165 FRIENDSHIP
Judy Garland & Johnny Mercer
WEARING OF THE GREEN *Judy Garland*
- 3151 W. P. A.
MARIE *Louis Armstrong & Mills Bros.*

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUÉBEC

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

On Summer Locations

IT IS quite natural that most letters from operators reaching this desk these days are concerned with summer locations. From all parts of the country suggestions to increase business are either offered or wanted. The general impression is that operators with the full-hearted co-operation of location owners in resort areas will this season employ their most progressive ideas to operate music machines successfully. Fully aware that the average vacationist is conscious of the popularity of the phonograph machine and the enjoyment it affords, operators will use all logical locations where holidaying crowds meet and greet. Jack Freedman, of Philadelphia, for one, feels that profitable tie-ups can also be made with summer ballroom operators, using recording bands.

"Already," he says, "I have placed a machine at a Delaware pavilion where bands play in the evenings. I have sold the ballroom operator on the idea of having the machine stocked with records of the bands he is going to have for his dances. Bathers during the day, hearing the music from the machine, will immediately associate the music with the coming dance. And I have no doubt that it will mean a bigger box office for the particular band at a coming dance. I am told that in the old days, when a band came to town to play a dance, the ballroom manager would have them riding around the town on a truck or even horse and buggy, giving the people in the town a taste of the music offered that evening for the dance. In the same sense I think the music machine has even greater potentialities as a ballyhoo for the summer ballroom. And most important, it opens up so many new location possibilities during a season when a slack sets in at the city locations."

South Seas Trend

MANY night clubs and cocktail lounges, particularly in the bigger cities, are cashing in on the current popularity of the South Seas atmosphere. Tahitian, Hawaiian and Ball decorations predominate, and many go as far as to feature native drinks and waiters dressed in native costumes. Customers visiting such spots consequently are conscious of this atmosphere and turn to the music machines for Hawaiian music. As a result recording of such music has seen a noticeable increase in the last few weeks to fill the growing demands from operators. Of late such artists as Del Courtney, Frances Langford, Harry Owens, Ray Kinney, Woody Herman and Andy Iona have recorded such Hawaiian tunes as *My Little Red Rose*, *Hawaiian War Chant*, *When Hilo Hattie Does the Hilo Hop*,

Manuela Boy and Kuu Ipo, *Hawaiian Love*, *On the Isle of May*, *Hawaii Across the Seas* and *Rhythm of the Island*, among others.

Shorter Records Requested

OUR regular contributor, Miss Jimmy Jones, the cowgirl operator from Stephenville, Tex., sends an urgent request for shorter records to increase profits during rush hours.

"If the recording artists would cut the records in a little shorter time (two and two and a half minutes) it would amount to hundreds of dollars on the take of machines," Miss Jones maintains, "and the public would be just as pleased, as the difference in time would be hardly noted." Let's hear from other operators on the subject of shorter records. If a majority feels that way recordings companies would be interested in that information.

This and That

LARRY CLINTON, who just signed a year's contract with Victor, will record for both the Victor and Bluebird labels. The contract calls for 26 of his original compositions, on the higher priced record and for 50 popular tunes on Bluebird. . . . Bob Crosby has signed Doris Day, of Station WLW, Cincinnati, as vocalist, to replace Marion Mann, who has left the band for the second time.

Jack Leonard, Tommy Dorsey's former vocalist, has signed with Columbia. A small band will be used as background for his recordings.

Orchestra leaders and other recording artists are beginning to like the idea of verbal identification at the beginning or ending of each recording, as used by Frankie Masters. Others to be identified, from now on, include Horace Heidt and Barry Wood. . . . Frances Langford was signed to a year's screen contract by Jack Votion and Sam Coslow, independent producers. . . . Gray Gordon secured a new contract from Victor and will continue to make Bluebird records.

Ted Straeter, New York orchestra leader, who plays in the swanky Fefe's Monte Carlo at the Terrace Club at the World's Fair, will make Columbia records for the next year. . . . Jimmy Kennedy and Michael, English writers of *South of the Border*, composed *Her Name Was Rosita*, which is now being recorded by several top bands. . . . Lawrence Welk made a novel recording of *Sweet and Low* for Vocalion. It starts with a vocal by his songstress Jayne Walton and ends with another vocal from his singing duet.

Territorial Favorites

FOLLOWING is the weekly list of favorite recordings and artists in speci-

HIT RECORD GUIDE

8312 PLEASE TAKE A LETTER, MISS BROWN—F.T. V.C.
SIX LESSONS FROM MADAME LA ZONGA—F.T. V.C.

- 8301 How Can I Ever Be Alone?—F.T. V.C.
You Gorgeous Dancing Doll—F.T. V.C.
Griff Williams & his Stevens Hotel Orch.
- 8298 Flight of the Bumble Bee—F.T. V.C.
Four or Five Times—F.T. V.C.
Harry James and his Orchestra
- 8289 Where Do You Keep Your Heart?—F.T. V.C.
It Wouldn't Be Love—F.T. V.C.
Johnny Messner and his Orchestra
- 8289 It's a Lovely Day Tomorrow—F.T. V.C.
What Chance Have I With Love?—F.T. V.C.
Jan Garber and his Orchestra
- 6051 Everybody Likes That Thing That's All I Think
Big Bloke, Vocal, with Inst.-Acc.

ON VARSITY RECORDS
VARSITY RECORDS DOUBLE YOUR TAKE

United States Record Corp.
1780 BROADWAY, NEW YORK, N. Y.

BOOG IT

By HARRY JAMES
and his Orchestra

A Hit On VARSITY No. 8270

REGENT MUSIC CORP.
Harry Goodman, Pres.

fied territories, reported to be money-makers in addition to the national Record Buying Guide leaders.

Chicago

It is almost taken for granted here that each Dick Jurgens recording is a local favorite regardless of its national standing. And, altho the band itself has departed for the West Coast, the Jurgens trade-mark is still good. Latest candidate is a recorded tune called "Believing."

Wilkes-Barre, Pa.

Proof that a musical picture and its recorded tunes exploited concurrently can be of mutual benefit was established here during the engagement of the RKO-Radio picture "Irene." Operators, stock up on the record and reported good plays in almost all locations.

Winnipeg, Man., Can.

Bing Crosby and Xavier Cugat win the approval of some 75 per cent of the operators with locations in Manitoba and Ontario, west of the Great Lakes. Such Crosby recordings as "Devil May Care" and "Just One More Chance," which have yet to show up well nationally, are going well here, as well as Cugat's "I Want My Mama."

Charleston, S. C.

Glenn Miller's "In the Mood," which has seen its day in most cities, is making a surprising comeback here. Other local favorites include "Shake Down the Stars," made by Kay Kyser, and "Ain't You Ashamed?," as recorded by Dick Robertson.

Philadelphia

Singular favorites here are Ella Fitzgerald, who is now doing well in music machines with "Sugar Blues," and Terry Shand, whose latest, "Pretty Baby," is getting nice plays.

Songs Most Heard on Radio

Here's another comparative list of the 10 songs broadcast most often during the week ended May 24 and the week before, ended May 17. The songs are those heard over the networks and lead-



EAST COAST PHONOGRAPH DISTRIBUTORS, INC., headed by Sam Kresberg, is offering as a free service to operators a special remote control demonstration truck. East Coast, which is sponsoring this new service in the East, reports it has been very successful in securing locations for the new Wireless remote control systems.

Gray GORDON AND HIS

TIC TOC

Rhythm

NOW GIVE YOU THESE MONEY MAKING BLUEBIRD RECORDS No. 10591

AIN'T YOU ASHAMED

and I LOVE ME (I'm Wild About Myself)

No. 10711

CLEAR OUT OF THIS WORLD

Vocal by Art Perry and

IT WOULDN'T BE LOVE

Vocal by Meredith Blake

on the air

H. B. C. COAST-TO-COAST

Five Times Weekly From THE GREEN ROOM Hotel Edison, New York

A word of praise . . .
"Best Bets of the Week," May 5, 1940:
"Record I liked best this week was The Kitten With the Big Green Eyes and You Gorgeous Dancing Doll, as played by Gray Gordon and his orchestra."—Mark Hellinger.

Drummin' for Profits?
HERE'S YOUR ANSWER...



GENE KRUPA
That DRUMMIN' MAN and his ORCHESTRA
GET THESE LATEST HITS

BOOG IT
No. 35415
MANHATTAN TRANSFER
No. 35444
THE WOODPECKER SONG
No. 35408
TIGER RAG
No. 35454

ON
COLUMBIA RECORDS

ing New York stations based on information supplied by Accurate Reporting Service.

This Week

1. Toe Romantic
2. Where Was It
3. Shake Down the Stars
4. Woodpecker Song
5. Say It
6. Yours Is My Heart Alone
7. Where Do I Go From You?
8. Imagination
9. Tere Sue
10. Make Believe Island

Last Week

1. Make Believe Island
2. I Can't Love You Any More
3. Woodpecker Song
4. From Another World
5. Say It
6. Little Curly Hair in a High Chair
7. Imagination
8. My, My
9. Toe Romantic
10. It's a Wonderful World

New Orleans

NEW ORLEANS, May 29.—While downtown coin machine spots tend to let up in play developing with warmer weather, smaller individual locations are holding at a steady pace in the business areas while the suburban spots find business as good as ever. Reports from leading distributors of coin-operated devices say that sales of machines are up to the best levels of the year. The demand continues brisk particularly for the leading maker of phonographs with one or two distributors still finding it hard to keep up with deliveries. Leading five-ball novelty pin games continue to move into locations in this immediate area, along with small cabinet reel games, with such names as Bally, J. H. Koenig, Skopel, Corlich, Chico Exhibit and Daval still in the top rings of popularity.

The consensus of opinions of operators and distributors alike here is that the war has had no outward effect on their business this far. In some parts of the State some concern is expressed over the sharp decline in prices of cotton, sugar and lumber, but it's a safe bet that Washington will soon announce further stabilization loans on cotton, which is still the most important indicator of business trends in the Deep South.

Continuing to show confidence in the South's future, the Decca Distributing Corp. has recently increased its branch offices from five to seven with the opening of new sales units at Jacksonville, Fla., and Oklahoma City. R. M. McCormick, Southern sales manager for the firm, announces increasing demand for Decca disks in the Southern States necessitates the opening of new distributing centers, McCormick said.

The Jacksonville office is under the management of Action de Montclair. The Oklahoma City unit is managed by Paul Beardsley. McCormick stated that other sales offices may soon be established by Decca.

Nick Cartal, manager of the Dixie Coin Machine Co., has returned to service after being confined to his home for several weeks due to illness. Cartal reports a good demand for Bally's Glamour, Mascot, Beauty and Sport Special; J. H.

EASTERN FLASHES

NEW YORK, May 28.—Plenty of good used games were shipped out of the city last week. Flood of new five-play games that hit the town resulted in a large number of trade-ins which were snapped up in a hurry by out-of-town customers.

PROGRES

Someone checked thru some old magazines Red Books of the Telephone Co. the other day and noted that in 1917 there were 21 firms listed under the "Leaping Machines" heading. In 1929 there were 50. Now there are 85. Some of the listings are duplications, of course; yet they are a pretty good indication of the growth of the industry here.

ARRIVALS AND DEPARTURES

Ray Mulroy, president of Bally Mfg. Co., was a welcome visitor this week. He and Jack Fitzgerald were seen making the rounds. Al S. Rosella is reported on his way here with his new counter game, Marvel. . . . Art Nyberg

Keeney's Game Champ, Chico's Sporty, Exhibit's Smart Stop and Skopel's Bye-Bye Spot. Small cabinet reel games are also in good demand, he says, especially Daval's new Marvel and La-Fay, Paul Bennett's Heads or Tails and Gortchen's Inn.

Returning this week from a prolonged business trip over Southwest Louisiana, where he worked for some time with J. W. Williams, of the Grede & Horton office, Houston, Melvin Malley, manager of the Louisiana Amusement Co., shows up with heavy orders for Bally Co. pinning machines, especially the new wall-box control equipment. Williams recently joined the big Houston Rock-Ola distributing house as the Louisiana sales representative in Western parishes.

The J. H. Peres Amusement Co., phonograph distributor in this territory, reports a continued good demand. All four new models are selling at a faster rate than last spring, Peres reports. The firm has taken on the phonograph box equipment line of Miraben Corp. of Chicago, it is announced.

Al Mendez, Southern sales manager for a phonograph firm, left Monday for a trip thru Mississippi, Tennessee and Alabama, where he will confer with area distributors. Mendez before leaving expressed complete satisfaction over the volume of business being done thus far this year by Wurlitzer in the Southern territory.

Walgreen's drug store at Jackson, Miss., has been equipped with the wall-box system of Seeburg phonograph operations. Brink Curtis, head of Southern Music Sales Co., Seeburg distributors in Louisiana and West Mississippi, announces Curtis reports the best turnover in Seeburg phonographs in several years. His firm also distributes Columbia Brunswick and Vocalion recordings in this area.



ALL IN ACTION AT WALTER DOMENA & SONS' new shipping rooms and office. Above is shown Company's new location in Chicago, with a truckload of Rock-Ola phonographs, which were delivered soon after the opening. "All ready for business now," says Andy Domena, second from left.

of Calvert Novelty Co. is coming up from Baltimore with some red hot news, he says. . . . Jack Miznick, of the Palmer indie division, is off on an up-state tour in behalf of Mills music tunes. . . . Dave Firestone is also on his way here to tell ops about Jennings Big-Bag peanut vendor.

AROUND THE TOWN

Earl Linn was hailed as "little boy blue" this week when he strolled down 10th avenue with Jerry Airo, of New Haven, in a new outfit. Incidentally, Earl was laid up for a few days, but the ditty's stop didn't bother telling everyone about how much Conco's games are earbing for ops. . . . Bob Miller is sporting a new truck and helper. . . . Rowy, the anthropologist so well known to ops here, has become a pretzel stick and coke fan. . . . Phil Saper is back from a nice long vacation. . . . A. Koenigsberg likes to report on the progress of his baby son. . . . John Kellerman says he has moved to a larger home because he likes the wide open spaces. . . . Mary Rosen, one of the best mechanics in the biz, is reported better than ever. . . . Izzy Berkman is reported on his way to becoming one of the town's leading ops. . . . Just about the bestest firm in the East is International Autoscope, where the execs are reported putting in 14-hour days. "This looks as thin it will be the biggest year in our history," says Earl Winters. "Orders are coming in so fast for our Photomatic, Sky Fighters and other equipment that we are doubling our factory shifts to fill them."

MEN AND MACHINES

Joe Ash, of Acme Amusement Machines, Philadelphia, passed off the cigars for a new boy who just arrived. That makes it two boys for Joe. . . . Monte Goldstein announced the opening of the showroom of his Hoxey Sales Co. at 4 Amsterdam avenue this week. . . . Sam Berger, well known op here, has opened a taproom at Fifth avenue and 124th street. . . . The bang-around Skopel's Bette Spot is wearing Hymie Hurlin to a frazzle. "A steady stream of ops come in here all day long for this sensational pinball," Hymie reports. . . . At the Pomer offices, George Pomer is reported enthusiastic about the way the Express Pinball automatic phone needle is clicking with ops. "It's one of the strongest and finest hand needles on the market," George says. . . . Willie Little Napoleon, Blatt, of Express Vending, reports he's coming back into the jobbing biz stronger than ever. . . . Sam Sachs, of Acme Sales, maintains that not only does his firm use the finest materials in its photo remodeling parts, but it guarantees them 100 per cent. . . . Sanford Warner, of Sealboard sales, is a busy fellow these days plotting ways to speed up sales.

JERRY JENNINGS

Headquarters for Jim Conroy's Apex Coin Machine Exchange are now in the Hercules Building at 1177 Broad street, Newark. Jim reports he's doing a bang-up job with his cigar machine that sends a sweet pack of cigars. Morris Pryce, former president of A. B. T. of N. J., predicts the machine will be a swell one for ops. . . . "We have just completed a record sales month for reconditioned vendors," says Al S. Cohen, of Marc Vending. . . . Dave Stern, of Royal, Elizabeth, N. J., is re-

QUALITY COUNTS! COMPARE THEM ALL AND JUDGE FOR YOURSELF!



Complete Parts to Remodel:

Wurlitzer 416	Example	Quantity
Wurlitzer 24	21.80	17.75
Rockola 20	21.50	17.75
Mounting Base for Above	12.50	14.50



Wurlitzer 412 Remodeling Parts as Above Example \$19.50, Quartz \$16.50. Write for Colored Circulars.

STOCK REDUCING SALE ON REMODELED PHONOGRAPHS

WUR. 416	\$ 89.50 (Same as New)
WUR. 24	159.50
WUR. 412	52.50

MIRABEN COMPANY
2041 Carroll Ave. * Telephone C H I C A G O * HAYmarket 2181

PRICES SLASHED!

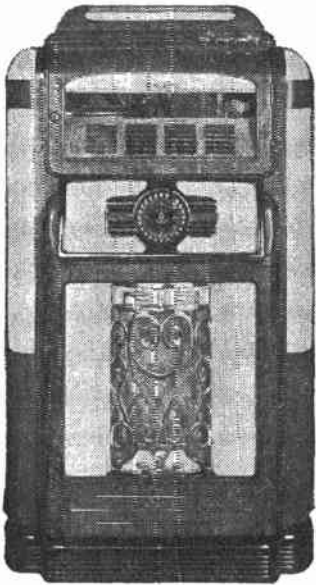
YOUR CHANCE FOR SOME REAL BARGAINS, ALL IN A-1 SHAPE

1935 Rockola	\$19.50
With Illuminated Grill	24.50
Rockola Regular	19.50
With Illuminated Grill	24.50
Wurlitzer 24	19.50
With Illuminated Grill	24.50
Wurlitzer 312-412	19.50
With Illuminated Grill	24.50
Wurlitzer 316-616A	19.50
Wurlitzer 24	99.50
Wurlitzer 500 Keyboard	150.50

1/3 Down With Order, Balance C. O. D.

Universal Automatic Music Corp.
4408 Steeg Island Ave., CHICAGO, ILL.

**MONEY BACK GUARANTEE
IF THESE AREN'T THE
FINEST QUALITY
PARTS YOU'VE EVER RECEIVED**



PRICES SLASHED
For Complete Sets of Parts To Remodel
WURLITZER 616, \$16.80
(Dome \$7.25 Extra)

WURLITZER 24, \$17.20
(Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412, \$13.60

SEEBURG REX, \$22.95

WRITE TODAY for Circulars and Prices
of Newly Remodeled Phonographs!!
1/2 With All Orders, Balance C. O. D.

ACME SALES CO.

1775 Coney Island Ave., Brooklyn, N. Y.
625 Tenth Avenue, New York City

Buy Direct From Manufacturer Light-Ups For



616 GRILLE \$ 6.85
CORNERS .. 6.85
COMPLETE.. 13.25

412 GRILLE \$ 7.25
LONG
CORNERS.. 7.25
COMPLETE.. 13.90

**24 MODEL
GRILLE... \$7.25**

616 DOME. \$8.95

All Parts Easily Installed. Comes With Complete Instructions. Thousands in Use.

JACOBS NOVELTY CO.
STEVENS POINT, WIS.

**SEEBURG MODEL A & B
PHONOGRAPHS
\$19.50 EACH**

1 BALL AUTOMATICS
AT SPECIAL CLOSE-OUT PRICES.
Write Today.

One-Third Deposit, Balance C. O. D.

Advance Phonograph Corp.
4665 PAGE BLVD., ST. LOUIS, MO.

**W A N T
USED RECORDS**

NAME YOUR LOWEST PRICE.

ALLEN

1458 E. 67TH ST., CHICAGO, ILL.

ported going stronger for music than ever before. . . "Quality and Service" are the two watchwords of Newark Coino, Jack Berger says. . . Irv Morris, of Ponsler's Newark offices, reports: "The new Gottlieb Drum Major and Chicago Coin's Sport are clicking bigger than any games we have featured in the past 90 days." . . . Irv Orenstein, of Hercules, Newark, can't say much these days with his teeth out. . . Royal Sales Co. is now a month old in the jobbing business, and Barney Sugarman is all smiles. "We have been feeling our way so far," he says, "but we'll get going with some real surprises for the trade before long." . . . "Lutz" Lutz, of Elizabeth, N. J., is reported to have that worried look these days. In fact, Lutz didn't even drop around to see Irv Morris the past few days, for that worried look won't fade and at the George Ponsler Co. he is known as "the little ray of sunshine."

COIN SHOTS . . .

Dave Simon, of Simon Sales, reports that demand for Keeney's Organette auxiliary phono speaker, the Remote Selector Wall Box, as well as the Adapter, has skyrocketed since the first installations have been made. "Ops are now realizing that these instruments open a new field for greater profits," he says. . . Mike Munves reports he hasn't even time enough to enjoy a leisurely cup of coffee these days, due to the rush for new and used arcade equipment that's hit his firm. . . Roy McGinnis, of Baltimore, is reported to be doing a bang-up job with the new games. . . "Business is great," is the report from Earle C. Backe, of National Novelty Co., Merrick, L. I. . . That eternal floor space problem is plaguing Irving Mitchell, of Brooklyn, again. Recently he took over the store next to his headquarters and now it's stacked to the ceiling with games, but Irv expects to figure out a solution to his problems before long.

FAST FLASHES . . .

Jack Fitzgibbons reports plenty of action on Bally's three new free-play games, Charm, Glamour and Mascot. Fitz states that in addition to orders being booked here, Milt Soffer and Gene Callahan, his roadmen, are shooting thru plenty of orders for them. . . In addition to doing a rushing business on Chicago Coin's Sporty, Al Simon, of Savoy Vending Co., Brooklyn, reports his firm is going to town with the 1-cent Baseball Gum Vendor. . . As proof that cigaret machines are still to be considered the most staple in the coin machine world, officials of the DuGrenier Sales Corp. point to the pile of orders that come in day after day for their new Champion. . . "Business is bound to increase during the coming month," is the opinion of Miss A. M. Strong, of G. V. Corp., distrib for the Adams Gum Venders and Adams Gum.

For the finest work in converting old phonos into beautiful light-ups for business stimulation — Write

For all-wood stands to make beautiful consoles out of your counter phonos and for de luxe speakers — Contact

RELIABLE SPECIALTY CO.
Headquarters for All Phonograph Supplies
2920 Prospect Court, Cleveland, Ohio

FREE PLAYS

AS ONLY PONSER CAN REBUILD 'EM!

Variety	\$24.50
Triumph	62.50
Super Six	52.50
Big Six	27.50
Supercharger	34.50
C. O. D.	39.50
Lucky Strike	32.50
Congo	67.50

SPECIAL!
GUN CLUB, F.P., Brand-New, in Original Cases . . . \$39.50
Plain Model . . . 29.50

1/3 With Order, Balance C. O. D.

WRITE FOR PRICE ON
Chicago Coin's JOLLY
Western's HIGH FLIER

GEORGE PONSER CO.

11-15 East Runyon St., NEWARK, N. J.
All Phones: BI-gelow 3-6432.

39 Wurlitzer

**500s, with Keyboard
Guaranteed Like New**

While They Last

\$179.50

1/3 Deposit With Order

GERBER & GLASS

WURLITZER 616 \$50.00
ILLUMINATED GRILL

**Rock-Ola
Standard \$129.50**
1939

**Rotary
Merchandiser \$49.50**
PERFECT

Wailing Rola-top \$14.95
GUARANTEED

914 DIVERSEY
CHICAGO

SENSATIONAL VALUES

For

CANADIAN OPERATORS

RECONDITIONED MUSIC BOXES		PIN BALL GAMES RECONDITIONED	
Wurl. 616 New Lighted Grills	\$150.00	Bally Arcades	\$20.00
1939 Casino Models	300.00	Baker Twinkle	80.00
1939 Mayfair Models	350.00	Gottlieb Batting Champ	80.00
NEW MUSIC BOXES, 1940		Pace Race 20, Odds	150.00
1940 Cadet Models	\$435.00	Genco Punch	95.00
1940 Commanders Models	455.00	Stoner Davy Jones	85.00
1940 Colonel Mod., Canadian Sluggproof	445.00	Western Sunbow	60.00
1940 Envoy Model, Canadian Sluggproof	375.00	Gottlieb Lite-o-Card	105.00
SLOTS		Gottlieb Bowling Alley	85.00
Pace Comet Machines	\$40.00	Stoner All Stars	85.00
Mills Churches	40.00	Baker 4-5-8 Games	90.00
Pace Blue Fronts	65.00	Chicago Coin Commodore	95.00
Mills Around the World Dial	40.00	Exhibit Rebound	50.00

We are the Sole Distributors of Canada for the J. P. Seeburg Corp. We also represent many Pin Ball Manufacturers. We are therefore able to offer to operators new and reconditioned machines at fractional costs. Write today for prices. We can supply you with almost any new or used machine on the market. Literature sent upon request.

GILBOE & FIELDING

1525 York Street, Windsor, Ontario

Phone 3-8044

Write and Save

USED PHONOGRAPHS IN A-1 CONDITION

Mills Deluxe	\$15.00 Ea.	Wurlitzer 24	\$ 99.50
Mills Do Re Mi	29.50 Ea.	Seeburg Selectophone	15.00
Mills Studio	49.50 Ea.	Seeburg A, C or D	22.50
Rockola 12 Record	22.50 Ea.	Seeburg Gem	139.50
Rockola 16 Record	39.50 Ea.	Seeburg Casino	139.50
Rockola 20 Imperial	69.50 Ea.	Seeburg Regal	149.50
Wurlitzer P-12	25.00 Ea.	Seeburg Plaza	149.50
Wurlitzer P-12, in illum. Cabinet	60.00 Ea.	Seeburg Concert Grand	169.50
Wurlitzer 412	35.00	Seeburg Mayfair	169.50
Wurlitzer 412, in illum. Cabinet	70.00 Ea.	Seeburg Vogue	199.50
Wurlitzer Console 50	75.00	Seeburg Classic	209.50
Wurlitzer 616	59.50	Seeburg Chicken Sam Rayolite, with Base	99.50
Wurlitzer 616, in illum. Cabinet	89.50	Wurlitzer 500	185.00

ALL ABOVE READY FOR IMMEDIATE SHIPMENT. 1/3 DEPOSIT WITH ORDER.

SOUTHERN AUTOMATIC MUSIC CO.

542 S. 2nd St., LOUISVILLE, KY. 312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 425 Broad St., NASHVILLE, TENN.

1940 PHONOGRAPH BARGAINS

Wurlitzer 500	\$215.00	Rockola 1939 Deluxe	\$189.50	Full Line Wurlitzer Remote Control Equipment.	
Wurlitzer Keyboard 600	195.00	Rockola 1939 Standard	175.00		All machines professionally re-finished, thoroughly cleared inside and checked and double checked mechanically.
Wurlitzer Standard 600	175.00	Seeburg Regal	159.50	Mills Zephyrs	\$34.50
Wurlitzer 24	115.00	Seeburg Gem	135.00	Deluxe Dancemasters	25.00
Wurlitzer 24A	119.50	Seeburg Royale	119.50	20-Rec. Capehart, 1937	40.00
Wurlitzer 616	59.50	Wurlitzer 616, 412, P-12 Brilliant Lucite Grill and Illuminated Top Door, \$10.00 Extra. 25 Cycle—Add \$5.00.			
Wurlitzer 412	35.00				
Wurlitzer P-12	25.00				
Wurlitzer P-10	18.00				

Terms: 1/3 With Order—Balance C. O. D. Outside U. S.—Cash in Full With Order.

DAVIS SALES CO.

WURLITZER FACTORY DISTRIBUTOR, 105 LEXINGTON AVE., SYRACUSE, N. Y.

SACRIFICE!!

**350 PHONOGRAPHS
ON LOCATION**

WILL SPLIT INTO UNITS OF 50 MACHINES. LOCATIONS IN PENNSYLVANIA, NEW JERSEY, NEW YORK (BROOKLYN & MANHATTAN)

PRICE VERY LOW — EXCEPTIONAL OPPORTUNITY

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Big Coin Machine Picnic Set for July 20 in Chicago

Riverview Park the spot—expect valuable publicity to result from affair

CHICAGO, May 25.—Employees and officials of the coin machine manufacturing industry, together with their families and friends, will unite in a gigantic coin machine picnic at Riverview Park Saturday, July 20, according to an announcement released today by Dave Gottlieb, president of Coin Machine Industries, Inc., manufacturers' association which is sponsoring the picnic.

All-Industry Get-Together

"Please understand," Gottlieb emphasized, "that, altho sponsored by CMI, the coin machine picnic is to be an all-industry get-together and is in no way confined to members of any association. All manufacturers of coin-operated machines of all types, as well as manufacturers of allied equipment and suppliers of parts and material, are invited to participate. In fact, we have already received enthusiastic pledges of support from leading manufacturers, including those who have not been active in association affairs.

Expect Valuable Publicity

"One reason why the coin machine picnic has met with such spontaneous approval on the part of manufacturers is the fact that, in addition to creating good will among employees the picnic provides a golden opportunity to obtain valuable favorable publicity here in Chicago. We expect nearly 10,000 employees, together with their families and friends, to attend. A crowd like that, identified as men, women and children whose livelihood depends on the coin machine manufacturing industry, will make an impressive public showing of the employment provided by the coin machine industry in the Chicago area. And such a showing cannot fail to have beneficial results, not only here in Chicago but nation wide.

Free Attractions, Prizes

"Arrangements have been made whereby, with the co-operation of manufacturers, all employees attending the coin machine picnic will be furnished not only free admission to the park and picnic grove but also free rides, free

refreshments and other free attractions. Numerous prizes will also be awarded in the various field contests. An orchestra for dancing will be provided and no effort or expense will be spared to make the coin machine picnic a frenzy of fun, an outing which employees will remember with pleasure for a long long time to come.

"Herb Jones, advertising manager of Bally Mfg. Co., has been named chairman of the general picnic committee and will soon issue a call to manufacturers for representatives to serve on a dozen or more different committees which he will set up. Jones says the size and scope of the job to be done are such that every manufacturer will have an opportunity to do work of real value to the industry.

"As soon as the committees are organized you'll start hearing plenty more about what we expect to be the first annual coin machine picnic. Meanwhile remember the date—July 20—come early, stay late!"

Victor To Make Counter Games

CHICAGO, May 25.—Harold Schaefer, head of the Victor Vending Corp., well known for his machines such as Topper, Challenger, Esquire, Special and many other venders, has announced his entrance into the counter game field. "Our first contribution to the trade," said Schaefer, "is a counter game revolutionary in principle, unique in design and practical in construction. This new counter unit is a fascinating game of skill that actually holds the player spell-bound with interest. Not only is it a game of skill, but it is a legal vender as well.

"We are now settled in our spacious new factory with unlimited production facilities. We are all tooled up on our new counter game and will be in actual production within two or three weeks.

"There is an element of mystery in our new counter game so different from anything we have ever seen anywhere that its tremendous reception is a foregone conclusion," Schaefer concluded.

Groetchen Busy on Sugar King, Imp

CHICAGO, May 25.—"Foot-Pedal operation coupled with a fascinating playing action is responsible for the large earnings operators are reporting on the Sugar King light-up console," state Groetchen Tool Co. officials.

"The player, thru the easy operation of the foot pedal, feels no fatigue and enjoys the fascinating playing action of having the symbols dance across the mirrors. The Groetchen Sugar King is now supplied with a beautiful genuine walnut cabinet.

"Electricity," officials point out, "is only required to light up the symbols.

Mechanic's Praise For Daval's Marvel

CHICAGO, May 25.—"Every mechanic who has seen Marvel has marveled at and praised the simplified construction of the sensational new counter game," reports Al S. Douglas, president of the Daval Co., Inc. "They especially praise the scavenger coin chute, the same type as appears on larger merchandising machines. It's been simplified and now appears on a token counter payout game for the first time.

"A release is built into the back of the machine so that the chute may be cleared by a simple push of the lever. Not only the mechanics, but the distributors and other coinmen appreciate this feature which clears the chute of the things which we often inserted by players.

"Many coinmen have been just as enthusiastic about the fact that we use no bolts, screws or anything else to hold down the mechanism. Rollers slide the mechanism in and out, handle and all. The casing is a new 'one wipe and it's clean' baked enamel.

"Some praise the real bell clock of Marvel—the same that has appeared on big bells for 40 years. Others uphold the merits of the automatic lock which stops all action when someone tries to abuse the game by slamming it. The lock also operates when the machine is tipped.

"One of the biggest features is the large cash box which is entirely separate of the mechanism. The token chute cannot spill tokens because of a simple automatic lock. Yes, everybody marvels at Marvel, not only because it is one of the smallest of token payout counter games, but also because it is one of the greatest advancements in counter game engineering in the history of the industry.

Monarch QUALITY

GOTTlieb
Score Card . \$67.50
Big Show . 62.50
Keen-o-Ball . 47.50
Lot-o-Fun . 42.50

KEENEY
Super Six . \$62.50
Big Six . 47.50
Thriller . 42.50
Pot Shot .
1 Ball . 37.50
Up & Up . 29.50

BALLY
Gold Cup, con.
1 Ball . \$99.50
Triumph . 69.50
C. O. D. . 52.50
Champion . 45.00
White Sails . 45.00
Scoop . 47.50
Supreme . 29.50
Arrowhead . 29.50
Fifth Inning 29.50

EXHIBIT
Congo, 1 or 5 Ball . \$82.50
Airliner . 42.50
Golden Gate 42.50
Rebound, new
B.B. . 42.50
Contact . 29.50
Skyrocket . 24.50

STONER
Fantasy, Jack-pot & F.P. \$59.50
Fantasy, F.P. 44.50
Snooks . 22.50

GENCO
Big Town . \$64.50
Mr. Chips . 49.50

CHICAGO COIN
Lucky . \$47.50
Topper . 44.50
Buckaroo . 44.50
Ocean Park . 39.50
Miami . 24.50

DAVAL
Follow-Up . \$32.50
Hi-Lite . 32.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

FELLA, TAKE IT FROM US!
YOU'LL BE AMAZED
AT THE AMOUNT OF COIN
YOU'LL FIND IN MARVEL'S
BIG CASH BOX EVERY WEEK!

M. Y. BLUM
V. CHRISTOPHER
J. A. PASSANANTE

Only \$32.50

WITH BALL GUM VENDOR \$39.50

AJAX NOVELTY CO.

2707 WOODWARD AVE. (at Sprout)
DETROIT, MICH.

A REVOLUTIONARY SALE

TRY US FIRST

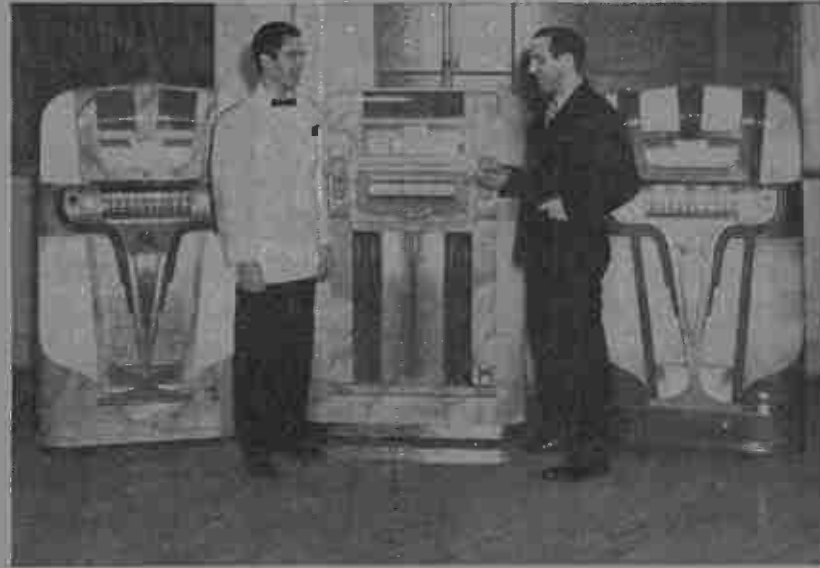
<p>USED GAMES 4 GoldCups, Console, Ea. \$79.50 Bally Triumph 49.50 Bally Roller Derby 44.50 Bally Champion 24.50</p>	<p>MUSIC 1 Wurlitzer 61 \$99.50 Mills EMPRESS Always In Stock—Ready for Delivery.</p>	<p>NEW GAMES Genco, Western, Exhibit, Bally, Chicago Coin, Gottlieb always in stock. Write for prices.</p>
---	--	---

WILLIAMSPORT AMUSEMENT CO.

321-323 HEPBURN STREET, WILLIAMSPORT, PENNA.

In other words, the machine operates 100 per cent mechanically, having the famous Columbia Bell mechanism. "Many operators are operating as many as three and four Imps in a single location," they continued. "It's really amazing," stated one operator on a recent visit to the Groetchen Tool Co., "what tremendous play it gets in my locations."

"The Imp is supplied in three kinds of play; straight penny, combination nickel and penny as well as straight dime."



"IT'S SOLID AND IN THE GROVE!" remarks Gene Krupa, energetic band leader, to Jack Mitnick, of the George Ponsler Co., New York, who asked his opinion of the Mills Empress and Throne of Music phonographs.

Fingerprints Kill Slug Use in Detroit

DETROIT, May 25.—Thru the use of a little psychology slug evils have been eliminated in seven different locations in the past few weeks by the Lemke Coin Machine Co., it is reported.

Lemke's collectors have been instructed to watch closely for slugs and pick them out to one side with a screw driver, not touching them with their hands. The unusual action will naturally be noticed by the location owner, who usually watches the counting process fairly closely anyway, as well as by customers in the spot.

Upon inquiry the collector informs the location owner that he has been instructed to take care of all slugs, which are to be examined for fingerprints. He carefully wraps them up in a handkerchief to carry out the idea. Naturally this will lead the location owner or players he talks to be more than cautious in the future about putting slugs in the machine, and it has definitely worked in seven locations for Lemke.

Get Tough!



SHAKE IT! TIP IT! TURN IT UP-SIDE DOWN! COINS REMAIN INTACT IN FULLY ENCLOSED, ENTIRELY SEPARATED, EXTRA LARGE CASH BOX ON MARVEL, America's Finest TOKEN PAYOUT or "Discreet" Model Counter Game, ONLY \$32.50 F. O. B. DAVAL, 2043 CARROLL AVE., CHICAGO.

Exhibit Supply Releases Wings

CHICAGO, May 25.—Announcement from the Exhibit Supply Co. this week reported that the firm is now releasing a new game called Wings.

"The new game," says John Chrest, sales manager of Exhibit Supply Co., "is destined to join the line of other Exhibit money-makers, including Flagship, Shortstop and Merry-Go-Round."

"This assertion is based on the reports received from test locations where the machine was placed before going into production."

"It is another high score, easy-to-understand, fun-to-play game and full of action that attracts the attention of players. Like all Exhibit games, it is full of new revolutionary features, including a new sensational booster scoring unit and accumulative scoring feature."

"Operators, running tests on the game, said the game, undoubtedly, has the earmarks of a winner, as players continually crowded around the machines at all times anxious to play it and observe the action."

"An interesting game, full of real action, after all, is what makes a game and operators should figure accordingly in purchasing such equipment. By following this plan they are bound to find their operations profitable."

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



NEW IMPROVED UNIVERSAL GRIP SCALE

Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
1/3 With Order, Balance C. O. D. **\$9.75**
HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building, DETROIT, MICHIGAN

SAVE \$\$\$, MAKE \$\$\$ with AVON'S WEEKLY SPECIALS

GENCO	EXHIBIT	BALLY	LEGAL & ARCADE EQUIPMENT
Bangs \$29.50	Rebound \$39.50	Triumph \$74.50	Evans Ten Strike, '89 Mod. \$149.50
Airport 32.50	Zip 27.50	Scoop 52.50	Rockola Ten Pins, late '39 Mod. 164.50
Big Town 64.50	Contact 27.50	Spotam 22.50	Baker's Sky Pilot Write
Big League .. 69.50	STONER	Double Feature 19.50	Chicken Sam . 99.50
Mr. Chips ... 47.50	Fantasy \$44.50	Headliner ... 29.50	Rockola School Days 39.50
Follies 57.50	All-Baba ... 34.50	G. O. D. 52.50	Bally Allys. . 62.50
Punch 59.50	Baseball ... 64.50	White Sails 42.50	
CHI GOIN	1-Ball FREE PLAY CONVERTED	KEENEY	
Nippy \$39.50	Turf Champ.. \$44.50	Cowboy \$29.50	
Lucky 37.50	Mills 1-2-3 . 59.50	Thriller 39.50	
Topper 32.50	Preakness . 39.50	Big Six 40.00	
Commodore .. 59.50	Across the Board 49.50	Super Six .. 62.50	
Home Run .. 69.50		Super-Charger. 39.50	
O Boy 47.50		1/3 Deposit—Balance C. O. D.	

WE BUY—TRADE—SELL Write for Complete Price List
AVON NOVELTY SALES CO., INC. 2923 Prospect Ave., Cleveland, Ohio

Erects Battery Of Keeney Guns

LONG BEACH, Calif., May 25.—"There's many a 'Confucius Say' about the battle of Waterloo being won on the chessboards of Eton," declares Barney Fishman, of Long Beach. "And, who knows, the game-developed marksmanship of our own men and women may some day come to America's aid."

Barney Fishman, who supervises the Anti-Aircraft Gun concession at the Long Beach Pier, is indirectly instructing thousands of men and women in anti-aircraft marksmanship.

Fishman's battery has 15 Keeney Anti-Aircraft Guns on this one location and Fishman says: "The way these players are beginning to bang down on those target planes sure looks bad for any enemy flier."

Fishman is a brother-in-law of Paul Gerber, of Chicago, and both find Keeney's Anti-Aircraft Guns one of the most popularly played games ever devised.

GRIP SCALE Approved by

TORR 2047A-SO. 68 PHILA., PA.

Write for Illustrated Circular and Terms. NATIONAL DISTRIBUTOR

Amusement Equipment, All Clean and Like New—Repacked in Original Cases

10 Evans (1939) "Ten Strikes" .. \$110.00 Ea.	
3 Exhibit Foot (Penny) Vitalizers 59.50 Ea.	
2 Groetchen Metal Typers 129.50 Ea.	
Rebuilt Excellent Condition PAY-OUT GAMES	
2 Fair Grounds	} \$25.00 Ea.
3 Western Multiple Paddles ..	
3 Gottlieb Multiple Races	
3 Western Multiple Aksarbens ..	
1 Fleetwood	
5 Stables	
6 Handicappers	
1 Stepper-Upper	
4 Potshots, Multiple, Cash-Pay	
8 Galloping Dominoes	
10 Preakness	
5 Turf Champ. Ticket	15.00
2 Preakness Ticket	22.50
1 Western Base Ball, Pay-Out	69.50
1 Bally Saddle Club	50.00
1 Bally Club House	50.00
3 Jennings Liberty Bells	29.50
3 Tanforans	29.50

Send 1/3 Deposit for Immediate Shipment. Reference: Walker Bank & Trust Co. THE R. F. VOGT DISTRIBUTORS, Cullen Hotel Bldg., Salt Lake City, Utah

MAIL A PENNY POSTCARD TODAY

By return mail learn how to secure cash for your old machines. There is no obligation. MAIL YOUR CARD TODAY. SELL YOUR MACHINES TOMORROW.

The Billboard 25 Opera Place, Cincinnati, O.

Monarch Plans Aid to Operators

CHICAGO, May 25.—"Thru constant effort we have made many improvements in our service and techniques, improvements which have made it more advantageous and desirable for operators everywhere to buy from Monarch," states Al

Stearn, of the Monarch Coin Machine Co. "It has always been our policy to provide operators with whatever equipment they desired and to make deliveries as fast as possible after orders were placed."

"Naturally, this was no one-day job. We've been following these ideas for a long time and feel that today we are nearer than ever to our goal. We offer operators almost any piece of equipment they desire and they know that the equipment will be in as nearly perfect mechanical condition as possible. However, we feel that we can make further improvements. We are now keeping detailed records of all machines bought and sold so that we can better advise operators on which machines are most likely to earn them greater revenue in their particular territories."

WANT Grand National, Grand Stand, Thistledown Consoles

Paces Races Floor Sample, with J. P. ... \$200	Red Head Track Time	\$40
Triple Entry ... 125	Buckley Track Odds	35
'39 Bang Tans. 115	Track King	35
Pace Saratoga 75	Longchamps 2-Coin	35
Gottlieb 9-Coin. 50	Club House	25
Paces Races, Black	Grey Track Time. 25	

Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.



DISCREET silent and dependable in operation the **COLUMBIA GOLDWARD CIGARETTE BELL** with concealed rear payout makes big profits consistently the year 'round in many territories. Convertible from nickels to dimes and quarters. Write for confidential data. **Groetchen Tool Company** 130 N. Union St., CHICAGO, ILL.



"THEY'LL SOON BE ON THEIR WAY to the West Coast," reports a spokesman for the Herbert Corp., speaking of the Mel-o-Tone phonographs, shown above, as they pass along the assembly line.

Bill Cohen on Chi Business Trip

MINNEAPOLIS, May 25.—Bill Cohen, head of Minneapolis' Silent Sales Co., spent most of this week in Chicago. He reports that while in Chicago he spent considerable time at the offices and plant of J. H. Keeney & Co. He also inspected the latest devices, including target machines.

"The resort buying season has opened in a big way," declares Cohen. "Operators are doing their utmost to place on these locations the machines that will earn them the greatest revenue. While in Chicago I lined up many machines which are naturals for use on resort locations. The first machine on my list is the target machine, which is so popular at the present time."

"In addition we wish to report on the great demand that has arisen from wall boxes. Music operators report that the wall boxes are helping them to earn many more times their usual amounts in all locations."

THIS WEEK'S BARGAIN SCOOP!

24 Records! Slug Proof!
Like New!
1939 MODEL 600-A
WURLITZER
\$159.50

Rebuilt-Refinished-Guaranteed PHONOGRAPHS

Seeburg Model A, 12 Records	\$29.50
Seeburg Model B, 12 Records	32.50
Seeburg Model D, 12 Records	34.50
Seeburg K20, 20 Records	39.50
Seeburg Rex, 20 Records	49.50
Seeburg Royale, 20 Records	109.50
Seeburg Regal, 1939, 20 Records	149.50
Seeburg Casino, 1939, 20 Records	169.50
Seeburg Plaza, 1939, 20 Records	229.50
Seeburg Classic Marbletop, Floor Sam.	194.50
Seeburg 500, 20 Records	24.50
Wurlitzer P30, 12 Records	39.50
Wurlitzer P12, 12 Records	39.50
Wurlitzer P12, 12 Records	39.50
Wurlitzer 312, 12 Records	89.50
Wurlitzer 412, 12 Records and Front	69.50
Wurlitzer 616, 16 Records	119.50
Wurlitzer 716, 16 Records	179.50
Wurlitzer 24, 24 Records	94.50
Wurlitzer 800, 20 Records	34.50
Wurlitzer Counter Model 64, 12 Rec.	34.50
Wurlitzer	29.50
Mills Zephyr	89.50
Mills Do Re Mi	
Rockola Regular	
Rockola Monarch, 20 Records	
TITLE STRIPS, 40c Per 2,000	

1/2% Deposit Balance C. O. D.

ATLAS NOVELTY CO. 2200 N. WESTERN AVE., CHICAGO, ILLINOIS Cable: ATNOVCO

1901 Fifth Ave., PITTSBURGH

Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

For Your "Must Have" List!

- Evans' TEN STRIKE**
1939 Model, Like New \$117.50
- Mills' VEST POCKET BELL**
Late Serials Only \$29.50
- Bally's GRANDSTAND** \$89.50
- Exhibit's BOWLING ALLEY**
Ready for Location \$69.50
- Seeburg's Chicken Sam RAYOLITE**
Rebuilt Like New \$109.50
- WURLITZER 616** \$69.50
- Bally's DANDY** 5-Ball Free Play
In Original Crates \$39.50

It Pays To Buy From "The House of Friendly Personal Service"
Write today for latest bargain guide of FREE PLAYS, PAY-TABLES, CONSOLES, SLOTS, COUNTER GAMES and PHONOGRAPHS. Largest selection.

Koplo Heads Supply House

CHICAGO, May 25.—Al Koplo, former traveling representative for a leading phonograph manufacturer, has opened a business for himself. For many years, Koplo reports, his aim has been to help his operator friends in every way possible. "Many times I was confronted with the question: 'Where can I get that so-and-so?'" said Koplo. "I would make it my business to see that their wants were taken care of. In many instances I contacted manufacturers to write these operators. Now, however, I have my own supply house where operators can write or call for their phonograph needs and supplies."

In conjunction with the supply business, Koplo is exploiting the new counter game Roll-a-Cent, a rolling penny skill game with a cigaret award. "This machine has no mechanism to get out of order and there is no need to keep a record of awards. The game requires no oiling nor is it necessary to carry a repair kit with you to fix them every so often. Yet this game gets an amazing amount of play."

Koplo Sales & Supply Co. has been named as a distributor of Pfanzstiel Phonograph Needles, it is reported. The Koplo firm is located in Chicago at 854 Blue Island avenue.

Koplo is the writer of many helpful hints to operators, including the following popular pieces: "How 'Not' To Be a Successful Phonograph Operator," "Fifty-Fifty Plus or Straight," "Don't Do That," etc.

Freer Joins Atlas Novelty Co.

CHICAGO, May 25.—"No sooner do we complete our plans to allow for maximum expansion than the actual volume of sales seems to exceed even our most optimistic hopes," declares Morrie Ginsburg, Atlas Novelty Co. official.

"An example of this is the present necessity for three field service men for the Middle West instead of one to accommodate Atlas phonograph customers who find our friendly personal service a great help in their successful operation."

"One of the newest additions to the personnel is Howard Freer, who will assume charge of advertising and public relations. Freer brings with him a background of diversified experience in the advertising and sales promotion field. He will also be active in the sales department."

"The pinball game division is still taxing the capacity of the organization in spite of the increased personnel. We are successfully handling this demand however, and are satisfying the demands of all operators."

"One of our best items at the present time is Daval's Marvel—all we can say is that it is marvelous. The way this machine is selling with us, we call it a blitzkrieg machine."

machines. Locations should be made aware of the fact that in venturing into ownership they are only hurting themselves.

Hits at Location Ownership; Presents Case for Operators

By A. E. CASH

Every year hundreds of the best coin machine locations in the country are lost to the operator and eventually to the manufacturer thru sale of equipment to private individuals, restaurants and cafes. This fact is very detrimental to the welfare of both operator and manufacturer.

A restaurant which owns its own phonographs, pinball games, cigaret machines, peanut machines and scales will think a long time before it will discard such equipment. The equipment becomes obsolete. It ceases to take in nickels because the eyes of the public are caught only by the latest streamlined models. When the public ceases to notice the equipment it will also stop putting its money in the machines.

The proprietor is negligent in servicing his machines. When the phonograph develops a roar or squeak he never knows the proper person to hire to service it. Frequently he works on it himself and ruins expensive parts needlessly and he must replace them at his own expense. He is careless about the needle. Since he does not make a living in the record business, he seldom knows what the best records are and fails to put them on his phonograph when they first come out. Thereby he loses many nickels, for the public pays only for the latest hits—not the ones that are stale. He wastes many dollars in purchasing the wrong type of records, for he buys what he likes—not what the public desires. His experience in pin games is equally costly, for it takes a good mechanic to service them. Yes, the restaurant owner loses much that could be saved.

On the other hand, suppose the restaurant owner does not own his equipment, but has a local operator install all machines. On a good location the operator changes models of machines every year. Pinball games are changed every two to four weeks. New, streamlined, clean, well-kept equipment draws the customer's eye. He notices any change. Altho he may not be a coin fan, he will insert money in the slot just to see "how that thing works." Change of equipment will boost the intake of a location which has dropped off.

The alert operator puts every hit record on the phonograph the minute it hits the market. He cashes in on all novelty tunes while they are at their best. His machines are always in working order. When equipment is out of

commission he either repairs it at once or replaces it, avoiding expensive waste of time. He uses more equipment; he is able to place old equipment on locations which could not afford to buy machines; the restaurant proprietor profits much more in the long run by using equipment from the operator.

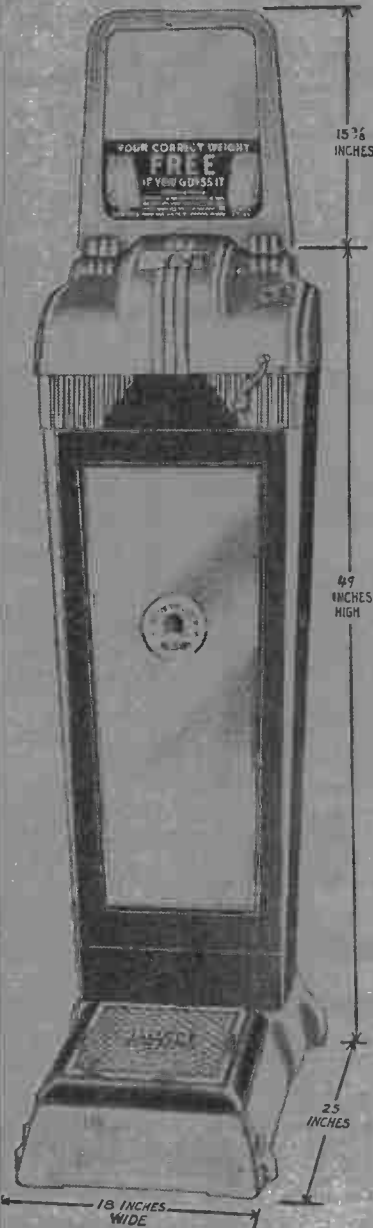
When the manufacturers and operators learn that they will eventually kill the greater part of their business by sales to individuals for private use, they will see that the backbone of this industry is to sell to operators only. An operator has so much competition that he must necessarily keep his equipment up to date to stay in the market. Trade-in allowances aid him to keep buying new models. He must discard all old models, whether or not they can be traded in or are not worn out. The restaurant owner will not do this.

To keep the coin machine industry at its best the entire industry must realize that operator-ownership is the only profitable method of operation of coin



OHIO SPECIALTY CO.'S OPENING of its new showrooms in Louisville drew a large crowd, part of which is shown in the above picture with a battery of machines on the sales floor. Charles Rosen is manager of the Louisville office.

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

We've Got... MARVEL

WORLD'S FINEST
TOKEN PAYOUT

\$32.50 With Ball Gum Vendor, \$34.50

Rush Us Your Order . . .

H. G. PAYNE COMPANY

312 Broadway, Nashville, Tenn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.



CHARLEY MAYER says:

IT'S ARRIVED!

The Most Important 'BLESSED EVENT'
In the Coin Machine Industry.

A new organization —
ALLIED NOVELTY CO.
—dedicated to serve the
operator conscientiously . . .
to give him the most for
his money . . . to guar-
antee complete satisfaction!

**DIRECT FACTORY REPRESENTATIVES
FOR LEADING MANUFACTURERS**

FREE PLAY GAMES		PAYOUT TABLES & CONSOLES	
Spottem . . . \$27.50	Super Charger \$52.50	Grandstands . \$89.50	Sport Page . . \$59.00
Chevron . . . 31.50	Variety . . . 37.50	Thistle Downs . 69.50	Preakness . . 17.50
Red Hot . . . 69.50	Rebound . . . 37.50	Hawthorne . . 67.50	Bally Entry . . 19.50
Conquest . . 33.50	1-2-3 Animal	Pacemaker . . 107.50	Stables 24.50
Commodore . 59.50	Reels 67.50		
Majors 29.50	Rink 23.50		
	Big Six 44.50		

WE PAY HIGHEST CASH PRICES FOR USED GAMES SUBMIT LIST

PHONOGRAPHS	COUNTER GAMES
Rockola 1939 Standard . . . \$172.50	50 Sparks \$18.50
Rockola Monarch, 20 Record . 97.50	10 Tokette 14.50
Rockola Imperial 20 54.50	7 Grand 14.50
Rockola Regular 12 29.00	Tally 8.50
Wurlitzer 412 37.50	A. B. T. Target, Model F . . . 12.50
Wurlitzer 618 64.50	
Wurlitzer 24 112.50	
Wurlitzer 600, Slug Proof . . . 169.50	
Seeburg Rex 92.50	
Seeburg Royale 104.50	
Mills Dancemaster 19.50	
Mills Zephyr 32.50	

TERMS: 1/3 DEPOSIT — BALANCE C. O. D.

CHARLEY MAYER is Exclusive Factory Representative for International Mutoscope's PHOTOMATIC, SKY FIGHTER; also complete line of ARCADE EQUIPMENT.

ALLIED Used Machines Are Expertly Reconditioned

Headquarters for
ARCADE EQUIPMENT
New and Used

SEND FOR OUR
COMPLETE LIST!

ALLIED NOVELTY CO.

3520 W. Fullerton Ave. CHICAGO, ILLINOIS
Phone CAPitol 4747

FREE PLAYS FROM "FITZ"!!

Big Show \$54.50	Supercharger \$35.00	SPECIAL!! CLOSEOUT! BRAND NEW IN ORIGINAL CRATES DANDY . . . \$24.50
Pick 'Em 22.50	White Sails 29.50	
Score Card 54.50	Variety 17.50	Used Bally Alley . . . \$59.50
Dandy 19.50	Headliner 19.50	
Triumph 59.50	NOVELTIES	
C. O. D. 37.50	Champion \$14.00	RUSH YOUR ORDER
Thriller 22.50	Variety 10.00	QUICK!
Commodore 47.50	Pick 'Em 17.50	

All Machines Guaranteed Perfect. 1/3 With Order, Balance C. O. D.

JACK FITZGIBBONS, 453 W. 47th Street, NEW YORK

Look To GENERAL For LEADERSHIP!

FREE PLAYS	FREE PLAYS	NOVELTIES
Triumph \$85.00	Arrowhead \$29.50	Spinner, Odd Ball, Reserve, Ballyview . . . \$7.50 EACH
Roxy 60.00	Thriller 27.50	
Big Show 60.00	Spottem 18.50	
Big Town 57.50	5th Inning 18.50	
Mr. Chips 40.00	Contact 17.50	SPECIAL
C. O. D. 35.00	Box Score 15.00	Evans 1939 Ten Strike equipped with F. P. \$105.00
Big Six 35.00	Klick 10.00	Same with High Score 115.00

WILL TRADE on any new game or BUY FOR CASH Exhibit Cranes! State model, condition, price!
ALL GAMES EXPERTLY RECONDITIONED. 1/3 With Order, Balance C. O. D.

The General Vend. Service Co., 2320 N. Monroe St., Baltimore, Md.

FULLY RECONDITIONED	FREE PLAYS	GUARANTEED PERFECT
Stoner Baseball . . . \$45.00	O. O. D. \$38.00	Keon-A-Ball \$20.00
Bang 17.00	Day Jones 15.00	Mr. Chips 35.00
Big Six 28.00	Fantasy 33.00	Sports 33.00
Cowboy 20.00	Jumper 23.00	Super Six 53.00
		Thriller 24.00

1/3 With Order, Balance C. O. D., F. O. B. Newark, N. J.

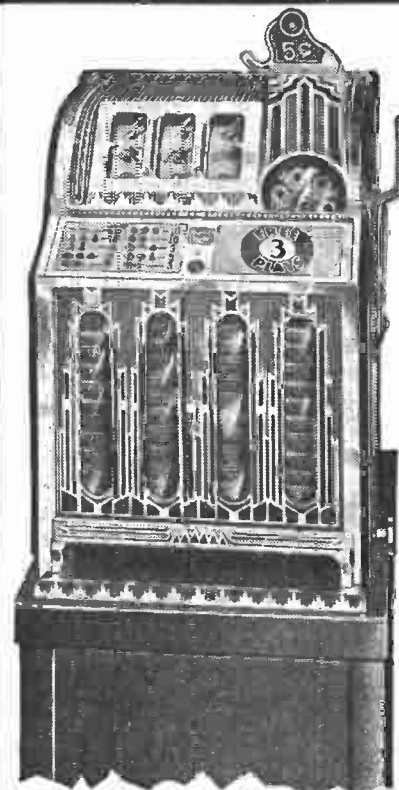
NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.

**MECHANICS →
WANTED →**

We can use a few thoroughly experienced mechanics in our repair department who are qualified to repair and overhaul our Chief type machines. State experience and all facts in first letter or telegram.

O. D. JENNINGS & COMPANY
4309 West Lake Street, CHICAGO, ILLINOIS.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



*Pace Free Play Mint Vender
SLUG PROOF COIN CHUTE*

PACE MFG. CO., INC.

2903 INDIANA AVE.
CHICAGO, ILL.

**PACE HAS
DONE IT AGAIN!!**

**The Pace Free
Play Mint Vender**

is the only machine of its kind on the market today. Just what you've been waiting for.

Bell mechanism—no payout—awards given in free plays. Vends roll of mints for each coin played.

**IT'S NEW—IT'S GOOD
IT'S BY PACE**

DON'T PASS THIS UP

Get in Touch With Us Immediately for Complete Information and Prices.

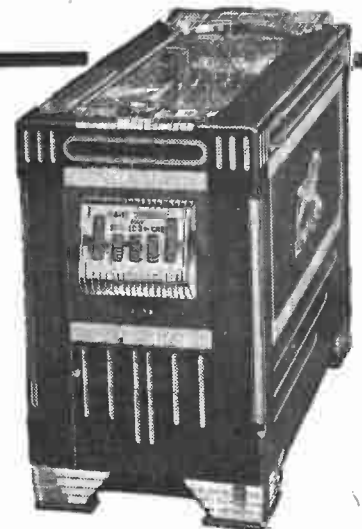
**Charley Mayer
Has New Baby**

CHICAGO, May 25.—Charley Mayer has done it! He has scooped Walter Winchell. Here is one "blessed event" that the world is first learning about thru *The Billboard*. Here are the pertinent factors: Name of baby—Allied Novelty Co.; Where born—3520 W. Fullerton avenue, Chicago; Date of birth—May 28, 1940.

Charley Mayer is the proud papa. Known to the industry for many years in various divisions, such as the amusement game and jar game divisions, Charley Mayer now enters another division, that of distributing coin machines and supplies.

For the past year, Mayer has been traveling thruout the South and Southwest, but he has returned to Chicago for good, he says. He expressed great enthusiasm about the main line that he represents exclusively, namely, the International Mutoscope Reel Co., of New York.

"I am mighty proud to be the exclusive factory representative for the Mutoscope line in Illinois, Indiana and Wisconsin. Photomatics are going great, and the new Sky Fighter is truly the sensation of the coin machine industry.



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.



The Mutoscope Arcade is also great. Our entire organization is now in a position to service the arcade operator as well as the regular coin machine operator."

Charley Mayer expects that the summer of 1940 will be the biggest in the history of the coin machine industry and that there will be more machines in operation during 1940 than at any previous time. Mayer says, "Watch my Allied baby grow!"

**California Gets
Paul Gerber Back**

CHICAGO, May 25.—"By popular demand of California operators, who wholeheartedly enjoy his clever witticisms and jovial personality, Paul Gerber is now back in California," reports Al Stern, of the Monarch Coin Machine Co.

"Paul Gerber is now an employee of Monarch," concluded Stern.

AL KOPLO, former traveling representative for a large phonograph manufacturer, has established a supply house to be known as the Koplo Sales and Supply Co., with headquarters in Chicago.

BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices below are effective June 1, 1940.

- 5-BALL FREE PLAY**
- 1 Bally Triumph \$82.50
 - 1 Bally Roller Derby 52.50
 - 1 Bally Vogue 40.00
 - 2 Bally Chevron 17.50
 - 2 Gottlieb Big Show 59.50
 - 1 Keeney Super Six 59.50
 - 2 Keeney Cowboy 24.50
 - 1 Keeney Thriller 24.50
 - 2 Exhibit Flagship 50.00
 - 2 Exhibit Jumper 37.50
 - 1 Bally Gold Cup, Console 97.50
 - 5 Bally Gold Cup, Table 87.50
 - 1 Mills Five-In-One, F.S. 97.50
- MISCELLANEOUS**
- 2 Bally Alley, perfect \$55.00
 - 1 Exhibit Bowling Alley 79.50
- CONSOLE AND AUTOMATIC PAY**
- 5 Pace Reel Jr., slug ejector, fruit reels \$79.50
 - 1 Kentucky Skill Time 47.50
 - 1 Bally Thistle-down 52.50
 - 1 Bally Klondike 15.00
- COUNTER GAMES**
- 10 Columbia Bell, G.A., rear door, door payout cigarette reels WRITE
 - 3 Mills Vest Pocket Bells \$25.00
 - 1 Columbia Bell, no J.P. 25.00
 - 1 Challenger 12.50

Write us for your price on any brand-new coin-operated machine that has been released by the respective manufacturer. Ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.
 00 BROAD ST., RICHMOND, VA.
 Day Phone 3-4511 - Night Phone 5-5328.

WEEKLY SPECIAL!

35 Free Play Games, \$25 and up. Number one condition.

- Mills Blue Fronts, S.J., 10 and 25c plays, serial numbers over 400,000 at \$39.50 Ea.
- 1 Wurlitzer 1939 Counter Model 61, just like new 97.50
- 15 3-Column Nut Machines at 10.00 Ea. Marvel—the world's finest and smallest token payout and counter game only 32.50
- Ball Gum Vender Model 34.50

It Pays To Buy From Us. We Save You Money on New and Used Games. Write for Prices.

Send 1/3 Deposit With Orders.

D. & S. NOVELTY CO.

1005 BROADWAY, ROCKFORD, ILL

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 8" 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.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

Marmer Applauds Chi Coin's Sporty

CINCINNATI, May 25.—Bill Marmer, head of Sicking, Inc., reports that Chicago Coin's Sporty, recently introduced to coinmen, is well on its way to becoming a best seller in the Cincinnati area, which his firm serves.

"Operators in my territory are consistent in their preference for Chicago Coin games," he said. "I've found this to be the case ever since I became a part of the coin machine business. I've learned that operators really know games. They can't be fooled. Chicago Coin builds machines with strong player appeal and sound construction. Operators know these facts.

"In the case of Sporty there has been no exception. Operators in the Cincinnati territory have been most insistent in their demands for the fine new Chicago Coin machine."

Utilities Share Slug Problem With Coinmen

ATLANTIC CITY, May 25.—The coin machine gentry at this resort have become conscientious sympathizers with the gas and electric companies, which have invoked a State law making it a misdemeanor, punishable by a heavy fine, for anyone to use slugs in any legal coin boxes. In many South Jersey municipalities the public utilities have issued warning to the citizens that anyone caught inserting lead coins, slugs or defaced tender in coin boxes will be prosecuted.

In two instances legal U. S. quarters were found to be bored with a hole in the edge and a string attached to the quarter. This was dropped into the gas meter and an attempt was made to pull the quarter out again, but the string broke and the quarter remained in the meter until the gas collector made his monthly rounds.

Philadelphia

PHILADELPHIA, May 25.—Charles A. Dougherty has opened offices at 2402 Market street in the machine zone for the distribution of the automatics. Calls his firm the Pennsylvania Distributing Co.

Bill Hopkins, one of the leading coin machine ops in the territory, is readying for a flyer as a night club operator. Dame Rumor has it that Bill will be the new owner of Dutkin's Broad Street Rathskeller, a favorite cabaret meeting place for the town's coin machine gentry.

Harry Rubin has opened his Vibro-O establishment at 311 Cherry street, specializing in automatic foot vibrating machines as well as vending machines of every description.



L. T. (TED) BRECK, formerly Wurlitzer district manager for Colorado and the Rocky Mountain States, has been appointed district manager for the New England States, according to an announcement by Wurlitzer's general sales manager, M. G. (Mike) Hammergren. Breck's territory will include all of New England with the exception of Fairfield County in Connecticut.



JUMBO

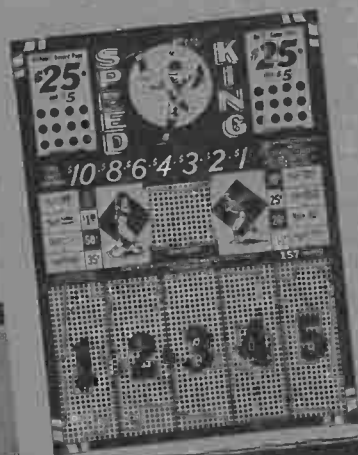
FREE PLAY BELL

Mills Mystery Mechanism, 5c Slug-Proof Chute, Regular Bell Action, Illuminated Reels, Pays Out in Free Plays on Lighted Scoreboard. Completely Metered. Rush Orders Now!

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.



PLENTY ON THE BALL!



SPEED KING

Fast but sure . . . best describes the action on this 1600 hole baseball thriller. Winning tickets repeat from 8 to 80 times . . . awards range from \$25.00 down to 15c consolations . . . action and plenty of it . . . Board takes in \$80.00 . . . Average profit . . . \$35.70. WRITE FOR DETAILS.

SUPERIOR
14 NO. PEORIA ST.

PRODUCTS
CHICAGO, ILLINOIS

Advertise in The Billboard—You'll Be Satisfied With Results.

STILL IN FULL SWING PRODUCTION

CADILLAC

BY POPULAR DEMAND!

GENCO'S MIGHTIEST MONEYMAKER! GENCO INC. 2621 N. ASHLAND AVE. CHICAGO

Western Releases New Baseball Game

CHICAGO, May 25.—Don Anderson, sales manager of Western Products, Inc. this week made an announcement of a new game which, he says, will be of genuine interest to every operator.

"We've really got something great for operators all over the country," he reports. "It's a new legal baseball machine that we call Major League Baseball."

"Operators everywhere know what a powerhouse our original baseball machine was and how big our Deluxe Baseball machine has been. In Major League Baseball operators are getting a new machine that's different, realistic and a big money-maker."

"Little did operators dream that we or anyone could produce a machine so startlingly different and with so much more appeal. Exhaustive tests have been made to determine the mechanical dependability and earning power of Major League Baseball. Result—perfect mechanically and a high earning power."

"Major League Baseball incorporates all the standard money-making features of Deluxe Baseball plus startling new thrills: competitive play, variable register that shows home team's score to beat and a flashy new backrack."

Bally Extends Contest Deadline

CHICAGO, May 25.—Deadline for the Lucky Mascot prize contest, sponsored by Ball Mfg. Co., has been pushed up to June 15, according to Ray Moloney, Bally president.

"Interest in the contest," Moloney explained, "has been so great that we have decided to allow more time, thus giving more operators, jobbers and distributors an opportunity to win a share of the \$300 in cash prizes, ranging from the \$100 first prize down to a flock of 25 prizes."

"All you have to do is take a snapshot of your lucky mascot—that is, your pet dog, cat or what have you. Send the photo, together with 25 words, telling why you consider every Bally game a good luck mascot to contest headquarters at the Bally factory. Prizes will be awarded for most interesting pictures and statements. All entries must be postmarked not later than midnight, June 15. Let's go, boys—the cash prizes are waiting for you!"

Rock-Ola Plans Ten Pins League

CHICAGO, May 25.—To help operators cash in on the full possibilities of Ten Pins, Rock-Ola sales experts have developed a Miniature Bowling League promotion.

Special bowling sheets have been supplied to operators of Ten Pins with full instructions. The idea is to create a new pitch of interest among the regular patrons of a location by enrolling them in leagues. There are 12 players to a

IMP

TREMENDOUS

IMP is worth its weight in gold to thousands of operators who are delighted with its tremendous earning power. Unsurpassed in elegance, player appeal, reliability. Only \$12.50 each, case of six for \$67.50.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

IMP \$12.50 Each 6 For \$67.50

Your Choice
FRUIT REELS CIGARET REELS NUMBER REELS
1/2 Cash With Order.
NATIONAL DISTRIBUTOR

RUSH YOUR ORDER TO TORR 2047A-SO. 68 PHILA., PA.

league and each player must have seven individual Ten Pins scores for the week. Naturally, this means his seven best scores.

Says Cliff Risberg, manager of Rock-Ola's game division: "Of course, each player can bowl 50 or 60 games in a week if he desires, but he will select only his best seven scores to apply towards the weekly prize. It is possible to have three or four or more leagues running in the same location."

"It is this idea of competition among the players that has stimulated play to an unusual extent wherever this tournament idea has been used. Receipts have been greatly stimulated and aggressive operators have benefited by helping locations work out the simple details of starting with a Ten Pins neighborhood bowling game."

Beg Your Pardon

Caption for a picture in the May 25 issue of *The Billboard* showing Helen O'Connell alongside an automatic phonograph identified her as vocalist for Tommy Dorsey's Orchestra. Miss O'Connell is vocalist with Jimmy Dorsey's Orchestra.



THEIR VERSION OF "CHEESE-CAKE" POSING is shown here by four well-known faces of the Mills Novelty Co. They are, left to right, Johnny Donahue, Jack Marku, Bill Nixon and John Kelly. The machine is the Mills 4 Bells.

MILLS JUMBO PARADE
MILLS 1940 1-2-3 Free Play
MILLS Four Bells Console
MILLS PHONOGRAPHS
MILLS BELLS

In Stock for Immediate Delivery.
Wire Your Order or Write for Catalog.

GUARANTEED
Used Free Play Games

Gottlieb Bowling Alley	\$59.50	Lucky	\$2.50
Triumph	\$69.50	Variety	\$2.50
Supersix	\$9.50	Ocean Park	\$7.50
Big Town	\$7.50	Topper	\$7.50
Lancer	\$7.50	Lot-o-Fun	\$2.50
Scoop	\$4.50	Arrowhead	\$2.50
Mr. Chips	\$4.50	Davy Jones	\$2.50
Big Six	\$4.50	Spottem	\$2.00

Western Baseball Combination \$125.00
Bally Alley \$89.50
Rockola Ten Pins, 1939 Model \$135.00

1/3 Cash With Order—Balance C. O. D.

THE MARKEPP CO.
3328 Carnegie Ave., CLEVELAND, O.
Henderson 1043

FOR SALE
5 Bally Alley, Like New, \$75.00 Each.
Jennings Cigarola, \$70.00 Each.

Montgomery Amusement Co.
MONTGOMERY, ALA.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

TIE OR BEAT HOME TEAM SCORE WHICH CHANGES WITH EVERY GAME! RED SCORE DOUBLES AWARDS! YES SIR! THESE AND OTHER BIG FEATURES!

That's the New
MAJOR LEAGUE
BASEBALL
by Western

LITE-UP SCORE BOARD VISIBLE FOR OVER 30 FEET! IT DRAWS 'EM!

Tie the home team score and the player gets 2 free games! For every run after that 2 more free games are awarded! When the variable Home Team Score comes up in red all awards are doubled! All scoring is flashed onto the big light-up back-board glass for everyone to see! **Boys, you ain't seen nuthin' till you've operated MAJOR LEAGUE BASEBALL!**

IMMEDIATE DELIVERY!



WESTERN PRODUCTS, INC. 925 W. NORTH AVENUE - CHICAGO

IT'S A HIT!
Profits Pile Up Fast With
NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Takes In **\$87.50** Aver. Payout **\$40.50** Aver. Profit **\$47.00**



No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

Players Request Cadillac Placement

CHICAGO, May 25.—An interesting fact in connection with the popularity of Genco's latest game, Cadillac, has been pointed out to factory executives by a visiting operator, Genco reports. The visiting operator told them: "Players who see Cadillac anywhere ask the proprietor of their favorite store to have the operator put in that game. It seems that Cadillac hits the players' fancy in a big way, giving them just what they want for their money. I am operating a larger number of Cadillacs in proportion to my complete route than any game I can remember. It's a real winner!"

Similar reports have come to Genco executives as well as Genco distributors throughout the country, it is reported. "Despite the comparatively long time Cadillac has been on the market," reports Dave Gensburg, of Genco, Inc., "there is very little slackening in the demand for the game."

"In most instances," he continued, "locations demand a change of machines every week or two, basing their demand on the fact that players tire of the same game after this period. With Cadillac, however, the appeal has been so tremendous that the game is lasting three and four and even more weeks on the same location, all the while earning far greater profits than the ordinary game. In some instances when Cadillac has been supplanted for a week or two by another game the players insist that it be brought back for another run."

ROYAL SALES CO.
4 ★ ★ ★ ★ HITS OF THE WEEK!
1. Bally CHARM
2. Bally MASCOT
3. Gofflieb DRUM MAJOR
4. Chicago Coin SPORTY
THESE MACHINES WILL INCREASE YOUR AVERAGE OVER 25%!!
SAVE MONEY ON GUARANTEED RECONDITIONED GAMES! WRITE FOR COMPLETE PRICE LIST!
641 HUNTERDON ST., NEWARK, N. J.
TEL. Bigelow 2-8881

SPECIAL
5 1939 Evans Ten Strikes . \$84.50
1 1940 Western DeLuxe Baseball . 99.50
1/3 Cash, Balance C. O. D. Wire or Phone South 3635.
MIDWEST AMUSEMENT CO.
530 Hodge Street, NEWPORT, KY.

DON'T BUY GAMES FROM US WITHOUT FIRST LOOKING AT ALL OTHER PRICES!! ALL OF OUR GAMES ARE MECHANICALLY RIGHT AND CLEAN—READY TO BE PUT ON LOCATION

ROCK-OLA AND EVANS 1939 TEN STRIKES (All equipped with the New 150 Score Counter Units, same as the 1940 Models) \$139.50 EA.

A. B. T. 1c CHALLENGER TARGETS (Like New) \$15.00 EACH

FREE PLAY GAMES			
Bally Vogue	\$30.00	Red Hot	\$65.00
Daval Triple Threat	30.00	Stoner Baseball	55.00
Exhibit Zip	18.00	Mr. Chips	40.00
Chicago Coin Sports	30.00	Genco Lucky Strike	50.00
Exhibit Rebound (New Backboard)	30.00	Lancer	45.00
Golden Gate	20.00	Chubbie	12.50
Spotem	15.00	Ocean Park	25.00
Nippy	35.00	Buckaroo	25.00
Multi Free Races	10.00	Alps	20.00
Davy Jones	15.00	Contact	18.00
Miami	20.00	Punch	40.00
		Champion	30.00
		Avalon	\$22.50
		Banga	20.00
		Big League	55.00
		Big Town	55.00
		Commodore	52.50
		Super Six	55.00
		Flash	15.00
		Roxy	55.00
		Flagship	45.00
		Topper	25.00
		Daval Zenith	18.00

Include One-Third Deposit In Cash, Cashier's Check or Money Order. Kindly State Method of Shipment Preferred.

MORRIS NOVELTY CO. 4505 MANCHESTER AVE. ST. LOUIS, MO. PHONE: FRANKLIN 0757

Pace Markets Mint Vender Bell

CHICAGO, May 25.—Pace Mfg. Co., Chicago, is selling a new machine called the Pace Free-Play Mint Vender. The machine has a bell mechanism but offers no awards other than free plays. Four columns of mints are set in the front of the machines and with each play a package of mints is vended.

"This is the only machine of its kind on the market today," said a spokesman for the firm. It's another piece of Pace equipment which leads the parade to real profits. Pace has the most complete

line of coin-operated machines ever offered to the trade.

"In addition to our new machine we have the well-known Saratogas and Paces Reels in several types of models; the Rocket Bell with visible jackpot and concealed reserve; the Royal Twin Console, which has two standard bell mechanisms—with one handle; the Royal Comet Console, a beautiful club machine; Cig-o-Matic, a nine-column regular or king-size pack cigar vender for use on counter or on floor stand; the Octette, a bulk merchandise vender with eight compartments for eight types of merchandise—all operating on either a penny or nickel; and the 1940 line of Pace sagles, including the Aristo, the Mir-o-Scale and the Card-o-Sale."

"The right game in the right condition at the right time gets the best locations. The right way to buy the right kind of games is right now from Vemco."



JOE CALOUTT

**SPECIAL!!
MILLS CHROME BELLS**

Used less than three weeks and guaranteed like new—lots of five **\$82.50**
Sample or less than five **87.50²⁵**

CONSOLES

Ray's Track \$35.00	Dark Horse \$27.50
Bally Bells 37.50	Track King 37.50
Favorite 29.50	Rosemont 37.50
Club House 27.50	Pay Day 165.00
Teaser 27.50	Zipper 22.50
'37 Dominos 59.50	'38 Track 22.50
'37 Bang Tails 59.50	Time 22.50
'37 Track 47.50	Pastime 193.50
	Tpl. Entry 165.00

MISCELLANEOUS

5 Bally Alley Bowling Games (1940 Model)	\$119.50
3 1939 Evans Ten Strikes	129.50
3 Grotchen Metal Typers	147.50
1 Mills 25c Snake Eyes Dice Mach.	49.50
2 Exhibit Vitalizer Foot Ease Machines	74.90
1 Western Baseball (Nov. Model)	49.50
12 Daval Reel "21"	7.50
10 Grotchen Penny Smokes	7.50
5 Daval Reel Races	6.00

FREE PLAY GAMES

Twinkle ... \$34.50	High-Lite ... \$24.50
4-5-6 ... 42.50	Contact ... 24.50
Fifth Inning 24.50	Conquest ... 47.50
Chevron ... 29.50	Zip ... 24.50
Headliner ... 39.50	Bang ... 37.50
Spottem ... 29.50	Airport ... 37.50
Victory ... 79.50	Pyramid ... 29.50
Triumph ... 79.50	Mills 1-2-3 ... 89.50
Follow-Up ... 29.50	All-Baba ... 42.50
Tpl. Threat 29.50	Western Trio 89.50

SLOT MACHINES

6 Mills 5c Single Jackpot Bells	\$17.50
1 Mills 5c Dial Venders, used 1 wk.	42.50
1 Mills 5c Escalator J. P. Frt. Vend.	27.50
1 Mills 5c Skyscraper Jackpot Bell	27.50
2 Mills 5c Brown Front Bells, used one week	89.50
1 Mills 50c Blue Front Mystery Bell	69.50
24 Grotchen Columbia Gold Award Bells, like new	47.50

NOVELTY GAMES

Chevron ... \$17.50	Airport ... \$22.50
Alway ... 7.50	Stop & Go ... 12.50
Trophy ... 10.00	Rink ... 12.50
Topper ... 22.50	Double Action 7.50
Dbl. Treasure 10.00	Pedal Pusher 5.00
Trio ... 10.00	Chubble ... 17.50
Flash ... 17.50	Zeta ... 17.50
Bang ... 22.50	Ritz ... 17.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

Detroit

DETROIT, May 25.—Harold Fine, Detroit operator, has received the first delivery of the new Evans regulation Duck Pin Alleys. He's installing 12 in one location.

Ben Robinson, of the Robinson Sales Co. is considering plans for going into the new motion picture machine field.

Automatic Towel Cabinet Co., headed by Rankin P. Peck, is getting its new coin-controlled towel vender ready for the market.

Eddie Clemons, manager of Modern Music Co., Mills distributor here, is moving from Fifth street to new quarters at 3780 Woodward avenue. Modern has been operating seven different store places in scattered locations, but is now concentrating its activities in one large space to promote more efficient sales activity.

Ben J. Marshall, a distributor in the Detroit area for 10 years, has retired for a year to rest on his farm at Pontiac, Mich. He plans to return to the business at the end of that time. Marshall's plans call for a new store building in a downtown location.

Max Dorsey, formerly a pin-game operator under his own name, has formed the S. & D. Novelty Co. with Joseph Separa.

Plans for a new coin-controlled golf practice machine, enabling the player to practice on putting and driving, are being developed by Automatic Golf, Inc.

Michigan Mutual Distributing Co. reports the annual pick-up is due in both music and amusement machines. Recent slump was anticipated, as it always follows the opening of the baseball season here and is generally followed by good business when the interest in baseball drops off.

Adler Bros. Vending Co., which has been operating a route of Stewart & McGuire peanut venders, has changed its name to Adler Nut Vending. Max and Carl Adler are the owners.

Felix F. Jencka, who operated the Imperial Music Co., has taken over the business under his own name and shifted from music machine to pin-game operation exclusively. He specializes in the suburb of Hamtramck.

Weidman National Sales Co., distributor for National cigaret venders for several States in the Midwest, was incorporated this week as a Michigan company, with a capitalization of \$5,000.

V. Christopher, of the Ajax Novelty Co., has just completed another swing thru Michigan, where he renewed acquaintances with up-State operators. M. Y. Blum, of the firm, also reports that many up-State operators have visited the showrooms here this week and that pre-summer buying has started.

Harold Post, genial operator of the Flint Novelty Co., Flint, Mich., is building a new summer home at East Tawas, Mich. Post is one of the oldest operators in Central Michigan.

WE DID IT AGAIN!

Another hit!—Another success to add to the long list of Jennings games—It's Fast Time Free Game Console.

Fast Time has proven to be another winner. Hundreds of operators have written us telling of its success in their territories. The play appeal of the game has them coming back again and again.

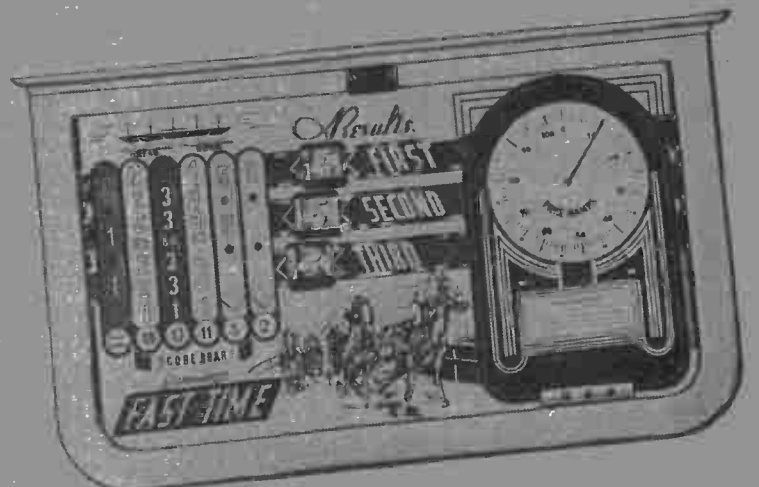
Operators have put their stamp of approval on it because they know that the mechanical perfection of a Jennings machine will give them uninterrupted service week in and week out. It has the same single unit type mechanism used on the ever-popular Jennings Chief. Fast Time is equipped with a positive slug rejector that eliminates 99% of all slugs and spurious coins.

Not only the mechanical perfection of Fast Time makes a hit with them, but also the earning power. The colorfully illuminated glass with race horse symbols packs them in every time.

Because of the free play feature, Free Play Fast Time is accepted in the majority of territories.

14 DAYS TRIAL OFFER. We are making you a fair offer by letting you operate Fast Time for 14 days. If at the end of that time it doesn't get more play and give better service, you may return it for full purchase price refund—with no questions asked.

ALSO AVAILABLE WITH SKILL TOP. Where territory conditions permit, Fast Time can be furnished with Skill Top and Automatic Payout.



GEORGE AUSTIN, Pasco, Wash., operator (right), snapped during recent visit to Bally Mfg. Co. factory. Leo Kelly, of Bally sales staff, points out features of Sport King payable.

FREE PLAY
Fast Time

D. D. JENNINGS & COMPANY
4309 W. Lake St., Chicago, Ill.

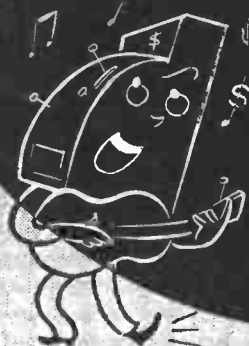
J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines of Leading Manufacturers.
A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



Chicago Coin's SPORTY

... THE CASH BOX IS
PLAYING A SWEET TUNE
for SPORTY OPERATORS!



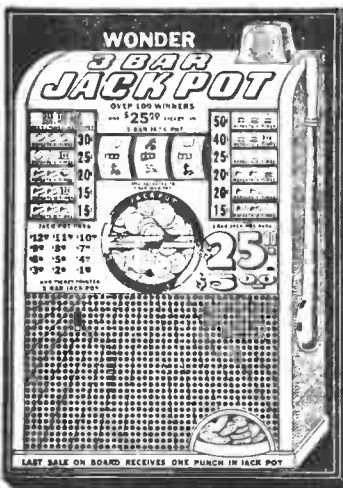
Order from your Jobber Today!

Chicago Coin

1725 DIVERSEY BLVD., CHICAGO, ILL.

**HAVE YOU
EVER NOTICED**

That You Rarely Have
Any Mechanical Trouble
With Chicago Games?



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.

Patron's Selections On Sports Machine

CHICAGO, May 25.—Officials of Modern Machines, Inc., maker of the Official League Sports Machine, report fine acceptance of their machine. "The most attractive thing about the machine," they declare, "is that patrons make their own selections as to the winners in any particular sport the machine may be set, for such as baseball, football or basketball.

"The patron simply makes his pick and by punching buttons makes his selections. Then, after he has completed his selection, the machine delivers a coupon showing just what he has selected. A duplicate copy of the coupon showing his choices remains in the machine.

"Some people," they continued, "were under the impression that the machine simply vended a ticket and that was all there was to it. But that's wrong—the patron has complete freedom of choice—naturally a tremendous drawing feature. The machine can be used for a variety of sports and can be operated thruout the entire year."

Can Make Immediate Delivery

- KEENEY'S ANTI-AIRCRAFT
- ROCK-OLA'S TEN-PIN
- KEENEY'S SCORE CHAMP
- CHICAGO COIN'S SPORTY
- BALLY'S GLAMOUR
- GOTTLIEB'S DRUM MAJOR
- OH, JOHNNYS

REX AMUSEMENT CO.

Phone 2-3692 1443 Main St.
710 S. Salina Buffalo, N. Y.
Syracuse, N. Y.

GARDNER'S NEW MIRACLE MONEY-MAKER!



**NEW! MONEY SYMBOL TICKETS!
NEW! "NATURAL" PLAY IDEA!**

No. 2400 CRACK-A-JACK

At last!—A radically different board with unusual appeal! 2400 holes, 5¢ play, semi-thick, money symbol tickets, brilliant color and design, quick movement, big top awards, plenty of consolations! AVERAGE PROFIT \$52.12! Write for prices; and NEW Catalog Supplement "S" showing 12 new smash hits!

GARDNER & CO.
2307 S. ARCHER AVE., CHICAGO

FACTORY SALESMEN WANTED!

ATTRACTIVE AND PROFITABLE TERRITORIES NOW AVAILABLE FOR FULL AND PART TIME MEN.

WRITE IMMEDIATELY
GARDNER & CO. 2307 S. ARCHER
CHICAGO, ILL.

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, Late Models | Write |
| Rock-Ola 1939 Standards | Write | Seeburg Ray-o-Light Chicken Sam | Write |
| Seeburg 1938 Regals | Write | Evans Ten Strikes | Write |
| Seeburg 1938 Rexes | \$79.50 | Groetche's Metal Typewriter | Write |
| Rock-Ola 1938 Monarchs | Write | Rock-Ola Ten Pins | Write |
| Wurlitzer 616, Jacob's Grille | Write | Bally Gold Cups, Free Plays | Write |

BADGER NOVELTY COMPANY

2546 N. 30TH STREET, MILWAUKEE, WIS.

QUALITY SPEAKS FOR ITSELF

- | | | | | | |
|--------------------------|---------|---|---------|---------------------------|---------|
| Rebound, F.P. | \$29.50 | ONE-BALL FREE PLAYS | | PAYOUTS AND CONSOLES | |
| Avalon, F.P. | 22.50 | Across-the-Board | \$32.50 | Grandstands | \$79.00 |
| Pyramid, F.P. | 20.00 | Gold Cup | 97.50 | Thistledowns | 75.00 |
| Twinkle, F.P. | 24.00 | Congo | 79.00 | Hawthorne | 72.50 |
| Triple Threat, F.P. | 22.50 | Exhibit Bowling Game | 79.00 | Sport Page | 50.00 |
| Jumper, F.P. | 37.00 | Arlington | 25.00 | Derby Times | 42.50 |
| Big Six, F.P. | 44.00 | Preakness | 25.00 | Across-the-Board | 25.00 |
| Zip, F.P. | 24.00 | Top 'Em | 25.00 | Fairgrounds | 22.00 |
| Stable Mate, F.P. | 15.00 | Center Smash | 23.50 | 1938 Kentucky Clubs | 47.50 |
| Champion, F.P. | 29.50 | Bally Alley | 75.00 | Dark Horse | 19.50 |
| Mr. Chips, F.P. | 47.50 | Triumph | 79.00 | Pamco Rosemont | 17.50 |
| Chevron, F.P. | 29.00 | 1/2 Deposit With Order — Balance C. O. D. | | | |

MODERN AUTOMATIC EXCHANGE, INC.

2818 CARNEGIE AVENUE, CLEVELAND, OHIO

Exhibit's
WINGS

**FUN to PLAY
HIGH SCORE
ACTION GAME**

**SIMPLE and EASY
TO UNDERSTAND**

MECHANICALLY PERFECT
• PROPERLY SCORED •
• LOCATION TESTED •
A PROVEN MONEY-MAKER

**NEW REVOLUTIONARY
FEATURES**
NEW SENSATIONAL
BOOSTER
SCORING UNIT
with
ENTIRELY NEW
ACCUMULATIVE
SCORING ACTION

FREE PLAY **104.50** CONVERTIBLE

Order from Your Distributor Now!

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

Guaranteed Games
Seven-Day Money-Back Guarantee
TODAY'S SPECIALS

BALLY ALLEYS (1940 Models),
Like New \$49.50
EXHIBIT BOWLING GAMES (Free
Play—High Score) 62.50
FREE PLAY

Bally Victors	\$59.50
Bally Eurekas	34.50
Bally Triumphs	69.50
Bally C. O. D.	44.50
Bally Roller Derbys	44.50
Bally Pickems	32.50
Bally Dandy	22.50
Bally Vogue	39.50
Exhibit Congo	59.50
Exhibit Conquest	29.50
Genco Big Towns	55.00
Genco Bang	29.50
Genco Follies	54.50
Stoner Fantasys	34.50
Keeney Big Six	34.50
Daval Parachutes	28.50

NOVELTY

Bally Pickems	\$19.50
Bally Variety	19.50
Bally Chevrons	15.50
Bally Fifth Innings	15.50
Bally Double Feature	14.50
Genco Airport	12.50
Genco Mr. Chips	24.50
Stoner Chubbles	12.50
Stoner Sea King	22.50

WRITE FOR PRICES ON NEW EQUIPMENT.
TERMS: 1/3 Deposit With Order.

AJAX NOVELTY CO.
M. Y. Blum, J. A. Passanante,
V. Christopher,
2707 Woodward Avenue at Sproat St.,
DETROIT, MICHIGAN
Phone: Cadillac 1761

HEADQUARTERS
FOR EXHIBIT'S LATEST GAME
"WINGS"
SEE IT ON DISPLAY IN OUR SHOWROOM

H. Z. VENDING & SALES, Inc.
103 SOUTH 13TH STREET, OMAHA, NEBRASKA

FASTEST LEGAL MONEY-MAKER IN HISTORY!

KEENEY'S
**ANTI-AIRCRAFT
MACHINE GUN**

WRITE FOR FULL
DETAILS AND TIME
PAYMENT PLAN!

**NOW
DELIVERING
SCORE
CHAMP**
A
PROVEN WINNER

SIMON SALES, 437 West 42nd Street, N. Y. C. OFFSITE LINCOLN TUNNEL

"See Al First"

**SENSATIONAL SALE OF
RECONDITIONED FREE PLAY GAMES**

Airport	\$19.50	Nippy	\$34.50	
Bounty	10.00	Punch	44.50	
Big Show	49.50	Roxy	54.50	
Big Town	49.50	Score Card	54.50	
Champion	24.50	Supercharger	37.50	
Follow Up	14.50	SPECIAL		
Jumper	24.50	Commodore	\$44.50	
Liberty	14.50	Seeburg Hockey	Games	15.00
Lucky	34.50	Triumph	69.50	
Midway	12.50	NOVELTY GAMES (Perfect Condition),		
Mr. Chips	37.50	\$7.50 and up.		

1/3 With Orders. Balance C. O. D.
WRITE FOR COMPLETE PRICE LIST!!

ARCO SALES CO.
AL ROOSTEIN
1334 Spring Garden St., Philadelphia, Pa.

MILLS PHONOGRAPHS
Distributor CONSOLES
BELLS
TABLES

KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.

Write For Complete List

Of Free Play Games, Slot Machines,
Counter Games and Legal Equipment.

AUTOMATIC SALES CO.
416-A Broad St., Nashville, Tenn.

**WE WILL TRADE
or Sell**

6 Late Model Bally Alleys	\$75.00	1 5c Jennings Flashing Thru	\$25.00	25 Eveready 4-Col. Venders, 4c	\$ 5.50
25 Bally Hot Venders	25.00	6 1939 Evans Ten Strikes	110.00	25 Autostores 4-Col. Venders, 1c	7.00
2 Tom Mix Rifles	55.00	12 Chicken Sams, with bases	95.00	12 Bally Babys, cigarette reels	7.50
1 Bang-a-Deer, with ammunition	85.00	1 Seeburg Rayolite	65.00	1 5c Evans Keeno, payout	25.00
15 Mason Mint Venders	5.50	Wanted in trade or will buy Mutoscope Photomatics, Saratogas, Mills Square Bells, Gingers, Sparks, Mercurys, 1938 Track Times, Triple Entries, Sport Pages, Grand Stands, Hockey Games, Exhibit Merchantmen Diggers. Write us what you have to dispose of.			
25 Master No. 77 Vend.	4.50	Cleveland Coin Machine Exchange 2021-5 Prospect Av., CLEVELAND, OHIO			

SPECIAL FREE PLAY GAMES AT \$47.50 EA.

Roxy	Oh Boy	Punch	Follies
Big Town	Super Six	Commodore	Scorecard
Bowling Alley			
Triumph	\$69.50	Lucky	\$34.50
Fantasy	34.50	Pot Shot	34.50
Sport	34.50	Bangs	29.50
Champion	34.50	Buckaroo	29.50
Big Six	29.50	Thriller	29.50
Airport	29.50	Nippy	45.00
All Baba	39.50	Spottem	19.50
Twinkle	19.50	Wabr	19.50
Chief	19.50	Alps	25.00
Topper	25.00	Home Run	64.50
Big League	64.50	Gold Cup	79.50

FIVE FREE GAMES FOR \$97.50—SIX PLAIN GAMES FOR \$49.50.
Write for List. Send 1/3 Deposit With Order.

LEHIGH SPECIALTY CO.
2nd & Green Sts., PHILADELPHIA, PA.

Advertise in The Billboard—You'll Be Satisfied With Results.

GET IN THE "DOUGH-RE-MI"!

Oh! Johnny

The Machine That All "Bell" Operators Go For in a Big Way!

Other Smart Operators Are Quick To Grab This Machine For Real "Dough-Re-Mi"!

LEADS THE PARADE OF HITS!

DRUM MAJOR

DON'T LET ANYBODY KID YOU!

DRUM MAJOR IS TOPS IN NOVELTY GAMES TODAY!

Plenty Ways To Win

DE LUXE GRIP SCALE

3rd Year in Steady Production—Still Going Strong!

IT'S A RECORD!

Immediate Delivery on All Machines

D. GOTTLIEB & CO.

2736-42 N. Paulina Street,

Chicago, Ill.

The Machine With LONG LIFE!

SKEE-BALLETTE

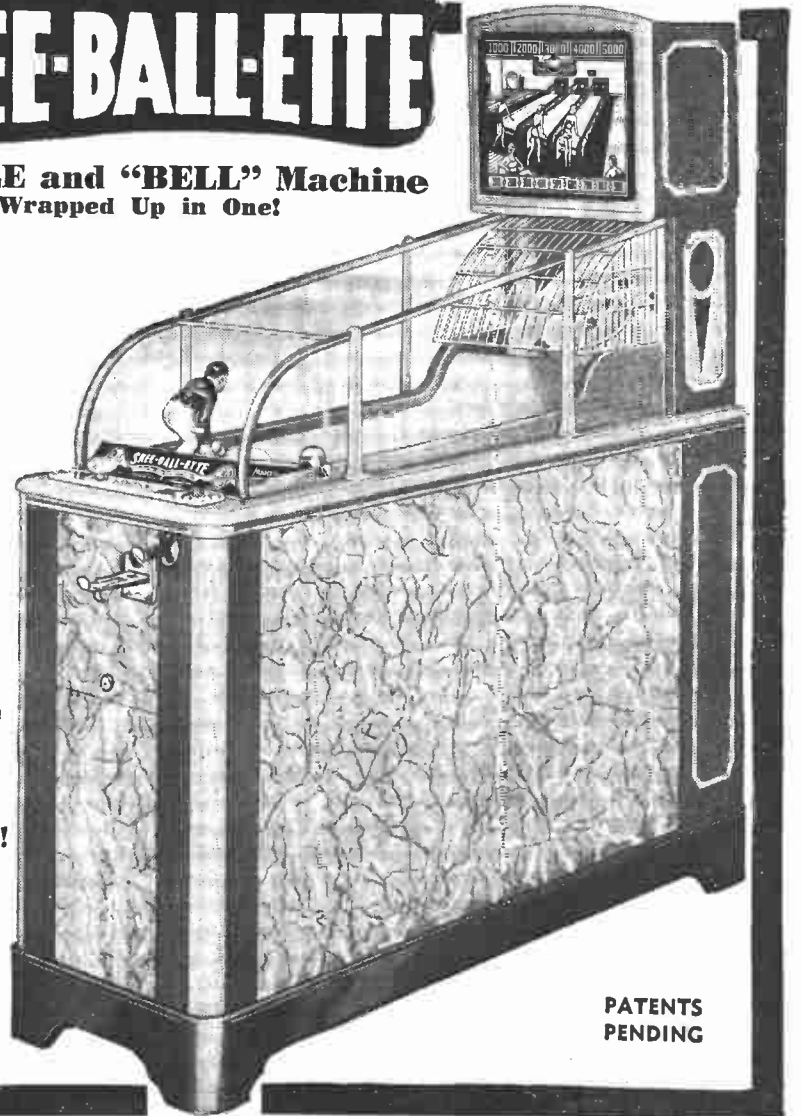
CONSOLE and "BELL" Machine Wrapped Up in One!

1 to 5 BALLS

The MONEY EARNING FEATURE

of our Oh! Johnny

Interwoven with SKEE-BALLETTE!



PATENTS PENDING

Listen, Fella!!
IF YOU ONLY OPERATED
10



MARVELS

"HONORED AS THE WORLD'S GREATEST TOKEN PAYOUT COUNTER GAME"

YOU'D MAKE ONE HELLUVA SWELL LIVING!!

Only 32.50

IT PAYS TO OPERATE MARVEL and HOW it pays!

Ball Gum Vendor Model \$2.00 Extra BALL GUM

15c Per Box of 100 Pieces. Case of 100 Boxes \$12.75.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

TEN STRIKES, 1939 Models \$115.00

A. B. T. Challengers .. \$14.50
Tokettes 19.50

BROWN PAGES RACES, Serials above 5000 .. \$72.50

FREE PLAYS

Chick. Sams with std.	\$85.00
Gold Cups	69.50
Triumph	69.50
Congo	69.50
Lucky Strike	57.50
Super Six	52.50
Lancer	52.50
Flagship	49.50
Supercharger	45.00
Follies	47.50
Commodore	49.50
Big Town	57.50
Topnotcher	39.50
Sports	35.00
Triple Threat	27.50

FREE PLAYS

Golden Gate	\$27.50
Twinkle	25.00
Thriller	25.00
High Lite	25.00
Cowboy	22.50
Circus	22.50
Major	22.50
Hold Tight	20.00
Spottem	20.00
Airport	25.00
Taps	20.00
Contact	16.50
Rink	14.50
Box Score	14.50
Ragtime	11.50

PAYOUTS

Grandstands	\$75.00
Derby Clock	42.50
Hot Tip	32.50
Derby Champ	29.50
Aksarben	29.50
Flasher	25.00
Quinnella	25.00
Stables	25.00
Fairgrounds	19.50
Mills 1-2-3	19.50
Fleetwood	19.50
Classic	17.50
Foto Finish	12.50
1937 Skill Time	37.50
El Dorado	49.50

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.

QUICK! WRITE FOR NEW PRICE OF Evans' Sensational 1940 TEN STRIKE!

FREE PLAY GAMES

Flagship	\$36.00
O. O. D.	41.00
Triumph	60.00
Commodore	50.00
Big Six	30.00
Stoner Baseball	40.00
Supercharger	36.00

Twinkle	\$14.00
Headliner	21.00

NOVELTY GAMES

Variety	\$10.00
Lot-o-Fun	12.00
Conquest	15.00
Pick 'Em	24.00

PHONOGRAPHS

616A Wurlitzer with Illum. Grille .. \$ 65.00
Model 24 Wurlitzer 110.00
These Phonos in Exceptionally Fine Condition Ready for Location!!
1/3 Deposit With Order, Balance C. O. D.

BROOKLYN AMUSEMENT MACHINE COMPANY

660 BROADWAY, BROOKLYN, N. Y.

All Phones: EVERGREEN 8-4732

ACE SPECIAL SALE! ALL FREE PLAYS!

Big Six	\$27.50	Headliner	\$18.50
Big Town	42.50	Keen-a-Ball	18.50
Buckaroo	23.50	Lucky	32.50
Commodore	44.50	Lucky Strike	29.50
Davy Jones	12.50	Nippy	31.50
Follies	42.50	Punch	37.50
Fantasy	31.50	Roxy	58.50
Flagship	37.50	Score Card	55.50

Stop & Go	\$13.50
Supercharger	32.50
Super Six	51.50
Triumph	62.50
Thriller	22.50

CHICKEN SAM with Stand, \$84.50

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION!
1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

BERT LANE Says:



CADILLAC CARRIES ON!
... BECAUSE IT'S STILL MAKING MORE MONEY

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

WEEKLY SPECIAL!

Seeburg Selectophone	\$ 15.00
Seeburg A & B	19.50
Mills Dance Master Deluxe	15.00
Rockola 16	34.50
Rockola Imperial 20	59.50
Wurlitzer P-12	22.50
Seeburg Rex	85.00
Seeburg Royal	110.00
Seeburg Gem	134.50
Seeburg Regal	155.00
Seeburg Casino	139.50
Seeburg Plaza	149.50
Seeburg Mayfair	169.50
Seeburg 1939 Vogue Marbl-Glo	185.00
Seeburg 1939 Classic Marbl-Glo	199.00
Seeburg 1939 Classic Walnut	189.00
Rockola 12 Regular	22.50
Seeburg Chicken Sam with Base	124.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

Tell the Advertiser in The Billboard Where You Got His Address.

GREATEST RACING FLAT TOP EVER BUILT!

EVANS' 1940 BANG TAILS

**LIGHTNING
MONEY
MAKER!**

Acclaimed the absolute "tops" of racing consoles! 4 years in production—yet its earnings have never been matched by any imitation!

Has flashing fast action—magic big play appeal—tremendous come-on! Single horses, combinations, or all 7 selections may be played at one time. Pays 2-1 to 40-1. Evans' gyp-proof 7-coin head absolutely protects your profits . . . stops cheating cold. Silent, shielded, proven bug-free mechanism, guaranteed to deliver perfect performance!

Available with Skill Attachment. Also Jackpot Model.

Get the dope on Evans' **TEN STRIKE** and **SKI-BALL!**



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

NOW ON DISPLAY! NOW DELIVERING! Mills

SENSATIONAL

REMOTE SELECTOR WALL and BAR BOX

USED WITH MILLS EMPRESS IT'S
A TREMENDOUS MONEYMAKER!

WRITE! WIRE! PHONE!

GEORGE PONSER

519 WEST 47TH ST., NEW YORK
11-15 EAST RUNYON STREET, NEWARK, N. J.
1001 E. FAYETTE STREET, SYRACUSE, N. Y.
788 BROADWAY, ALBANY, NEW YORK



Can You Recognize a Hit?

Operator, take the popular song of today which you like best. It might be right at the top of Billboard's survey, or head the Hit Parade, or it might be one which was up at the top two months ago, but still lingers in your memory and your sentiments as your favorite. You probably like it best, *because you know it best.*

Play this favorite record of yours on EVERY COIN OPERATED PHONOGRAPH on the market. Stand twenty-five feet away from the instrument. We're ready to wager that on some phonographs YOU ARE SCARCELY ABLE TO RECOGNIZE YOUR HIT SONG, because the music is garbled, muffled, smothered, or too mixed up for recognition.

Play your favorite tune on a Mills Empress or a Mills Throne of Music. You will fall in love with the tune all over again. You will want to keep on playing it till the record is worn white.

Your feelings and those of the music loving public are identical—everyone favors the instrument that gives better tone. Mills Novelty Company, Chicago, Illinois.



MILLS Empress

★ SEE IT AT YOUR DISTRIBUTOR'S

Bally's MASCOT means good luck!
Biggest novelty collections since Bumper!

\$31.00* NET IN ONE DAY!

ACTUAL REPORT, name on request



MASCOT gets the play by 4-ways-to-win appeal! Two high-score winners—Futurity Awards—and the new Mystery-Mascot feature, a clever combination of MYSTERY AND SKILL! Fast SPIRAL BUMPER action . . . skill shots . . . plenty of exciting surprise hits . . . and dozen of other play-getters . . . all combined in one sensational game!

GET LUCKY!
GET MASCOT

QUICK CHANGE FROM
FREE PLAY TO NOVELTY

GLAMOUR



Plenty of colorful flash, dazzling lights and eye-appeal to get 'em started . . . plenty of action to keep 'em going! Illuminated rubber-tire bumpers, flashing on and off like fireworks . . . scoring* 1,000 when lit, 100 when not lit. 6 roll-overs that boost score in new exciting way. Bumpers and roll-overs light in tantalizing rotation . . . but bumpers can be lit by skill. In addition to high-score, GLAMOUR features a clever new "spotted skill" or "group light" idea packed with **BIG WINNER** appeal that insures continuous repeat play!

ORDER NOW FROM
YOUR JOBBER

ALSO IN PRODUCTION: BALLY ALLEY, BULL'S EYE, SPORT KING, SPORT SPECIAL, ROYAL DRAW
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO, ILLINOI

1c BASEBALL GUM VENDOR
A TERRIFIC MONEYMAKER ON ANY LOCATION

- Capacity 900 Ball Gum.
- Positive automatic delivery of gum on every coin.
- New type agitator in gum container.
- Separate compartments for all base hits to give accurate record.
- Hand release for base hits.

SAMPLE \$1950
5 OR MORE, \$17.50
DISTRIBUTORS... WRITE FOR SPECIAL DEAL.
Size 15" by 17"

BASEBALL GUM VENDOR

FREE PLAYS	SPECIALS	FREE PLAYS
Big Six \$27.00	Evans Ten Strike, 1939 Model . . . \$110.00	O'Boy \$49.50
Thriller 19.50	Bally Alley 55.00	Score Card 59.50
Big Town 55.00	A. B. T. Challengers . . 14.50	Supercharger 32.50
Big Show 55.00	Seeburg's Chicken Sam 75.00	Twinkle 14.50
Super Six 50.00	Exhibit Vitalizers . . . 59.50	Spottem 14.50
Follies 42.50	LEADING PENNY ARCADE and LOCATION	Triumph 49.50
C. O. D. 37.50	MONEY-MAKERS!	Up & Up 12.50
4-5-6 22.50	Keeney's Anti-Aircraft Machine Gun	Commodore 47.50
Lo-o-Fun 17.50	Western's 1940 BASEBALL	Dandy 35.00
Hold Tight 14.50	WRITE FOR PRICES!	Scoop 35.00
Nippy 39.50		1/3 With Order, Bal. C.O.D.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

A \$20.00 USED PHONOGRAPH AND YOU'RE IN BUSINESS WITH . . .

Keeney's Remote Selector Wall Box

CONSULT US BEFORE YOU DISPOSE OF YOUR OLD PHONOGRAPHS! WRITE! WIRE! PHONE FOR FULL DETAILS AND EASY TIME PAYMENT PLAN!

Exclusive Distributors for New York, New Jersey and Connecticut

SIMON SALES, 437 West 42nd Street, N. Y. C. OPPOSITE LINCOLN TUNNEL

FOR SALE!

75 Wurlitzers 616A, with Grills
25 Rock-Ola World Series Baseball Games
40 Bally Alleys—25 Evans Ten Strikes, 1939 models
35 Seeburg Chicken Sams—15 Tom Mix Rifles
25 14-Foot Skeeballs—15 Bumper Bowling

WRITE FOR OUR NEW PRICE LIST

250 THOROUGHLY RECONDITIONED FREE PLAY GAMES

IMMEDIATE DELIVERY ON ALL NEW GAMES

YOUR USED EQUIPMENT ACCEPTED IN TRADE

GRAND NATIONAL SALES CO.
2306-08 W. ARMITAGE AVE., CHICAGO

You Can Always Depend on **JOE ASH** — ALL WAYS
Sensational Sale of FREE PLAY Games ! !

Arrowhead \$19.50	SPECIAL BIG SIX \$25.00	Midway \$12.50
Bang 19.50		Ocean Park 28.50
Big Town 49.50	SUPER-SPECIALS!!	Roxy 54.50
Box Score 14.50	CLOSING OUT LARGE NUMBER OF FREE PLAYS, BRAND NEW, IN ORIGINAL CASES—	Score Card 54.50
Buckaroo 24.50	WRITE FOR LIST!!	Speedy 12.50
Chevron 14.50		Stop & Go 14.50
Commodore 47.50		Super Six 47.50
Congo 52.50		Thriller 23.50
Eureka 32.50		Twinkle 22.50
Follies 49.50		Variety 22.50
Lite-a-Card 47.50		Vogue 24.50

1/3 Deposit With Order, Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

I. L. MITCHELL & CO.

OUR GAMES ARE PERFECT!

VARIETY (Plain) \$12.50 SUPER CHARGER (F. P.), \$37.50
FLAGSHIP (F. P.) 37.50 C. O. D. (F. P.) 42.50

Write for Complete List! PHONE: GLENMORE 2-5450.

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

When Writing to Advertisers Mention The Billboard.

NATIONWIDE

DISTRIBUTION



ROCK-OLA

Luxury Lightup
PHONOGRAPHS

AT DISTRIBUTOR SHOWROOMS
IN THESE CITIES

COLUMBUS, Ohio
Ed. George Novelty Co.
37-39 Ira Avenue

ALBANY, New York
Square Amusements of Albany
707-709 Broadway
(Tel. 5-4791)

ATLANTA, Georgia
Edgar I. Woodfin
64 Central Ave.
(Tel. Main 4604)

BALTIMORE, Maryland
The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)

MOBILE, Mississippi
United Novelty Company
504 West Howard Avenue
(Tel. 101-102)

BIRMINGHAM, Alabama
Birmingham Vending Company
2117 Third Avenue, North
(Tel. 3-5183)

BLYTEVILLE, Arkansas
O. M. Morgan
423 Madison Street

BOSTON, Massachusetts
Supreme Amusement Co. of New
England, Inc.
1022 Commonwealth Avenue
(Tel. Langwood 3264)

BUFFALO, New York
Rex Amusement Compon /
1443 Main Street
(Tel. Garfield 7780)

BUTTE, Montana
H. B. Brinck
825 East Front Street
(Tel. 6726)

CHARLESTON, West Virginia
R. M. Bender Distributing Co.
821 Bigley Ave.
(Tel. 36-813, 34-949)

CHICAGO, Illinois
National Coin Machine Exchange
1411 Diversoy Parkway
(Tel. Buck. 6466)

CINCINNATI, Ohio
Herbert Hill Distributing Co.
30 E. 13th Street

CLEVELAND, Ohio
Art Nagel
2923 Prospect Avenue
(Prospect 4551-2)

DALLAS, Texas
Fisher Brown
2206 S. Harwood Street
(Tel. 4-6131)

DENVER, Colorado
Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)

DES MOINES, Iowa
A. A. Becker
669 34th Street
(Tel. 7-4058)

DETROIT, Michigan
Sauve Music Company
3002 Grand River Avenue
(Temple 2-5788)

ELGIN, Illinois
Henry Nelson
3784 Duane Avenue

ELGIN, Illinois
Elgia Music & Novelty
112 S. Grove Avenue
(Tel. Elgia 884)

FARGO, North Dakota
Frank D. Gruenzner
721 7th Street, North
(Tel. 8818)

FLINT, Michigan
George J. Miller
329 Delia Street
(Tel. 2-3477)

GARY, Indiana
J. P. Kramer
416 Grant Street
(Tel. Gary 25036)

HOUSTON, Texas
Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana
Frank Wixel
456 Massachusetts Avenue
(Tel. Lincoln 0932)

JACKSON, Ohio
Summers Sales Company
275 East Main Street
(Tel. 22)

JOPLIN, Missouri
Bruton's Automatic Supply
1619 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan
King Pin Games Company
826 Mills Street
(Tel. 4014)

KANKAKEE, Illinois
Gouset Sales Company
444 South Schuyler Avenue
(Tel. Main 360)

KANSAS CITY, Missouri
United Amusement Company
3410 Main Street
(Tel. Valentine 5825)

KENTON, Ohio
Trenton Bridge
415 North Cherry Street
(Tel. 9260)

KNOXVILLE, Tennessee
Carl E. Palmer
Park Hotel, Walnut St. and Union Ave
(Tel. 2-5116)

LITTLE ROCK, Arkansas
Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 40584-7924-22469)

LOS ANGELES, California
Jean J. Minthorne
2920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky
Carl A. Hooper
547-549-551 S. 2nd
(Tel. Wabash 4063—Belmont 2409)

MEMPHIS, Tennessee
Earl Montgomery
1074 Union Avenue
(Tel. 2-1700)

MILWAUKEE, Wisconsin
Badger Novelty Company
2546 North 30th Street
(Tel. Kilbourn 3030)

MOLINE, Illinois
N. A. Montie
1109 Fifth Avenue
(Tel. Moline 3916)

MONTREAL, Quebec, Canada
Montimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee
H. G. Payne Company
314 Broadway
(Tel. 6-4545)

NEW ORLEANS, Louisiana
Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York
Interstate Coin Mach. Sales Corp.
948 W. 55th Street
(Tel. Circle 7-6420-1)

OAKLAND, California
Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 3634—3579)

OKLAHOMA CITY, Okla.
Mid-West Novelty Sales Co.
2 N. E. 14th St.

OMAHA, Nebraska
Calamia Distributing Company
714 S. 13th Street
(Tel. JA 2310)

ORLANDO, Florida
Warren Fitch
543 West Central Avenue

PHILADELPHIA, Pennsylvania
Keystone Vending Company
1423-25 Spring Garden Street
(Tels. Stevenson 1450—Roco 2279)

PHOENIX, Arizona
Bennett's Music Company
516 West Washington Street
(Tel. 3-2456)

PITTSBURGH, Pennsylvania
B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)

PORTLAND, Oregon
Coast Amusement Company
1932 West Burnside
(Tel. Broadway 1517)

RENO, Nevada
Nevada Novelty Co.
205 East 2nd Street

RICHMOND, Virginia
Moseley Vending Machine
Exchange, Inc.
00 Broad Street
(Tel. 3-4511)

ROCKLAND, Maine
Maine Automatic Service
44 Park Street
(Tel. 655)

SAGINAW, Michigan
Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532—3-1159)

ST. LOUIS, Missouri
Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota
La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2826)

SALT LAKE CITY, Utah
J. H. Rutter
73 S. 4th Street East
(Tel. Wasatch 2382)

SAN ANTONIO, Texas
United Amusement Company
310 South Alamo Street
(Cathedral 1431)

SAN DIEGO, California
A. J. Fox Company
235 West F Street
(Tel. Franklin 6497)

SAN FRANCISCO, California
Rex Vending Company
759 Ellis Street

SEATTLE, Washington
Northwest Sales, Inc.
3144 Elliott Avenue
(Tel. Garfield 0460)

SIoux FALLS, South Dakota
Gordon Stout
1131 West 10th Street
(Tel. 7839W)

SPOKANE, Washington
Standard Sales Company
171-173 South Post Street
(Tel. Maine 4904)

SYRACUSE, New York
Rex Amusement Company
710 South Solina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada
Baldwin International, Ltd
620 King Street, West
(Tel. Adelaide 3295-6)

TULSA, Oklahoma
Mid-West Novelty Sales Co.
404 West First Street

WASHINGTON, D. C.
The Hub Enterprises
7312 Georgia Ave.
(Tel. Randolph 9759)

WICHITA, Kansas
Marion Company
562 West Douglas
(Tel. 3-9458)

It's Rock-Ola for 40

World Radio History

Multiply Your Profits with

WURLITZER WIRELESS REMOTE CONTROL EQUIPMENT

Wurlitzers have always been the world's most profitable Automatic Phonographs. Now with Wurlitzer Wireless Remote Control Equipment their earning power has been further increased—in some locations several hundred per cent. Wherever installed Wurlitzer Remote Control Units put Wurlitzer Music within arms reach of every customer. The Wall Box, Bar Boxes and Portable Unit have 24 record selectivity, are adaptable to any 24 record Wurlitzer Phonograph. Each is smartly styled and precision engineered to Wurlitzer standards.

ONLY WURLITZER MAKES A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

Only Wurlitzer offers Wireless, Two-Wire and Thirty-Wire Remote Control Systems. None obsolete present Wurlitzer Equipment. Each is designed for inter-use with the other two. For example, 2-wire and 30-wire units can be used on a phonograph that has wireless equipment. 30-wire units on a phonograph that has 2-wire equipment. Bar and Wall Boxes are readily converted from 2-wire to wireless and vice versa—the most flexible Remote Control Equipment ever offered.

The Rudolph Wurlitzer Company, N. Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Que., Canada.

*A Name Famous in Music for Over
Two Hundred Years*

SEE LIST OF WURLITZER DISTRIBUTORS, FIRST
PAGE MUSIC MERCHANDISING SECTION

ORDER NOW
for
**IMMEDIATE
DELIVERY**

MOVE MUSIC TO ANY SPOT IN A LOCATION WITH A WURLITZER STROLLER—COMBINES COIN MECHANISM—24 RECORD PROGRAM SELECTOR AND SOUND SYSTEM IN ONE SELF-CONTAINED PORTABLE WIRELESS UNIT.



**WURLITZER WIRELESS
SPEAKERS BRING MUSIC TO
EVERY PART OF THE LOCATION**



INCREASE YOUR PROFITS WITH WURLITZER WIRELESS BAR BOXES—MAKE WURLITZER MUSIC AVAILABLE AT THE BAR WHERE TRAFFIC IS HEAVY AND ODD CHANGE IS HANDY.

MAKE IT EASY FOR PEOPLE TO BUY YOUR MUSIC AT ANY BOOTH, TABLE OR SPOT IN THE LOCATION WITH WURLITZER WIRELESS WALL BOXES.



BAR BOX 330



BAR BOX 331



BAR BOX 332

STROLLER MODEL 340
Combines coin mechanism, 24 record selector, and sound system in one self-contained portable unit.



WALL BOX MODEL 330

Beautiful wireless unit with polished metal case. See how easy it is to use. 24 record selector and 24 record program.



WIRELESS SPEAKERS MODEL 350

Wurlitzer quality wireless speakers and speakers to complete your Wurlitzer wireless music system.

All three bar boxes illustrated above have distinctive wall, full 24 record selection, are finished in attractive walnut and silver finish with red plastic dial buttons; will stand on bar, counter or table.

Fountain without ventilation. Model 340 has coin entry, magnetic coin selector and 24 record program selector at either end. Models 331 and 332 are single units.

THE ONLY WIRELESS BAR BOXES THAT ENABLE YOU TO SELECT EVERY RECORD ON THE PHONOGRAPH

SOLD ONLY TO MUSIC MERCHANTS