

# The Billboard

The World's Foremost Amusement Weekly

June 22, 1940

15 Cents

Vol. 52. No. 25

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**EARL MELLEN**

And His Orchestra

"MELODIES BY MELLEN"

Currently Euclid Beach Park  
Cleveland, O.

Exclusive Management:  
Frederick Brothers Music  
Corp.

New York  
Cleveland  
Chicago

# RIDING THE RAVES . . . . .

with their  
*Deep South Spirituals in Swing*

## THE GOLDEN GATE QUARTET

*Currently Featured*

★ COLUMBIA BROADCASTING SYSTEM

*Coast to Coast*  
6 TIMES WEEKLY  
*and also on CBS-Coast to Coast*

★ "FLOW GENTLY SWEET RHYTHM"

*Sundays, 5:30-6 P.M., edst*

★ IN PERSON—NIGHTLY  
CAFE SOCIETY

*Sheridan Square, New York City*

★ ON BLUEBIRD RECORDS



● These Negro rhythm singers have been together for more than 11 years. They were discovered by John Hammond and were a sensation when they appeared in Carnegie Hall on Christmas eve. Wherever they have been heard, they have stopped the show.

**And here are the raves they're riding:**

. . . One of the best colored quartets I have ever heard is the Golden Gate Quartet. —Geo. Ross—N. Y. World-Telegram—Feb. 10, 1940.

. . . These four negroes sing spirituals with deep feeling and a wonderful sense of rhythm. . . . Please don't miss them.—Malcolm Johnson—N. Y. Sun—March 9, 1940.

And for magnificent spiritual performance attention is called to the Golden Gate Jubilee Quartet on the Bluebird race list, their highly original singing style imparting even greater influence to 'What Did Jesus Say?' and 'The Valley of Time'.—M. H. Grodenker—Review of Records, The Billboard—April 13, 1940.

The Golden Gate Quartet perform with vigor and skill over WABC—3:15. —Sid Shalit—News—Feb. 15, 1940.

From San Francisco it has brought the Golden Gate Quartet, whose dramatic renditions of the old spirituals are something to listen to. Despite the fact you can find a negro quartet in every block in Harlem, these boys have a style that is definitely their own. —N. Y. Times—March 24, 1940.

Distinction and originality are marked throughout the performance . . . strictly ahead of the parade. —Variety—April 10, 1940.

A terrific mammy quartet called Golden Gate Quartet now at Cafe Society.—Twisting the Dial with A. L. Simon.—Watcott (N. Y.) News—Feb. 1, 1940.

. . . pack a wallop. . . . Golden Gate Quartet had to give encore after encore . . . they have excellent arrangements of the more popular spirituals which they do without usual accompaniment but simulating various musical sounds. The quartet doubles over CBS. —Sol Zatt—Billboard—April 6, 1940.



Under Exclusive Management of COLUMBIA ARTISTS, Inc.

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## AFM ELECTS PETRILLO

### 4A Committees To Report on One Big Union

NEW YORK, June 15.—The international body of the Associated Actors and Artists of America has instructed its members to appoint special committees for the purpose of reaching its individual decisions on the Reis plans for one big union. Each branch is instructed to have a committee formed by June 28 and to report its decision three weeks later.

The American Guild of Variety Artists reports that its Reis committee includes Dewey Barlo, Mario Naldi, Dave Fox, Arthur Ward, Charles Arno, Billy Glason and its exec secretary, Hoyt S. Haddock. AGVA's San Francisco local passed a resolution favoring one big union.

Equity turned over the assignment to its committee on efficiency and economy. Reis committees are now being formed by the American Federation of Radio Artists, Screen Actors' Guild and all other Four A's branches.



JAMES C. PETRILLO, new president of the American Federation of Musicians and successor to Joseph N. Weber. Petrillo's election by the delegates to the 45th AFM convention in Indianapolis gives the union a new chief for the first time in 40 years.

### First Presidential Change in 40 Years as Weber Steps Down

Head of Chi local wins without opposition—Weber stays on exec board at \$20,000 a year—45th annual convention largest in AFM history—730 delegates

INDIANAPOLIS, June 15.—The greatest number of delegates ever assembled at a convention of the American Federation of Musicians unanimously elected James C. Petrillo, head of the Chicago Federation of Musicians, to succeed Joseph N. Weber as president of the AFM as the climax yesterday (14) to the 45th annual meet of the musicians' union, held at the Indiana Ballroom here this week. For the first time in 40 years local delegates to the yearly national convention—numbering 730 this year, representatives of a total membership of 134,000—were called upon to vote for a name other than that of Weber on a presidential ballot slip. The change was brought about by the precarious state of Weber's health, which forced him to step down from the strain of the exacting post he



JOSEPH N. WEBER, who at the American Federation of Musicians' 45th Annual Convention in Indianapolis last week ended his 40th consecutive year as president of that organization.

#### The Old Guard

INDIANAPOLIS, June 15.—Anthony Kiefer, delegate from Local 26, Peoria, Ill., was accorded the honor at the 45th annual AFM convention that was definitely his due.

For Kiefer is one of the five living delegates—and the only one of the quintet to attend this year's meet—who took part in the first AFM convention in October, 1896.

Which puts him right back where he started, inasmuch as that initial AFM powwow was held in this city.

had held in the federation for the past four decades.

Elected along with Petrillo on a unanimous vote were C. L. Bagley, vice-president. (See PETRILLO ELECTED on page 14)

### Chicago May Get Huge Agrl. Mart

CHICAGO, June 15.—A huge agricultural mart, costing several million dollars and providing space for large exhibitions and conventions, will be built here if plans now in the making are carried out. Architects have drawn plans for a huge 16-story structure and the mart probably will be erected on land not far from the Loop.

A. A. McKinley, attorney, represents the group back of the project, whose identity will be disclosed later. Building will be designed to house agricultural exhibits from all States and probably several Canadian provinces. It will provide a large convention hall, also office spaces for associations and companies related directly and indirectly to American agriculture.

An area of from 600,000 to 1,000,000 square feet will be required and the building is expected to cost from \$8,000,000 to \$10,000,000.

### Philly Clubs Set To Cash In on Repub Conclave

PHILADELPHIA, June 15.—Acts and agents get the long-awaited gold-rush this week and next with the coming of Republican politics here for the party conclave starting Monday (24). Every branch of the amusement industry, save legit, which called it quits last month, figures strongly in cashing in heavily on the convention. Nitory ops are booking every fem act in sight, realizing that the lure for the heavy-spending conven-

(See PHILLY CLUBS on page 64)

### Italy's Entrance Into War Hits Dialog Acts, Refugees

NEW YORK, June 15.—Italy's entry into the war created another headache for performers with Italian names and Italian dialects and limited the chances of American acts still in Europe trying to reach local shores.

One of the immediate effects here was the eagerness of Italian performers to offer their services gratis for any benefits planned by established agencies, such as the Red Cross. Gino Daro, of the dance team of Daro and Korda, is among performers eager to show that Italian acts are against war and is planning a line-up of Italian performers willing to appear in any duly accredited benefit that will relieve the suffering of war refugees.

Booking agents feel that the Italian dialect is taboo these days and that the less it is used before an audience the better. Bookings of Italian performers are continued and, as yet, no curtailed market is foreseen for them.

Eddie Gordon, tramp bicyclist, who returned from England last week-end, reports that many American acts are still in Europe. Some 22 of them are in England and most of them are trying to leave the country, due to the increasing seriousness of the war situation. He stated that many theatrical properties

have already been destroyed by bombs, among them the Cinema Royal in Amsterdam and the City Theater in Rotterdam.

Daro and Korda, who were set to appear in a picture for the Offa Luca Motion Picture Corp. in Venezia, Italy, and were to sail June 28, were forced to call the thing off, due to the war clause in their contract.

The Condos Brothers are somewhere in England, and their sister, Mrs. Marie Constant of New York, has been unsuccessful in locating them.

The Rigoletto Brothers and Pablo have left for Nice, France, to be away from the battle scenes; but, judging by late reports, will be forced to move on.

Mickey Bratz, acro dancer, remains in Germany, but nothing definite has been heard from her this month. Frankie Mellino and Matthes Merrifield are reported in Holland and Italy, respectively.

Mario Naldi, of Raye and Naldi, has relatives in Italy and has been anxious for news. Artini, of Artini and Consiolo, has a wife in France and relatives in Italy.

Del Campo, of Deana and Del Campo, reports that it has been months since he heard from his family in Spain.

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### Revised Benefit Policy Up to Joint Union-Charity Com.

NEW YORK, June 15.—A revised benefit policy for Theater Authority will be formulated by the union committee of the Associated Actors and Artists of America, and will be presented for approval at a joint Four A's-TA meeting here June 27. Lawrence Tibbett, president of the American Guild of Musical Artists, has been appointed chairman of the Four A's committee. Others on the committee include Hoyt S. Haddock, exec sec of the American Guild of Variety Artists; Paul Duillell, of Actors' Equity Association, and representatives of the other Four A unions yet to be named.

The charity committee includes Brock Pemberton, of the League of New York Theaters; Walter Vincent, of the Actors' Fund; Ashley Miller, of the Stage Relief Fund; Mrs. Virginia Holden, of the Authors' League Fund and Alan Corelli, executive secretary of TA. Corelli has been criticized for his method of oking benefits.

# LIQUOR A SPACE GRABBER

## New Publicity Getter for Night Clubs; Trend Started by Zombie; Tie-Ups With Acts More Frequent

NEW YORK, June 15.—The possibility that the bill increasing taxes on distilled spirits from \$2.35 to \$3 per gallon effective July 1 will go thru Congress has the liquor industries worrying on the possible effects of increased taxes coming at a time when night clubs are exploiting the drink lists to obtain publicity. In recent months showmanship has been applied to new drink concoctions, in many cases above talent and atmosphere. While liquor has always been one of the staples dispensed in night clubs, its value as a trade builder-upper has been confined to the

simple statement that "fine food and drinks are available." However, with the rise of the Hawaiian, Tahitian and other Far East atmosphere spots, liquor has become a valuable publicity adjunct, getting free space that never would have been possible under ordinary circumstances.

First in New York to capitalize on the publicity value of drinks was Monte Proser, operator of The Beachcomber, which opened Christmas week. His introduction of the Zombie not only got that concoction reams of free space, but sent the sales of rum soaring. The gag that built up publicity for the Zombie is that only two drinks are allowed a customer, with the notation that "this is for your own good."

Ingredients of this drink are a carefully guarded secret, but it is generally understood that two-thirds of the contents is rum. At both The Beachcomber and The Hurricane, the drink is mixed by Hawaiians out of sight of waiters, American bartenders and customers. Other potions helping press agents earn their salaries are Missionary's Downfall, Vicious Virgin and Tabu. All have

rum bases.

Because The Beachcomber has built an elaborate publicity campaign on its rum list, this spot has been able to crash the news columns of such conservative papers as *The New York Times*, *Herald Tribune* and others ordinarily less susceptible to press agent stunts. Best of all the gags was the pseudo-scientific stunt of testing the liquor capacity of patrons, which landed a two-column story in *The Times*.

Having tied this feature to public safety, the spot was able to have this

(See NIGHT SPOTS on page 17)

## AGVA-EMA Accord Reached in Phil; New Yorker Signed

PHILADELPHIA, June 15.—Strike call issued by Tom Kelly, AGVA exec secretary here, against agents failing to procure booking franchisees, was rescinded just before the deadline hour. According to the demands of the agents, who cloaked themselves with State license laws, specifications of which virtually outlawed the AGVA franchisees, Kelly agreed to grant a blanket contract to Entertainment Managers' Association. Agents also gave in a point by making each member booker a party to the blanket group franchise.

Only point remaining to be settled in AGVA-EMA tussle here is Kelly's dictum

(See AGVA-EMA ACCORD on page 64)

## AFM Asks Ban on Waxing for Muzak

INDIANAPOLIS, June 15.—Approval of the AFM convention that a pair of resolutions, each dealing in almost identical terms with the supposed employment opportunities lost to musicians thru the installation in spots of Muzak and other similar systems, be referred to the executive board may, dependent upon the findings of the board, be a severe blow for the wired music services. Both proposals ask that AFM members be restrained from making any recordings for Muzak and other firms, with one of the resolutions setting July 1 as the deadline for any further waxing of Muzak library services by union musicians.

Committee on law agreed with the intent and purpose of both resolutions, but was of the opinion that a complete survey of the legal technicalities involved must be made before action can be taken. One of the proposals carries the matter even further than a stoppage of AFM members working for Muzak and similar outfits by asking the union to forbid members from playing in any spot that uses wire music services.

### EARL MELLEN

(This Week's Cover Subject)

EARL MELLEN, one of the newer maestros that the music world is apt to hear more about in the next year, is strictly of this generation—just a youth of 24—and has been leading a band since his high school days, except for a brief interlude into the study of art at Carnegie Tech, Pittsburgh, his native town.

He has, however, studied voice for a number of years, which was the developing point of the vocal style that emanates from his band stand today.

Basically, Mellen's band is on the sweet side, featuring clarinets in megaphones to produce a mellow, organ-like effect, augmented with muted and open brass to round out the rhythm and melody. Aiding his musical style, Mellen plays to the younger dance crowd, with emphasis on showmanship, novelty and comedy. In addition to Mellen's able vocalizing, Tex Melvin, out of the sax section, is responsible for the song comedy that has earned the band a good reputation in the engagements it has played.

At present "Melodies by Mellen" is becoming a Midwestern favorite among the fans at Euclid Beach Park, Cleveland, where they are playing an indefinite run. Other successful dates include Bill Green's Casino and The Pines, Pittsburgh; The Mamlon, Youngstown, O.; Cavalier Beach Club, Virginia Beach, Va.; Yantilla Gardens, Richmond, Va.; Edgewood Club, Albany, N. Y., and the Oh Henry Ballroom, Chicago.

## The Broadway Beat

By GEORGE SPELVIN

ONE of the clearest indications of the unsettled state of the country is the scarcity of legit announcements for next season. Most spring announcements never come thru, of course, but a list of 60 or 70 possibilities is a low figure for any June. This year the list numbers well under 20. . . . Last Sunday night (9) Sigrid Schultz, Mutual's Berlin correspondent, was put on the air via a transcription made earlier in the evening. The talk sounded reasonable enough—for the first sentence or two—and then it began to seem extraordinarily stale. After the 15 minutes were over there was a long pause (during which, no doubt, the gents at Mutual were doing some heavy thinking), and then the announcer came on to say that he regretted very much that the transcription just heard was a week old and that it was all a terrible mistake. . . . The zealous press agent, in sending the first release on the opening of Spivy's new roof-top spot, said that the club is appropriately named La Vache sur La Toit, translated as the cow on the roof. Just what do you mean—"appropriately"? . . . When *Nights of Gladness* opened at the Diamond Horseshoe, Billy Rose had a tough time persuading the line girls to stay; they all wanted to go to his Barbary Coast line at the Fair, where there was higher pay. Finally Rose told six of them that they either stayed or were out altogether—and the ukase turned out to be a lucky break for them. The Barbary Coast show closed after a few days and the gals who went out there because of the higher pay are getting no pay at all. . . . Production of pop records nosedived a bit last week for the simple reason that three of the leading recording directors were out of town. Joe Higgins, of Columbia, flew to Catalina Island; Dave Kapp, of Decca, took in Texas, while Leonard Joy, of Victor, left for Chicago.

RICHARD MAYO, Theater Authority's representative in Philadelphia, who shared the office with the AGVA branch there, has deserted organization work to revive his act—with bookings set by an office that's not licensed by AGVA. . . . The silver-haired couple on hand at each Glover and LaMae opening, no matter where it may be, is Mr. and Mrs. Louis Voelk, of Cleveland. He's a steel firm exec, and they took a fancy to dancing while seeing the Glover and LaMae routines in their home town. . . . There's a waiter in the Iraq exhibit restaurant at the fair who's been here for six years studying American political philosophy. Before that he studied at Hamburg, but left in 1934 when the Nazis suspected that he was non-Aryan, confiscated everything he had and put him in a concentration camp for two weeks before he convinced them that they'd made a mistake. . . . A group of second-nighters on the legit list is trying to form a group of second-night drama tasters. They held a meeting last week. . . . It-Takes-All-Kind-of-Make-a-World Dept.: One of the winners in the Golden Key contest at the Fair recently tried to convince Fair officials that they ought to let him swap the car he won for one of another make.

LEON & EDDIE'S has introduced a new note of informality into Eastern night spot circles at its Sunday night celebrity parties. Patrons are invited to come attired for week-end relaxation—in slacks, sweaters, dungarees or anything else of the sort. Bathing suits, tho, are barred. . . . Ann Corio goes into legit this summer, playing one of the leads in *The Barker* at the Chapel Playhouse, Guilford, Conn., week of July 29. . . . The Bell Telephone exhibit at the Fair provides its girls with uniforms, shoes—and make-up kits. . . . Speaking of the Bell exhibit, a lad who won a long-distance call last week rang up the Coast and asked for names of people who might help him in his determination to become a writer of radio scripts. . . . To plug the opening of its new show, El Chico sent out birth announcements reading, "No, not twins, but we're tickled pink to announce the arrival of a new El Chico revue."



WHAT sounds to us like a great idea if properly handled is the building of radio names via the remote route. This apparently new twist was discussed in very general terms in a prominently displayed story under an Atlantic City dateline in last week's issue of *The Billboard*. Perhaps many thought of the idea before of exploiting performers in the same manner as dance bands in remote programs. The important thing is that nobody has yet done anything about it. The experiment that is said to be fostered by the Mutual network will be watched with great interest by all who see further than their noses.

The argument is advanced that band remotes don't always pay off to networks because one network can very well give everything it has to a band via a wire and wind up losing the band after it has been built up to topnotch position to another network via a commercial. That is quite true. If Mutual or any other network that might be involved in the build-up of comedians, singers and other types of artists by their featuring on remotes fails to take any steps to tie up such talent it has only itself to blame for losing talent when it has become a really valuable property.

There are many difficulties that will have to be overcome if networks are to give the same attention to artists on remotes as they now do to bands. A good percentage of artists booked into spots that have wires are already under management to small or large offices. In many cases they are bound in some degree of legal slavery to the operators of the spots. It will not be easy for network artists' bureaus to step into the picture in order to protect their investment. As we have already stated, the general idea is a good one, but we cannot see how it can work out to the advantage of the networks unless the character of the booking picture were entirely changed.

When MCA or William Morris books an act into a spot and when the act is under personal management of either of these large offices it is not going to permit network artists' bureaus to step into the picture. It seems that, in the beginning anyway, the networks will have to confine their build-up efforts to artists not already grabbed up by the established offices. Which will mean that the networks will have to enter the booking business in opposition to the offices that are already solidly entrenched.

From a strictly academic standpoint—and disregarding entirely booking office involvements—the centering of greater attention via the air route on artists working at spots with wires is a most constructive move. There is much to be gained by the talent industry from the encouragement of it. We shall have to leave it to the temperances to work out the arrangements. It's their headache.

IT IS interesting to note that with few exceptions the operation of large-capacity cafes in New York has proved to be a failure. In fact, large-capacity operation has failed throughout the country, although there are still an appreciable number of such cafes still operating in the Midwest and on the Coast. One wonders about the reasons and the best that one can do is to guess at them.

The most logical reason for the demise of the large-capacity club as a show business entity is that the personal element is entirely lost. It has been pretty well established that a cafe depends for its success to a great extent on the manner in which the management caters to the public and how close the management comes to its public. In smaller clubs it is possible for the owner or manager to keep in direct touch with his customers. This is possible in large-capacity clubs only in isolated cases.

(See SUGAR'S DOMINO on page 64)

# CORNEASE

25c At Drug Stores means HAPPY FEET

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

## Anderson Has New Air Show

HAMMOND, Ind., June 15.—Phil LaMar Anderson, formerly with *The Billboard* in Cincinnati, vet newspaper man and author of the novel *Court House Square*, has a new transcription air show, *Phil LaMar and His Hobby Stars*. Some 20 stations already have

signed for the low-down on movie stars, radio celebrities and folks having unusual hobbies, Anderson says. He recently was with Station WLS, Chicago, as its "Intimate Reviewer."

# LISTENING-IN BIG BUSINESS

## War and Weather Play Havoc With Stem's Niteries

NEW YORK, June 15.—Night club business continues to be on the downgrade, due to the excessive heat and the war. Two of the larger spots have shuttered this week. The Cotton Club, after a run of slim receipts, closed Saturday (8), the management says temporarily. Tentative plans call for a reopening in July. The club is attempting to get either Bill Robinson or Eddie (Rochester) Anderson to headline the opening show. Stepin Fetchit, on the last Cotton Club bill, left that show prior to its closing for a part in *Walk With Music*.

The July reopening is contingent upon the club being able to sign a septa name. Otherwise the spot will stay closed until September. There has been talk that the decor of the Cotton Club will be changed to a Latin motif. However, the cost of new decorations may cause the management to continue with same atmosphere.

John Peronna's El Morocco has also closed the lights for the season. The closing bill had the De Marcos. The Persian Room of the Hotel Plaza is set to close Saturday (29).

Several other clubs are tottering on the brink, but are hanging on before making their closing announcement, hoping for a business upswing.

## U. S. Acts Can't Take Salaries Out of Australia

CANBERRA, Australia, June 1.—American entertainers in Australia will not be able to get their earnings out of this country, according to a government treasury decree. The decree also applies to those countries on the sterling standard.

Treasury spokesmen said that for the duration of the current crisis it is impossible to provide any exchange to celebrity artists or entertainers for the remittance of earnings outside of Australia.

This decision also applies to artists engaged by the Australian Broadcasting Commission.

Under this ruling entertainers will be obliged to invest their earnings in the Commonwealth. Incomes from such investments can be transmitted to them after they leave the country.

## Hollywood Houses See Vaude Hope

HOLLYWOOD, June 15.—Return of vaude to nabe theaters was seen as a distinct possibility, following statements by major film producers that double feature bills are definitely on the way out. With feeling in this area that twin bills have been a handicap in selling vaude units to small theaters, it was believed that dropping of one feature film from programs will help pave the way for vaude.

Barney Balaban, president of Paramount, recently stated that his studio will abandon B pictures.

One theater owner said it wasn't a matter of not giving the public enough entertainment, but too much. By the time a ticket buyer sat thru two features, a new reel, a couple of shorts

## Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

TED GARY—terrific tap dancer now appearing in *Walk With Music*, legit musical at the Ethel Barrymore Theater, New York. Stops the show with an outstanding routine that's able, intricate and performed beautifully. In addition, he has an extremely pleasant personality and carries a bit role in the show very creditably. Excellence of his tap work should take him to Hollywood, and his personality and ability to fit into comedy parts should insure his remaining.

### For NIGHT CLUBS

BAGELMAN SISTERS—young and cutewalking pair of swing vocalists who are recording Jewish songs for Victor and are heard in English numbers as the Dairy Maids on the WIN Jewish-American tour. Should make a great bet for niteries, or as a vocal feature for a band. Delivery is very pleasing and a sure sock with club or theater patrons.

and five vaude acts, he was ready for the strait-jacket.

Consensus of opinion seems to be that if vaude is to be reinstated as neighborhood policy, now is the time to give it a trial. If dropping of B schedules becomes general, there won't be enough product available for the showing of double features.

Under expected new policy of single features, it is pointed out that vaude can now get proper billing and become a definite selling feature of nabe houses, instead of just "five acts" thrown in on top of an already overcrowded program.

## Radio's 1st "Clipping Bureau" Has Industry Biggies as Clients; Check Newscasts, Commentators

By JOE COHEN

NEW YORK, June 15.—A little-known outgrowth of the radio industry which has been getting sparse attention from either the trade or general public has quietly blossomed out into big business.

One firm, Radio Reports, Inc., in existence since September, 1938, has achieved a virtual monopoly of a little known aspect of the trade, a radio variation of the newspaper clipping service. There are some essential differences besides using a recording outfit instead of the shears. RRI, instead of sending the actual recordings, edits all the pick-ups and sends to subscribers either an overnight report or a weekly digest of chatter of interest to them.

For a flat rate of \$200 monthly this outfit sends overnight reports, a weekly digest, plus 10 manuscripts of 15-minute talks. A flat sum is charged for all manuscripts over 10. RRI also provides a limited service for \$25 monthly, entitling clients to a weekly digest.

RRI has practically become an arm of big business. Clients include General Motors Corp., J. P. Morgan, Consolidated Edison, Bethlehem Steel, U. S. Steel, Johns-Manville, American Telegraph & Telephone, International Business Machines, National Dairy Council and others with similar Dun & Bradstreet ratings.

On several occasions subscribers have paid as high as \$1,500 for a single month. One huge chunk of business started with the initial news flashes on the death of John D. Rockefeller Sr. and continued for three weeks, taking in all news broadcasts and commentators' mentions of the funeral, memorial services, biographies, attacks and the will of the departed Croesus. The actual transcriptions filled several volumes.

### Sit-Down Strike

Another series of events which returned huge slices of income was the wave of sit-down strikes. Nearly every one of RRI's clients, even their own plants were not involved, ordered transcriptions of practically everything that came over the air on that subject.

RRI has occasionally received orders from advertising agencies for cuttings of

the commercials on programs of competing firms.

Curiously enough, while political and industrial themes are most important to subscribers, the speeches of President Roosevelt are never recorded. Neither is any speech likely to find itself published in full in the newspaper. Another factor is the war angle, which has decreased the amount of chatter worthy of being waxed. Most clients are mainly interested in domestic issues, and the flood of war news currently on the air leaves commentators with little time for anything else.

### E. F. Loomis Founder

Edward F. Loomis, a former newspaper man and founder of the company, originally started with stenographers transcribing talks over the air. He soon dispensed with them and hired a staff of newspaper men when he found too many errors were being made. At that time he installed recording instruments.

Commentators most valuable to them, according to Loomis, are those connected with small independent stations. He observes that they can be more opinionated than those on chains. He says that among the more meaty talks are those by Brice Oliver, labor commentator on WEVD, Fulton Lewis, Dorothy Rockwell, Rex Bliware, Arthur Hale and Elliot Roosevelt are others from whom they get much fodder. Talks by congressmen, round-table discussions and debates on public issues are also important.

Lowell Thomas, he says, is important because of his prestige. Otherwise he gives little besides a straight mention of the event. Gabriel Heatter is also in this category, altho he sometimes comes thru with a bit of inspirational schmaltz worth passing on.

Loomis notes that since Frank McNinch, former head of the Federal Communications Commission, issued the ukase that if any strong opinions are expressed by speakers on domestic issues the opposing side must have an equal amount of time over the same station for rebuttal, chain commentators have cut down on opinions on domestic issues and are confining hot

(See LISTENING-IN on page 64)

## Exec Board To Study Vaude Stand-By Fee

INDIANAPOLIS, June 15.—Bitter floor debate resulted from the proposal that a resolution to abolish stand-by charges in theaters playing presentation shows featuring traveling bands be referred to the incoming APM executive board after the resolution had been reported unfavorably out of committee. Eloquent and impassioned plea by A. A. Tomei, of Local 77, Philadelphia (who did not sponsor the resolution), to kill the proposal on the ground that any thought of doing away with theater stand-by fees is untenable went to naught in the face of Prexy Joe Weber's insistence that the exec board be given the matter for study.

Resolution made the point that existing theater stand-by laws have not produced any results toward furthering employment opportunities for musicians, and that abolishing them might lead theater owners to hire more musicians, particularly pit men. Weber's desire to let the exec board handle the matter was based upon the same principle. Heated discussion was highlighted by the APM prexy's sharp rebuke to Harry Suber, Local 802, New York, treasurer, for revealing on the convention floor the extent of that local's income on vaude house stand-bys last year, a sum, according to Suber, in excess of \$75,000.

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**TICKETS**

# RAP SPREAD-WORK PLAN

## Work Spreading Too Far, Claim N. Y. NBC Actors

NEW YORK, June 15.—Radio actors are again squawking—but loud—the plaint being that National Broadcasting Co.'s "spread-the-work" plan is not working to the advantage of the old-timers waiting around on the second floor. Claim is that instead of spreading the work amongst "the deserving," as planned, much of the employment on sustaining programs continues to fall to the "cliques" and to "new voices." NBC "spread-the-work" plan was inaugurated a few months back.

Albert N. Williams, of NBC's production department, points out that while the spread-the-work plan is not the bonanza that was expected by New York talent, jobs are nevertheless being apportioned among a wider range of performers. Williams explains that the rub for local performers lies in the fact that there is a strong influx of radio actors from outside centers, notably Chicago, Hollywood and Pittsburgh, and the competition between the outsiders and the New Yorkers is resulting in a thinning out of available work for the local performers.

In addition, he says, overflow of performers from legit into the radio ranks is also cutting in on the "regulars."

### Artists' Bureau Tie

NBC's desire to give outside artists a hearing stems directly from fact that production department is now working more closely than ever with the artists' bureau. Angle is that production department should be able to build valuable properties for the artists' bureau. Specific fields aimed at are motion pictures and legit. Last week NBC submitted actors for summer stock. On what was considered a sample week, that ending May 29, NBC figured that some 343 artists appeared on sustaining programs. Actors dispute this, but NBC claims that in past few months percentage of new talent used has been doubled. It is admitted, however, that out-of-town actors are carrying off much of the work.

## FCC Takes Stand Against Network Outlet Contracts

WASHINGTON, June 15.—In its report this week charging that the network outlet contract was the crux of chain broadcasting abuses the Federal Communications Commission went on to needle the Artists' Bureaus of Columbia Broadcasting System and National Broadcasting Co. Report stated that the policies of CBS and NBC place talent under exclusive contract, the effect being that of "limiting the efforts of much of the best talent in the country to network programs and of arbitrarily restricting the programs of independent competing stations."

The two networks control, according to the report, about 800 of the best known artists in the radio and concert fields.

Turning its guns on NBC's operations in the transcription industry, FCC stated the net "has gained great competitive advantages in this field from its position in radio broadcasting and its transcription activities have, in turn, buttressed its position in the radio broadcast industry. This, according to FCC opinion, reacts to public advantage. Report added that one-half of commercial e.t.'s sold by NBC in 1938 were broadcast by stations on its network, while slightly less than one-fifth were broadcast on CBS and Mutual Broadcasting Systems.

Regarding network outlet contract, FCC committee recommended that the FCC revise the system under which networks obtain outlets. Current system, it is said, is not in the public interest owing to concentration of power in the hands of a few. Also claimed that the outlet stations have been subordinated to the interests of the network-owned and controlled stations.

## WDAS Let's 'Em Sleep

PHILADELPHIA, June 15.—The kind of program announcers and listeners can only dream about becomes a reality on WDAS. Harold Davis, station's program director, has devised a stanza of transcribed music without any announcement for the hot weather spell. Announcer has only need to inform the folks at the start, assuring listeners they needn't rouse themselves from their summer lethargy, that no important announcements will be made, and if any are made they will be unimportant.

## WFIL's Barn Dance Brainstorm; Station "Hillbilly Happy"

PHILADELPHIA, June 15.—Considering that 18,000 people turn out in Chicago for the four performances of NBC's National Barn Dance; that Cincinnati's biggest broadcast is Boone County Jamboree on WLW; that Old Grand Opry barn dances draw heavily on WSM, Nashville, and that Old Dominion Barn Dance plays to "standing room only" crowds at WRVA, Richmond, Va., WFIL figured the time was ripe to bring the barn dance to town. Station bought a rural site at Pennsylvania, Pa., 48 miles out of the city, opened a hillbilly park, and went in for the mountain music in a big way.

Spot is called Sleepy Hollow Park, named after the Sleepy Hollow Gang of 17 radio hillbillies, most of them answering to the name of Noonan. Troupe has taken permanent residence at the spot, from which it airs daily in the morning hours, giving the bulder-upper for the big barn dance on Saturday night. Jamboree is aired by WFIL from the park's open air stage as part of the barn dance. Barn dance-broadcast, at 25 cent per admission, station getting a box-office cut, is bringing out studio audiences up to two thousand.

Sleepy Hollow Gang is presided over by Mort Lawrence, and entertainment in addition to the barn dance includes the Georgia Crackers, Delmar Brothers and, from WAPL, Birmingham, Ala., Hank, Slim and Brother Bob, all having big corn-cracker following in this territory.

WFIL plans to bring the barn dance into the city this fall, deal in the works being to move in into the Met (see Metropolitan Opera House) after the summer run. Station figures that after the summer bulder-upper, barn dances should draw some 6,000 town folks, Met's capacity.

## "Newsreel" Tele Angle

NEW YORK, June 15.—Radio Newsreel, wax program heard over WMCA in New York and some 64 stations throughout the country, will shortly take film shots of news events for use on television. Newsreel was developed by Donald Flamm, of WMCA, and Vic Dalton, of KMTR, Los Angeles.

Film news angle for tele is figured a sound one, in that tele excess concede news will be one of the top items of television fare.

## BBC's "Hi Gang" Click

LONDON, June 1.—BBC's new Sunday series for Forces, *Hi Gang*, had its first airing May 26. Running 30 minutes, it afforded listeners a pleasing enough concoction of frivolity and music without imposing any particular strain on the part of series' American team, Bebe Daniels, Vic Oliver and Ben Lyon. Apart from new song, *Startin' Hour*, Miss Daniels, first two spent most of their time gagging at expense of Lyon, as ever the easy stooge and an amiable emcee.

Rest of schedule taken up by Jay Wilbur's Band, one close harmony effort by Greene Sisters, and revamped version of *Body and Soul* by crooning expert Sam Browne. Production by Douglas Lawrence, who hopes to give Daniels a new song each week.

## Mexico Seen as Talent Outlet

MEXICO CITY, June 15.—That Mexico may prove to be an outlet for United States radio talent is indicated for the not too distant future. The 1939 Havana Treaty, ratified last June by Mexico and expected to be in effect by the end of this year, is one factor contributing to this outlook. More important to Mexican radio broadcasters is the recent agreement of the U. S. State Department to sign a "gentlemen's contract" with the Mexican Association of Radio Broadcasters giving Mexico four clear channels in the U. S. in return for the same from Mexico.

This latter arrangement, which is even more acceptable to Mexican broadcasters than the Havana Treaty, will be the big impetus to U. S. air talent, for it will mean the broadcasting of programs in English for U. S. consumption. First programs will no doubt be mostly musical, station men say, because it will take time to import the right American talent, but later on it will be necessary to obtain much English-speaking talent in order to interpret the Mexican theme and scene.

First move in this direction is being taken this month by Station XEB, which has announced that its news broadcasts will now be given daily in English and French, as well as in Spanish. Primarily this is for the foreign colony already in Mexico, but it is also being looked upon as an experiment for future use on U. S. channels.

Talent arrangement between the U. S. and Mexico will no doubt be reciprocal, because the States will have to be on the look-out for Mexican air performers to fill the air time given them by Mexico. In view of recent events in Europe the U. S. Government will probably lend every aid to a closer co-operation between the radio industries in the two countries. This is borne out by the new agreement on channels.

## AFRA Agent Fees Due After Network Contract Expires

NEW YORK, June 15.—Radio artists' bureaus will be licensed by the American Federation of Radio Artists just as artist representatives and agents are franchised by other branches of the Associated Actors and Artists of America; but the union will not move on to that phase until the expiration of its contract with the networks in August. AFRA has drafted no specimen licensing contract yet lest networks interpret act as unfriendly. AFRA is the last of the major performer unions to attempt regulation in the agent and booking field. In network deal union had promised to withhold licensing the artists' bureaus for the duration of the contract.

Negotiations for renewal of network contracts are expected to start within the next few weeks, or as soon as AFRA has co-ordinated reports from its several locals. It is almost certain that scales will be upped. Meanwhile, union will confer with committee representing transcription firms on the e. t. code Tuesday (18).

Complaint from one agency charges that costs would increase over 100 per cent on one of its most important transcribed shows if code is put into effect. Union indicated that may be so wherever agencies are presently paying low scales. Union attitude is that some of the prevailing rates are too low, and that in the process of standardizing the field increases may reach the complained-of 100 per cent.

By next week deal between AFRA and WQXR will be consummated.

REGINA, Sask., June 15.—Commercial plug on a Regina radio station: "Remove the dainty cellophane wrapper from the ham and place it in your roasting dish and cook the prescribed 12 minutes to the pound."

## Television Review

Reviewed Tuesday, 9-10 p.m. Style—Variety. Reviewed on RCA Television Receiver, Station—W2XBS (New York).

Tuesday's variety program ranged from magic to opera, the longhair stuff absorbing a good part of the hour session. Emcee was Fairfax, magician, who worked cloth, cards and other stunts between the acts. Fairfax spoke well, did his own business in a minimum of time, and brought on the performers with a minimum of fuss.

Program had some solid classical talent, including Gulio Martinez Oyanguren, guitarist; Zadel Skolovsky, concert pianist; Jane Cozzens, vocalist, and Salzedo Harp Duo. Oyanguren did three numbers, the intricate finger work showing beautifully on the tele screen. Skolovsky and Miss Cozzens also did three each, the pianist staying strictly in the classical groove. Miss Cozzens, excellent soprano, made one concession to the lighter musical forms with a rendition of *Only a Rose*.

Outstanding in these renditions—from a television point of view—is the audience sense of intimacy. Performer seems to be right in the room. This fact is likely to make or break a lot of performers trying to crash tele.

Program also included a fashion show, conducted by Carol Lynn. Miss Lynn trotted out a batch of clothes horses who were probably pretty, but who didn't look too well on the tele screen. As gals paraded Miss Lynn gave a running comment on the fashions.

Okeh direction by Thomas Riley. Ackerman.

## Walt Framer Pitt's Top Salary Blurber

PITTSBURGH, June 15.—City's highest paid announcer, according to unofficial survey, is free-lancer Walt Framer, who, by terms of a package deal he sells for WWSW, is confined to indie station exclusively but doesn't mind since he averages between \$100 and \$150 weekly.

Because of few local commercial programs, most mike-men are making ordinary salaries, with several garnering dividends on sponsored shows and a few others bringing home extra bacon by personal appearances on stage bills, county fair booking and organization parties.

In Pittsburgh radio for eight years, Framer sets his schedule primarily around three regular programs, *Blessed Erenter*, *Footlights* and *Stardust and Here You Got It*. Added this year to his winter pay checks, was a series of 32 quarter-hours from the backstage of the Nixon Theater, for which the time was free but Framer paid by Nixon manager Harry Brown.

Other top commercial show spots in the city are held by Norman Twigger, Chet Clark and Bob Donnelly at WCAB, Bill Sutherland, Bill Hinds, Bill Beal and Ed Shaughency at KDKA, Jack Logan, Ken Hildebrand and Beckley Smith at WJAS.

## Reverse Twist

PITTSBURGH, June 15.—Usually air programs present transcriptions and hope listeners will think the band leaders are in the studio in the flesh. Turning the tables, Willard Fraker, on one of WWSW's all-night 1500 Club transcription sessions, recently introduced as guest announcers Lang Thompson, Everett Hoagland and Mitchell Ayres. All playing Pittsburgh stands, they came in after their engagements and played their own recordings over the air.

## Manners' New Commercial

NEW YORK, June 15.—Zeke Manners, beginning Thursday (20), will do a commercial over WMCA, sponsored by Mastio Beach. Program titled *Puzzles*, and will offer a half-dozen ways whereby listeners can win money.

Manners will ask questions, eschewing his usual hillbilly role.

# Program Reviews

EDST Unless Otherwise Indicated

## The Golden Lightning Strikes

Reviewed Friday, 8-8:30 p.m. Style—Contest. Sponsor—Davidson's Furniture Company. Agency—Direct. Station—KCKN (Kansas City).

This program is patterned after the Pot-o-Gold. Heard twice a week, it sets aside \$35 for the person whose telephone number is identified by the golden lightning. A special sound effect was created to lend effect as the lightning crashes three times. The first time, a page in the telephone directory is announced; the second time, a column number on that page, and the third time, the telephone number, name and address of the person thus identified. Telephone number is called immediately. If anyone answers, \$35 is sent by wire to the person so identified; but if no one is at home, \$10 is sent and the remaining \$25 is set aside for the next "Golden Lightning" and added to the \$35 regular gift. Ten merchandise gift certificates are given each program, good for discounts on purchases from the sponsor.

The program is fairly well handled although needing more variety and perhaps a change in the orchestral type of fill-in entertainment. However, the program is popular and the sponsor is going overboard on it. Locke.

## "Melody in the Night"

Reviewed Saturday, 10:30-11 p.m. Style—Music. Station—Sustaining over WJZ (New York, NBC-Blue network).

Central idea of this program, done by Paul Laval and his orchestra, is to furnish a solid half-hour of uninterrupted music. It's a worth-while angle and is successfully carried thru. All announcements, including station identification, as well as names of tunes, are sung by a five-voice chorus, lending a rather unusual touch to the program's development.

Laval on program caught played mostly standards and semi-classics in modern arrangements, including such items as Lisa and Solitude. Seemed to this reviewer that more extensive use might be made of vocals—either by a soloist or the chorus. This would give the half hour more variety.

As show stands, however, it is good musical fare. Ackerman.

## "Vest Pocket Varieties"

Reviewed Thursday, 8-8:15 p.m. Style—Variety-quiz. Sustaining on WSPR, Springfield, Mass. (MBS network).

Quarter-hour spot patterned after the top-flight variety jobs of today, program clicks right thru, no rough spots or dragging. Clever mixing of popular ballads and the tunes of yesteryear combined with a fair child impersonation (Baby Snooks idea) keeps harmony.

Quiz is to pick the 10 tunes appearing the following Saturday on the Lucky Strike Hit Parade. Prizes include free passes to two local theaters. No tie-up with Luckies, but they certainly get the free plug. Same is true for theaters.

Richard Lavigne is emcee and it's to his credit that he keeps his part straight. Show, written and produced by Lavigne, is not bad. It brings some promising talent between ages 12-21, without sounding like children's amateur shows. Gordon.

## "Dear Doris Blake"

Reviewed Tuesday, 9:15-9:30 p.m. Style—Lovelorn column. Sustaining over WMCA (New York).

On this shot Doris Blake sets up shop as counselor to the lovelorn. With a barrage of letters from Lonesome, Bored, Perplexed, Worried and other nom de plumes of those with problems d'amour, the oracle gives off with advice patently standard.

It seems that Miss Blake could stand some advice herself on delivery and voice culture. A letter inclosing 10 cents in stamps to a school of mime technique might help. Patter is much too uninspirational for this inspirational type of program.

The Daily News gets a plug, Miss Blake being the sage of the smitten for that sheet. The letters are read by George

Bryan announcing the piece, who is a dutiful stooge for this Fairfax. Cohen.

## "Sound Your 'A'"

Reviewed Wednesday, 10-10:30 p.m. Style—Musical quiz. Sponsor—Philadelphia Record. Agency—Direct. Station—WFIL (Philadelphia).

They'll either have to get better experts or select easier questions if this newest of the quizzes is to survive. After sponsoring a carbonated info quizzer all winter on WIP, Record newspaper ties in with the outdoor-concert series of the Philadelphia Orchestra at Robin Hood Dell and takes on this musical quiz, restricted to the classical compos and composers. Initial stanza caught was heard from station studio, later in the month being pumped from the Dell platform as a regular feature of the night's concert program.

Since the questions are restricted to such realms, interest among listeners is of necessity restricted, unless teacher and pupils can rise above the questions—which they couldn't when caught.

Edwin A. Schloss, paper's music-theater editor, is the query master, regular stand-bys to be Guy Murringer, Franklin Institute and University of Pennsylvania music prof, and wizard Jimmy Craven, local press rep for the Metropolitan Opera Co. Guests, of little or no aid, were Judge Gerald F. Flood, who was undoubtedly more uncomfortable than many prisoners before his bar, and Saul Caston, who is by far a better trumpeter and conductor with the Philadelphia Orchestra than he is in answering such queries. In fact, if it hadn't been for Craven, the whole program would have had to remain after school. Made for boring listening.

Listeners invited to send questions, ones used rating a week's reserved seats for two persons for Dell concerts. If query stumps the experts, sender also rates a Victor record album.

Program has undoubtedly many possibilities, but on the basis of the first movement at a largo instead of an allegretto tempo, Sound Your "A" is still a bit off key. Orodener.

## "The Three Suns"

Reviewed Thursday, 6:15-6:30 p.m. Style—Instrumental music, songs. Sustaining over KDKA (Pittsburgh).

A trio that sounds like an orchestra. That's the effect of the Three Suns, broadcasting five nights weekly over KDKA and reportedly scheduled for an NBC-Blue build-up. Comprised of brothers Al and Morrie Nevins at the guitar and accordion, with Artie Dunn at the electric organ, the Suns concoct symphonic interpretations of pop tunes.

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.

The DINNING SISTERS, guesting on Alec Templeton Time, Monday at 9:30 p.m. on the NBC-Red, impressed favorably as a better-than-average close harmony trio. Allotted only two numbers, they registered nicely with South American Way and a chorus of Imagination. Arrangements and voices both good. Remainder of the program was up to the superior Templeton standard. The TEMPLETON pianology was clicko with an improvisation of Toselli's Serenade. His take-off on a barber shop quartet and PAT O'MALLEY'S weekly recitation were other high spots. DAN SADENBURG'S Ork and BILL MILLER tenoring pass muster. J. C.

Paul Douglas covered a lot of ground in his 15-minute sports resume Wednesday at 6:45 p.m. on the Red network of NBC. Also he has achieved much clearer speech, having overcome that impression of marbles in his mouth. Still lacking, tho, is a sense of emphasis depending upon importance of material. A little more showmanship in presentation and he'd be on the right track. S. W.

semi-classics, ballads and other numbers of general appeal. Airing from the Roosevelt Hotel Lounge Cafe, the three also record for Varsity. They leave a listener wanting more. Frank.

## "Horace Heidt's Treasure Chest"

Reviewed Tuesday, 8:30-9 p.m. Style—Music and quiz. Sponsor—Lewis-Howe Co. Agency—Stack-Goble. Station—WEAF (New York, NBC-Red network).

As a companion piece to Pot o' Gold, Tums is airing a variation on the musical quiz. It is a combination of glibberish, small cash awards and no excitement.

After a confused description of the game, Heidt narrates a situation which in itself may call to mind a song, or which may suggest one of several songs. The orchestra plays the answer for the contestant to identify. It's easy and dull. Two teams of dancers are pitted against each other for accuracy and speed in answering. Group guessing its particular problem in shorter time wins \$10. There are six teams divided into three groups which come to bat. The fastest guessing time in the series receives an additional \$20 grand prize. Upon winning, the contestants supposedly select the ork's next dance tune.

Before, after and in between the quizzes Heidt banter, but he's not very funny. One gathers only that he is trying to bring to mind Robert Louis Stevenson's Treasure Island. When the program settles down to music either by the Brigadiers or by vocalists, Ruth Davies and Larry Cotton, it's okeh. Otherwise the half hour seems full of loose ends. Welts.

## "Dr. Wynne's Food Forum"

Reviewed Tuesday, 9:30-10 p.m. Style—Talk. Sponsor—American Institute of Food Products. Station—WMCA (New York).

This half-hour morning session is slanted for the housewife and contains a lot of information pertaining to foods, health, home economics, etc. Chief speaker is Dr. Shirley Wynne, former New York health commissioner, who is now president of the Home Institute of Food Products. In addition, guests are used.

Wynne spoke on hay fever, the different types and what to do about them. A good subject considering the season. Ella Mason, program's home economist, told of recipes and where to buy the different foods. Guest speaker, Miss Julia Bastedo, is associated with a residential information bureau. She told of its method of operation and wound up by giving an award to New York's "best liked landlord."

Show announced by Joe O'Brien, with O'Brien and Miss Mason doing most of the commercials and making the listeners quite hungry at this early hour.

Stuff is chatty and undoubtedly has femme interest. Ackerman.

# 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.

Amos 'n' Apdy hasn't aged. The show retains freshness and definitely impresses with unending vitality. Production and direction represent the essence in smoothness. Bill Hay's "Here they are" is still one of the most distinctive attention-getting introductions. On Wednesday night over WABC the 15 minutes was mesty text, about the King Fish and the wealthy widow paying \$50 for a bottle of water which they believed to be a rare liquid. Campbell's chicken noodle soup sounded mighty tempting on the commercial that night, too. S. W.

The actors representing the Frank family in *Mr. Keen, Tracer of Lost Persons* seemed artificial and lacked all credibility. They gave the impressions of either not understanding their roles or not caring. The dramatics were annoyingly pseudo. Coming over NBC's WJZ Wednesday at 7:15, show gave second half of *The Women Who Wasn't Needed*, a crude lesson on family relations slanted at women who can't orient themselves to a family which has grown up.

# SID WALTON

Announcer  
Writer  
Producer

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(Before the ball game and between games of the double-headers)

● 5 a WEEK for GENERAL MILLS on CBS (Pacific Coast)

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BERNIE WILKINS  
ET AL.

## Compton, B-S-H Air Views on Spiels; Esty Makes Survey

NEW YORK, June 15.—Controversy over radio commercial copy became more complex this week. With two of the larger agencies—Compton and Blackett-Sample-Hummert—at opposite poles of thought regarding handling of commercials on daytime serials, it became known that a third agency, William Esty, has begun an extensive survey on the matter.

Representing the newer school of thought, Muriel Haynes, commercial desk chief for the Compton agency, claims that in daytime programs the trend is away from the highly stylized formal readers to an informal personal approach, making much use of dialog and capitalizing on the personality of the announcer.

Robert McNeil, of B-S-H, states his agency, however, clings almost exclusively to the rigid matter-of-fact statement type of plug. Claims that these straightforward commercials have been successful enough for B-S-H and that "there hasn't been a change in the agency's copy policy in the last four years at least."

One of the most important changes Compton writers are achieving, Miss Haynes said, is elimination of "frozen clichés." Copy is being written more briefly; its style is more direct, but it is not of the serious character which prevailed earlier.

A whole new attitude toward commercials is evolving, she maintains. "We are getting away from printed ads read aloud and are now writing copy for the spoken word. Copy should be talked rather than read." Explaining the move toward brevity, she stated, "Advertisers are no longer awed by the fact that they can get into the home. At first they were so excited they tried to say as much as they could cram into the allotted

time. Today they can get better results with shorter commercials."

The new theory, according to Compton spokesmen, allows more humorous play, if the product and the atmosphere of the script lend themselves to such treatment. The announcer is in line for increased emphasis as commercials take on changed temper, and commercials should reflect the announcer's personality. To accomplish this, commercials should be thoroughly rehearsed by and written for the announcers.

On the other hand, experience of BSII, McNeil summarized, indicated that listeners on daytime programs were evidently sold on the older, sock type of commercial.

Survey being conducted by Frank Shields, of Esty Agency, is an attempt to find out extent of use of dialog and its success in commercials; the successful practices as to timing of commercials, and what method better identifies a product.

DETROIT, June 15.—Columnists may squawk about commercials being too long, but some part of the listening audience evidently goes for bigger and better commercials. Outstanding proof is the Mrs. Page daily program, aired for a quarter-hour six times a week over WJR and now going into its 11th year.

Program uses absolutely nothing but commercial plugs, 15 minutes of them, with five to six sponsors dividing the time. Time of the program itself is shifted around so frequently that WJR staff members themselves can't remember what time it's on, so the response is evidently not just a listener habit.

Program, which is handled by Ruth Crane, has had a steady waiting list of sponsors trying to get on it for the past five years.

## Advertisers, Agencies, Stations

### NEW YORK:

PALL MALL is going in for an extensive campaign of spot announcements in New York. Will take 435 one-minute announcements on local stations. . . . Radio press agents are getting tired of the rapid changes on Time mag. Since editor Jack McManus left, three men have succeeded him. The p. a.'s are afraid to wine and dine extensively in view of the rapid turnover. . . . Liberty mag will do a piece on Gabriel Heatter soon. Engineered by Young & Rubicam. . . . Heatter, incidentally, was offered Kate Smith's noonday program for a few weeks, but couldn't accept. Has too much work. . . . Jerry Danzig's brother, Frank, an announcer at WMCA. . . . Modern Industrial Bank, beginning Wednesday (19), sponsors concert violinist Arnold Eidus three times a week on WMCA. One of the very few times a local sponsor has gone in for good music. . . . Bill Norris, of NBC press, attended broadcasters' bull session for first time last week and walked off with the Pot of Gold. All of six bucks.

W. C. Rouz, formerly with NBC and more recently with Hearst Radio, has been appointed sales promotion manager of WEAF and WJZ. . . . Benrus Watch time signals renewed on WJZ for 52 weeks, thru J. D. Tarcher & Co. . . . "Aldrich Family" will be jumping around plenty. Goes into the Jack Benny spot June 23 and 30, then shifts to Thursdays at 8:30 p.m. . . . Tom Harrington, Y&R radio director, back from Maine. . . . Jack Van Nostrand back in New York to supervise Y&R's radio production. . . . Richard Eastland flew in from Detroit with Dr. Harry Hagen. . . . Mel Elliot's "Today at the Fair," daily over WNEW, to originate henceforth from the RCA's Television Building at the Fair.

WMCA has completed arrangements with General Motors to run a line from General Motors building at the World's Fair to the switchboard of Fair's administration building so that programs can be fed to local stations.

### PHILADELPHIA:

ADELE NORELLA, formerly Adele Allen, and before that Adele Norella, clicked at KYW and is scheduled for

summer network airing. Also she's changing her name again. . . . Howard Brown, WIP night supervisor, making a motion picture based on the operation of radio station for marketing in schools. . . . Arthur Simon, WJEN head, back at his desk following a Bermuda vacation. . . . George Miller moves over from Donovan-Armstrong to Carter-Thompson ad agency. . . . Voice of Helen Jacoby featured in WHAT's new intermezzo musical stanza. . . . Griff Thompson, KYW sales manager, back at his post after a minor operation. . . . J. M. Korn agency gets the William A. Reed Co. account, calling for a radio test campaign for sponsor's soap and ointment products. . . . The Toppers, former popular KYW singing group, reorganizing with Dorsey Anderson and Jack Carlton, adding Johnny Farro and Kay Allen for the new combination. . . . Fred Webber's Your Favorite Hymns, on WFIL, marks its 100th broadcast this week. . . . Tom Cullens, with Joe Frassetto's WIP-ork, vacationing in the Pocono Mountains up-State.

### From All Around:

Tom Peden, announcer at WIRE, Indianapolis, recently married Susan Seacore, non-pro. . . . Richard Brace, formerly of radio department of San Francisco's World's Fair, has been added to the engineering staff of KSFO. . . . Tor Torland, newscaster at KOA, Denver, recently troubled with an eye injury, now okay again. . . . Earl Ouyre, formerly of KLUF, Galveston, has joined the technical staff of KPBO, Longview, Tex. . . . Bob Husted Jr., the latest addition to the WING, Dayton, O., announcing personnel. . . . Herbert Hucks Jr., has joined commercial staff at WJIO, Greenboro, N. C. . . . James (Jimmy) Milne, manager of WELI, New Haven, Conn., has been chosen president of the New Haven Advertising Club. . . . Station WDRG, Hartford, Conn., has started a new system of station break announcements, with a different slogan being used each week.

Nathan L. Nathanson, of Toronto, head of Canadian Famous Players Corp., will succeed Brig.-Gen. V. W. Odium as vice-chairman of the board of governors of the Canadian Broadcasting Corp. . . . Marjorie L. Spriggs has been appointed to assist Charles Gilchrist on publicity

## Radio Talent New York

By JERRY LESSER  
ant on last Friday's "What's My Name" show. . . . Gosh, but it's hot.

### Kansas City

SHERWOOD DURKIN, announcer at KCKN, made a personal appearance at a Katz Drug Store here last week. Durkin delivers the commercials on that company's broadcasts here. The day was called "Durkin Day," and people had an opportunity to meet the announcer while he was dishing out ice cream cones. . . . FLORENCE ROBERTS has written a new song, My Mother, which was introduced over KCKN last week, with MABEL CARTWRIGHT vocalizing. . . . JESSE RODGERS and his LAZY K RANCHERS signed for a new show on WBB here, being heard daily except Sunday at 6:30 a.m. and 12:15 p.m. Now appearing with the show are also HERMAN THE HERMIT, LITTLE MOLLY OF THE OZARKS, KLONDIKE KLONNIE and SNUB. . . . KCMO has inaugurated a new program called the Quizmaster. . . . A new program on KCKN is Home, Sweet Home, scripted and presented by MRS. J. B. ROGERS, chairman of the Council of Religious Education.

### Here and There

TURNER COOKE, program director of Station WMAS, Springfield, has turned over direction of the WMAS Little Theater to TED HOUSTON, of the announcing and writing departments of that station. The theater group is going into its fourth season. Cooke was founder and has been director during that time. . . . CURTIS P. DONNELLY, church news reporter for The Springfield Republican, is now conducting a series of Sunday broadcasts over WMAS. Program is titled Religion Is News. . . . WMAS is releasing a new show, The Edman Program, which features IRENE EDMAN, soprano, accompanied by announcer-husband, HERB EDMAN, at the piano.

Dixie Dabbies: DON LEWIS, WWL announcer, returns from a two-week vacation in Washington. . . . AUDREY CHARLES, pioneer singer of New Orleans radio stations, deserts the air lanes to become the bride of Joseph Egan, non-pro. They are honeymooning in Florida.

WINFRED LAW is replacing CORNELIA HORN in the production department at NBC while the latter goes on her vacation. . . . ETHEL BLUME and FELIX KNIGHT will be married June 21, but cannot take a honeymoon trip because of radio commitments. . . . JESSE CRAWFORD, the organist is now free-lancing and handling the musical interludes on the Kathleen Norris show. . . . ENID MARKEY is now playing the role of Lillian Burke on CBS' Woman of Courage. . . . Scattergood Butnes makes its first appearance on the screen in a new series to be released thru RKO. . . . It's a boy at the home of DOROTHY DENVER, of the Bachelor's Children cast. The stork timed things nicely so that the baby was born the day after Dorothy finished an important sequence in the script. . . . A new and streamlined version of Uncle Jim's Question Bee replaces Big Town program beginning June 18.

Three sponsors are nibbling for BEN BERNIE whose program for Half and Half Tobacco recently folded. . . . DOROTHY ROCHELLE takes over MABEL TODD's place on the Laugh and Swing Club for the summer. Begins June 25. . . . BOB HOPE will appear on Lux Radio Theater in the fall. . . . LEE GRANT Ork at the World's Fair has a new theme song, the old English tune, Come to the Fair.

After the announced demise of Roy Fant's character of Grandpa Hubbard on the O'Neills about four months ago, Fant is back again. Discovered they had buried the wrong man. Looks like the powers that be liked Roy's work, and we can't blame them. . . . Arlene Francis is being groomed for a new fall show which will be written and produced by Ed Byron. . . . "I Love a Mystery" will summer vacation following the June 27 broadcast. . . . Adelaide Klein will be added to Rudy Vallee's New York cast as comedienne. . . . "Truth and Consequences" will change its network from CBS to NBC August 17. . . . Silver Theater ops renewal for another year. . . . Jack Smart turned up as a contest-

### "Purchase" Restriction Irks Transcription Men

NEW YORK, June 15.—Transcription companies are irked by the publisher restriction on wax broadcasting of Louisiana Purchase score. Claimed that it is unfair to wax industry, inasmuch as live performances over radio are permitted.

Irving Berlin, Inc., firm which holds copyright on score, claims, however, that the wax restriction is general practice and that it usually holds for 10 weeks after opening of the show.

E. T. firms have secured a concession, however, the restriction now holding until July 15 instead of August.

### Beverly Roberts Set

NEW YORK, June 15.—Kermit Schafer, of the Roger White artist bureau, has set Beverly Roberts for four weeks on Society Girl. Show itself just received a renewal. In line with policy to spot names in the serial, office is dickering for Elissa Landi to follow Miss Roberts.

and special events at WBZ-WBZA, Boston. . . . Lincoln Dellar, general manager of KSFO, San Francisco, is in the East on business. . . . News-Quiz is the latest guess show on KSFO, with Dean Maddox emceeing from the Orpheum Theater, San Francisco. . . . Ben Hoven, formerly of Davenport, Ia., has been named manager of Station WSAU, Wausau, Wis., succeeding Wayne W. Cribb, who has been named manager of WHBL, Sheboygan, Wis. . . . H. D. (Don) Wilson, CBS announcer at CBR, Vancouver, has been transferred to CBM-CBP, Montreal, where his duties will include the broadcasting of the English news.

### Seek Test on ASCAP Law

NORTH PLATTE, Neb., June 17.—The Nebraska Broadcasters' Association will make an effort to assist in seeing the anti-ASCAP law of 1937 thru a test before the U. S. Supreme Court, a filing of which will be made late this month by Attorney General Walter Johnson. Appeal will be from an adverse decision in U. S. District Court here, at which Judges Gardiner, Donohoe and Munger found the law, as written, too inclusive and inoperative. How much financial aid the NBA will offer is not known.

At association's annual meeting, W. L. LeBarron, of KGNF, North Platte, was elected president of NBA, with other officers including L. L. Hilliard, KOKY, Scottsbluff, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; with Johnny J. Gillin, WOW, Omaha, and Vernon Smith, KOWH, Omaha, on the board of directors.

### "Truth" Switch to NBC

NEW YORK, June 15.—Truth or Consequences, Procter & Gamble program now on Columbia, moves over to the National Broadcasting Co.'s Red network August 17. Switch will give NBC a total of 18 P&G programs on both nets, totaling nearly 24 hours.

Program was placed on a small CBS hook-up as a test, the time on NBC not being available.

### Nelson Assistant Vice-Prez

SAN FRANCISCO, June 15.—A. E. Nelson, manager of KPO-KOO, has been elected assistant vice-president of National Broadcasting Co. Nelson will assist Don Gilman, vice-president of the Pacific Division, on matters pertaining to Pacific Coast operations. He continues as manager of KPO-KOO.

# AFM CONVENTION NEWS

## Weber Holds Leaders Paying Line Charges Lesser of Two Evils

INDIANAPOLIS, June 15.—Prexy Joe Weber is of the opinion that while it is not the best thing in the world for band leaders to pay the line charges when they get a remote wire in a location, it at least is better than the underbidding that would result among leaders for locations with wires if the charges were paid by the spot itself. His views on the subject were disclosed during discussion at the convention on a resolution, reported favorably out of committee, that would make paying for line charges by a leader unlawful. Altho the committee's report was favorable, the resolution was amended for reference to the incoming executive board.

Weber held that it is better for leaders to pay broadcast charges than it would be to create even more and certainly unhealthier competition among bands by passing such a resolution and thus throwing leaders on the mercy of employers who could easily use the broadcast privilege as a weapon over leaders' heads. He envisioned such locations as find it necessary or desirable to have remote broadcasts holding same as bait to bring a band into the spot at whatever salary the location might care to pay.

Aside from the evil of underscaling that might result if the location were in the driver's seat as regards remote ailing, Weber feels that the even stiffer and more bitter competition that would result among leaders underbidding each other for a job with a coveted wire would certainly be a great deal more dangerous than the current procedure of leaders paying for their own wires. Altho the resolution was referred to the exec board, it is likely that it will go no further, Weber's opinion being what it is.

## Weber Calls Social Security Problem a "Momentous Thing"

INDIANAPOLIS, June 15.—Faced by Prexy Joe Weber's statement that the matter of Social Security is a "momentous thing" to the AFM membership, discussion on the floor of the convention as to the best way to handle the problem assumed violent proportions, as Weber's two expressed alternatives, of a flat tax for each date or letting the employer of a band (meaning the purchaser of the music) know what each man's salary is so that he may pay the tax, were laid before the delegates.

At press time no decision had been arrived at by the convention as to the most expedient way of giving the entire membership the benefit of the old-age tax. Matter came up in the form of a resolution, recommended by committee to the executive board, asking that salaries of musicians be given to the purchasers (See SOCIAL SECURITY on page 14)

### Mistaken Identity

INDIANAPOLIS, June 15.—After a particularly well-spoken and cogent speech by J. W. Gillette, of Local 47, Los Angeles, on the demerits of a resolution before the convention, one of its proposers began his rebuttal by declaiming that "it's too bad the rest of us aren't lawyers." Inasmuch as Gillette is not a lawyer, Prexy Weber corrected the delegate's impression that he must be because of the forceful speech, and the discussion went on from there.

Several minutes later another advocate of the bill under fire arose to add his thoughts to the debate, beginning his tirade with the admission that "altho Mr. Gillette is a wonderful lawyer, still —"

Order was restored with some difficulty.

P.S.—Gillette is NOT a lawyer.

### Identical

INDIANAPOLIS, June 15.—Committee's report on the resolution concerning coin-operated phonographs referred the subject matter of the proposal to the AFM executive board. Prexy Weber, subsequently revealing the impossibility of attempting anything on this situation at the present time, wound up the discussion by asking the delegates to vote on the committee's report of "unfavorable" to the resolution.

Corrected by one of the torch carriers for the resolution, who protested that the committee had advised its reference to the exec board and had not reported it as unfavorable, Weber retorted: "It's the same thing—the executive board has had it in hand for the last five minutes."

## Radio Stand-By Fee Cut Sharply Again; Down to 15 Per Cent

INDIANAPOLIS, June 15.—For the second time in as many AFM conventions, the stand-by charge for traveling bands playing radio engagements in any jurisdiction in which they happen to be located was severely slashed by the delegates, acting upon a recommendation of Prexy Joe Weber. Fee is now brought down to 15 per cent of the prevailing wage scale of the local in whose territory the traveling ork is playing, a sharp drop from the 50 per cent approved by last year's convention in Kansas City, also upon the recommendation of Weber. Prior to that figure, a stand-by charge equal to the regular salary of the band was exacted.

Weber's contention is that traveling name bands playing radio commercials in a particular spot where they happen to be located no longer constitute competition for local orks. It was this viewpoint which knocked the fee down at the last convention, and it again—along with Treasurer Harry Brenton's assertion that the broadcast surcharge is a "rotten thing" and that if it were up to him it would be wiped out entirely—obtained the convention's approval of the 35 per cent drop.

Further change in this tax finds the entire 15 per cent going to the federation instead of three-quarters of the amount to the local and the remainder to the national office as previously. Proposals of 10 per cent to the local and 5 to the federation and a 50-50 split were both turned down by the convention in favor of the full amount being turned over to the national body after Brenton's significantly worded speech concerning the financial status of the federation and the need for such income as this in the face of great expense.

Sharp reduction in stand-by tax will meet with much jubilation on the part of name bands that do commercials while on the road. Before the 50 per cent slash last year many orks had to forego lucrative touring jobs due to the refusal of the sponsor to pay the surcharge on pick-ups. Even at 50 per cent the same situation existed to a certain extent, but this latest cut to practically nothing by comparison with former years should eliminate sponsors' protests about prohibitive costs.

## AFM Stymied on Phono Problem; Performing Rights Necessary

INDIANAPOLIS, June 15.—The perennial thorn of mechanized music that has lain in the side of the American Federation of Musicians for a long time must continue to remain there, according to Prexy Joe Weber, until such time as an Act of Congress gives the union the performing rights over its members' recording activities long sought by the AFM. It took most of Wednesday morning for Weber to convince the crusading element among the delegates at the convention here this week that any

## Orks Given Right To Cancel Agency Pacts Unless Booked 40 Weeks Out of Each Year

INDIANAPOLIS, June 15.—A major blow was struck at band booking offices in their contractual relationships with their ork properties at the AFM annual convention being held at the Indiana Ballroom here this week. Acting upon a resolution proposed by Prexy Joe Weber, Harry A. Guber and Robert Sterne, of Local 802, New York, and re-

ported favorably out of committee, the delegates unanimously adopted the resolution, making it Federation law that all contracts between agents and AFM members must contain a clause that during the first and second half of the first year of the contract the agent must provide at least 20 weeks' work for a band during each half of that first year, and that during the following year or years the office must continue to procure at least 40 weeks of employment each year for the band. Failure on the part of the office to do so will enable the band to step out of its contract, provided the cancellation is made immediately after the expiration of the half year or year, as the case may be.

Despite the importance of the new AFM mandate, which becomes effective September 15 to both booking offices and the bands they handle, passage of the resolution required far less time on the convention floor than many other issues whose import was of less apparent significance. Committee's favorable report was accepted with a complete absence of argument or dissension, with the measure adopted unanimously within a few moments.

Pre-convention talk indicated some attempt to make booking office contracts more equitable insofar as bands are concerned. Under the present by-laws of the Federation, if an agent fails to secure an engagement for a band for a period of six weeks during the time of the contract the band can cancel its agreement. This set-up resulted in cases of an office booking a band on only one or two single dates during the six-week period, simply to keep its hold on the band, with the latter unable to break away because the office was living up to the letter of the AFM rule. Incoming law makes such tactics impossible, with the employment guarantee heavily on the side of the band.

Altho pre-convention rumor had hinted at a resolution calling for a definite short-term clause in band-agency contracts in an attempt to do away with the current practice of tying up a band for years, if not life, with option after option all in favor of the office, no such resolution had been introduced up to press time. Consensus is that a time limit on booking office contracts is not as necessary now in the light of the Local 802 successful resolution, inasmuch as a band given 40 weeks' work a year is apt to be satisfied with its affiliation, and if the office can't or won't deliver the 40 weeks the ork can break away.

Other opinion holds, however, that setting a definite time limit is needed to protect a band which, despite the work guarantee, may be dissatisfied with other matters of agency handling of its work, such as financial, promotional, etc. This may be taken care of when the executive board works out the details of a second resolution submitted by Local 802 delegates, and passed by the convention after its favorable report out of committee which calls for a standard contract form between agents and musicians. Resolution passed into the hands of the exec board to effect details of the pact. Indications are that it will be some months before such a contract can be drawn up and put into effect, altho its implications supply plenty of food for thought for both bands and offices.

### Statistics

INDIANAPOLIS, June 15.—An interesting fact was disclosed by Prexy Weber during a discussion on the convention floor centering on the allegedly small number of traveling orchestras as against local groups.

Speeding as usual to the defense of the traveling band, Weber stated that there are over 50,000 AFM members in the "gypsy" outfits out of the membership total of 194,000.

### Parallel

INDIANAPOLIS, June 15.—Resolution reported unfavorably out of committee and turned down by the convention, read: "Be It Resolved, That the 10 per cent surcharge be abolished." No more, no less.

To which Prexy Weber responded: "Be It Resolved, That we attend the funeral of the AFM."

## Non-Commissionable Traveling Costs Defeated by AFM

INDIANAPOLIS, June 15.—Resolution calling for the exclusion of transportation expenses and federation tax from being figured in the over-all price of an engagement upon which a band must pay commission to the office which booked it was reported favorably out of committee but killed by the convention as a result of Prexy Joe Weber's declamations against the unimportance of such a proposal, as well as its lack of equity.

Purpose of the resolution was to effect payment of commission only upon the money received for the particular date, as against the present percentage applied on the over-all price which includes transportation and federation tax. Point was made by the sponsors of the resolution that it amounts to commission paid on money expended by the band, under the current set-up, as well as on money received from the engagement.

Weber argued that the number of complaints received on this matter by the national office has been exceedingly small, and in answer to one of the contentions voiced by an advocate of the resolution to the effect that a leader could pay his men more money if relieved of some of his own financial burden, he remarked that he has yet to see a leader who will voluntarily pay a side man more money. Weber stated that since side men themselves are not affected by this situation, and since leaders must take business risks, he could see no reason for the adoption of such a resolution. By the same token, Weber claimed, other trivial expenses, such as stamps, etc., should be figured out of a leader's expenses in figuring up his commission to an agent.

steps on the part of the Federation to dictate to the recording industry would be impossible and would be made only "at the expense of the prestige and standing of the AFM."

The hue and cry was occasioned this year by a resolution calling for the executive board to order members to stop making records and electrical transcriptions within 90 days after the convention, and to keep the ban until an "understanding" with recording com-

(See AFM IS STYMIED on page 37)

# On the Records

By DANIEL RICHMAN

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

## GLENN MILLER (Bluebird)

Slow Freight—FT. Bugle Call Rag—FT.

Miller's first outstanding record since *Tuxedo Junction* is unfortunately too much in the same vein as that hit. Sequels rarely measure up to their predecessors in quality or success, which holds true here on the first count, anyway. *Freight* hasn't the melodic interest nor the spontaneity of arrangement and playing that marked *Tuxedo*; it's too obviously a follow-up. Altho *Bugle Call* is relegated to the B side, it nevertheless may do the selling here. It's a typical Miller killer, with some superfine reed work and some excellent drumastics from Maurice Purtill. Either side, of course, can be big in music machines and over the counters, but *Freight* isn't going to be the smash it might figure to be on paper, due to that intangible—but usually inviolate—law of sequels.

## BENNY GOODMAN (Columbia)

Boy Meets Girl—FT. I Surrender, Dear—FT.

The latest of the Goodman Sextet disks, and on a par with the rest of Benny's work with his small combination. But the title for the A side original is a matter of exceedingly dubious taste. It has certain connotations that aren't calculated to help the record's sale any, at least not with more sensitive disk buyers. Since the title of a swing original doesn't mean anything anyway, it's curious that so injudicious a name was slapped on this label. Musically, it's Goodman in fine form, and the *Surrender* favorite has a good chance in music boxes. Both sides contain some great solos for the record collectors.

## ARTIE SHAW (Victor)

Mister Meadowlark—FT; VC. My Fantasy—FT; VC.

Shaw's third record with his imposing instrumental line-up is no better than the preceding ones, and they were poor. This disk reveals nothing that couldn't be done as well, if not much better, by any other band worthy of the name. The Shaw clarinet is its only virtue. *Meadowlark* is ordinary, and *Fantasy* presents a hodgepodge of thoughtful arranging and mill-run swing that means nothing. Following a really lovely modulation with a badly sung hot vocal backed by a determined rhythmic thumping is almost ludicrous. This latest Shavian attempt, like the first two, can find a market only among the curious, aside from dyed-in-the-wool Shaw clarinet enthusiasts.

## BING CROSBY AND JOHNNY MERCER (Decca)

On Behalf of the Visiting Fireman—V. Mister Meadowlark—V.

After the great Mr. Crosby and Mr. Mercer disk made by these two a year or so ago, this new effort is very much of a letdown. Not only is the *Visiting Fireman* number repetitious and dull, but Crosby and Mercer try so hard to make it informal and amusing with interpolated gags and remarks that the lyric, not too good to start with, becomes unintelligible, which is no help to a comedy number. Reverse is better because it's more lulling, has an appealing set of words, and displays Bing to much better advantage.

## JUDY GARLAND AND JOHNNY MERCER (Decca)

Friendship—V. Wearing of the Green—V. (Judy Garland)

Songwriter-singer Mercer teams with MGM's popular screen player in a humorous version of a Cole Porter song from the musical, *DuBarry Was a Lady*. Duo delivers it in mock corny style, and it's a good item for living room record entertainment. Its subtlety is apt to be lost on music machines, and in addition close attention must be paid to the disk to appreciate it fully. Miss Garland solos on the Irish traditional air, doing it first slowly and then with a nice bounce.

## DICKY WELLS (Victor)

Hangin' Around Boudon—FT; VC. I've Found a New Baby—FT.

This type of record is pointed strictly at hot record collectors and no one else. Paced by hot trombonist Wells, two different outfits of jazz instrumentalists (one per side) take solos and ensemble riffs calculated to raise the blood pressure of the rabid hot jazz addict. As always, this sort of disk offers nothing to the general public in either home or music machine listening. It's all jam, some of it none too brilliant, and the alleged vocal on the A side is wordless, according to accepted lyric standards.

## TONY PASTOR (Bluebird)

Louisiana Purchase—FT; VC. The Lord Done Fixed Up My Soul—FT; VC.

And still the waxworks turn out more and more Irving Berlin *Louisiana Purchase* tunes. First side here is possessed of one of the worst vocals on recent disks, with a good sax chorus somewhat making up for Kay Foster's ineptitude. Pastor sings the reverse in his usual style. Fair couplet that won't mean too much anywhere.

## JAN SAVITT (Decca)

W.P.A.—FT; VC. It's Time To Jump and Shout—FT.

Side A is really excellent here, with a fine Bon Bon vocal backed by ensemble chanting and individual solos that have lift and high listenability. The best record job done yet on this W.P.A. label number. Reverse is conventional swing.

## WOODY HERMAN (Decca)

Get Your Boots Laced, Papa, Parts 1 and 2—FT; VC on a side.

Herman has done better swing things before. This seems a little forced, both in arrangement and execution. Far from a *Woodchopper's Ball*, the arresting title, however, might find a niche in the music boxes.

## JIMMIE LUNCFORD (Columbia)

Exotic Parade—FT; VC. I'm Alone With You—FT.

Not for those who like the nostalgic lilt and lyric of *Parade*, Lunconford makes it ordinary swing of an in-between caliber that won't appeal to those who (See ON THE RECORDS on page 77)

# On the Stand

## Jimmie Grier

(Reviewed at Lakeside Park, Denver)

GRIER shows definite improvement over a year ago. He follows a legitimate style, and gives each number his own particular treatment. If the number was written in a sweet style it stays that way, if written for five the boys are ready to go to town with it. Arrangements are full at all times, and rhythm and balance is such that the music is highly danceable.

Personnel includes four reeds, three brass and three rhythm. Julie Gibson, diminutive in size but long on looks, not only sells her vocals solidly, but has a certain approach and manner of presentation that makes her a winner even before she starts singing. Oal displays a marked versatility. Ed Morley really does things to the fens with looks, a powerful set of pipes and an ease and suaveeness that make for showmanship as well as top singing. Everett McLaughlin, sax, handles novelty vocals nicely in scat style.

Grier does not go for sensational fronting, but keeps things on an even keel. He sells plenty of personality without becoming too obvious in the selling.

Trackman.

## Tommy Tucker

(Reviewed at Elitch Gardens, Denver)

TUCKER has a nicely balanced musical outfit, leaning toward the hotel style of sending, with novelties presented in a manner that not only keeps them danceable, but also offers entertainment at the same time. Tucker's fronting is easy-going with not much chatter but plenty of smile and personality selling, an idea which the side men follow thru.

Instrumentation is four brass, four reed and three rhythm. Two combos within the band, clarinet and three cornets, and muted trombone and three clarinets, are used effectively on modified Dixieland.

Amy Arnell handles the fem end of the vocals nicely from the standpoint of singing and looks. She does particularly well on some of the sweeter novelties which she sings with Tucker. Don Brown does nice pipe work on ballads, and Kerwin Somerville sells novelty vocals well.

Trackman.

## Chuck Foster

(Reviewed at Oh Henry Ballroom, Willow Springs, Ill.)

WELL RECEIVED on the West Coast. Foster's first appearance in the Midwest promises to develop an appreciative audience. Band has a sweet Lombardo-

esque style, but does not lull dancers into a lethargy thru omission of fast-tempoed tunes.

Only a nine-piece outfit, three across the board, it manages to convey the impression of solidity and fullness. Playing for the most part in full ensemble, it gives rein to the sax section, which hits it off with satisfying precision. Particularly notable is the work of pianist Hal Pruden, who also helps Harry Lewis with arrangements.

Greatest asset of the band is its vocal department. Sax man Jimmy Castle's baritone is remarkably smooth. A very clever comedian also, Castle has the terps standing around for his comedy numbers. Fem-singer is Dorothy Brandon, whose mellow voice is on a par with many of the name warblers.

Trio entitled the Three D's, Dick, Don and Dot, provides good variety. Foster himself, besides taking a few specials on clarinet, sings nicely occasionally. He's personable and clean-cut. Commendable are the band's novelty numbers, particularly one which has the audience participating. Modell.

## Bill Bardo

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

VIOLINIST BARDO is the softest non-striker of his entire musical collection. For one-nighters he works up plenty of brass from a four-man section, has the four reeds and four rhythm working hard on the beat to cue the dancers. For the longer stays, and the hotels, handling is a lot easier, softer and smoother.

Entertainment is the band's forte. Bardo himself isn't bad on the songs, especially those numbers worked up into novelties with him doing the explaining. Orey Pesci, guitar, is a scat-singer, and appears and delivers much in the manner of a slightly dignified Johnny Davis. Bardo, Pesci, Jesse Vance (trombone) and Marvin Hamby (trumpet) make a male quartet, and at times the whole band joins in on rhythmic glee-club stuff. Esther Todd, blonde, is the only tiptail on the stand, doing creditably by the pop tunes.

The noisy Bardo is easy to dance to, and his entertainment bits are well taken. Oldfield.

## Sammy Martin

(Reviewed at Tall Timbers, Kansas City, Mo.)

THIS group of younger musicians from this area is beginning to shape up as a fairly solid dance band. Crew measures three trumpets, two trombones, four rhythm and four reeds. Last named section is the finest part of the band, doubling several choruses with a clarinet trio backed by tenor that proves remarkably effective.

Outstanding attraction is the vocalizing of Evelyn Clark, attractive songstress, who not only has a listenable set of pipes, but looks as well. Delivers like Ginny Stims.

Rhythm section is weak and its solos fail to hit the standard of the reed take-offs. Martin makes a nice front, having a genial, pleasing appearance, and introducing his numbers well. Lookie.

## Al Booris

(Reviewed at Tremont-Plaza, Boston)

ONE of the best of the smaller local combos, Booris uses six men to provide his "Chimes in Rhythm" music.

Leader plays a fine sax, giving out with some neat phrasings that lend a great balance to the combo. The rhythm section, four men, provides a solid lift, and the one brass piece in the band, Don Lewis' trumpet, gives the combo the flare it needs.

Featured in the rhythm section are Booris' brother, Pete, who handles drums and xylophone, and Frankie Smaller on piano.

Clever shifting of numbers and a smart selection of medleys make this a listenable band and one that is also easy to dance to. Kaplan.

evenly spaced between ballads and the more zingy numbers. Aircr struck an enjoyable note all the way thru.

# On the Air

By SOL ZATT

## JACK TEAGARDEN

(Raymor Ballrooms, Boston, CBS Network, Tuesday (11), 12-12:30 a.m.)

THE man who plays the blues certainly diaped out a heaving portion of them on his midnight remote, almost to the exclusion of everything else.

Teagarden's mastery of the trombone still remains undisputed, and his band is capable of full-gutted rhythms. But this program, consisting of eight tunes—and only one pop—is way off balance in appeal to the general listening audience.

As for the musical portion of the remote, the results appeal to the trained ear. Arrangements are full of rhythm and melody, Marianne Dunn does a neat turn on the vocal assignments (with Teagarden himself stepping in for one number); but the whole show was directed at the jazz devotee rather than the average listener.

## LEONARD KELLER

(Hotel Bismarck, Chicago, Mutual Network, Tuesday (11), 12:30-1 a.m.)

KELLER'S session was not particularly effective because of a lack of coordination in the entire set-up. Program is delivered in a lackadaisical way, one song after another being crammed

thru with single choruses, and a vocal trio group running riot. The trio sounded as tho it was having a lot of fun; but the spirit wasn't projected over the mike.

The maestro's violin soloing was a saving grace, but it doesn't compensate for so silly a rendition as *Playmates* and *Ma, She's Making Eyes* by the trio. One would think that someone was tickling them.

Song selections, while overweight (14 in a half hour), were at least evenly distributed as to type, with oldies, pops, swing and novelty numbers.

## JAN GARBER

(Topsy's Cafe, Southgate, Calif., Mutual Network, Tuesday (11), 1-1:30 a.m.)

GARBER, who is one of the old standbys in the band business, has a half-hour program which is worthy of keeping him in the upper brackets for a long time to come. While he doesn't stress any particular type of showmanship, his assignment to the late-hour listeners is pleasant, easy-to-listen-to, and planned to catch the ear and keep the listener interested.

With the aid of his three tune purveyors, Jean Gordon, Lee Bennett and Fritz Heilbronner, Garber put over a lulling session with a program of all pops,

# Music Items

## The Pick of the Junk(et)

**Songs and Such**  
THE Brooklyn Dodgers will honor Jack Norworth for his tune, *Take Me Out to the Ball Game*, with a special "Jack Norworth Day" at Ebbets Field, Brooklyn, June 27, with a banquet to follow in the evening at the St. George Hotel.

Le Coq Rouge, New York nitery, throws a party for Jack Lawrence Wednesday (19) because his tune, *Wind and the Rain in Your Hair*, has been the most requested song at that spot.

Edgar A. Guest just completed a new song, *Now I Lay Me Down To Sleep*, which is due to hit the racks soon.

Len Whitcup, Ira Schuster and Paul Cunningham recently collabed on *Little Firefly*, Shapiro-Bernstein publishing.

Denes Agay, Hungarian composer, new to these parts, has completed *Glee With the Maracas* and *Around the Corner From a Dream*, being published by Mills, and *Clarinet Polka*, on the Stanny books.

**Publishers and People**  
Peliet, Inc., has gotten up two new song collections, including those of Bing Crosby and Alec Templeton, for popular consumption. Being called *Bing Crosby's Ballads of Yesterday* and *Alec Templeton's Piano Sketches*.

Charley Kallen is now professional manager for Sam Boston.

W. O. Handy was on a half-hour network program last Sunday (16) devoted to his own compositions.

*Americoonga*, by Harold Admason, Peter DeRose and Fuasto Curbelo, is the initial offering of Robbins' new Latin American department.

Jack Robbins now owns the Sherman Clay catalog lock, stock and barrel, hav-

NEW YORK, June 18.—Cab Calloway, who has been pestered to death by 5,000 novice musicians in the past 11 years (figures compiled by his press department's Mythical Research Bureau) has at last found a way to get rid of the embryo bandmen. He's going to put them to work.

Calloway, if nothing changes his mind, is going to get up a band composed of "inexperienced musicians and send them out on a Coast-to-Coast dance tour." Being highly optimistic about its possibilities, Calloway said he will sustain all losses of the project.

Cab will hold auditions in each city of his theater and dance date junket, which begins July 5. Cream of the crop will begin rehearsals when he gets back to New York.

ing made the final payment of \$40,000 last week.

Add vital statistics on Robbins: In four years he spent \$750,000 for the purchase of the *Clay* and *Felst* catalogs—\$500,000 on the purchase price and \$250,000 in building them up. These acquisitions now give Robbins' group (The Big Three) a copyright on 15 per cent of all published music in America. Record royalties for 1939 for the group totaled \$112,000, which is equal to the royalties on 11,000,000 copies of sheet music.

Bob Russell, emcee at Jack Lynch's Philadelphia, has Bing Crosby to introduce his *Tired of Everything Without You*, and Joe Frassetto's WIP band, Philadelphia, to give his *From the Moment We Met* its first airing.

# Robbins Wants Truer Recordings Of New Tunes; Would Wax Them Himself, License Disk Co. Use

NEW YORK, June 15.—In a move to control the recorded interpretation of a published song, Jack Robbins, head of Robbins, Felst & Miller Music Companies, says he will go into the recording business. His company, he says, will make masters and issue them to established disk firms for manufacture and distribution under a license system.

Robbins conferred this week with officials of the Victor, Columbia and Decca Record companies on the feasibility of such a move and whether the recording companies would pay royalties for the rights to a master of a Robbins tune. The record company heads are understood to have given Robbins the go-ahead nod. This is expected to cut down recording expenses for the major outfits, but, it was explained, wouldn't materially affect band leaders now recording, as it would only be one interpretation.

Robbins' idea behind the move is to get his own interpretation out first, the one that he feels would do the sale of sheet music the most good, and then perhaps the other band leaders would follow the accepted interpretation. The new Robbins label is tentatively set as the "Lion Record" (Lion the Lion is the trademark of MGM, for which Robbins is musical director).

Controlling a song's interpretation, according to Robbins, "will afford a greater

potency as a sales and popularity stimulus," and as such will hypo the declining sheet-music market. Robbins says, "Record artists are assigned songs with good intentions, but true interpretation is often sacrificed for stylized music," which, according to the publisher, has been responsible for the present level of song sales.

The Lion label, according to present plans, will deal mainly with original compositions which will be recorded by talent hitherto unheard of in the popular record field. This is because the big bands are already signed up with record companies. However, Robbins plans using studio orks from California, with choral groups and the like, which, at present, are not used on regular commercial recordings because of the prohibitive cost.

Robbins is leaving for California the end of this month to discuss the move with motion picture execs and also to line up their support to use studio facilities and record the masters on regular sound track. Robbins will also use important territorial bands whose particular styles fit the songs, and will also record unknown bands in the hope of building them up.

Just how the masters would be leased and licensed hasn't been worked out yet, but present plans call for either outright sale of the master or leasing it on a royalty basis.



## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS



COMPREHENSIVE GUIDE TO SONG POPULARITY\*  
FOR WEEK ENDING FRIDAY, JUNE 14

## SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH		Position Last Wk. This Wk.		Title	Publisher	Wks.	Plugs India
1	1. THE WOODPECKER SONG	1	1. Imagination	1	1. The Woodpecker Song	1	1. The Woodpecker Song	2	1. The Woodpecker Song	10	1.	MAKE BELIEVE ISLAND	Miller	46	13
2	2. PLAYMATES	2	2. Make Believe Island	3	2. Imagination	2	2. Playmates	1	2. Playmates	4	2.	SAY IT (F)	Famous	30	12
3	3. SAY IT	3	3. Say It	2	3. Playmates	3	3. The Singing Hills	3	3. The Singing Hills	—	3.	HOW CAN I EVER BE ALONE? (M)	Chappell	25	7
4	4. IMAGINATION	4	4. The Woodpecker Song	4	4. Say It	4	4. Say It	4	4. Say It	2	4.	IMAGINATION	ABC	20	28
5	5. THE SINGING HILLS	5	5. Where Was I?	5	5. Make Believe Island	5	5. Alice Blue Gown	5	5. Alice Blue Gown	6	4.	WHERE WAS I? (F)	Remick	20	18
6	6. MAKE BELIEVE ISLAND	6	6. Shake Down the Stars	6	6. The Singing Hills	6	6. Imagination	6	6. Imagination	—	4.	THE BREEZE AND I	Marks	20	8
7	7. WHERE WAS I?	7	7. Playmates	7	7. When You Wish Upon a Star	7	7. Too Romantic	7	7. Too Romantic	5	5.	HEAR MY SONG VIOLETTA	Crawford	19	10
8	8. SHAKE DOWN THE STARS	8	8. The Singing Hills	8	8. Little Curly Hair in a High Chair	8	8. Wind and the Rain in Your Hair	8	8. Wind and the Rain in Your Hair	9	6.	SIERRA SUE	Shapiro, Bernstein	18	11
9	9. I CAN'T LOVE YOU ANY MORE THAN I DO	9	9. Little Curly Hair in a High Chair	9	9. Too Romantic	9	9. A Lover's Lullaby	9	9. A Lover's Lullaby	5	7.	YOURS IS MY HEART ALONE (M)	Harms	17	21
10	10. WIND AND THE RAIN IN YOUR HAIR	10	10. Blue Lovebird	10	10. Shake Down the Stars	10	10. Where Was I?	10	10. Where Was I?	3	7.	DEVIL MAY CARE	Witmark	17	11
11	11. LITTLE CURLY HAIR IN A HIGH CHAIR	11	11. It's a Wonderful World	11	11. Alice Blue Gown	11	11. Can't Love You Any More Than I Do	11	11. Can't Love You Any More Than I Do	7	7.	WOODPECKER SONG	Robbins	17	10
12	12. TOO ROMANTIC	12	12. I Can't Love You Any More Than I Do	12	12. A Lover's Lullaby	12	12. Wind and the Rain in Your Hair	12	12. Wind and the Rain in Your Hair	5	7.	YOU'RE LONELY AND I'M LONELY (M)	Berlin	17	3
13	13. A LOVER'S LULLABY	13	13. Wind and the Rain in Your Hair	13	13. Can't Love You Any More Than I Do	13	13. My, My	13	13. My, My	13	8.	IT'S A WONDERFUL WORLD	Robbins	16	14
14	14. WHEN YOU WISH UPON A STAR	14	14. My, My	14	14. Wind and the Rain in Your Hair	14	14. Wind and the Rain in Your Hair	14	14. Wind and the Rain in Your Hair	1	8.	BLUE LOVEBIRD (F)	Felst	16	6
15	15. ALICE BLUE GOWN	15	15. My, My	15	15. My, My	15	15. My, My	15	15. My, My	16	9.	MEET THE SUN HALF WAY (F)	Santly, J. & S.	14	6
										14	10.	PLAYMATES	Stanly, J. & S.	13	16
										8	10.	FOOLS RUSH IN	Bregman, V. & C.	13	14
										11	11.	WHERE DO I GO FROM YOU?	Mercer	12	5
										12	12.	MY, MY (F)	Famous	11	7
										—	12.	I'M NOBODY'S BABY (F)	Felst	11	6
										—	12.	A LOVER'S LULLABY	Jewel	11	6
										—	12.	I CAN'T RESIST YOU	Ager	11	5
										14	13.	WIND AND THE RAIN IN YOUR HAIR	Paramount	10	18

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

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

A
Abb, Vic (Buzzy's) Buffalo, h.
Agnew, Charlie: (Coney Island) Cincinnati, 14-23.
Akin, Bill: (Embassy Club) Denver, h.
Alexander, Van: (Evergreen Club) Bloomfield, N. J., h.
Allen, Shorty: (Pista) NYC, h.
Allyn, George: (Coca-Cola) Ferriside, N.Y., h.
Alfred, Don: (Child's Spanish Gardens) NYC, h.
Alpert, Mickey: (Coca-Cola) Boston, h.
Angarado, Ed: (Earl Carroll) Los Angeles, h.
Apollon, Al: (Hilcrest) Toledo, h.
Arlan, Don: (Ramon) 1883 Club, Chi., h.
Aristocrats, Four: (Shawnee) Springfield, O., h.
Arthur, Artie: (Ken) Boston, h.
Arthur, Leonard: (The Place) NYC, h.
Ayres, Mitchell: (Totem Pole) Aburndale, Mass., h.
B
Barr, Billy: (Bear Mountain Inn) Bear Mountain, N. Y., h.
Bakay, George: (Wilson's) Phila., h.
Baro, Bill: (Oriental) Chi., h.
Barric, Dick: (Graystone) Detroit, 19-21-25-27.
Barron, Elmer: (Blackhawk) Chi., h.
Barral, Jeno: (Piccadilly) NYC, h.
Bartha, Alex: (Brookline) Phila., 23, h.
Baum, Charles: (Palmer House) Chi., h.
Becker, Maxie: (Top Hat) Phila., h.
Becker, Howard: (Embassy) Phila., h.
Beckman, Jack: (Brown) Louisville, h.
Benedict, Gardner: (Netherlands Plaza) Cincinnati, h.
Bennett, Chuck: (Broadmoor) Colorado Springs, h.
Benson, Ray: (London Chop House) Detroit, h.
Berna, Ben: (Tati) NYC, h.
Bivone, Gus: (Post Lodge) Larchmont, N.H., h.
Blaine, Jerry: (Troadero) Henderson, Ky., h.
Blanco, Pedro: (Embassy) Phila., h.
Bonner, Carl: (Club Royale) Detroit, h.
Bone, Richard: (Stetler) Cleveland, h.
Bord, Zerk: (Trianon) Santa Fe, N. M., h.
Bradley, Will: (Park) Hershey, Pa., 20.
Bradshaw, Tiny: (Crystal Ballroom) Longview, Tex., 14. (Hayden Club) New Orleans, 22. (Temple Roof Garden) Baton Rouge, La., 24. (New Yorker Club) Jacksonville, Fla., 27.
Brigade, Vincent: (Beachcomber) Boston, h.
Brigode, Asa: (Adonis) Tompkinsville, O., h.
Bright, Joseph: (Barbette) Atlantic City, h.
Brown, Les: (Arcadia) NYC, h.
Bruno, Anthony: (Latin Quarter) Boston, h.
Burke, Merv: (Purple Derby) Phila., h.
Burr, Eddie: (Hurricane) NYC, h.
Busta, Henry: (Palace) San Francisco, h.
Butter, Bob: (Glen Island Casino) New Rochelle, N. Y., h.
C
Candullo, Joe: (Kitty Brando's) Boston, h.
Cantot, Tony: (Villa Moderna) Chi., h.
Cannon, Eddie: (Barbette's Beach) Jackson, Mich.
Carlyle, Lyle: (Stetler) Buffalo, h.
Carlyle, Tommy: (Colonial) Rochester, Ind., h.
Carpenter, Bob: (Gables Inn) Atlantic City, h.
Castro, Armando: (Hurricane) NYC, h.
Castron, Johnny: (Cabrillo) Los Angeles, h.
Charmettes: (Frenton) Detroit, h.
Cherry, Lou: (Greenbrier) White Sulphur Springs, W. Va., h.
Chavez: (Beachcomber) NYC, h.
Chigolo: (El Morocco) NYC, h.
Clark, Lewty: (Book-Cadillac) Detroit, h.
Clay, Lou: (Paramount Club) Centralia, Ill., h.
Clinton, Larry: (New Yorker) NYC, h.
Cobina, Carlos: (Biltmore) NYC, h.
Coffey, Jack: (Gibson) Cincinnati, h.
Cole, Melvin: (Harry's) New York, Chi., h.
Collins, Jay: (Sherman) NYC, h.
Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., h.
Conrad, Jackie: (Riviera) Lake Geneva, Wis., h.
Coolidge, Maudel: (El Algon) Chi., h.
Cordino, Romulo: (Cuban Casino) NYC, h.
Cortney, Del: (Park Central) NYC, h.
Covata, Earl: (Lookout House) Covington, Ky., h.
Coquette, The: (Colonial) Russell Point, O., h.
Cox, Sherik: (Lebanonville Lake) Hamilton, O., h.
Craig, Billy: (Washington Square Inn) Norritown, Pa., h.
Crocker, Mal: (Hi-Hat Club) Steubenville, O., h.
Crawell, Chauncey: (Hitz-Carlton) Atlantic City, h.
Crosby, Bob: (Coney Island) Cincinnati 21, p.
Cruzaders, The: (Congress) Chi., h.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Culler, Ben: (Rainbow Room) NYC, h.
D
Daveport, Eddie: (Murray's Inn) Haddonfield, N. J., h.
Davis, Arthur: (Village) Sheepshead Bay, N. Y., h.
Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.
Davis, Karl: (Lakeway Inn) Almondson Lake Park, N. J., h.
Day, Freddy: (Big Ballroom) Saugatuck, Mich., h.
Day, Bobby: (Arcadia) NYC, h.
De Harte, Julian: (Casa Maria) NYC, h.
De La Rosa, Oscar: (Mavana Madrid) NYC, h.
De Las, Rafael: (Cuban Casino) NYC, h.
DeLton, Dick: (Byrcoose) Syracuse, h.
Demza, Dave: (Jack Dempsey's) NYC, h.
Denny, Jack: (Palisades) Palisades Park, N. J., h.
Devine, Paul: (Manito Beach) Mich.
Devin, Sam: (Fountain Club) Detroit, h.
Dickler, Sid: (Anchorage) Pittsburgh, h.
Dixie Debs: (Gold Front) Cheyobgan, Mich., h.
Donahoe, Al: (Steel Pier) Atlantic City.
Dorsey, Jimmy: (Strand) NYC, h.
Dorsey, Tommy: (Astor) NYC, h.
Draper, Nick: (Sir Francis Drake) San Francisco, h.
Duchin, Eddy: (Cavalier Beach Club) Virginia Beach, Va., h.
Duke, Jules: (Trotter) Birmingham, h.
Dunlop, Eddy: (The Nat) Annapolis, Tex., h.
Dupont, Ann: (Roadside Rest) Long Beach, L. I., h.
Durham, Eddie: (Chatterbox) Mountaineer, N. J., h.
Dusenbury, Blondie: (Black & Tan) Reading, Pa., h.
E
Engle, Charlie: (3100) Club) Chi., h.

# 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; rr-restaurant; s-showboat; t-theater.

Essex, Dick: (Red Hill) Pennsauken, N. J., h.
Evy, Jack: (Royal Palm) Miami, h.
Edredore, Roy: (Kelly Stables) NYC, h.
Ella, Joe: (Queen Mary) NYC, h.
Elson, Joe: (Club Moderna) Tacoma, Wash., h.
Engel, Freddy: (Hudson River Day Line) Albany, N. Y., h.
Evans, Bobby: (Colton Club) Phila., h.
F
Fabbian, Teddy: (Highway Cafe) Milwaukee, h.
Faye, Lou: (Pista Danceteria) NYC, h.
Festherstone, Paul: (Trousade-in-the-Pines) Detroit, h.
Fisher, Jerry: (Fischer's Casino) Detroit, h.
Fidler, Lew: (Paxton) Omaha, h.
Fisher, Johnny: (Piazza) San Antonio, h.
Fields, Shop: (St. Francis) San Francisco, h.
Fiorenza: (Jack Lynch's) Phila., h.
Fisher, Freddie: (Old Vienna) Cincinnati, h.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Fletcher, Sammy: (Ramona Gardens) Grand Rapids, Mich., h.
Flindt, Emil: (Paradise) Chi., h.
Fodor, Jerry: (Fischer's Casino) Detroit, h.
Foster, Neil: "Sonny": (Jack Lynch's) Phila., h.
Poster, Chuck: (Oh Henry) Chi., h.
Francisco, Don: (Palmer House) Chi., h.
Freedley, Roy: (Croc) NYC, h.
Friedman, Simon: (Club 47) NYC, h.
Frontiersmen, The: (Harry's) Decatur, Ill., h.
Fulcher, Charles: (Ben Air) Augusta, Ga., h.
G
Gagen, Frank: (Stetler) Cleveland, h.
Garr, Glenn: (Rusick Cabin) Englewood Cliffs, N. J., h.
Gaspard, Dick: (Piazza) NYC, h.
Gardner, Monte Carlo) NYC, h.
Gayette, The: (Blackhawk) Chi., h.
Gendron, Henri: (Bouche's Villa Venise) Chi., h.
Gearty, Tom: (Buena Vista) Miami, h.
Gerrard, Fred: (Old House) Mobile, Ala., h.
Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.
Gill, Emerson: (Daybreak Beach Club) Virginia Beach, Va., h.
Glass, Billy: (Palace's) NYC, h.
Gorman, Nell: (Hear Glass) Newark, N. J., h.
Goff, Cecil: (Donahue's) Mountaintop, N. J., h.
Gordon, Al: (Frolic Club) Albany, N. Y., h.
Gordon, Gray: (Edison) NYC, h.
Gordon, John: (Club Casa) Atlanta, h.
Grafhalter, Frenchie: (Club 150) Des Moines, h.
H
Happ, Horace: (Royal York) Toronto, Ont., h.
Hayne, Les: (Midland) Staten Island, N.Y., h.
Le Baron, Eddie: (Baker) Dallas, h.
Leighton, Kenny: (Melody Hill) Chi., h.
Lemish, Bert: (Stamps) Phila., h.
LeRoy, Howard: (McCarthy) Evansville, Ind., h.
Lester, Bill: (Homestead) New Garden, L.I., h.
Lester, Earle: (Colonial) Bridgeport, Pa., h.
Lewis, Ted: (Show Box) Seattle, h.
Little, Little Jack: (Wardman Park) Washington, D. C., h.
Lundberg, Bert: (Schroeder) Milwaukee, h.
Loach, Jean: (Grammer) Chi., h.
Lombardo, Guy: (Totem Pole) Aburndale, Mass., 11-15.
Lancelotti, Jimmie: (Pista Danceteria) NYC, h.
Lyman, Abe: (Park Central) NYC, h.
Lynn, Bert: (La Cogra) Hollywood, h.
M
McCoy, Clyde: (Capitol) Washington, D. C., h.
McCreery, Howard: (St. Catherine) Catalina Island, Calif., h.
McCune, Bill: (Trianon) Chi., h.
McGraw, Eddie: (Rock Springs Park) Chester, W. Va., h.
McHale, Jimmy: (Westminster) Boston, h.
McKinney, William: (Plantation) Detroit, h.
McKinnery, Emric: (Lido Club) Long Beach, N. Y., h.
Mansanara, Jose: (Ederwater Beach) Chi., h.
Marinaro, Joe: (Park Lane) NYC, h.
Martell, Paul: (Arcadia) NYC, h.
Martin, Freddy: (Aragon) Chi., h.
Marvin, Mel: (Reid's Lake) Niles, Mich.
Masters, Frankie: (Roosevelt) NYC, h.
Mastro, Jerry: (Actor's Colony Inn) Derby, Conn., h.
Meadow, Frankie: (Swing Club) NYC, h.
Meakin, Jack: (Van Clieve) Dayton, O., h.
Memochi, Al: (Belmont Plaza) NYC, h.
Messner, Johnny: (McAlpin) NYC, h.
Meyer, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Oahu) NYC, h.
Miller, Glenn: (Castle Farm) Cincinnati 18-20.
Morrish, Duke: (Beverly Hills) Newport, Ky., h.
Morrison, Bob: (Park) NYC, h.
Morris, Glenn: (Chippewa) Manabe, Mich., h.
Morris, George: (Whirling Top) NYC, h.
Morton, Ray: (Warwick) NYC, h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charis: (3 o'Clock) NYC, h.
N
Nesera, Jimmy: (Viking) Phila., h.
Nave, Sam: (Montgomery House) Conahocken, Pa., h.
Nelson, Gene: (State-Lake) Chi., h.
Nichols, Red: (Famous Door) NYC, h.
Nielsen, Paul: (Darling) Wilmington, Del., h.
Noble, Leighton: (Cleveland) Cleveland, h.
Noble, Ray: (Palace) San Francisco, h.
O
Ohman, Phil: (Troadero) Hollywood, Calif., h.
Oliver, Eddie: (Pierre) NYC, h.

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

Orlando, Val: (La Martinique) NYC, h.
Olive, Fred: (Warwick) NYC, h.
Orlando, Carlos: (Nor-Brige) Phila., h.
Orlando, Don: (Chez Paree) Chi., h.
Osborne, Will: (Edgewater Beach) Chi., h.
Owens, Harry: (Roosevelt) Hollywood, h.
P
Palermo, William: (La Marquise) NYC, h.
Panchio: (Versailles) NYC, h.
Parrish, Charlie: (Casa Grande) Berwyn, Md., h.
Patrick, Henry: (Stork Club) Phila., h.
Paul, Toasty: (Chicago Towers) Chi., h.
Perry, Ron: (Belvedere) NYC, h.
Pettit, Emilie: (Savoy-Plaza) NYC, h.
Pfeiffer: (New Hudson) Atl. NYC, h.
Powell, Teddy: (Famous Door) NYC, h.
Prima, Louis: (Casa Manana) Boston, h.
Prospero, Fritz: (Rainbow Room) NYC, h.
Pullo, Ben: (Joyland) Boston, h.
Q
Quaranta, Frank: (Colosimo's) Chi., h.
Quintana, Don: (El Chico) Miami Beach, Fla., h.
R
Randolph, Johnny: (Tantilla Gardens) Richmond, Va., h.
Rapp, Barney: (Sign of the Drum) Cincinnati, h.
Ravassa, Carl: (Colony) Chi., h.
Ray, Alvin: (Biltmore) NYC, h.
Read, Kemp: (Bronbridge) Tiverton, R. I., h.
Reichman, Joe: (Ambassador) Los Angeles, h.
Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., h.
Reh, Benny: (Howery) Detroit, h.
Reynolds, Howard: (Palumbo's) Phila., h.
Richards, Jimmy: (The Willows) Pittsburgh, h.
Ridgely, Dick: (Montparnasse) NYC, h.
Rima, Ciro: (La Cogra) NYC, h.
Rinaldo, Nino: (Muehlebach) Kansas City, Mo., h.
Rizzo, Vincent: (Jack Lynch's) Phila., h.
Roberts, Red: (Madura's) Hammond, Ind., h.
Rodina, Art: (The Caballero) Seattle, h.
Rodrigue, Nando: (La Cogra) NYC, h.
Rodriguez, Johnny: (Stork Club) NYC, h.
Roosch, Al: (Village Garden Wonder Bar) Detroit, h.
Rogers, Eddy: (Schroeder) Milwaukee, h.
Rollini, Adrian: (Piccadilly) NYC, h.
Rudolph, Jack: (Jungle) Youngstown, O., h.
Russell, Gordy: (Martin) Utica, N. Y., h.
S
Sabin, Paul: (Washington) Indianapolis, h.
Santaria, Juanita: (Mavana-Madrid) NYC, h.
Saunders, Roy: (Club Arbor) Asheville, N.C., h.
Saunders, Rod: (Club Delia) Chi., h.
Savitt, Jan: (Sherman) Chi., h.
Schroeder, Carl: (Baker) St. Charles, Ill., h.
Schroeder, Gene: (The Pirates Den) NYC, h.
Scott, Stewart: (Manor-on-the-Lake) Aibal Springs, N. Y., h.
Segro: (Green Shay) Lancaster, Pa., h.
Senne, Henry: (Melody Hill) Chi., h.
Sharky, Bill: (Rock) NYC, h.
Sheldon, Dick: (Fontaine Ferry) Louisville, h.
Shelvia, Paul: (Evergreen Casino) Phila., h.
Sogel, Irving: (Roadview) Marshfield, Wis., h.
Sly, Larry: (Ambassador) NYC, h.
Sisler, Nobel: (Diamond Horseshoe) NYC, h.
Sisson, III, John: (Palmer) Chicago, h.
Slovak, Jack: (Netherlands Plaza) Cincinnati, 28, h.
Stable, Dick: (Dancing Campus) World's Fair, N. Y. C.
Steiner, Ray: (E Dumps) Chi., h.
Stevens, Bert: (Governor) Clinton, NYC, h.
Stetler, Wally: (Belvedere) Baltimore, h.
Styretter, Bob: (Blue Gardens) Armonk, N. Y., h.
Sylvio, Don: (Bertolotti's) NYC, h.
T
Tan, Jimmie: (Kaufman's) Buffalo, h.
Taylor, Handy: (Pan & Bill's) Olens Falls, h.
Terry, Frank: (McVan's) Buffalo, h.
Thomas, Joe: (Royal) Wilmington, Del., h.
Thompson, Grant: (Pegasus Club) Rockleigh, N. J., h.
Tisch, Paul: (Cosmopolite) NYC, h.
Tovars, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi., h.
Travers, Ted: (Bus Lantern) Brighton, Mich., h.
Turk, Al: (Oriental Gardens) Chi., h.
Tucker, Orrin: (Stanley) Pittsburgh, h.
Tucker, Tommy: (Main Central) Ashbury Park, N. J., h.
V
Van, Billy: (Music Bar) Atlantic City, h.
Varallo, Johnny: (President) Atlantic City, h.
Varell, Tommy: (Harrel of Fun) NYC, h.
Varnos, Eddie: (El Mito) NYC, h.
Vatour, Walter: (Rainbow Room) Ashbury Park, N. J., h.
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.
Vernon, Joe: (Viking) Phila., h.
W
Walker, Johnny: (Riverside) Phoenix, Ariz., h.
Walters, Lee: (Blue Lantern) Detroit, h.
Wardlaw, Jack: (Trance Beach Club) Virginia Beach, Va., h.
Warney, Leo: (Monte Carlo) NYC, h.
Waters, Johnny: (Gingham Club) Wildwood, N. J., h.
Watson, Leo: (Onyx) NYC, h.
Weeks, Harry: (Bison) Houston, h.
Wick, Lawrence: (Elich Gardens) Denver, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., h.
Widmer, Bas: (Long Point) Geneseo, N. Y., h.
Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., h.
Williams, Griff: (Stevens) Chi., h.
Williams, Earl: (Class Hat) Shreveport, La., h.
Wilson, Teddy: (Golden Gate) NYC, h.
Woods, Herby: (Country Club) Phila., 25.
Woods, Howard: (Tantilla Gardens) Richmond, Va., h.
Y
Yates, Billy: (Grey Wolf Tavern) Sharon, Pa., h.
Young, Roland: (Lombard's) Bridgeport, Conn., h.
Z
Zabler, Al: (Log Cabin) Tremont, N. J., h.
Zarin, Michael: (Tavern on the Green) NYC, h.
Zika, Leslie: (Chez Ami) Buffalo, h.
Zinder, Max: (Del Rio) Peach Gross, Baden-Burg, Max.
Zito, Horace: (Belmont Plaza) NYC, h.
Zollman, Eddie: (Show Box) Seattle, h.
Zollo, Leo: (Rainbow Gardens) Stratford, Pa., h.

**Discrimination**

NEW YORK, June 15.—Radio Station WAAT, Jersey City, which has been going in strong for playing records, now has a new gag of interviewing band leaders on their birthdays.

Consequently, station received a strong protest last week from Jimmy Dorsey—whose birthday is February 29.

**Band Grosses**

**Will Bradley's Good \$624 Draws Bridgeport Return**

BRIDGEPORT, Conn., June 15.—Will Bradley, with Ray McKinley, at Pleasure Beach Ballroom Sunday night (9) drew 946 dancers and, with the admission scale at 66 cents, grossed \$624.36, not bad for a band that is not so well known here.

Ferry Rodman, park director in charge of band booking, was so pleased with the enthusiastic reception the crowd accorded the band that he booked it for a repeat date July 21. The former practice here of selling advance tickets at a reduced rate has been eliminated; tickets will be sold at the box office only.

Mal Hallett is due Sunday (16).

**Leo Pieper Does \$325 for 2 Nights in Lincoln; Good**

LINCOLN, Neb., June 17.—Driving rain Saturday (8) was no deterrent to Leo Pieper at Fla-Mor, and at 25 cents straight Saturday and Sunday he hauled up with \$325 for the two nights, not bad in the hot weather.

Both Antelope Park and King's Ballroom, using locals, had a profitable week too, which makes June so far a winner in the same proportion that May was a loser.

**Maine Dancery Gets Going With Capacity 500 House**

SKOWHEGAN, Me., June 15.—The New Casino, local dancing pavilion formerly known as the Casino Club, ushered in its new season last month with a capacity crowd of 500 customers at 35 cents a throw. Forrest Smith's Ork, 10-piece combo, furnished the music.

New policy of the spot calls for dancing on Wednesday and Saturday nights with Watie Atkins as the house band, and roller skating three nights a week, with also the possibility of boxing and wrestling shows.

House staff includes Edward L. Karam as manager, plus Larline Karam, Harold Arntz, Arnold Hollis and Robert Hamilton.

**Dean Hudson Record at Wilmington Summer Start**

WILMINGTON, N. C., June 15.—Lumina Dance Pavilion got off to its summer start last week with Billy Clarke and Vincent Hudson's orks opening the season and Dean Hudson following to shatter all records with an attendance of 3,000.

Policy will be to use local bands most of the season, with names filling in on important dates. Early bands for Lumina include a repeat for Clark, Charlie Handel, Chan Chandler and Frankie Reynolds. Allen Barbee is managing the pavilion.

Paul Marshand, of the C. & W. Agency, is handling the bookings.

**Jurgens Draws 6,000**

WEST ALLIS, Wis., June 15.—Dick Jurgens, who several weeks ago played to more than 5,000 persons at Eagles Ballroom, Milwaukee, in connection with the Junior Chamber of Commerce Milk Fund Ball, attracted some 6,000 cash customers at the Modernistic Ballroom at State Fair Park here Sunday (9).

Admission was 40 cents to 8:30 and 55 cents thereafter. Appearing on the same program was Steve Swedish, house band.

LEWISBURG, Pa., June 15.—Irving Berlin was awarded an honorary degree of Doctor of Music at the 19th annual commencement of Bucknell University here Monday (10).

**Orchestra Notes**

By DANIEL RICHMAN

**The Broadway Scene**

ARTIE SHAW, one of the major threats to Tommy Rockwell's continued peace of mind, has GAG all hot and buttered again because the Burns and Allen radio commercial and Paramount Picture deals were made thru the William Morris office—while Shaw's contract with General Amusement Corp. has another year to run. . . . The great battle of the Astor (Hotel) has ceased. HAL KEMP definitely goes in July 23 until Labor Day. . . . TOMMY DORSEY, who vacates the Astor on Kemp's arrival, was raided again this week when JOE MARSALA swiped Dean Kincaide and Paul Wetstein from Tommy's arranging staff. Marsala is going to pay the boys with the commission dough he doesn't have to pay MCA anymore. . . . EMERY DEUTSCH switched management affiliation from William Morris to CRA. . . . EDDIE DURHAM also joined the CRA ranks this week. . . . Since the collapse of the CRA-GAC merger deal, major changes are planned for the CRA organization. . . . EDDIE LEBARON, who plays the Rainbow Room with circuit regularity, goes back to Mr. Rockefeller's nitery October 9 for three months. . . . AL KAVELIN's opening at the Essex House (12) had two vocalists on the band stand looking dangers at each other—PATTY MORGAN, the Kavelin regular, and MARLYN STUART, who joined the band opening night. Reason for the stares was that Miss Morgan is on two weeks' notice because of MCA's insistence that Kavelin hire the Stuart canary. . . . JACK HARRIS, New York musician who led a top band in England for 13 years (but paid dues to Local 802 regularly), is back because of the war and is rehearsing a band to be managed by Moe Gale. . . . JIMMY LUNCEFORD leaves Fiesta Danoteria July 4 for a two-weeker at the Sherman House, Chicago, July 19, and the Casa Manana Ballroom, Culver City, Calif., August 15 for six weeks.

**Change of Scenery**

CHARLIE BARNET, who feels a little bit like mayhem these days because his men are being confiscated left and right by Jan Savitt and now by Al Donahue, spied Frank Walsh, Donahue's manager, in the Blue Room of the Hotel Lincoln. Barnet sent Walsh a note telling him he had 15 men in his band and if he didn't have that number by the end of the evening—watch out! So, one day later, a couple of the boys went over to Donahue. . . . JERRY YELVERTON is out of the hospital and back with the BOBBY BYRNE crew. . . . NICK GALLETTO (former trumpet man with Jack Denny) is also a newcomer to the Byrne Ork. . . . HARRY JAMES lost his first trumpet man, JACK PALMER, to LARRY CLINTON. . . . RAYMOND SCOTT, with his enlarged band, now breaking in at the Chatterbox, out in Mountaineer, N. J., will have Nan Wynn with him doing the vocals. . . . BILL USHER will handle the male singing assignment.

**Eastern Echoes**

THE McPARLAND TWINS, after completing a marathon booking at the Blue Gardens, Armonk, N. Y., will return to the Westchester roadhouse July 5 for an indefinite engagement, following their Paramount Theater date. . . . TOMMY TUCKER, who lost his summer booking at Asbury Park's Rainbow Room when it was destroyed by fire, takes over the summer band stint at the West End (N. J.) Casino, beginning June 29. . . . MILT HERTH moves into Washington's holy Neptune Room June 29 for a six-weeker, and then to the Syracuse (N. Y.) Hotel immediately for an indefinite run. . . . CORDY RUSSELL's "Fullhouse of Rhythm" makes a summer bow at the Hollywood Hill Hotel, Old Forge, N. Y., June 29. . . . THE BARONS go thru the summer at the Hotel Martin, Utica, N. Y. . . . HY GREEN'S Ork has taken over the band-stand assignment at the Harmony Country Club, Hurleyville, N. Y. . . . PHIL SANDS answers the summer call on the podium at the Atlantic Beach Hotel, Long Island.

**Midwest Melange**

BENNY GOODMAN took over the band stand at Cnl's Hotel Sherman June 15 for a month, and MATTY MALNECK is scheduled to make his Cnl stand at the same spot some time in September. . . . HORACE HEIDT also moves into the

Windy City July 13, locating at the Edgewater Beach Hotel for a four-week term. . . . And BLUE BARRON carried on at the Blackhawk with another four-week contract. . . . TED WEEMS moves over into the Meadowbrook Country Club, St. Louis, for two weeks, starting June 21. . . . EDDIE ROGERS is set for the Schroeder Hotel, Milwaukee, June 22, for an indefinite stay. . . . RED NICHOLS goes into the Rice Hotel, Houston, June 21 for three weeks. . . . BOBBIE TODD flew in from New York to join PHIL DOOLEY as his vocalist at the Sames Gardens, Flint, Mich. . . . DREXEL LAMB Ork is on the stand for the summer at Larry Miller's, Clark Lake, Mich. . . . MARGIE VAIL, recent mistress of ceremonies at the Casa Grande, Cincinnati, has joined JIMMY JAMES' crew as vocalist.

**Of Maestri and Men**

L. A. FREDERICK, in charge of the Chicago office of Frederick Bros., is recuperating at his home in Shawnee, Okla., from a siege caused by a throat infection. Bill Frederick, of the New York office, is substiting in Chicago. . . . RALPH BARLOW, who was just signed to a management pact by Frederick, has been booked for 10 weeks, starting July 3, into the Escambron Beach, San Juan, Puerto Rico. Said to be the first white band to play down there. . . . VINCENT COLLING, maestro at the Club Ray-Ott, Niagara Falls, N. Y., is beginning his fifth year there. . . . VAUGHN MONROE, Boston balancer, has been signed for a series of Bluebird disks. . . . RUDY VALLEE is the first band leader to be accorded "a day" at the New York World's Fair, Rudy Vallee Day is June 28. . . . TED WEEMS has written a book called *One Thousand and One Nights*. . . . GRANT THOMPSON took over the Pegasus Club, Rockleigh, N. J., music-making assignment June 15 indefinitely. . . . LOU LANG opens the Canoe Place Inn, South Hampton, Long Island, June 28 for the summer, after 10 months at Mary Murray Room of the Hotel White. . . . MURRY MILLER is on the perch for an indef stay at Dempsey's Broadway Bar. . . . EDDY DUCHIN is on his way to the Ambassador, Los Angeles, for six weeks, and HENRY KING goes back to the Mark Hopkins Hotel, San Francisco, July 22 for a pair of months. . . . PAUL SAHN moves from the Hotel Washington, Indianapolis, to the Henry Grady, Atlanta, for the summer. . . . Sab'n's new small combo goes into the spot July 12.

**Atlantic Whisperings**

BARDU ALL, former front for the Chick Webb and Ella Fitzgerald crews, will take his own combo of 14 to the Paradise Club, Atlantic City, opening June 28 for the season. . . . CHARLIE MASTERS, after many years doing a single in vaude with a drum specialty, opens with a dance band at the 20th Century Tavern, Philadelphia. . . . CLARENCE FUHRMAN, musical director of KYW, Philadelphia, sets a combo to summer at Convention Hall, Cape May, N. J., and grabs off August at Willow Grove (Pa.) Amusement Park. . . . HANK STROHM set at Blind Hartman's Hotel, Reading, Pa. . . . Garvin's Cafe, New Castle, Del., Pa. . . . B. B. TERRY band. . . . Sylvan Lakes replaces Nat Brandwynne at Club Ball, Philadelphia. . . . HARVEY KISSINGER brings his harmonies to Manatwy Log Cabin, Earlville, Pa. . . . STEVE MARKERT takes his trumpeting from Joe Frassetto's WIP ork, Philadelphia, to Raymond Scott. . . . JACK TORCHIN, out of Bobby Byrnes, joining Joey Kearns at WCAU, Philadelphia.

LOUIS PRIMA, currently at the Frolia, Revere Beach, Mass., made two changes in his band this week. Henry Adler, formerly drummer with Artie Shaw and Georgie Auld, replaces Louis Vadala, Alvin Olants, trumpeter, succeeds Johnnie Azevedo.

**A Young Oldster**

LINCOLN, Neb., June 17.—When Leo Pieper hired Harlan Kosta, brass bass, for his ork, he came up with the oldest musician, yet the youngest member of his band. Kosta has been a professional for 15 years and is 20 years old. As a member of the old Rosehuds Orchestra, which broadcast years ago at WNAZ, Yankton, S. D., Kosta used to blow from a standing position on a footstool.

**More Country Club 1-Nighters Around Philly**

PHILADELPHIA, June 15.—Local bands not taking stands on summer locations are finding the slack being taken up in part by the dances at many country clubs in the area. There are almost 80 country clubs in the Philadelphia area and they open up a new summer field for one-nighters. Since most of the clubs are outside the city and outside the jurisdiction of the local musicians' union, territory is open to the traveling name bands.

Indication of how much the country club here has become band-conscious is seen in the summer program of the Philmont Country Club, inhabited by the snooty set headed by Ellis A. Gimbel, department store mogul. Joe Frassetto plays the opening dance tonight (15) and a string of names is set for the following Saturdays, including Dick Stable, Mal Hallett and Woody Herman.

Money is also tops at these spots. Besides club's younger element makes up the college set and is excellent contact for making the impression that gets college prom dates. Club committees are also partial to the traveling name, seeing in the band a means of interesting the band-conscious younger element in club membership.

In addition to Philmont, other country clubs in this area planning summer dance seasons include Green Valley, Asbourne, Cedarbrook, Aronimink, Hi-Town, Llanerch, Brookline Square Club, Lu Lu Temple, Holmesburg, Philadelphia, Manufacturers, Philadelphia Cricket, Manheim Cricket and Merion Cricket clubs.

**Dallas Niteries, Dance Halls Fight**

DALLAS, June 15.—Dance hall operators and night club owners are fighting over a decision of the Texas Court of Civil Appeals which quashed the city of Dallas' power to require dance hall operators to pay policemen assigned by the city a daily fee of \$5.

Local ballroom operators claim the voided city regulation will save them \$18,000 a year in fees.

City Attorney H. F. Kucera says the city will now require all dance halls and night clubs to employ "bouncers." He said: "We can't, under the court ruling, force the halls to pay \$5 a night for a city officer, but we can require them to have suitable officers and give them the option of obtaining for \$3 a night officers supplied by the city."

Operators of six downtown night clubs met last Friday and protested the ruling. Carl Dolson, spokesman, said: "We want officers for our dance halls and we want them to be directly under supervision of the police department and the city."

**"LOOK"**

To introduce two nice song hits, set in stores, "THE MAN WHO WINS" (ROOSEVELT), featured by Glenn (Quincy) Williams and his Orchestra. Also nice love song, "I Kissed You Out of All the World." Your choice 15c or two for 25c. Beautiful title page. (Insert) Book Paper. You can't miss. GOLDEN HEART MUSIC CO., E. K. Arnold, Prop. LaSalle Hotel, Battle Creek, Mich.

**ROLL TICKETS**

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market  
Keystone Ticket Co., Shamokin, Pa. \$17.50  
10,000 .. \$2.00  
20,000 .. 7.50  
50,000 .. 16.75  
Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any combination.

## "Pull Out Your Thumb"—Or the Story of the Pay-Off in the Dark

PHILADELPHIA, June 15.—Giving the under-scale pay-offs enough rope to hang themselves, trial board of the local musicians' union is staging a war against band leaders who have been winking at union scale on club dates.

Trouble locally has not been so much in leaders booking jobs under the scale but rather in leaders who after collecting heavy fees for club dates pay off the boys short. Practice of many leaders in booking musicians for club dates is to quote a sugary price in case eavesdroppers are around and then to signify the actual pay-off by the number of fingers they drop on the coat lapel. This brings the familiar cry on the union floor of

"pull out your thumb" or "howzabout another finger" each digit counting for a solo buck.

First to feel the trial board sting was Bernie Berie (Gorodetzer), one of the town's leading band leaders. On the testimony of 30 musicians, who alleged they've been paid off \$4 and \$5 on \$10 and \$12 jobs, even on dates where Berie received way above the scale for his men, trial board this week suspended the maestro for five years and socked on an additional \$5,000 fine.

This is just a sample of what under-scalers are going to get, said union officials, who added they are wise to every underdealer in the local.

## Petrillo Elected AFM Head; Weber Honorary Prexy

(Continued from page 3)

dent; Fred W. Birnbach, secretary, and Harry E. Brenton, financial secretary-treasurer. All three are the present incumbents of those positions.

The installation of a new president after almost half a century was the greatest single event of this 45th convention, which was remarkably free from violent and vitriolic floor flare-ups by comparison with former years. The election taken by and large caused the most amount of talk, rumor and conjecture before and during the sessions. In his president's report issued shortly before the convention Weber revealed the possibility that he might be unable to accept the chair again due to his poor health, and that he could stand no more repetitions of the severe collapse he suffered immediately after last year's AFM convention in Kansas City, Mo., when he hovered between life and death for three weeks as the result of the strain imposed upon him by his presidential duties.

In his customarily straightforward manner Weber did not keep the delegates in suspense as to his intentions once the convention got under way last Monday (10), announcing at the opening session that his doctors told him, "If you carry the strain one more year, you will live only one more year."

He announced his intention not to run again in a simple, touching and dramatic speech, not long and not shoppily sentimental, in which he declared that he "little thought (when he first took over) that he would consecrate his life to the job," and that it has been "40 years of an incessant struggle in which I think I was somewhat successful." The rousing reception given the latter remark by the delegates showed their sincere concurrence in it. The gist of his parting advice to the membership was to "be liberal" in its choice of his successor.

Pre-convention talk and discussion during the week indicated a strong bloc among the delegates favoring Fred W. Birnbach, federation secretary, as a candidate for the presidency. Also mentioned for the job was J. W. Gillette, business manager of Local 47, Los Angeles, and chairman of the committee on laws for this convention. Neither Birnbach nor Gillette, however, was disposed to run, which left a clear field for Petrillo. When nominations were in order on Thursday his was the only name brought forward. Petrillo's ascendancy to the chair at such time as Weber stepped down has long been expected, but the lack of opposition was surprising to many delegates, inasmuch as it has been no secret that there are anti-Petrillo groups within the union. Gillette nominated Petrillo, with AFM Treasurer Brenton seconding.

Weber's importance to the federation and his influence in its matters will remain despite his leaving the presidential chair. The convention adopted a resolution proposed by James D. Byrne, Local 69, Pueblo, Colo., making Weber honorary president of the federation and a delegate from the AFM to American Federation of Labor conventions. A further resolution offered by Brenton, and unanimously adopted by the convention, provides for the employment of Weber as technical adviser to the AFM at a salary of \$20,000 a year and expenses. Duties as such will be to

confer with, advise and assist the executive board, and attend its meetings and conventions of the federation with the privilege of voice, but no vote. His duties but not his salary are subject to his health.

Of considerable surprise was the objection of the convention to a proposed amendment to Brenton's resolution, thru which Weber would be given a vote as well as a voice on the exec board. The opposition was such that the amendment was withdrawn, the resolution going back to its original form of voice but no vote.

Convention took cognizance of the proportions to which it has grown when Weber, in his retirement speech, stated that it was in Indianapolis that the first AFM convention took place in October, 1896, and when he accepted his first presidential nomination, in Philadelphia in 1900, there were only 53 locals represented as against 714 at present.

## 1st K. C. Hotel To Try 2-Band Policy

KANSAS CITY, Mo., June 15.—Terrace Grill of the Hotel Muehlebach here, managed by S. Bernard Joffe, has adopted a two-band policy, making it the first hotel in this area to offer customers a choice of two types of music.

It is also another step in a long series of improvements engineered by Barney Allis, owner, in co-operation with Joffe.

The two bands are Bobby Pope, offering swing and blues, and Nino Rinaldi's conga-rumba band from the Chez Paree, Chicago.

In addition, a troupe of Arthur Murray instructors teach Latin dances.



## Selling the Band

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

### Sing With the Band

COMMUNITY stings have always been effective in breaking down the barriers between the band stand and the floor. Sammy Kaye had customers come up on the stand as guest conductors, and now many leaders encourage would-be vocalists to sing with the band.

Stunt is apart from the usual band vocalist contests. Angle now is that it must all be extemporaneous and unheeded, maestro helping the chirper select the song and key on the spot. Idea is getting much comment in Philadelphia, where Joey Kearns is using it for a WCAU program. Calls the stanza Vocal Help Wanted, and singers are selected at random from the studio audience on the plea of "How would you like to sing with a band?"

Idea can easily be carried over into the hotel room or supper club and made ever more interesting, as Kearns does it, by having recordings of the amateurs' vocal efforts presented to each participant at the conclusion of the show. Further, the audience is invited to vote on the vocalists and the winner is given \$5 and a spot on the following week's broadcast. The prize feature is also adaptable to location stands.

A smart promotional tie-in with the stunt is the placing of "Vocal Help Wanted" teaser ads in local newspapers. Phil Buxton utilizes the same idea for ballroom dates out of Camden, N. J. Calls it a "sing with the band" contest. Young women dancers are invited to the band stand to try their voices.

## Dept. Store Educating Help on Phono Records

FORT WAYNE, Ind., June 17.—The record department of Wolf & Dessauer, leading department store, is doing a job of music education among its employees.

The store doesn't open until 9:30 a.m., so employees are invited to come to the record department and hand in a list of the records they would like to hear, and between 8:30 and 9:15 a.m. an informal meeting is held. Not only does everyone have an enjoyable three-quarters of an hour, but the store's personnel is made much more music-conscious and record-conscious than they would otherwise be.

The idea of "The Music Employees Want" costs nothing to apply and can increase the musical knowledge of employees as well as their willingness to "sell" records at all times. The effect on their mental attitude thruout the day is said to be most favorable.

## Bands on Tour

Advance Dates—

GLENN MILLER: Fox Theater, Detroit, June 21 (week); Chicago Theater, July 29 (week).

HERSKINE HAWKINS: City Auditorium, Monroe, La., June 21; Fair Grounds, Dallas, 22-23; Cooper Club, Henderson, Tex., 24; Dreamland Ballroom, Little Rock, Ark., 25; Croation Hall, Ambridge, Pa., July 11; Memorial Hall, Dayton, O., 13; Tomlinson Hall, Indianapolis, 14; Miramar Hall, Gary, Ind., 15; Castle Ballroom, St. Louis, 16; Dreamland Park, Lexington, Ky., 17; Jefferson Park, Louisville, 18; Moonlight Ballroom, Canton, O., 19; City Auditorium, Donora, Pa., 20; Planters Warehouse, Martinsville, Va., 21; Charleston (W. Va.) Armory, 22; Armory, Mt. Hope, W. Va., 24; Mosque Ballroom, Richmond, Va., 26; Palais Royale Casino, Norfolk, Va., 26; Township Auditorium, Columbia, S. C., 27; City Auditorium, Burlington, N. C., 28.

BEN BERNIE: Jones Beach, Long Island, N. Y., June 27-July 3.

DICK STABLE: Coney Island, Cincinnati, June 28-July 11.

EVERETT HOAGLAND: Cavalier Hotel, Virginia Beach, Va., June 28-30.

HORACE HEIDT: Eastwood Gardens, Detroit, July 5-11.

GENE KRUPA: Totem Pole, Auburn-dale, Mass., July 15-21.

GUY LOMBARDO: Jones Beach, Long Island, N. Y., July 11-17.

## Tony Martin Fronts Zurke One-Niters

NEW YORK, June 15.—Tony Martin, whose stock in trade has been built up in pictures and personal appearances in the past year, will break out with a band again in July for a month's tour of one-nighters arranged by the William Morris Agency.

Martin will front Bob Zurke's Band during the tour, with Zurke sitting in the piano chair during the trip and getting billing under Martin. This was made possible since the Morris office controls the band financially. Band will work on percentage arrangement, figuring Martin is a strong enough draw to clean up for the month. Zurke and band will be paid a flat sum each week.

Dates thus far set include Hershey Park, July 4; Somers Point, N. J., July 5; Dorney Park, Allentown, Pa., July 6; Waldmeier Park, Erie, Pa., July 8; Old Orchard Beach, Me., July 12; Westview Park, Pittsburgh, July 18; George P. Pavilion, Johnson City, N. Y., July 19, and Casino, Bemus Point, N. Y., July 20.

## Club Owner Can't Stand Jitterbugs

PHILADELPHIA, June 15.—Billy Krechmer, swing clarinet ace turned swing spot owner, confided that he's changing the name of his musicians' hangout, Billy Krechmer's Jam Session, gradually to just Billy Krechmer's. Change is an effort to lessen jitterbug trouble.

The J-bugs, attracted by the name, have been a disturbing element to the genuine hot jazz tootlers there, interrupting the professional conversations of the patrons.

"Like ditch-diggers talking to doctors," says Billy.

## Vocalion Dropped; Okeh Replacing It

NEW YORK, June 15.—Columbia Recording Co. is planning to revive its Okeh label on popular records, starting around July 1, replacing current Vocalion 35-cent record. Reason given is that current label is hard to remember and to pronounce.

First name band set for Okeh releases is Gene Krupa, who has been switched from Columbia's 50-cent record. Krupa was anxious for a less costly release, figuring it would mean more sales to operators and, consequently, more nation-wide publicity on music boxes.

## SOCIAL SECURITY

(Continued from page 9)

of music so that the latter can properly report both federal and State Social Security taxes. Weber's contention that the situation can't be settled merely by laying it before the exec board, and his stressing of its importance, brought on one of the most serious and prolonged discussions of the convention.

Last year's meet in Kansas City, Mo., resulted in the executive board being instructed to draw a suitable contract form to cover the matter, after Weber's recommendation that no band leader be permitted to accept the responsibility of an employer and therefore be liable for Social Security tax payment had been adopted by the convention. Altho the contract was subsequently drawn, it was not put into force due to an order of the national office which, it is alleged, held back probably to protect the price of the band, or the booking agent's commission, from attack by the purchaser of the music, who would then know the amount paid the men actually doing the work.

## Only Make Believe

NEW YORK, June 15.—Glen Island Casino, Westchester band showcase, which has always had plenty of customers but no theme song, now has one—Make Believe Island—selected by the younger clientele.

Now that they have the theme song, Bobby Byrne, current maestro at the spot, hopes that the customers don't become make believe.

### Cinderellas

MANY newspapers thruout the country are conducting "Miss Cinderella" contests in association with the New York World's-Fair. Ballroom operators would do well to join in the promotion by putting on a "Cinderella Ball" for the official crowning of the selected queen. Aragon Ballroom in Chicago made such a tie-in with the Chicago Daily Times and came in for a generous share of the also adaptable to location stands.

# KC DOUBLES LEGITIMATES

## OUT-OF-TOWN OPENING "Sell Your Papers"

(Plays and Players)  
(Philadelphia)

Musical revue presented by Plays and Players, with members of club in cast, Philadelphia, June 10-12. Music by Clay Boland; lyrics by Bickley Reichner; production designed and directed by James Kirk Merrick; dances directed by Ursula R. Naughton; additional sketches by Timothy Crawford, Anthony Kurts and Harry Maxwell; lighting by Clyde Schuler; stage manager, Byron J. MacKee.

For the annual gambol that marks the end of the season for this socialite little theater group, the Plays and Players is offering a topical revue, *Sell Your Papers*, with the intention of producing it on Broadway next season. Club members being of both social and cash registers, there's no question of backing, but it would take more than the smart and sophisticated score provided by Clay Boland and Bickley Reichner to make it a blue-blooded Pins and Needles.

The vagaries of politics being hard to keep up with these days, the journalistic inspiration of the show dips into the more intimate events of the period, sketches centered on the rise of the barn theater, cafe society, antics of first-nighters and take-offs on stage and screen epics.

While the sketches are clever in conception, they are forced attempts at satire and would require expert rewriting and execution to make them box office. Best skits are *The Old Red Barn*, which depicts what a player needs besides acting to succeed; *Withering Sighs*, which has no reverence for the classic; and *Horrid Is the Word for Hattie*, a robust Hedda Gabler ride.

James Kirk Merrick, who directed the revue, does yeoman duty in carrying the sketches, but his best, by far, is in song character when he gets in the Clifton Webb-Noel Coward groove for *Young Man, You're Old*, a delightful swan song of a rouse. It's the smartest song in the score, which also sparkles with *When There's Love in Them Their Hills*, commercial possibilities in *Underneath Our Tree*; *Lights Out, Hold Me Tight*; *Two of a Kind and Haven't We Kissed Before?* Unfortunately, none of the voices could do the songs real justice.

It all moved rapidly in spite of the only fairish dance numbers. Betty Reuss, plenty long on looks, made the lovely to look at commentator. Settings were plenty lavish. Composer Clay Boland and Morton Howard provided the musical setting from the two pit pianos.

Stellar performances in the huge cast were given by Ursula R. Naughton, dance director, who appeared to advantage in several of the numbers; Thomas McGarvey, Martha T. Everett, Townsend R. Page, Lois Dow McLaughlin and Mary Lea Page. M. H. Ordenker.

## Ams for Park; Stock for Pier

PHILADELPHIA, June 15.—Willow Grove Amusement Park is befriending all the little theater groups in the territory which can't afford a summer barn of their own. Beginning Thursday (13), the outdoor amusement park will present each week, for 10 weeks, a series of stage plays. It is an innovation in both summer theater and park operation, and Clyde Vogtman is credited with bringing the idea to the midway. Local Theater League toes off the series with *Fresh Fields*.

ATLANTIC CITY, June 15.—Summer stock as a regular amusement pier attraction, taking its place with the numerous rides and slides, is the plan of George A. Hamid for his Million-Dollar Pier here, opening June 22. It will mean transplanting a barn group to one of the pier's three theaters.

## British Equity Elects

LONDON, May 18.—Elected to serve on Council of British Equity for 1940-41 are Felix Aymer, Wilfred Babbage, Leslie Banks, Richard Bird, Jean Cadell, Lewis Casson, Frank Cellier, O. B. Clarence, Andrew Cruickshank, Constance Cummings, Florence Desmond, Mark Dignam, Robert Donat, Franklin Dyllal, Edith Evans, Eric Pawcett, F. Morton Flavell, John Gielgud, Nicholas Hannen, Gordon Harber, Jack Hawkins, Leslie Henson, Bobby Howes, Walter Hudd, Beatrix Lehmann, Marie Lohr, Mary Merrill, Clifford Mollison, Henry Oscar, Cecil Parker, Llewellyn Rees, Flora Robson, Athene Seyler, Godfrey Tearle, Sybil Thorndike, Austin Trevor, Guy Verney and Arthur Wontner, with Honor Blair and Doreen Percheron representing the chorines section.

## 16 Shows in 1939-'40; Cornell's Top 1-Nighter; Most Grosses OK

KANSAS CITY, Mo., June 15.—The theatrical season here for the 1939-'40 period exactly doubled over the previous year, a total of 16 shows playing the Music Hall of the Municipal Auditorium, as compared with eight shows for the 1938-'39 period.

Much of the increase was due to successful financial returns made by the shows playing the previous season.

James H. (Jimmy) Nixon, manager of the Music Hall, after the close of last year, predicted that the new season would be about the best in the Music Hall's history. An important factor in the season's success was the shake-up in the management of the Municipal Auditorium that occurred last November. Eugene Zachman was installed as manager and realized the value of promotion stunts and publicity. Thru his adroit handling of news he was able to fan public interest and enthusiasm.

Most profitable of all the stage productions here was the one-night stand of Katharine Cornell in *No Time for Comedy*, which rang the bell to the tune of \$9,413. This engagement broke all records for a theater in Kaycee and hasn't been equaled in this area within the memory of any living showman.

Second best attraction for a one-night stand was the Maurice Evans *Hamlet*, which proved that Shakespeare isn't dead in this town by grossing \$7,504. The house was completely sold out on this date, February 3, but prices had been reduced to popular levels for the benefit of school children and literary societies, with the result that the total take failed to equal the Cornell mark. However, more actual persons attended

this show than did *No Time for Comedy*.

There were only four roadshows which failed to come up to expectations. These were *What a Life*, *On Borrowed Time*, *Golden Boy* and *Eva Le Gallienne in Hedda Gabler*. However, *No Time* was prevented from taking a terrific beating on these attractions by the fact that season tickets to the group of four had been made available to women's clubs thru the Kansas City Athenaeum, and as a result enough turned out to prevent disaster.

Tobacco Road opened the Kansas City season, making its fourth run here. A total gross of \$7,836 was accumulated for the five performances and Nixon announced that he had already signed the show to return as the curtain raiser of next year's season.

Next on was the Jackie Coogan version of *What a Life*, which took in a meager \$3,042 for four performances, three nights and one matinee.

Alfred Lunt and Lynn Fontanne's production of *Taming of the Shrew* proved a bell-ringer, grossing a neat \$6,450 for three performances. Following this production (the Lunts have always been popular in Kaycee) came *On Borrowed Time* with a fair \$3,200 for four performances.

In connection with *On Borrowed Time*, together with *Golden Boy*, which played a month later for \$3,017 for four performances, and *What a Life*, all three were hurt by motion picture versions playing at downtown first run houses at the same time or previously.

*I Married an Angel* played three nights and a matinee to ring up \$7,617. Ducats peddled at \$3 top, and crowds weren't as great as they should have been.

*No Time for Comedy* and *Golden Boy* were on next, followed by *Leave It to Me*, whose three performances took in \$5,369. Evans' *Hamlet* came next.

Le Gallienne did only fair with \$3,468 for *Hedda Gabler*, here for two days and two nights.

Four performances of George White's *Scandals* made it the top money-maker of the season with \$11,722 flowing into the till. *The Hot Mikado* followed, with Manager Nixon allotting the upper balcony to colored trade, which resulted in a neat take of \$8,993 for five performances.

The stage version of *Abe Lincoln in Illinois* failed to do well, its \$5,500 for three performances not coming up to expectations.

*Springtime for Henry* was the lowest grossing show, attracting only \$2,316. Paul Muni's *Key Largo* on next, wiped part of the debit off with \$4,207.

Maurice Evans' production of *Krag Richard* played one performance here to wind up the season, getting \$2,385.

Total grosses for all 16 shows combined amounted to \$92,059.

The Resident Theater, under the guidance of W. Zolley Lerner, produced several shows, including *The American Way*, *Of Mice and Men* and *Susan and God*. *Of Mice and Men* proved the greatest crowd-getter, pulling some 5,000 persons.

## Denver's Double Series

DENVER, June 15.—With last season as successful as it was, and with 95 per cent of the 1940-'41 season's reservations already in, the Oberfelder-Slack management of Denver has booked a Celebrity Series in addition to its Greater Artist Series.

Richard Crooks, Alexander Kipnis, Fritz Kreisler, Dorothy Maynor, Don Cossett Russian Chorus, Ballet Russe de Monte Carlo, Vladimir Horowitz and Helen Jepson are booked on the Greater Artist Series, which opens October 15 with Crooks. The Celebrity Series opens in October with H. G. Wells, and includes appearances of Kenny Baker, Archduke Felix of Austria, Geraldine Ferrar, Roland Hayes, Thomas Mann, Andrea Maurós and Alec Templeton.

In addition to the two series, Tullulah Bankhead in *Little Foxes* and Gertrude Lawrence in *Skyline* have been set for the fall.

# Theater Talk

By SHERLING OLIVER

That play by H. V. BLEACKLEY about the women in the Australian company of *The Women* is very funny indeed. It won't shatter any reputations, but it will bring wide grins in certain quarters. . . . Incidentally, ARDEN YOUNG, who was with the above, has completed a revision of her play, *Storm Tern*, from the novel by PRINCESS PAUL TROUBETSKOY, and is offering it for summer tryout. . . . ALAN DINEHART JR., who stage-manages his father's *Separate Rooms*, has written a revue, *The Last Mikado* (said to be about MICHAEL TODD), and will see it tried out at the Pine Brook Theater, Nichols, Conn., June 21. BILL JOHNSON, who was in *Two for the Show*, will have the lead. . . . MARIE NASH made the jump from understudy to feature billing in one leap when she replaced MARTA EGGERT in *Higher and Higher*, thus keeping alive what the writers call the romance of the theater. . . . STAATS COTSWORTH will be resident leading man with the South Shore Players, Cohasset, Mass. . . . VIRGINIA VERRILL's radio sponsor said "no" to that Broadway musical offer. . . . Radio announcer GEORGE HOGAN combined his love for the theater and photography in an album of candid-camera shots of all the Broadway productions this season. . . . The Pruvette Players, under the direction of BURTON BOWEN and MARTHA MITCHELL, have taken over the Green Mansions Theater, Warrenburg, N. Y., for an all-new-play season. They'll do *Christopher Oer Chaos*, by WALTER KERR; a modern dress version of *Othello* revised by LLOYD BRIDGES, and a musical, *Vote for Youth*, by GORTZ VAN EYCK and ALEXANDER KAHN. . . . The wits and epi-grammatists of the Wednesday Culture Club took themselves to the Fair June 7 and gave the "Elmers" a treat. Giving out were J. P. McEVROY, ELLIOT NUENT, DEEMS TAYLOR, BENNETT CERP, CHARLES COBURN, GRAEME LORIMER and HARRY HANSEN. . . . After a couple of years a-tryin', WHITFORD KANE finally got *Boyd's Shop*

before the public at the Ann Arbor Festival. The customers seemed to like it, and WHIT scored a personal success to boot. . . . The Lippitt Players, just outside of Providence, got under way the 15th with *Kiss The Boys*. . . . LAUREN KENYON WOODS is managing and promises three new ones, two comedies and a musical. . . . The Dramatic Workshop of the New School for Social Research is corraling a lot of theater-wise speakers. The latest was ROBERT EDMOND JONES, who discussed stage costume. . . . ROBERT C. SCHNITZER will again operate the charming Robin Hood Theater at Arden, Del. . . . MILTON STIEFEL is considering a tryout of *Hangover House*, a comedy with music by PAY PULSIFER.

A new play about Broadway actors, titled *Behold the Darlings*, opened the Summerfield Theater, Nutley, N. J., the 18th. . . . ARTHUR HANNA tells the story of the summer theater for the readers of *Country Life* in the current issue. It is an exceptionally well-written article with an attractive layout of pictures of Bucks County, Stockbridge and the Cape Playhouse, Dennis, Mass. HANNA will spend the summer with his left hand in the Red Barn at Locust Valley and his right in radio production at NBC.

The Theater Library Association, with headquarters at the New York Public Library, is doing an invaluable work for those interested in theatrical research. Thru it both private and public collections are made available. GEORGE FREDLEY is curator. RALPH McBANE, who temporarily deserted Broadway to join the drama department at Yale, is among those now using its files. . . . Some favorite touring-star bills are PAULINE LORD in *The Late Christopher Bean*, RUTH CHATTERTON in *Private Lives* with BARRY THOMSON, GLORIA STUART in *Accent on Youth*, LAURETTE TAYLOR in *Outward Bound*, CONSTANCE COLLIER in *Hay Fever*, TONIO SELWART in *Autumn Crocus* and JOHN BEAL and BEVERLY ROBERTS in *Animal Kingdom*.



**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.)

**"Walk With Music"—25%**  
 YES: Whipple (*World-Telegram*).  
 NO: Brown (*Post*), Coleman (*Mirror*), Lockridge (*Sun*), Atkinson (*Times*), Watts (*Herald-Tribune*).  
 NO OPINION: Mantle (*News*), Anderson (*Journal-American*).

# New Play on Broadway

Reviewed by Eugene Burr

## ETHEL BARRYMORE

Beginning Tuesday Evening, June 4, 1940

### WALK WITH MUSIC

A musical comedy with book by Guy Bolton, Parks Levy and Alan Lipscomb, based on a comedy by Stephen Powers. Lyrics by Johnny Mercer. Music by Hoagy Carmichael. Book staged by R. H. Burnside. Dances staged by Anton Dolin and Herbert Harper. Settings designed by Watson Barratt, built by Nolan Bros., and painted by Manhattan Scenic Studios. Costumes designed by Tom Lee, and executed by Brooks Costume Co., Veronica, and Jenkins Gowns. Press agent, C. P. Greenaker. Stage manager, Robert Calley. Assistant stage manager, William Castle and Phil King. Produced under the supervision of Rowland Leigh. Presented by Ruth Selwyn, in association with the Messrs. Shubert.

Pamela Gibson .....Kitty Carlisle  
Rhoda Gibson .....Miltzi Green  
Carrie Gibson .....Betty Lawford  
Catherine Gibson .....Stephanie Fajchit  
Henry Trowbridge .....Lee Sullivan  
Wing D'Hautville .....Jack Whiting  
Steve Harrington .....Art Jarrett  
Polly Van Zile .....Frances Williams  
Conrad Harrington .....Marty May  
Belboy .....Ted Gary  
House Detective .....Barrie O'Daniels  
Shuart Hobson .....William Castle  
Specialty Dancers .....Alice Dudley and  
Kenneth Bostock

THE MODERNAIRES: Ralph Brewster, Bill Corway, Harold Dickinson and Chuck Goldstein. GLAMOUR GIRLS: Connie Constant, Althea Cary, Linda Lee Griffith, Betty Lynn, Maxine Martin and Renee Russell.

DANCING GIRLS: Nancy Chaplin, Marjorie Cole, Nona Feid, Christie Gillespie, Georgia Jarvis, Ruth Maitland, Eleanor Parr, Sylvia De Salvo, Lorraine Todd, Terry Kelly, Jean Trydon and Ross Tyrrell.

DANCING BOYS: Larry Baker, Ray Clarke, Frank Gagon, Phil King, Zoli Parks, Bob Pitts, Jack Richards and Sid Salzer.

ACT I—Scene 1: The Ethel Barrymore Theater. Scene 2: Gibson Farmhouse, East Gilead, New Hampshire. Scene 3: Modate Shop, New York. Scene 4: Station Platform, Jacksonville, Florida. Scene 5: Gibson Patio, Hotel Alcazar, Palm Beach. Scene 6: Pathway Along Lake Worth, Palm Beach. Scene 7: Pam Gibson's Bedroom. Scene 8: A Palm Beach Night Club, New York's Eve.

ACT II—Scene 1: Gibson Patio, Hotel Alcazar, Palm Beach. Scene 2: Airport, Miami. Scene 3: Outside the Hotel Rio, near Havana.

A pleasant little musical comedy of the old school (the old, old school) came into the Ethel Barrymore Theater last Tuesday night under the auspices of Ruth Selwyn, in association with the Messrs. Shubert. Its book, aside from several bright gags scattered at intervals, was probably written originally as a libretto for the use of Adam, Eve and the Snake; its lyrics achieve their obvious aim of literate amusement only toward the end of the show; its music, catchy and hummable, is not particularly distinguished. But its cast, a line-up of excellent and ingratiating players, never allows the piece to falter or fumble, and by its collective efforts makes the evening both pleasant and amusing. The name of the show, incidentally, is *Walk With Music*; it is old-fashioned and unpretentious, but it gave at least one spectator more quiet amusement than did a lot of much more ballyhooed shows.

The appearance of the Barrymore at the end of a long, long trail for *Walk With Music*. Under a variety of titles—*Three After Three*, *The Gibson Girls* and more others than you could shake a thesaurus at—it tried out on the road with amazing pertinacity and with almost uniformly ill effect. Many performers have been in its various casts, including Simone Simon, that tidy package of Gallic poison ivy; but with discouraging unanimity the road cities turned it down. Either it has been greatly changed since, or else this reporter is becoming an old softie. Or perhaps the happy change is due to the present cast, as pleasant a parcel of performers as you could wish for.

The story—hold your breath—is about three sisters who sell their model farm (which is a failure) and set out to get rich husbands. The chief sister falls for a penniless adventurer, and the adventurer (stout fella) loves her so much that he gets a rich husband for her; but the bridegroom-to-be is the beloved of

another of the sisters. You don't have to take a course in advanced necromancy to figure how it all turns out.

The music, by Hoagy Carmichael, is for the most part run-of-the-mill—the run of a very good mill—with this corner's favorites turning out to be the title number, a hot spasm called *The Rumba Jump*, a cute tune titled *What'll They Think of Next?* and the extremely catchy *Ooh, What You Said*. Johnny Mercer's lyrics have good ideas behind them, but never manage to make the most of them until along toward the end of the show. Watson Barratt's settings are sufficient if not very startling, and Tom Lee's costumes are in far better taste than those he concocted for *Louise's Purchase*.

But the crux of the show is really the cast, a line-up of extraordinarily pleasant players led by Jack Whiting and Kitty Carlisle. Miss Carlisle, whose stage presence is better than ever and whose reading of lines is charming and

excellent, has done further work with her voice since she was last seen. It has achieved a fullness and maturity that are splendid, and it's become one of the few really good voices we have on the musical comedy stage. In producing it Miss Carlisle has acquired several bad habits that are her teacher's fault rather than hers, but they can be eliminated with proper direction.

Mr. Whiting does probably his best job to date, an ingratiating, extremely pleasant, bright and able performance. Miltzi Green, who used to be this corner's bane when she was a child star in films, is a boon now that she's grown, singing, dancing, clowning and offering impersonations with the assurance of a born trouper and tremendous and excellent effect. Frances Williams socks over several numbers in her own terrific style, stopping the show on the one of them; Marty May, hitherto exiled in vaudeville, is still one of the pleasantest and funniest comedians of our day as he takes a too-long-delayed step into Broadway musicals; Art Jarrett does outstanding work in the difficult role of the dumb rich lad, and sings a couple of the songs pleasantly; an amazing tap

dancer named Ted Gary stops the show with terrific hoofing, a bit reminiscent of Buddy Ebsen's, only far smoother and far more effective; an outstanding dance team, Alice Dudley and Kenneth Bostock, perform a sock comedy routine that also tops the show; and a somewhat fabulous eccentric comedian named Barrie O'Daniels scores handsily in a bit. Betty Lawford has little to do as the third sister—which is just as well—and Lee Sullivan is more than adequate as an incidental juvenile. It is said that there are some people who find Stepin Fetchit amusing, but that's too tall a tale for this reporter to swallow.

## K. C. Local Talent Group Sets Tour

KANSAS CITY, Mo., June 15.—The Resident Theater, roadshowing from here with its own scenic effects, properties, costumes and stage lighting, opened a two-week summer tour at Stillwater, Okla., last Monday. The bookings of the show also include summer seasons at leading colleges in Oklahoma, Kansas, Missouri and Illinois, under supervision of the Horney-Moyer booking agency.

The play offered this season will be *The Shining Hour*. The film version appeared here several months ago.

Direction is by W. Zolley Lerner, who is also in the cast with Pauline LeVeque, Virginia Reveal, Gayle Daniels, Jay Dolan and Joe Meyers. Charles Razen is stage manager and Harold Schwartz is in charge of properties.

At the same time Lerner announced that he had secured Charles Laughton to play in an unnamed production at the Resident Theater this fall.

## Pitt Am Group Grosses 30G

PITTSBURGH, June 15.—More than \$30,000 was grossed by the Pittsburgh Playhouse in a 24-week season, according to unofficial estimates. Receiving its chief financial support from a list of patrons who individually contributed from \$1,000 down to assure the season, Playhouse enjoyed best box-office year since founding five years ago.

Production schedule included *I Want a Policeman* for four weeks; *The Ghost of Yankee Doodle*, three weeks; *Private Lives*, four weeks; *Thank Your Stars* revue, four weeks; *Our Town*, two and a half weeks; *Biography*, three weeks, and *Road to Rome*, four weeks.

The casts and backstage staffs, excluding two paid members, all worked gratis.

With a seating capacity of 343, increased by 84 last September by the building of a balcony, the Playhouse was sold out almost every Friday and Saturday and many midweek nights. More than 3,800 subscribers, buying 4,200 books, were nucleus of the attendance.

## Blondell Ill, Show Postponed

SAN FRANCISCO, June 15.—Joan Blondell's scheduled appearance at the Geary last Monday in *Goodbye to Love* was postponed at the last moment because of the sudden illness of the star. It was announced that the show would open Monday (17).

## Evans Cancels Seattle

SEATTLE, June 15.—Such lack of interest and advance orders was experienced management of the Metropolitan that the booking of *King Richard II*, with Maurice Evans, scheduled for this week, has been canceled.

# From Out Front

By EUGENE BURR

THE time of 10-best lists being upon us, and the 10 best plays (if you can call them that) having duly been chosen, and the actors having been thanked for their more generous efforts in the period since Christmas, it behooves us to pick the year's 10 best performances and get this business of choosing over with until next spring—or until a midsummer column is needed, with nothing in particular to write about. The choice of the 10 best performances is, as always, very tough; there are so many fine acting jobs to choose from. As usual this corner will, in a way, beg the question by stretching the 10 best to include just four times that number; for the 40th on the list (or the 41st, for that matter) offered a performance that no first-10 list need be ashamed of.

Theme, however, are the first 10 of the 40: (1) The former dancer who chooses to call herself simply Margo, as the harried girl in *The World We Make*; (2) Paul Muni as the befuddled hero of *Key Largo*; (3) Estelle Winwood as one of the loonies in *Ladies in Retirement*; (4) Ethel Barrymore as the 97-year-old beldam in *The Farm of Three Echoes*; (5) Arthur Hunnicutt as the Okie father in *Love's Old Sweet Song*; (6) Luther Adler as the unhappy theatrical producer in *Two on an Island*; (7) Wesley Addy as Benvolio in *Romeo and Juliet*; (8) Molly Picon as the mother in *Morning Star*; (9) Effie Shannon in the small part of the broken-hearted Mrs. Tancred in *Juno and the Paycock*; and (10) Howard Lindsay as the immortal father of *Life With Father*.

It's really a 10 for any season to be proud of. Margo, whose previous appearances were nothing in particular to make lists with, reached full acting stature with her magnificent, passionately beautiful portrayal of the girl in Sidney Kingsley's fine play. It was a heart-catching, irresistibly emotion-stirring performance, filled with flaming sincerity and an amazing technical ability to handle with the greatest delicacy a number of extremely difficult scenes. Mr. Muni's performance in *Key Largo* grows with distance; only at a distance can you fully realize the remarkable work he did in order to dredge some amount of interest and drama from Maxwell Anderson's turgid poetry and fuzzy thinking. Miss Winwood's idiotic spinster was a spine-chilling and marvelously detailed character portrayal that got every possible ounce of effect from the role without once yielding to the temptation to go overboard. Miss Barrymore had herself a field day as the humorous and melodramatic grandma, and her audiences had one too. Mr. Hunnicutt's Okie is one of the most marvelous pieces of sustained and difficult characterization seen hereabouts in many seasons.

Mr. Adler, miraculously eschewing his former taste for shredded scenery, offered a finely convincing and effective performance, beautifully highlighted and splendidly projected. Mr. Addy, amidst all the unfortunate flubdubbery of the Olivier-Leigh *Romeo and Juliet*, offered another of those marvelous Shakespearean performances for which he is becoming famous, and so made a small role stand out as the one fine, bright thing in the production. Miss Picon, making her debut on the English-speaking dramatic stage, played a long and difficult role with fine restraint and a maximum of quiet and heart-warming effect. Miss Shannon took one of the phoniest, most bathos-filled and least effective speeches ever penned by a so-called dramatist, and, by her splendid artistry and fine sincerity, made it seem moving and effective. And Mr. Lindsay's choleric and hilarious impersonation has been far too widely discussed to demand any additional kudos here and now.

AS FOR the other 30, almost any of them could be given a place in the first 10 without this corner losing any sleep about it. More or less in the order of preference they are: Colin Keith-Johnston as Captain Stanhope in *Journey's End*; Leon Ames as the go-getting and typical American business man in *The Male Animal*; Doris Dudley as the chief daughter in *My Dear Children*; Mary Howes as the doomed musician in *The Burning Deck*; Lynn Fontanne as Mrs. Valkonen in *There Shall Be No Night*; Lee J. Cobb as the German anti-Fascist in *The Fifth Column*; Gladys George as the whole show in *Lady in Waiting*; Dorothy Stickney as mother in *Life With Father*; Bobby Clark as Ben in the Players' Club revival of *Love for Love*; Harry Carey as the old engineer in *Heavenly Express*.

Franchot Tone as the phony newspaper man-hero in *The Fifth Column*; Bramwell Fletcher as the assistant Nazi consul in *Margot for Error*; Reginald Mason as First Lieutenant Osborne in *Journey's End*; Dorothy Glush as the distressed and aged spinster in *Morning's at Seven*; Enid Markey as the lovelorn middle-aged spinster in *Morning's at Seven*; Betty Field as the embryonic young actress in *Two on an Island*; Herbert Rudley as the honest-hearted lover in *The World We Make*; Chester Stratton as the unhappy and amazingly misplaced ghost in *The Scene of the Crime*; Wanda Paul as the stupid, bovine Irish peasant girl in *Kindred*; Eddie Dowling as the bibulous third floor back who passes in *The Time of Your Life*.

Jean Adair as the wise and kindly married sister in *Morning's at Seven*; Pauline Lord as the harried murderess in *Suspect*; Donald Cook as the somewhat confused husband in *Skylark*; Philip Merivale as the extremely confused jurymen in *Ladies and Gentlemen*; Kate Warriner as the friendly newspaper woman in *Another Sun*; Cathie Balley as the fantastically over-written nurse in *The Time of Your Life*; Louis Calhern as the despairing rich man in *Summer Night*; Viola Dean as the irrepressible Negro maid in *Out From Under*; Sally O'Neill as the little slavey in *When We Are Married*; and Martin Gabel as the interlocutor in *Medicine Show*. And I wish there were room to list 40 more.

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**BROADWAY RUNS**  
Performances to June 15, includes Dramatic Opened Perf.

Ladies in Retirement (Mills)	Mar. 24	95
Life With Father (Broadway)	Nov. 8	254
Male Animal, The (Cort)	Jan. 9	183
Man Who Came to Dinner	Oct. 18	260
The Music Box	Oct. 3	209
Margot for Error (Mills)	Nov. 23	97
Separate Rooms (Playhouse)	Mar. 23	97
There Shall Be No Night (Alvin)	Apr. 29	56
Tobacco Road (Forsyth)	Dec. 4	275
Musical Comedy		
Dr. Barry Was a Lady (46th St.)	Dec. 6	222
Higher and Higher (Broadway)	Apr. 4	84
Keep Off the Grass (Broadway)		
Love	May 23	98
Louise's Purchase (Imperial)	May 28	25
New Heptagon (Windsor)	Dec. 11	216
Pins and Needles (Windsor)	Nov. 27	1096
Walk With Music (Ethel Barrymore)	June 4	15

## Spending More Dough for Acts, Bands in Philly

PHILADELPHIA, June 15.—Fresh money was put into Evergreen Casino, Harold Larzere selling half interest in the smart suburban spot to Tenny Newbold, of the social register.

Mike Dutkin's Broad Street Rathskeller becomes Hopkins' Rathskeller, being taken over by Bill Hopkins, coin machine biggie here and the first of that fraternity to enter the nitery field here. Both spots use large floor shows.

Stork Club, usually dark for the hot months, will run right thru this summer, operator Harry F. Hahn installing air-cooling equipment. Twentieth Century Tavern, after several months with novelty bands, returns to floor shows, Dick McClain bringing in Len Manning and Mitzel, Sonny Tufts and the Margo Sisters.

Al Brown, formerly operating the Kit Kat Club here, has opened the 2-4 Club, midtown intimate spot.

Midtown Sanson House also reopens its outdoor Sunken Gardens, this season transformed into Hawaiian Village.

Jack Lynch's Walton Roof has Cass Franklin and Tuts Mace and Gary Leon set for July 1. Club Ball is bringing in Dixie Dunbar this week.

### Three Stars

PHILADELPHIA, June 15.—Joe E. Lewis, at Jack Lynch's, reminds you that he once appeared in a musical show where his performance received three stars—two deputies and one sheriff.

## No-Dancing Club Doing Good Biz; Old Stuff in N. Y.

PEORIA, Ill., June 15.—That a night club can be successfully operated without dancing facilities is being demonstrated here by Frank Bogart, operator of the Monroe Club.

The club, which seats about 120, offers continuous entertainment from 8 p.m. to 1 a.m., but has no dance floor. Bogart feels there are many people who enjoy dining well and seeing a good show but who do not care to dance.

A three-piece instrumental combo furnishes music; three vaude acts, usually of the novelty type, are used, and the waitresses double as vocalists.

NEW YORK, June 15.—Local small clubs that specialize in swing bands and swing singers have been getting on for years without providing patrons with dance floor facilities.

Most of the smaller 52d street clubs do not have dance floors.

## Night Spots, Acts and Shows Make Tie-Ups With Liquor Firms

(Continued from page 4)

test at the club run off under the supervision of William J. Simon, consultant of the Greater New York Safety Council. Apparatus was obtained from Dr. R. N. Harger, of the Indiana University School of Medicine, which determines the degree of intoxication by analysis of the breath. The findings landed prominent news space, including data that women are less susceptible to alcohol than men, that the most potent drink was rum, followed by gin, scotch, rye and brandy in that order; that fat people are less susceptible to drink, and that drinkers who dance are less likely to pass out than those sitting around. Dorothy Kay is press agent for The Beachcomber, with Irving Hoffman and Joe Russell also doing special work for Proser. Proser, incidentally, a former top-notch p. a.

### Zombie Idea Spreads

The Hurricane, operated by Mario Tosatti, also goes in for exotic mixed drinks. The Zombie, night club operated by Proser at the World Fair, features the same kind of drinks. Proser has also carried the Zombie influence to Boston, where he operates The Beachcomber with Tom Maron. The Club Ball, Philadelphia, is also making a to-do of its tricky drinks.

The success of the Zombie campaign was instrumental in giving Proser a great personal build-up. *The Mirror*, in a feature by Candide, had a series of three articles on Proser.

Other spots trying to cash in with publicity on their drinks include the Hotel Lexington, with the Kill Devil; the Hotel Piccadilly, with the Mercury Cooler, designed by an astro-analyst, and the Coq Rouge, with its World Fair cocktail.

The two-drinks-to-a-customer gag is already being lampooned by spots serving an unlimited number to a customer. One club advertised as its special and mysterious drink, "scotch and soda; limit—two cases to a customer."

### Kidding the Zombie

Joel Rose, press agent for The Hurricane, landed a lot of publicity for his spot by engaging the rival Beachcomber in a kidding feud over the origin of the Zombie. The Hurricane announced the development of a drink so powerful that it would have to be kept under glass

and each customer could have only one look at it. It even planted gag photos showing a smoking cocktail glass, the smoke effect being secured by filling the glass with cigaret smoke and then letting it out for the camera.

Distillers have been co-operative in helping cash in on the popularity of the Zombie. Tie-ups with various rum manufacturers are available. The distillers will supply window cards, signs and other ad material. This material in no way supplants other exploitation tie-ups offered by the manufacturers. Charles "Think-a-Drink" Hoffman, magician doing a walking bar act, is understood, is paid by Seagram's to mention its products. Val Voltaire does similar service for Schenley. Marshall Montgomery, ventriloquist, who once worked for Philip Morris cigs, also had a tie-up with a distiller to plug its brands at club dates.

Distilling firms have also backed night clubs. Renault's Tavern, formerly the Black Eagle Tavern when backed by the makers of that beer, in Atlantic City, is an extra curricular activity of the Renault vintners. Renault's is also operating the Hoffa Renault Tavern at the World Fair, where a steak sandwich is peddled at 25 cents. No water, coffee or other beverage is available except champagne at a quarter a glass.

The Edgewater Beach Hotel, Chicago, recently had the line's costumes paid for by several distillers. One production number had the gals representing various brands. The makers of that brand shelled out for the costumes. Several other spots have copied that stunt.

Where the name of a brand of champagne is mentioned on the floor of a club in connection with a dance or quiz contest, the prize is usually a gift of the distiller.

Distillers formerly used the more direct method of exploitation by the simple expedient of kickbacks. However, most States, including New York and Pennsylvania, have outlawed this form of largesse.

## 3 More Chicago Cocktail Lounges

CHICAGO, June 15.—New cocktail lounges are opening in and around the Loop and will provide more work for talent.

Newest spot is the Capitol Lounge, operated by Milt Schwartz in the new Teisnews Theater building. It features entertainment from mid-afternoon until early morn. Current are Maurice Rocco, pianist; Three Bits of Rhythm, electric guitar, and Carole Tucker, singer.

Two new lounges will open soon in the heart of the Loop. Elmer Falkenstein, one of the operators of the Hi-Hat Club, is opening a spot in the State-Lake building July 1. Colored musicians will be featured, initial booking being Lewis Bronzville Five, with Lolo Reed and Roselle Claxton, vocalists.

The new Riviera cocktail lounge, in the Delaware building, will open late this month. Entertainment policy has not been set. Spot is operated by the operators of the Rose Bowl, Stratosphere Club and the Dog House.

## Latin Talent for Akron Hotel Spot

AKRON, O., June 15.—Mayflower Hotel here, operated by the DeWitt chain, is instituting a Latin policy in its Hawaiian Room June 24. A couple of Spanish acts and a Latin band will be used. Nino Rinaldo's Ork, Chicago outfit, has been set for an engagement.

New set-up is in policy with the progressive DeWitt management, which is on the alert for new ideas in entertainment. Recently their supper room in the Nell House in Columbus was re-decorated extensively. Another DeWitt hotel using entertainment is the Hollenden in Cleveland.

## Condos Bros. Tour

LONDON, May 18.—Immediately following close of Black's London Palladium opus, the Condo Brothers joined touring version of former Hippodrome revue, Black and Blue, opening at Portsmouth Hippodrome May 18.

# Club Talent

### New York:

BETTY ALLEN will double between the Park Central Hotel and DuBerry Was a Lady. . . . LLOYD AND WILLIS have returned from a series of bookings in South America. . . . PAUL DRAPER has been cast in the new Eddie Dowling musical, *The Little Dog Laughed*. . . . TALIA, dancer, now at Bertolotti's in the Village.

MONNA MONTES AND JOSE FERNANDEZ have clicked so solidly at the Rainbow Room, where they are current, that they will return October 9 for eight weeks with the new show featuring Eddie LaBaron Band's return and Vincente Gomez. . . . ROMO VINCENTI, comedian at the Hurricane, is set for a 12-week run.

ELISIO GRENET and his ork play nightly at the La Compa, with Tuesday his night off. Nano Rodrigo, in the same spot, alternates with the Grenet outfit, but is off Monday night. Ciro Rimac provides the relief music on Monday and Tuesday nights.

### Chicago:

COBINA WRIGHT JR. closed at the Chez Paree last week. Balance of the show is expected to remain for five additional weeks. . . . CAROL LEE, daughter of Gene Rouse, NBC announcer, made her debut with the Merriell Abbott Dancers in the Empire Room of the Palmer House last week.

### Philadelphia:

ROSALEAN AND SEVILLE, dance duo coming to Club Ball, enjoy a homecoming for the lady, who is the socialite RosaLEAN Betz. . . . ROY BENSON, comedian-magician at Jack Lynch's, has been signed by 20th Century-Fox to do a picture in the fall in which he will do a comedy role without the magic stuff. . . . When JOHNNY AND GEORGE opened at Club Ball this week the former had his leg in a cast because of an injury suffered in a fall from a horse. . . . EADIE LANG had to quit the Stork Club because of a throat infection. One of Bob Carney's daughters, also at the Stork, was hurried to Misericordia Hospital for an appendix bobbing.

### Atlantic City:

TED AND LINDA BRUCE are the first dance duo teaching at Babette's, in addition to their own exhibitions. . . . PHIL NIPP, emcee and co-operator of the Clisquot Club, aims to make it a full night at his spot, with the last of the three nightly performances a Breakfast Show and also a jam session scheduled for 5 a.m. . . . MRS. LOUIS CURRY unshutters her Garden Inn at the Margate end of the Walk for the fourth season.

THE WISSOWS reopen their Franklin Inn this week.

### Here and There:

WOODS AND BRAY close at the Chez Maurice, Montreal, June 16. . . . SALLY SAWYER is included in the current show at the Torch Club, Canton, O., along with Duke Dewey, Arthur Dick, the Cowans and Franzelle. . . . DONALD MARLOWE has a two-week date at Murphy's, Cleveland. . . . FAIRY CUNNINGHAM has completed 20 weeks in Milwaukee. . . . BOBBIE LA RUE is continuing at Brogan's, Buffalo, after 13 weeks, along with Kenn King, Jean Hamilton, Harry LaRue and Jean Gray.

ESTELLE AND LEROY, after dates at the Casino de la Playa and the Teatro Nacional, Havana, opened at the Hollywood Club, Galveston, Tex., June 8. Then they go to Rio to play the Casino Urca. Rio de Janeiro. . . . BEN YOST'S QUARTET has signed for a series of musical shorts, with Yost doing the solos. . . . DE CARLOS AND GRANADA are current at the Chez Ami, Buffalo.

ELLA SHIELDS opened in Baltimore for three weeks, after which she will return to Jimmy Dwyer's Sawdust Tjall, New York. . . . ARTHUR SHERRICK is set to emcee the Jungle Club, Kansas City. Talent there will include Juanita Payne, Tai Jan, Jerry De Petre and Dolores. Music is by Jimmy McOee.

THE KINGSBURY TRIO are the new stroll combo at Jimmy Brink's Look-out House, Covington, Ky. . . . CROSS AND DUNN opened at the Beverly Hills Country Club June 7. They follow at the Chase Hotel, St. Louis, June 21, at which time they will double with an air commercial.

SKINNAY ENNIS Band has signed for four weeks, beginning June 14, at the Mark Hopkins Hotel, San Francisco. . . . DE ANGELO AND PORTER sail June 28 for an engagement at the Casino Atlantico, Rio de Janeiro. . . . FRANK PARIS also goes south of the border, sailing June 14 for a date at the Casino Copacabana in Rio. Jack Davies booking. . . . JOHNNY LONG opened June 7 at the Chase Hotel, St. Louis.

RAMON AND HOLDEN, after three and a half years of partnership, have split, with Ramon continuing as a single. . . . JETT DUMAS, recovered from her appendectomy, has rejoined her twin, Gem, in Truly McOee's Truylettes at Beverly Hills Country Club, Newport, Ky.

TOMMY AND MICKEY HARRIS, comedy dancers, after five months at Bill Williams' nitery, St. Petersburg, Fla., have opened in the Rainbow Room of the George Washington Hotel, Jacksonville, Fla. . . . DONN ARDEN, producer at the Lookout House, Covington, Ky., and Jimmy Brink, Lookout owner, who recently formed a combo to produce floor-

## Ft. Worth Clubs Closing as Casa Seeks Producer

FORT WORTH, Tex., June 15.—With all local class night clubs having closed for the summer June 1, the Den, night spot in the Texas Hotel, is remaining open. The Den had Dick Dickerson's local band opening the summer policy, with George King's Band coming in for two weeks June 17, to be followed by Dickerson again.

The 400 Club, night club on the Jacksboro Highway, closed June 1, for the summer. This leaves the Casino Ballroom, on Lake Worth, the only out-of-city dance spot operating this summer. There still is no indication that the Show Boat, open-air summer dance spot on the Jacksboro Hwy., will open this year. The Casino, now in its 14th season; Phil Levant's Orchestra is current.

This shortage of class night clubs has caused sponsors of Casa Manana Revues to continue efforts to get a producing company to put on a summer revue in the big open-air spot, Music Corp. of America recently turned down first plans for the revue, thus halting all plans for the summer show for the present.

Consolidated Radio Artists is said to be interested in putting on a show here, but no definite new plans have been made by the sponsors.

show lines, shoot their first output into Ohio Villa, Cleveland, June 24.

JEANNE FRANCIS AND JERRY GREY have signed for the new edition of Earl Carroll's show at his Hollywood spot. They will be featured in a production number, *Devil and the Serpent*. Miles Ingalls, MCA, booked. . . . HANYAN with Irene St. Jean are in their sixth week at the Top Hat, Sunnyside, Long Island.

## Stork Club, Philadelphia

Talent policy: Band for show and dancing; midnight floor show and Saturday cocktail show. Management: Harry F. Hahn, proprietor-manager; Jolly Joyce, booker. Prices: Drinks from 25 cents; \$1 minimum, no cover.

For many years one of the town's leading nitery ops, Harry F. Hahn has located his latest enterprise in a fashionable downtown layout in the North Philadelphia sector. From the New York namesake Hahn has borrowed only the stork cuts to adorn the walls. Otherwise, appeal is to mass and not class society.

Floor show unfolds at midnight and runs for 90 minutes. As here set up, shows fold or blossom depending on the capabilities of a comic emcee. Bob Carney does the capable emcee task. Coming here from burlesque, it's a slight shade of blue for his best material. But that's what the cash customers here like. Takes to the floor between specialties for dialect stories, ever funny; repeats his standardized "Gate in the Puss" burly bit, and adds with an eccentric dance. A solid smash thruout. Jean and Roberta, his dancing daughters, are out this trip, one of the gals being hospitalized.

Easily the solo clik of the bill is septa Billy Daniels, who promises to repeat here his long run at Mammy's Chicken Farm, New York. His complete command of a soft and soothing futeetto range makes his ballad singing all the more appealing. Did more than a half-dozen ditties before they would let him go. Eddie Lange, show's feun chirper, was out when caught because of a throat ailment.

Three Little Words, septa male team, go great guns with their precision and challenge tap intricacies. Dimas and

Anita, mixed ballroom pair, get over nicely, but lightly, with their South American routines.

The Four Modernettes do expert duty as line gals, cliking handsomely with a Poet and Peasant tap for the last of their three entrances. One of the gals also turns in a neat solo, putting on top hat and tails for a Pat Rooney take-off.

Muscle for show and dance also sets a high standard. Henry Patrick (7) enhancing the inspiring syncos with romancy baritone singing and the band's fine flair for novelty numbers.

M. H. Orodener.

## Village Barn, New York

Talent policy: Floor shows at 8, 11 and 2; show and dance band, hillbilly relief band. Management: Meyer Horowitz, operator; John Pichon, host; Felix Toule, press agent. Prices: Dinner from \$1; drinks from 50 cents; \$1 minimum week days, \$2 Saturdays and holidays.

A club designed for a good time. The barn setting, carried out thruout the room, is unique, and the audience participation policy, in addition to the regular shows, dance sets and old-time movie showings, keeps the patrons happy thruout the evening. Judging by the prices and high quality of food, this is a real bargain in night club entertainment.

Hugo Martini and his band opened Monday (10), replacing Jack Denny's outfit, which concluded a four-week run. Tho a comparatively small combination (eight men), the boys dish out enough music to draw big on the dance floor and please listeners. Martini concentrates on Latin tunes and plays popular American numbers in Latin tempo. Stephen Gans and Frank Bechetti furnish the vocals.

The show is emceed by Cass Franklin, singer, in good form. Franklin, incidentally, will be replaced by Willie Solar Saturday (15). He displays a fine melodious voice which has popular appeal. Opens with a Carolsode of Hits and follows with The Woodpecker Song and the flashy I Love a Parade. Went well despite some noisy parties.

The Sons of the Purple Sage, Western quartet of instrumentalists, sharpshooters and whip-crackers who furnish the music for all games and intermissions, get an early spot in the show with atmospheric songs and cowboy tricks. An okeh specialty for a barn spot. Boys are Bob Parker, bass; Hal McCoy, guitar; Buck Page, violin, and Kenny Cooper, accordionist.

Edna Joyce, acro dancer, opens the show with a neat enough routine, altho her tricks would be at a better advantage on a theater stage.

A cute-looking and striking-voiced songstress is Phyllis Colt, a youngster who embellishes her songs with pleasing mannerisms. Delivers with a dynamic punch original and popular numbers.

Richards and Carson, novelty tap team, wind up the bill with four interpretative and effective routines. Team is young, makes a refreshing appearance in presentable street clothes, a credit to the turn, and puts plenty of hard work into each number. Open with light steps to Deep Purple, then a clever George Arliss jitterbug novelty, a waltz as it might have been danced by Durante and Gerbo, and a tricky tap wind-up using several hurdles.

Pappy Below, a Barn oldtimer, conducts the games, square dances, hobby horse races, etc., in fitting fashion. New arrivals here will include the Andriani Brothers June 21 and June Boyd and Nixon and Andre, July 3.

Sam Honigberg.

## Night Club Reviews

## The Beachcomber, Boston

Talent policy: Band for show and dancing; relief band; floor shows at 7:30, 9:30 and 11:30. Management: Monte Proser and Tommy Maren; Micky Myers and Marguerite Downey, press agents. Prices: Dinners from 85 cents; drinks from 50 cents; no cover, no minimum.

Newest Hub nitery, The Beachcomber does a landoffice business, keeping customers happy with good shows and excellent food. Vincent Bragale and his conga-rumba band headline and do a fine job playing for dancing and for the show. Relief band is Frankie Ward.

Bragale utilizes five men—one being added when he picks up the fiddle. Altho rated strictly as a Latin band, the Bragale combo dishes out neat arrangements of faves and makes a big hit with the dancers. Juanita Ross sings with the band and in the show in a truly Latin way. A throaty chanteuse, Miss Ross is pleasing to the eye and to the ear.

Lola and Andre, featured dancers, use more or less stock routines, but merit attention for the way they use them. A conga-rumba line, three boys and three girls, rounds out the show.

Strictly in the Latin mood, it is still an okeh floor show. M. N. Kaplan.

## Club Kona, El Cerrito, Calif.

Talent policy: Band; floor show with girl line. Management: Phil and Henry Moline, owners. Prices: \$1.50 dinner; no cover charge.

Never a pretentious show, but practically at all times a good variety of entertainment, this spot has the Jack Ramsdell Dancers (3), Nino Milo, Mary Landa, Chaney and Harley, and Phil Moline, emcee. Since last reviewed, club has upped its budget by adding a line of girls.

Opener by the Ramsdell Girls is a precision number in short wardrobe. Second on the bill is Mary Landa in a series of Hawaiian dances which are more than pleasing. Girl had to enquire. She was followed by the pint-sized tenor, Nino Milo, new in these parts. He sang Vestil Lu Giubba, which he could very well leave to the Carusos of the operas. Two of the Ramsdell group were next with a combination tango and waltz high kick which is average. Chaney and Harley, in a Gay '90s get-up, stop the show with a lot of old-fashioned nonsense. Their bathing suit number especially effective.

Closing act by the Ramsdell group is an Indian number in fluorescent lighting. Added a lot of color to this finale. Phil Moline emcees the proceedings, altho he does not do any specialties. Business good at show caught.

Club is located in the East Bay and draws from Oakland, Berkeley and San Francisco. Edward Murphy.

## The Plantation, Houston

Talent policy: Dance and show band, informal novelty entertainment by band members. Management: Bert Wheeler and Joe E. Landwehr, operators; Wheeler, manager; D. L. Thompson, caterer; Bill Bell, publicity. Prices: Dinners from \$1. Liquor store in same building, no drinks sold at tables, all package goods from store. Entrance fee Sunday thru Friday, 50 cents plus tax per person; Saturday, 70 cents plus tax per person, or entrance free with \$1.50 dinner per person.

The Plantation has been enlarged twice since opening night less than three weeks ago. There is a seating capacity of 3,500. The current ork is Paul Pendarvis, who is making his local debut and has been held over a week.

This is one of the local class spots, and Pendarvis, quick to catch the tempo of the crowd thronging the dance floor, arranged the current folk dance, Put Your Little Foot, after requests for it opening night. Rumbas and his theme song, My Sweetheart, are requested often. Blond Phyllis Lynne, ballad singer, is featured alone and with orchestra members in novelty numbers and straight ballads. She is well received.

Booth Bertram, drummer, stops the show with his comedy and pantomime novelties, particularly with Caravan.

George Bruns is featured in Rhythm Is My Business, in which every instrument of the 13-piece orchestra is brought into play. A pop number that stops the dancing is the Hawaiian Wer Chant, with the trio (Harvey Thomas, Hump Aldridge

and Lloyd Dishneau) and Miss Lynne singing. A March of Time number went over big, with Bertram and Dishneau at the mike. Bertram's Big Chief Swinger didn't go over as well as other numbers, however. Merle Koch was a hit with his flashy piano work, particularly with Nola.

This open-air night club is situated within easy driving of the heart of Houston. It is far enough from the city to give the "Plantation" effect, being on a 16-acre plot. Exterior is that of a rambling Southern home. Interior suggests the terrace of a grand old Southern mansion. The roof may be removed, depending on the weather.

Pendarvis has adapted his ork to the tempo of Houston's night crowds, and they like him. Kathleen E. Houston.

## Wakefield Club, New York

Talent policy: Dance band and floor shows at 12 and 2. Management: Artie and Tony Crasoff, operators; Michael Owens, manager. Prices: Dinners from 75 cents; drinks from 25 cents; no cover or minimum.

For the low-priced dinner cost, a lot of entertainment can be had with the meal. The spot provides a well-paced floor show staged by Muriel Asche. Lead off is by Moody and McLaughlin, veteran duo, who in three turns give out with impressions of the turn of the century and get nice hands. Linda Lang is a pert emcee, building up the acts nicely and also registering during her own song turns. Does better on hot tunes than on ballads.

Tom Patricia Jr., no relation to the original bearer of that tag, imitates his namesake with a stomping tap for a good return. The Muriel Asche Girls (6) are all tall shapely lookers obviously built to be showgirls. Their work shows that they are not well versed in the intricacies of the dance. However, the Muriel Asche routines smooth over the roughage of their pedal contributions.

Tex Gentry, a femme stroller with an accordion, works the juke, while Jarrow, a magician, works at the tables.

Wing Carpenter, a one-armed trumpet player, heads the ork, which provides a danceable incentive. Joe Cohen.

## El Chico, New York

Talent policy: Latin band; floor show at 8, 11:30 and 2; dance instruction for patrons, 9:30 to 10. Management: Benito Collada, operator; Dorothy Kay, press agent. Prices: Dinner from \$1.50.

Instead of cutting the show for the summer, Collada has spent more money for a summer revue that's the best here in some time. And the lively, colorful Latin floor show, Don Alberto's Orchestra and the charming atmosphere make a visit here worth while.

Antonio Escudero, making his American debut here, is the center of interest. He is the 20-year-old son of the famous Spanish dancer who toured this country a few years ago. The youngster is a small, lithe, intense-looking fellow who dances in fast, small movements, radiating authority and earnestness. Did one solo and then teamed with Aurelia Cellinda for a fast classical Spanish routine. Senorita Cellinda is a handsome, flashing brunet who dances in the classic Spanish vein, using castanets and heel clicking in arresting fashion.

Julita Saurez, making her American debut here, offers saucy songs and good dancing, working the flirtation idea effectively. Did three numbers, going over nicely. Her costume was authentically

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15  
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CHICAGO, ILLINOIS

Spanish but unfortunately made her look too plump. Sweetish Maria Morales, from the Angel Casino Studios, dances pleasingly thru Spanish rhythms, aided by good castanet work and charming costuming.

Los Aztecas, two young Mexican rancheros, gleam in gay costume and sing Mexican ballads in soft, romantic fashion, accompanying themselves on the guitar. Belen Ortega, only holdover from the last show, is a petite stary-eyed girl singing Mexican ditties in a small but soothing soprano voice.

The entire cast comes on for the peso doble finale in which patrons are urged to take a whirl with the performers. The show, as a whole, is peachy, despite obvious lack of adequate rehearsals.

Don Alberto is back after two years, again emceeing and leading his competent orchestra. Band airs over NBC Saturdays, 8 to 8:25 p.m.

Aldo Crioyo sings tangos in caressing style between shows, and Mercedes Y Juan Reyes demonstrates Spanish dances for patrons from 9:30 to 10 p.m.

And, to compete with this Zombie business, Collada has introduced a tall drink, Spanish Mint Julep (Spanish wine, Curacao, brandy, Triple Sec and mint), for 75 cents. It's good.

Paul Denis.

declares a dividend in its stay in the only local Class A nite spot. Casa Loma is just about the best band to hit local boards in many a Sunrise Serenade. Originally booked for four weeks, there is talk that an extension is already demanded by patrons.

There's a good floor show to go with the band, but credit for individual honors goes to Kenny Sargent, sax-singer with a grand set of silvered pipes. His nostalgic selections, *I Cried for You* and *For You*, found Sargent reaching for the ceiling in a clear tone that clicks. The same couldn't be said for Blanche Le Clair, blond songstress, who was better to look at than to listen to.

Bud Hughes starts off with magic, but gets the applause when he brings on two well-trained wire-haired terriers. His balancing of the smaller of the terriers on one finger, after throwing the animal in the air, registers.

Cappella and Beatrice do well in Latin-type twirls, particularly conga, but their Castle imitation is no better than many other attempts by predecessors.

Phil Math.

**Casino-on-the Park, Essex House, New York**

Talent policy: Dance band only. Management: Oscar Wintrab, manager; Ruth Moler, press agent. Prices: Dinner and supper a la carte; drinks, average. Minimum, \$1.50.

Summer policy of this wind-swept, ground floor room that's within throwing distance of Central Park made its hot weather bow last Wednesday (12) with the opening of Al Kavelin and his "Cascading Chords" ork. Spot, as usual, has no supporting floor show, depending upon the atmosphere and the band to draw the customers. Kavelin's band, a dance and rhythmic crew, is a pip for both dancers and listeners, and the "cascading" effect, created with three clarinets played thru megaphones, is as neat a stylization as has cropped up in recent years in the mad rush for styles. Music is designed for dancing, and the customers went for it in a big way. Vocals were handled by Patty Morgan, a handsome little songstress, and Marilyn Stuart. Sol Zati.

**Villa Venice, Northbrook, Illinois**

Talent policy: Show and dance band; three-piece combo for relief; floor shows at 9:30 p.m. and 12 midnight. Management: Albert Bouche, operator and manager, also producer and director of show. Prices: Dinner from \$2.50; minimum \$2.50 week days, \$3.50 Saturdays.

Here indeed is entertainment that is different from the usual run of night club offerings. Girls, nudity and flash are the keynote of Bouche's first show, which offers daring novelties in a beautiful setting. Leans heavily to the Oriental, with several dancers from the Far East offering grotesque interpretative numbers, but has sufficient variety to make a pleasing, sprightly and eye-filling show.

Villa Venice is a beautiful spot in Venetian setting, located some 25 miles from downtown Chicago but catering mainly to the well-to-do. Seats about 200 in its main dining room and has a large dance floor. Henry Gendron and orchestra, well-known local band, furnishes excellent music. Band has three sax, three

**FAREWELL!**

**NED MCGURN**

PRODUCER

Left North America June 14 for Rio De Janeiro, South America, where I will be for one year producing Shows at CLUB COPA CABANA and CLUB DE URCA for HOWARD DEIGHTON.

brass and three rhythm and plays mostly pop tunes leaning to the sweet side.

Show opens with a production number in which two nudes offer a dance prelude. Curtains open, revealing the eight line girls who do a reverse of the strip. Seated, practically nude, they proceed to don stockings, shoes, headdress and flowing robes for a strut number during which the robes are discarded. D'Acosta, Latin songstress, on for a lively song, which is followed by Corinne and Valdez in a picturesque adagio. Ricca Martine, Spanish vocalist, offers *Mama Yo Quiero* in excellent voice.

The Mallo Trio, man and two girls, the latter in revealing costumes, offer a beautiful Viennese waltz. Vanessa, who was featured in last year's show, is back doing her eerie interpretative dance. She manages to put a lot of expression into her fanciful twistings and turnings and earned a big hand. D'Acosta and Valdez follow in an interpretative dance, *Lamento D'Esclavo*, with D'Acosta doing the vocals. A production number to begin the *Seguise* brings on the line girls in fruit-basket hats and long trains for a colorful parade number in which the trains are discarded.

Giovanni, tenor, gets a hand for his excellent singing of Pogliacci and is followed by another interpretative dancer, Barbara, in a graceful provocative number. A pleasing novelty is Behr, mime, who goes thru the motions of singing while a record plays a Lily Pons number and a Popeye tune. More interpretative dancing by Tullah and My, two bushy-haired maidens from the Far East, who offer some torrid and picturesque numbers.

Geraldine and Joe are a clever comedy dance team who execute neatly some entertaining routines. Girl also has an excellent singing voice. From a novelty standpoint their offering was one of the best on the bill. Joe's headspins being exceptionally good.

Finale is a parade number in which entire company appears, with the line girls going a parade number in shredded cellophane adornments.

A three-piece combo—accordion, clarinet and violin—furnishes intermission music. Nat Green.

**BACK AT THE WORLD'S FAIR**



**DUKE AND SLOAN**  
Piano and Song Duo

- ★ After smash hit engagements which included
- ★ Old New York's HAYMARKET
- ★ WORLD'S FAIR OF 1939
- ★ 26 Weeks
- ★ BLUE MIRROR, Baltimore
- ★ 8 Weeks
- ★ CHEZ MAURICE, Montreal
- ★ 4 Weeks
- ★ BLUE MIRROR, Baltimore
- ★ 6 Weeks
- ★ COMMUNITY CAFE, Birmingham
- ★ 2 Weeks
- ★ ST. GEORGE HOTEL, Brooklyn
- ★ 2 Weeks
- ★ DETROIT ATHLETIC CLUB
- ★ Special Engagement for 25th Anniversary
- ★ 2 Weeks
- ★ AND NOW ★

**WINTER WONDERLAND**  
New York WORLD'S Fair 1940

Directions: RCA Baker two weeks ago

**Jimmy Dwyer's Sawdust Trail, New York**

Talent policy: Continuous entertainment with four midget pianos and two singers. Management: Jimmy Dwyer, operator; Sam Simmons, manager. Prices: Dinners up to \$1.50; drinks from 10 cents.

This popular-priced club with the gay '30s decor keeps sippers interested with continual entertainment. A four-piano team captained by Sid Frank keeps the music going constantly. Others at the keyboards are three femme sides, Pat O'Hearn, Marlene Francis and Jackie Jamison. All are capable of okeh soloing. When working together, they give off with good arrangements. Especially good at Latin music.

Bobby Heath, old-time vaudeur and author of *Pony Boy*, is featured. He can still keep audience interest with his old-time songs and chatter. He winds up with a community sing of his composition. A lantern slide reminds the drinkers of the words, in case they've forgotten.

Other chirper is Gladys Cross, who shows up well in hot tunes. Three singing waiters also take a turn at the mike. Joe Cohen.

**Roosevelt Hotel, Hawaiian Blue Room, New Orleans**

Talent policy: Dance and show band, floor shows at 7:30 and 12:15, with 4:30 p.m. extra shows on Saturdays and Sundays. Management: George V. Riley, hotel manager; Lou Lemler, Blue Room manager; Roy Samuel, press agent. Prices: Dinner from \$1.50; supper minimum, \$1, with \$2 minimum Saturdays; drinks from 50 cents. No cover.

Casa Loma, Inc., directed by the Glen Gray New Orleans heard so much about,

**Name Idea Clicks At Sharon Nitery**

NEW YORK, June 15.—According to Eddie Smith, booking the Gray Wolf Tavern, Sharon, Pa., and the Ohio Villa, Cleveland, in conjunction with Frank Senne, of Cleveland, the introduction of a name policy at the Gray Wolf has increased receipts there by approximate-

ly 40 per cent. The name policy was tried experimentally with the booking of Belle Baker two weeks ago.

As a result names will be a regular feature of both clubs. Smith said that Miss Baker will shortly be signed for the Ohio Villa and a return date at the Sharon spot. Sheila Barrett, according to Smith, will also be booked for both spots.

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

A
Aces, The Two (Morrison) Chi, h.
Allen, Betty (Park Central) NYC, h.

B
Baker, Muriel (Chateau Moderne) NYC, h.
Baker, Bonnie (Stanley) Pittsburgh, t.

C
Cassar, Irving (State) NYC, t.
Calgary Bros. (Music Hall) NYC, t.

D
D'Amore, Franklyn & Co. (Chicago) Chi, t.
Dahl, Edith Rogers (Chez Ami) Buffalo, h.

E
Eames, Wally (Gay '90s) NYC, h.
Earl & Josephine (Lexington Casino) Phila, h.

F
Fantasia & her Rhumbaleros (Colony) Chi, h.
Faye, Frances (Pamona Door) NYC, h.

G
Gale Sartet (Colosimo's) Chi, h.
Galante & Leonard (Roosevelt) New Orleans, h.

H
Hadden, Harry (The Caballero) Seattle, h.
Hollenbeck, Loren (Music Hall) NYC, t.

I
Ideans (Present) Atlantic City, h.
Irmagard & Alan (White) NYC, h.

J
Jagger, Kenny (Waiting) Stevens Point, Wis., h.
Jamison, Bonnie (St. Paul) St. Paul, h.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of Billboard
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; co-country club; h-hotel; mh-music hall; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Dale, Maryon (Savini) NYC, c.
Dale, Dorothy (Palmer House) Chi, h.
Danny & Edith (Primrose) Newport, Ky, co.

Dennisson, Carol (Queen Mary) NYC, h.
Dexter, Carol (Bertolotti's) NYC, h.
Dillon & Parlow (Old Mill) Camden, N. J., n.

Dorita & Valero (El Chico) NYC, h.
Dorsey, Carl (La Vache Sur Le Toit) NYC, h.
Dow, Elizabeth (St. Regis) NYC, h.

DuPont, Bob (Palmer House) Chi, h.
Dupont, Doris (Capitol) Washington, D. C., t.
Durant, Diana (Club 15) Phila, h.

Eames, Wally (Gay '90s) NYC, h.
Earl & Josephine (Lexington Casino) Phila, h.
Easterbrook & Farrar (Queen Mary) NYC, h.

Fantasia & her Rhumbaleros (Colony) Chi, h.
Faye, Frances (Pamona Door) NYC, h.
Fletcher, Lillian (Montparnasse) NYC, h.

Gale Sartet (Colosimo's) Chi, h.
Galante & Leonard (Roosevelt) New Orleans, h.
Gallagher, Ruth (Step Inn) Fort Lee, N. J., h.

Garay, Steve (Capitol) Washington, D. C., t.
Georgia Trio (Lamaze) Culver City, Calif., c.
Geraldine & Joe (Leon & Eddie's) NYC, h.

Kent, Larry (Brown Derby) NYC, h.
Kerston, Derle, Dancers (Hi Hat) Chi, h.
King, Charlie (Gay '90s) NYC, h.

La Mar, Renee (Leon & Eddie's) NYC, h.
LaMar, Jean (Purple Derby) Phila, h.
Lamberti, Prof. (Diamond Horseshoe) NYC, h.

Laurel, Jack (Club 47) NYC, h.
Lawrence, Paula (Le Ruban Bleu) NYC, h.
Lawrence, Lucille (Paddock) Atlantic City, h.

Layton, Raynor (Hobart) Lawrence, Mass., h.
Leitch, Helen (Music Hall) NYC, t.
Leon & Mace (Walton) Phila, h.

LeRoy, Del (Fronzense) Detroit, h.
Leslie (Hungaria) NYC, h.
Lewis, Ralph (Club Continental) West Haven, Conn., h.

Lloyd, George (Brevort) NYC, h.
Lois & Andre (Beachcomber) Boston, h.
Lois & Andre (Havana) Phila, h.

Lorraine, Helen (Barney Gallant's) NYC, h.
McCarthy, Lila (Gangplank) NYC, h.
MacMahon, Larry (Caravan) NYC, h.

Madison, Rudy (Hi Hat) NYC, h.
Magely, Pearl, Girls (Primrose) Newport, Ky, c.
Mama, Luba (Leon & Eddie's) NYC, h.

Mallory, Mickey (Cinderella) NYC, h.
Manson, Jerry (Club Royale) Detroit, h.
Manor & Sigmond (Beverly Hills) Newport, Ky, c.

Martin, Tony (Versailles) NYC, h.
Maurice & Kitty (Cat & Fiddle) Cincinnati, h.
Marvelo (Cat & Fiddle) Cincinnati, h.

McCarthy, Lila (Gangplank) NYC, h.
MacMahon, Larry (Caravan) NYC, h.
Maddux, Frances (Heritage) NYC, h.

ICE SHOWS ON TOUR
Ice Follies (Shipstad and Johnson) May 18-June 23, Winterland, San Francisco.
Ice Frolics A Night at Lake Placid (Sandy Johnson) May 23-Sept. 23, French 35-4 Golden Gate Int'l Expo., San Francisco.

REPERTOIRE-TENT SHOWS
Ghost's Comedians: Carmi, Ill. 17-19.
Ottinvar, Frank R., Co.: Milan, Mich., 17-23; Blissfield, 24-29.

# NIGHT CLUB OPENINGS

## 3 More Niteries Open in Cleveland

CLEVELAND, June 15.—After having been closed several weeks by the State Liquor Control, Freddie's Cafe is open with a fast floor show. The show includes Eddie Barnes, Kathryn King, Six Brucettes, Barbara Long and Francine. Two new niteries have opened. Martin Fenster transformed the old Stanley Cafe into a Hawaiian cocktail room, Cafe Bali. It has the Royal serenader's strumming guitars in a very tropical atmosphere. Sidney Cohen opened the 3700 Club.

## Gene Goldkette Opens Summer Spot

DETROIT, June 15.—The Blue Lantern, formerly one of the top summer spots in southeastern Michigan with Jean Goldkette's Orchestra, reopened Saturday (8) after being closed for several seasons. The spot is again under Goldkette management and will have Ted Travers' Band. It will be operated as a summer ballroom and cafe. Spot is at Island Lake.

## Natchez Showboat Starts; Free Chicken at Opening

NATCHEZ, Miss., June 15.—A new club has been opened on the Mississippi River, on the Louisiana side at the ferry landing of the Royal Route Co. Club is The Ark. In connection with the formal opening of the novel club on the river, free fried chicken was served. Later the boat will add a band and floor shows.

## Galveston Club Opens

GALVESTON, Tex., June 15.—With reservations turned down, largest local club, Hollywood Dinner Club, opened Saturday (8) with Richard Humber's Ork and Estelle and LeRoy, dance team; Mirth and Mack, impersonators, and Deane Janis, singer. Two shows nightly at 11 p.m. and 1 a.m.

## New Shreveport Club

SHREVEPORT, La., June 15.—Saturday (8) saw opening here of the new Metropolitan Club, located near city limits. Jap Obstrape and his Ten Texans booked for indefinite stay. The Glass Hat, downtown spot, has booked for the summer the Hollywood Swingette, five-girl band. The club has also instituted a free Dutch lunch from 11 a.m. Fridays to Sundays, with a cocktail "on the house" at 5:15 p.m. daily.

## New Indianapolis Niteries

INDIANAPOLIS, June 15.—A niteries in the Riverside Amusement Park has been opened by George Golding. This spot offers an ork and a floor show, with singer Janice Collins and Sam Gore, emcee, featured. The club uses Auction Night Mondays to hypo business, and Blackout Night Tuesdays.

## Band for Lancaster, Mass.

LANCASTER, Mass., June 15.—The Dude Ranch, local night club, has opened its summer policy with a five-piece band.

## Salt Lake City Gets New Niteries

SALT LAKE CITY, June 15.—A new night club, the Louvre, has opened in the basement of the Semhol Hotel. Operators are Hayden Simpson, musician, and Joe Sloan. Entertainment is furnished by Simpson's Band. Simpson is the musician who marched his band thru streets of Helena, Mont., when an earthquake struck that city a few years ago so he to help citizens take their minds off the disaster. The operators report business is fair despite competition in the form of night baseball, soft ball and midget auto races. They plan to close for two weeks in August for an \$800 redecorating job.

## Three More Spots For Atlantic City

ATLANTIC CITY, June 15.—Ches Pares, operated by Nick De Simone, is the newest Boardwalk cabaret. Cast includes Betty Babette, Ruth Martin, Jeannie and Rose, Dottie Brennan, Shirley and Violet, with Johnny Mack's music. Also lighting up is the Turkey Ranch on Delilah road, Bill Morley's spot, with the entertainment including Mary Duncan, Reda Leeds, Little Hughie and Tom Powell, with Charley Fox's Ork. Gateway Casino is being rushed for the Saturday (22) inaugural, those already set for the first show including Tomalayas and Lopez, the Golden Girl, Donald Burr, Red Nicholas Orchestra.

## Naylor Opens Club Forest

BIRMINGHAM, Ala., June 15.—Club Forest Inn opened season May 28 with Oliver Naylor and ork. Will remain open daily. Josh Milton promises booking of "best bands and acts" for the season.

## Dothan, Ala., Club Opens

DOTHAN, Ala., June 15.—The Kokomo Club here opened for the summer with a floor show including Jack, Kelton, emcee; Patsy Williams, Ginger Troy, the Gastons and a line.

## Vaudeville Notes

MARCO AND MARSHA are in their second week at the Golden Gate Theater, San Francisco, with their *Minuet in Jazz*. STUART MORGAN DANCERS open at the Beverly Hills Country Club, Newport, Ky., June 21 following their current week at the Hippodrome, Baltimore. . . . GEORGE CHOOS closed his unit in Waco, Tex., last week and plans to have a new one for the road the coming season. . . . RED SKELTON was in Hollywood last week to be screen-tested by Metro. THE ANDREWS SISTERS, now in their third week of a four-week run at the Casa Manana, Culver City, Calif., start work on their first film for Universal, *Argentine Nights*, June 17. Return to New York in August for their fourth return date at the Paramount Theater. . . . PANCHE AND DOLORES, dance team now at the Hurricane, New York, expect to split soon. Dolores intending to marry. Panché will team with another girl. HATTIE McDANIELS is booked for the Riverside, Milwaukee, week of June 21. . . . JANE PICKENS has been cast for the new Ed Wynn musical, together with George Shelty, Ray Parker, Edna Sedgewick and Francis and Carroll. . . . HARRISON SISTERS, singing trio with the George Olsen Ork, will leave that outfit June 20 after the date at the Cedar Point Ballroom, Cedar Point, O. They will play a series of vaude dates around Chicago before coming back to New York. BOB RUSSELL, of the Russell Brothers, old-time vaude headliners, is crippled at Welfare Island, New York, and would like to hear from friends. . . . ANITA JAKOBI joins the Johnson musical. W. K. STINNETT and his Bulldog Trio are touring the Midwest. . . . NILS T. GRANLUND (NTO) was slapped with a judgment for \$15,710.24 by the New York courts last week. The judgment

## Eltinge Given Decision in Dressing Room Squabble

NEW YORK, June 15.—For a while it looked as if Billy Rose's new Diamond Horseshoe show would have lost the services of that veteran female impersonator, Julian Eltinge, and all because the management wanted to rob him of his dressing room privacy. Eltinge insisted that he remain in the room given him in the Paramount Hotel (where the club is located) when he was told that Rose needs it for more office space and that he would have to dress with Ben Yost's singing quartet. Eltinge said that he will leave the show before doing that. Rose apparently realized that Eltinge meant business, for word reached the star impersonator that he can remain in the present quarters and he will not be disturbed again.

## Freeman Leaves CRA, Ltd., To Join Dallas Interstate

NEW YORK, June 15.—Charles Freeman will leave the theater department of Consolidated Radio Artists August 1 to tie up with the Dallas office of the Interstate Circuit. The deal was made this week, with Robert J. O'Donnell representing Interstate. Freeman, who has been with CRA since September, has made a settlement with that office which he described as favorable to them. The CRA theater department, incorporated as CRA, Ltd., will continue with Charlie Yates at the head and Hattie Althoff assisting. Others in that department include Danny Grahame in Chicago and Irving Yates on the Coast. Freeman has been booking the stage shows for Interstate since 1922. Prior to his CRA affiliation he was with Billy Rose, Paramount and RKO.

## CRA Cleveland, Chi Offices Consolidate

CHICAGO, June 15.—Consolidated Radio Artists, Inc., is consolidating its Chicago and Cleveland offices, and beginning Monday the Cleveland territory will be handled from Chicago. Charles Green, president of CRA, has been here from New York for several days arranging the new set-up. Phil Brown, who has been manager of the Cleveland office, becomes assistant to Bob Sanders, Chicago manager. Herbie Mintz, who has been Sanders' assistant, becomes manager of the club department. Green told *The Billboard* it is felt a substantial economy can be effected by closing the Cleveland office and the territory can be efficiently serviced from Chicago. Brown, with his staff of five people whom he is bringing in, will continue to handle Cleveland. Green is returning to New York today, but expects to be back in Chicago soon.

## Ingalls Quits MCA To Go Back on Own

NEW YORK, June 15.—Miles Ingalls, of the night club department of Music Corp. of America, is resigning to again open his own personal management and booking office. The resignation will be effective in about 10 days. Ingalls, who has been with MCA for 15 months, will resume exclusive booking of the Beverly Hills Country Club, Newport, Ky., a swank spot using names.

## Barnes New Palomar Mgr.

SEATTLE, June 15.—Charles Barnes has been named manager of the Palomar, leading local vaude house. He succeeds the late Nicholas Allermand, who was killed while unloading scenery for the Pal show. A truck became loose and ran over him.

was obtained by the State Tax Commission. . . . KATHRYN DUFFY produced the *Shady Oak* follies for the American Petroleum Institute Convention, Ft. Worth, Tex. There were 16 acts in the show.

## Roadhouses in Lake Geo. Area Get Under Way

OLENS FALLS, N. Y., June 15.—Early indications point to a good season for the summer hotels, roadhouses and other night spots in this section of the Adirondacks. The official opening Memorial Day week-end was only fair; but operators report things picking up and expect to hit a good figure by July and August.

First of the leading road spots to open was Pan and Bill's on the Olens Falls-Lake George Road. Pan and Bill Sherman, who also operate restaurants in New York and Miami Beach, have Sandy Taylor's 11-piece orchestra, with three vocalists, for dancing. Ruby Lynn is featured singer. Strolling bar music provided by Gufrira and Pergola, accordion and guitar.

The Royal Pines, year-round roadhouse also on the Olens Falls-Lake George Road, features Jimmy Smith and band, colored, with a changing floor show of from five to eight girls who form a line and also offer specialties. Two shows nightly.

The Halfway House, in the same vicinity, offers Shrimp Jones' colored band, with a floor show varying from three to five persons. Three shows nightly.

In Glens Falls the Hotel Rockwell's Walkiki Room has Clyde Reynolds' Orchestra. There are also tap dancing and singing specialties. Commodore Restaurant and Brown Derby, other local spots, offer one or two singers.

Smaller places now operating in this area include Carpenter's Pavilion, Lake Sunnyside, Johnny Wade's Orchestra; Green's Pavilion, Lake Hadlock, Art Don's Orchestra; Maceo Tavern, Olens Falls, Johnny Lane and his Rhythm Maniacs; Kazmer's, Hudson Falls, Johnny Wheatley's Music; Lucia's Chateau, Glens Falls-Lake George Road, Eddie Bennett's Band of 1,000 Melodies and Hillbillies; Calvano's Restaurant, Olens Falls, small orchestra and one or two entertainers.

Additional places are slated to open between now and July 1.

## New Orleans Clubs Hurt by War News

NEW ORLEANS, June 15.—The war is hurting night spots and theaters. This week one of the leading spots of the Vieux Carre (Old Quarters) went on a five-night week and another on a six-day week, in an effort to cut down expenses.

There are some operators who are finding business better than usual, crediting a heavier-than-normal traffic of tourists using New Orleans as a hub for cruises to the tropics as a substitute for usual European trips.

The manager of the Hawaiian Blue Room of the Roosevelt reports over 100 reservations for the future booking of Paul Harris and ork several weeks before opening night which is not even definitely set.

## How He Collected

DETROIT, June 15.—A showman turned hotel man used his vaude experience to collect a little bill from Bob Hope here this week. Mike Ames, now director of sales at the Book-Cadillac Hotel and who used to be billed as "America's Foremost Portrayer of Feminine Types," discovered that Hope was coming in for a visit to the hotel while appearing here at the Michigan Theater. After reading about Hope's sensational business in Chicago, Ames decided this would be a good time to collect from Hope, and wrote him following: "I wish to make clear why there will be an extra 75 cents' charge on your hotel bill here. In 1928 you and I appeared on the same vaudeville bill. Your act was good. You will note I am now in another line. "The last day of our booking we played a golf game. The stake was a golf ball. Rain broke up the game when I had you spotted four points. I never got the golf ball."

## SEND IN ROUTES

The Route Department (appearing in this issue on Pages 12-20-53) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1360, CINCINNATI, O.

## State, New York

(Reviewed Thursday Afternoon, June 13)

One of the rare two-week stage bills here, Horace Heidt's band unit. The film will be changed, however, at the end of the first stanza.

It is a presentable show with a surprise climax in the Pot o' Gold cash giveaway stunt, which has terrific audience appeal. At each performance \$100 is given to the patron whose phone number is selected. The catch, however, is that the person whose phone is picked must be present. Otherwise, if the phone call is completed, \$5 is mailed; if not, the expense is only a dollar consolation prize. When the call is completed by Heidt he creates real entertainment by conversing with the surprised party on the other end of the line.

While the lucky party is being selected, following the same methods used on Heidt's radio program, members of his band family entertain. Following the standard military opening, in which the maestro goes thru a baton-twirling session, the boys play a snappy arrangement of *Playmates*, and Bernie Mattinson, veteran drummer, raises body temperature with a bouncing drumstick juggling and drum-beating specialty.

Larry Cotton, smooth-voiced tenor, of-

fers a medley of pop songs that netted him a strong hand, and the Four Liffan Sisters, good-looking warblers, harmonize *The Woodpecker Song*, with assistance from the Heidt ensemble.

Three newcomers take over the party briefly, each introduced in a Major Bowes style. Joette Romay, with a faulty French accent, flirts singing *If I Could Be With You*. Ollie O'Toole, clever mimic, scored with take-offs of Milton Cross, Bonnie Baker, Chaplin and a vocal tap version of the dancing Bill Robinson. Ruth Davies is an amateurish soprano piping *Phelia*. Some production background helps matters a bit.

Band has a sock novelty in *Intoxicating Rhythm*. Frankie Carle, the piano wizard, held his own banging out his own tunes, including *Sunrise Serenade* and *Lover's Lullaby*, and drew a big hand with his tricky fingering of *Chinatown*. Fred Lowery, blind whistler, stopped the show with exceedingly capable renditions of *The World Is Waiting for the Sunrise* and *William Tell's Overture*. Surefire.

Featured members stand up for another bow in the finale. On screen this week is a second-run of Metro's *Strange*

*Carpo*, to be followed Thursday (20) by Jack Benny in *Back Benny Rides Again*, which recently played for four weeks at the Paramount across the street. Big good second show opening day.

Sam Nonigberg.

## State-Lake, Chicago

(Reviewed Friday Afternoon, June 14)

Ozzie Nelson should draw the swing crowd but whether he'll bring out the older folks remains to be seen. Supporting stage bill is fair. Screen had been counted on as a strong draw, but the police censorship descended and emasculated the title from *Gangs of Chicago* to *Gangs of the City*, which probably weakened it. Business good at opening shows.

Nelson has an entertaining crew and excellent arrangements and the boys give out a pleasing variety of tunes. Ozzie has a friendly personality and his vocalizing is okeh. Band's offerings included a medley of pop tunes, a blues number sung by Nelson; the novelty song, *I'm Looking for the Guy*, and several swing numbers, all well received, and for the finish *The Man Who Came Around*, with comedy by band members.

Barton and Stone, an average tap dance team, offered a *Caracole* of the Dance routine, the girl doing a rope-skip number and a Ruby Keeler imitation, and the boy a military tap dance on an eight-inch disk and a stair dance. Mildly pleasing.

The Three Toppers have an excellent perch act. Open with a perch pole atop which is a bicycle. Topmouther does a headstand on bicycle seat while pole and bike spin. Various other neat tricks are done on regulation perch pole and the boys get a very good hand. Act would be perfect for fairs.

Roseanne Stevens, cute vocalist with the band, has personality and a peppy style that puts her songs over nicely. Sang *Two Sleepy People*, *I Can't Give You Anything But Love* and *I'm a Cat That's in the Know* to excellent returns.

Don Cummings goes over nicely with his comedy patter combined with some clever rope spinning. A pleasing personality and knows how to sell his stuff.

Nat Green.

## Earle, Washington

(Reviewed Friday Afternoon, June 14)

Earle stage begins with the Roxyettes in a Park Avenue routine which has the gals in a modern tap routine. Slinky, satin gowns prove highly effective. Barr and Estes are introduced in eccentric dancing and clowning, with the man able to get a chuckle from a war-worried audience.

Ruth Petty, a husky blonde, takes the spotlight for a number of songs. A lusty voice plus expansive personality sells her numbers, which include *Me, He's Making Eyes of Me*, *Stormy Weather* and an Irish ballad. The succeeding number is left to the Roxyettes, who in sarongs give the show its name. *Keep Kool Bessie*. Hawaiian scenery, pounding tom-toms and sinuous hip-swiveling comprise the number, which went okeh.

Wally Brown and Natte Ames prove that smart acts dig up new lines and gags. Brown amuses the crowd with an incoherent tale of an ocean voyage. It finds its humor in the audience's imagination, each ticket holder supplying the rest of the words for himself. After this screwy monolog the tiny blonde crashes into the spotlight, insisting upon singing *Playmates*. They do a Gary Cooper-Hedy Lamar scene for close.

Roxyettes return in a seaside number guaranteed to increase blood pressure. Pause permits Marie Hollis to do a graceful acrobatic number, with chorus ending show with a routine of bouncing beach balls.

Pis is Paramount's *Slightly Honorable*. Sparse crowd opening day.

Edgar M. Jones.

## Orpheum, Los Angeles

(Reviewed Friday Afternoon, June 7)

Billed as *The Crazy Show*, this bill was loaded with talent, but somewhere down the line the all-important matter of production was lost. Headlining were Shaw and Lee, whose comedy routines are well known to vaude patrons. The boys delivered some good stuff and deserved their share of the applause. They worked hard and sold their stuff.

Probably the act which socked the best was Marion Morgan's "How To Undress With Finesse," supported by Betty Bernard, with Jack Sherman, house p. a.

adding bite of comment. Miss Morgan, doubling from the *Polites* burly house, knows her showmanship. She has looks and personality and manages to put her strip on a higher plane than the average. With a little more attention to presentation of her act she should be a good bet for any vaude bill.

Harry Lang, Sammy Wolfe and Louise Bquires throw gags all over the place; okeh. Dorothy Guerin held down the warbling spot adequately. Ardel and Monet presented a nifty adagio bit. The Ross Brothers contributed some first-class tumbling.

As a whole, "Crazy Show" could have been paced better, and had more time been given to rehearsals there is in doubt that a first-class unit could have been built.

Films were *Gangs of Chicago* and *Son of the Navy*. Big was fair at show caught.

Dean Owen.

## Roxy, New York

(Reviewed Friday Afternoon, June 14)

A typically pleasant and colorful stage show in support of the film, *The Doctor Takes a Wife* (Col.), the latter being no great help. Stage set-up is divided into two sections, the first being a Latin motif affair that's almost all dancing, including a couple of hot routines from Raul and Eva Reyes, a brace of tap interludes from Sunny Rice that are remarkable chiefly for the swell spins with which they finish, and two colorful and exciting numbers by the Gae Foster Girls, house line. Also included is a cute song given grand delivery by Ben Yoast's New Yorkers, four boys and four gals.

The bridge into the second section is provided by Marion Bellitt and the English Brothers, who take up the Latin stuff and then go into their terrific session of acro, tapping and knock-about. It's both wildfire and surefire, with the straight stunts terrific and the comedy antics pulling howls. They woke up the lethargic house and went off to a grand hand.

Nick Lucas, headlining, follows with his guitar and songs, doing a couple of numbers and then asking for requests, most of which turned out to be oldies with which he has been identified. He's a sock song salesman with an excellent personality and smooth technique, and he got off only by going into a patriotic number that leads into the finale, *I'm an American* and features singing by Lucas and the New Yorkers, plus the terrific drum routine of the Foster Girls, who beat the hides with the precision and effect of a crack drum corps.

Production is colorful and tasteful, and the imaginative, lovely costumes designed by Joan Peronnette are better than anything seen in a legit show this season.

Paul Ash and the pit boys play the show and weren't much help to the early acts. House was fair first show opening day.

Eugene Barr.

## Fox, Detroit

(Reviewed Friday Evening, June 14)

Frankie Masters' Orchestra opens with a sweet overture and features pianist Woody Chester in a semi-classical solo. Band has plenty of novelties throuth, including a colored light specialty and *Scatterbrain* in takeoffs of various national music styles. Playing is very smooth.

The Bernards gain a uniquely balanced ballet style from an unusual arrangement of three men and six women. Routine includes modernized minuet, Spanish and ballroom, with men doing clever stylized semaphore-like number while wearing huge white gloves. Teamwork, especially that of the men, is excellent. Finale is jitterbug style, slightly burlesqued.

Marion Francis has a lilting ballad style. Her *Too Romantic* is nicely sung, aided by the trio from band. Walton and O'Rourke, two men with marionettes, have a skeleton rumba, strip dancer, singer and pianist, and close with skating duo on main stage. Get an excellent hand.

Betty Hutton, comedy singer, has good clowning style, aided by gestures and eccentric dancing. Her serio-comic style is a feminine mixture of Joe Penner with stage gyrations of Groucho Marks.

Rochester, headliner, opening from seat in house, sings typical numbers, like *Waiting for Jane*, in husky but clear and effective voice, minstrel style. He's okeh, too, in comedy dancing, including unique rubberlegs number and some good dance work with clever girl partner.

H. F. Reyes.

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**Oriental, Chicago**

(Reviewed Friday Afternoon, June 14)

Bill Berdo and his Orchestra, first time in a Chicago theater, are making a fine impression at the Oriental. In addition to playing a pleasing brand of harmony and rhythm the boys are versatile entertainers, stepping out for songs and novelties that get a hearty reception. Berdo himself has an excellent voice and does the vocals of several band numbers. Band got off to a good start with Ravel's Bolero, followed by a novel arrangement of The Woodpecker Song, with Berdo and three of his boys doing the vocals. Other pleasing numbers were The Alpha Song, with a trio doing comedy; It's a Wonderful World, Road to Mandalay by the glee club, and a hilarious novelty rendition of The Man Who Comes Around by the four hillbillies. Esther Todd, songstress with the band, has an engaging personality and the audience liked her singing of Playmates.

Alexander Santos and Co. presented their very funny burlesque adagio, garnering a lot of laughs. Preceding the comedy one of the feminine members does a graceful toe and bubble dance.

Eddie White, fresh from an engagement at Colosimo's, has a salable brand of comedy that he puts across nicely. Garnered plenty of laughs with his Jewish and other stories and received a big hand.

Patricia Ellis, lovely blond screen star, has excellent stage presence and sings well. Her three numbers, Katy Went to Haiti, I Cried for You, and Hi, There, Yankee, won hearty applause, and the customers wanted more.

Show closed with Ory Pesel, band's guitarist, singing Nobody's Baby, with Berdo and the boys furnishing comedy.

RKO-Radio's My Favorite Wife is an excellent comedy picture. Business at first show very good. Nat Green.

**Music Hall, New York**

(Reviewed Thursday Evening, June 13)

The big feature this week is the film Our Town, which got off to rave newspaper notices and which should run at least three weeks. On the stage is a pleasant show labeled Goin' to Town and produced by Russell Markert and Nat Karson. The stage show theme fits in with the film, of course.

Opener has Stanley Bonham, Louis Purdy, Guy Smith and Jack Paddock harmonizing nicely on the right ramp, with the curtain lifting to reveal the ballet girls in a daisy chain routine that is pictorial and genteel. This is called College Town, and the next three scenes are called Small Town, Crazy Town and Big Town. The Small Town scene has Janice Chambers and Loren Hollenbeck singing a remember-when tune that has a couple of sprightly lines, and then Gower and Jeanne provide an eye-catching, frothy, square dance routine that drew a good hand.

The two Calgary Brothers are a natural for the Crazy Town scene, and their drunk acrobatics, pantomime and novel hits of business drew an appreciative hand. The last scene has the big choral ensemble working in front of a four-story realistic tenement house set and singing a fair arrangement of The Woodpecker Song. Then the Rockettes prance on for their usual surefire precision and tap routine, the one-line formation getting the usual applause.

The huge pit orchestra played Rossini's William Tell Overture in competent fashion but, from the showmanship angle, the music doesn't demand attention until the brass comes in. Paul Denis.

**Boston Casa Manana To Switch to Latin Policy**

BOSTON, June 15.—Jack Brown Sr., owner of Casa Manana, expects to leave shortly for Mexico and new ideas for his club.

Seating about 400 persons, the Casa Manana is one of the largest clubs in town. Brown plans to reopen it in September as a 100 per cent Mexican atmosphere bistro, including Latin talent. Rumba and conga bands with conga dancers probably will headline.

Brown has operated the club for three years and has a 10-year lease.

**Palomar Changes Wednesday**

SEATTLE, June 15.—Vaude at the Palomar changes Wednesdays instead of Mondays, along with leading first-run Warner films. Charles Barnes is new manager.

**New Twist to Community Sing Clicks in DeeCee**

WASHINGTON, June 15.—Inquiries from other theaters indicate great interest in a new angle on community singing developed by the Earle Theater here.

Earle's Elsen Ritter, who doubles from the chorus before each show to carry around a mike among the audience, selecting patrons to lead house in singing words thrown on house screen.

House Wurlitzer, played by Freddie Clark, and house band, under leadership of Joe Lombardi, provide the lilt to tunes which comprise part of program called Sing a Song With Mike. Miss Ritter cajoles patrons into spotlight before orchestra pit and helps them warble over the tough notes. For their daring, spectators get two duets for next week's show.

Hilarity reaches peak when the smart chorine gets voices that put in flat notes. Now in fourth week, plan looks like permanent part of show.

**Charlotte Houses Still Using Units**

CHARLOTTE, N. C., June 15.—Broadway Theater here may continue stage shows thruout the summer. The house, running low budget units, has bookings six weeks ahead. The Broadway is operated by the Wilby-Kincy Corp. and is booked by T. P. Kemp, of Southern Attractions, Atlanta. It played Sunkist Revue, 52d Street Revue, Revue International and other units during the past few weeks.

The State Theater here also runs stage shows on a spot-booking policy. This house has an average of two vaude bills monthly. Among shows played, averaging eight people each, were Tex Ritter, Bob Baker, Roy Rogers, Renfro Valley Barn Dance, Gene Autry and Three Mesquiteers.

**Olsen-Johnson Suit Held Up Until Fall**

NEW YORK, June 15.—The trial for permanent injunction against the Al Borde-Benny Meroff vaude unit *Funzaire* (formerly known as *Hellasfire*) filed by Olsen and Johnson, producers of *Hellaspoppiis*, won't be heard here before next fall, it was indicated this week. Local courts recess end of this month for the summer, and the four judges currently on duty have 175 cases to hear before the *Hellaspoppiis* matter is scheduled to come up.

Borde and Meroff changed the show's label to *Funzaire* when they lost the first skirmish in the suit for a temporary injunction in February. The complainants have since dropped the theft of material charge, but still sue for a permanent injunction and damages amounting to \$250,000. The Borde-Meroff unit, which started from Chicago last November, is still on the road.

**Decision Reserved in Rosini Vs. Rosini Suit**

NEW YORK, June 15.—Judge Peter Schmuck of Supreme Court reserved decision in the temporary injunction suit filed by Carl Rosini, magician, against Paul Rosini, which was heard here Thursday (13). Carl charges theft of the last name and material and wants damages amounting to \$35,000. Both the defendant and claimant filed voluminous papers, and Judge Schmuck is expected to take several days before granting or denying a temporary injunction.

Should the issues involved prove too confusing, an injunction can be denied and entire matter will have to be taken up in a general suit. Paul Rosini is currently appearing at the Rainbow Room here. He denies all charges.

**London Houses Up Prices Due to Union Wage Rise**

LONDON, June 1.—Moas Empires and General Theater Corp. have increased prices. Tickets printed with old prices are overstampd "Rising Costs Necessitate Increase."

One factor influencing this change is granting of war bonus to union stagehands and front-of-house employees.

**Clifford & Marion Sole Americans In New Palladium War Revue**

LONDON, June 1.—For his successor to *The Little Dog Laughed*, George Black has chosen Jack Hylton's production of most popular BBC wartime vaude feature, *Garrison Theater*. This unsophisticated, notably humorous opus gives every indication of earning its corn until the new crazy show is ready in the fall. Production, reviewed the second night, May 13, is very military in mood, theater being adorned with flags and bunting, house band wearing battle dress and attendants wearing khaki. Toilets, labeled in chalk "Messieurs" and "Mesdames," are embraced in atmosphere scheme.

Show is presented on a prop stage atop a stage, men in uniform occupying prop galleries flanking second proscenium. This mythical Garrison Theater has new comic, Jack Warner, getting laughs aplenty as a private speaking deplorable English. Lieut. Charles Shadwell, conductor of BBC's vaude ork, directs pit band. A blustering sergeant major is impersonated by Syd Hailston. Joan Wintens is cigarret seller playing up to Jack Warner, who calls her his "littled gel." There is a line of 18 Little Gels in dance routines, one of which sheds air-blue uniforms to step out in pink undies. Thirty male vocalists, *The Sing-*

*ing Marines*, are given a feature spot in mine-sweeping scene. These singers are also seen as French soldiers, and the girls as midnettes in the big spectacle, *Entente Cordiale*, which closes first half and has Warner giving first-rate impersonation of Maurice Chevalier.

Second biggest scene closes show and has Billy Cotton and band all in battle dress, playing pop numbers, and John Dudley singing. A number of "guest" artists are introduced, these being the Seven Martinettis, Australian Rising team using three tables to swell effect; film players Moore Marriott and Graham Moffatt, with Harry Tate Jr., in revival of Tate Sr.'s *Motoring* sketch; snooker champ Joe Davis in display of trick shots on billiard table with Jack Marshall emceeing; Tessie O'Shea, comedienne; Three Aberdonians in unique acrobatic routine with patter, and, as sole Americans on the bill, Nelson Clifford and Marie Marion. This couple, with their whimsical humor and Marie's jumbled the perfect impersonations, are one of the high spots of the show.

Producer for Jack Hylton is Robert Nesbitt, Black's ace director. Edward Graves.

**7 Straight Vaude Houses in England**

LONDON, May 18.—The management's contention that they would or could not keep straight vaude going on extensive lines unless importation of acts was permitted is being borne out.

Of the 42 houses comprising General Theaters Corp., Moss, Stoll and Syndicate circuits, only seven are playing straight vaude, 30 have musicals and revues, and four are given over to straight plays this week.

Refusal of Variety Artists' Federation to co-operate in attempt to secure permits for importations is largely blamed.

**Name Acts Skedded for Chi To Offset Summer Blasts**

CHICAGO, June 15.—A line-up of name acts skedded for Chi theaters during the coming weeks to offset the doldrums precipitated by the first hot blasts of summer.

Acts set for the Chicago include Betty Grable and the Ebsons, June 21; George White *Scandals*, a condensed version, June 28; Jan Savitt, July 12; Glenn Miller, July 19. B. & K. is also negotiating but has not yet clinched a deal with Rochester. At the Oriental, bands are taking honors, with Larry Clinton entering June 28; Sammy Kaye, August 2, and Shep Fields August 16. The *Funzaire* unit is booked for July 5. Other name attractions, according to Billy Diamond, Oriental booker, are in the offing.

State-Lake is set less far in advance, only booking to date being Ozdie Nelson June 14, and Cab Calloway June 28.

**State Gets Betty Hutton July 4; Richman Aug. 11**

NEW YORK, June 15.—Harry Richman will head the bill at Loew's State week of August 11. No supporting talent has been signed so far.

Betty Hutton will make her first Broadway appearance as a vaude single at the State week of July 4.

**Stroudsburg 3-Day Comerford Vaude**

NEW YORK, June 15.—Sherman Theater, Stroudsburg, Pa., will add Monday to Wednesday stage shows later this month. Bookings in other Comerford houses will provide the last half of week for the acts.

The Palace theaters in Wilkes-Barre and Scranton are other vaude houses on the circuit. Now playing Comerford houses are the Hollywood *Star Doubles* unit, the Del Rio, Leon La Felle and his Harmonica Gentlemen, Pat Rooney Jr., Herman Timberg Jr., Maxine Stone, Bert Walton and Benny Ross.

**Ben Blue Settles Huberts Judgment**

DENVER, June 15.—Ben Blue, who headlined George White's *Scandals* until which concluded a week at the Denver Theater June 11, settled in the Denver District Court for \$200 a \$300 judgment which had been pending against him here for more than a year.

The judgment was obtained by Fritz and Jean Hubert, who charged that Blue engaged them to appear in a show for two weeks in the fall of 1938 at \$300 a week, but dismissed them after the first week.

The judgment represented salary for the second week. A writ of attachment was served on Blue during the show's engagement and the management of the theater agreed to furnish a \$500 bond guaranteeing his appearance in court.

**Atlantic City MDP Full Week June 29**

ATLANTIC CITY, June 15.—Hippodrome Theater on Hamid's Million-Dollar Pier will begin a week of vaude June 29. Bookings will be by Jesse Kaye, of the Fanchon & Marco office, New York. The initial bill is not yet set.

The Hippodrome will book names occasionally. The higher priced acts will be on a percentage basis.

**La Crosse To Use Units**

LA CROSSE, Wis., June 15.—In an effort to stimulate business, Ted Boinick, manager of the Hollywood Theater here, is trying out a small band policy. Booked for June 21-22, thru the Billy Diamond agency, Chicago, is a WLS unit.



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## Vaudefilm Grosses

### Strand's Dorsey - Rosenbloom Best; M. H. Is Strong; Heidt Opens Well

NEW YORK.—The only semblance of vaudefilm business for the week was at the Strand.

The Paramount ended the first week of Harry James' Band, Bea Wain, the Ebens and Hattie McDaniel Tuesday (11) with one of the lowest grosses for a first week in months. Collections amounted to a disastrous \$26,000. Pic, *The Way of All Flesh*, put the kiss of death on the b. o. The layout holds a second week, with the none-too-bright possibilities of a \$20,000 gross. Previous bill with Charlie Barnet, Tony Martin and Danny Kaye, along with film, *Typhoon*, grossed \$28,000 for the second week while the first stanzas got \$35,000.

Loew's State settled back to ordinary business after the terrific Bob Hope week which tallied \$47,000. For week ended Wednesday (12) show with Irving Caesar, Stuart Morgan dancers, Harmonica Rascals and Think-a-Drink Hoffman, along with pic, *Rebecca*, wound up with a so-so \$22,500. New bill with Horace Heidt's Pot-o-Gold on stage will probably pull around \$35,000. While Heidt is a good drawing card in his own right, the prospect to the public of having a possibility of winning \$100 at every performance should bring good business. Exploitation includes femmes passing out throw-aways stressing \$100 giveaway. Bill stays a second week. Film this week is *Strange Cargo*.

The second week of *My Favorite Wife* at the Music Hall, together with stage show including Walter Cassell and Helen Leitch, ended Wednesday (11) and returned a not bad \$70,000. The first week pulled a beautiful \$92,000. New bill Thursday (12) headed by *Our Town* looks like a tremendous \$95,000. With critics turning press agent for that film, bill will most likely be a boldover. Stage includes Gower and Jeanne. Previous week with *Irene* took in \$70,000.

The Strand's \$42,000 for week ended Thursday (12) provided the only bright spot in the b. o. picture. Bill includes Jimmy Dorsey's Band, Maxie Rosenbloom

and Berry Brothers, along with *Brother Orchid* on the screen. The second session of this layout should pull \$30,000. Previously three weeks of Sammy Kaye pulled a total of \$57,000.

The Roxy trade was also dull for week ended Thursday (12). Only \$29,000 was registered with stage bill with Tommy Wonder, Nadine Gae, Ed Roecker and the Gaudsmith Brothers, along with *Four Sons* on the screen. New layout with Nick Lucas, Sunny Rice, Raul and Eva Reyes and the English Brothers and Marion Bellett looks like a \$30,000 grosser. Prior bill with three weeks of *Lillian Russell* tallied a tremendous total of \$121,000.

### Kaye's Lead-Band Stunt Helped Fine 20G Pitts Gross

PITTSBURGH.—Sammy Kaye's first stage appearance with his "Do You Want To Lead a Band?" stunt grossed \$20,000 for the Stanley, best gate in six weeks. In the face of Pittsburgh's second night pro baseball game in history, a district super war-conscious because of industrial mobilization for armaments manufacturing and intense heat, Kaye presented a production unit described by Stanley Manager Charles Eagle as "one of the three best shows here this year."

On the screen, reckoned a help, *Brother Orchid* (WB).

Hesitant about using the audience participant stunt until a couple days before opening, Kaye used a Recordio on the stage to make records of the numbers used by the amateur leaders—four of them each show—and presented the disks to the amateurs after their appearances. The winners of each of the six days' contests performed at the final show of the week for prizes of \$25, \$15 and \$10. Autographed records went to the other finalists and autographed batons to all participants.

Most of the volunteer band leaders were of high school and college age.

Fortified by a one-day personal appearance of Anna Neagle in conjunction with the showing of *Irene*, the Stanley last week grossed \$17,150, with Benny Meroff's *Funza/ire* unit on stage.

Jan Savitt's Orchestra, plus 40 *Little Mothers*, was worth \$15,100 the previous week, while Glen Gray's Band and *Saturday's Children* was a subnormal \$14,600 the stanza before.

### Patricia Ellis OK 78G in Milwaukee

MILWAUKEE.—A show headlined by Patricia Ellis turned in a \$7,800 gross at the Riverside Theater for the week ended June 13 at 25, 30, 40-cent admissions. Bill included Harry Stevens, Five Herzogs, Coleman Clark and Consola and Melba.

Novel feature was *Music as You Like It* by Kate Smith on the Recordophone, accompanied by the Riverside Orchestra. Pic, *Ski Patrol* (Univ.). Average business is \$7,000.

### Spokane Vaude Off

SPOKANE, Wash.—Post Street's Vaudefilm continued its box-office slump last week-end, hot weather being blamed this time by Manager Bill Evans. Gross was several hundred below house average of \$1,750 for June 7 to 9 engagement of Sully and Thomas, Edith Griffith, Ruskin and Norman, Clark and Bailey, Betty Vickers, plus pic, *Heroes in Blue* and *Chasing Trouble*.

Previous week was marked by unspectacular biz at the Earle (Warner). Stage bill, consisting of Cardini, Lynn, Royce and Yanya, Vic Hyde, Hollywood Canine Minnie and the Roxette corps, together with the film, *Brother Orchid*, did a poor \$10,000.

Loew's Capitol did a not bad \$20,000 with a stage show featuring Dixie Dumber, the Shyrettes, Jerry Lester and the Rhythm Rockets. Film, *Edison the Man*, helped.

### Tucker Weak 15G at Oriental; Miranda, Molina Give Chi Big 34G; Armstrong OK

CHICAGO.—The Oriental took a brodie for week ended Thursday (13) with Sophie Tucker as headliner, and the Chicago is due for a bump this week with a weak picture and only a fair stage bill. Tucker's night club stuff just didn't click with theater patrons, and the picture didn't help. House wound up with a very poor 15 G's. As expected, the Chicago did okay with Carmen Miranda and Carlos Molina, registering an excellent \$34,000. Louis Armstrong fans turned out in satisfactory numbers at the State-Lake for a sock \$15,000.

State-Lake should have a good week with Ozzie Nelson and his ork and a sizzling gang pic, the change of title from *Omps of Chicago* to *Gangs of the City* is expected to hurt. Biz excellent first two days and week's gross should hit around 15 G's. Chicago started off to poor biz and from all indications will take a substantial loss on the week. Not expected to hit above \$27,000. Oriental, with Bill Bardo and his ork, a fair

stage bill and a strong woman's picture, *My Favorite Wife*, is expected to do a satisfactory 20 G's. Entire bill is in for two weeks.

Betty Grable, booked for week of June 21 at the Chicago, has been canceled because it was necessary for her to replace Alice Faye in a picture, Miss Faye being ill.

### Holtz, Shutta Get 68C in St. Louis

ST. LOUIS.—Vaude bill for week ended June 6, while more than double the house average of \$2,000, was disappointing in the light of grosses registered by previous stage attractions. Layout, with Lou Holtz, Ethel Shutta, Betty Hutton, Stump and Stumpy and Ben Feld's Ork, collected \$6,800.

A pair of weakies, *Curtain Call* and *Tear Gas Squad*, occupied the screen.

### "Scandals" Unit Ups Gross 200 Pct.

DENVER.—George White's *Scandals* unit headed by Ben Blue and Ella Logan wound up a good week at the Denver Theater June 4 to an \$18,000 gross, which is about 200 per cent over normal business. Pic was *La Conga Nights*.

Following Denver, the unit has a two-day stop at Wichita, Kan., after which it hits Kansas City, Chicago, Milwaukee and St. Louis.

### 5 Acts Pull 67C 8 Days in Philly

PHILADELPHIA.—Keeping the bill an extra day to return the house to a Friday opener, five standard acts bill gave Carmen Theater a welcome \$6,700 for week ended Thursday (13).

Weather breaks helped the house, stage getting good support as well from *The Doctor Takes a Wife* on screen. Bill included Andriani Brothers, Gll and Bernice Mason, Val Setz, Helen Reynolds Girls, Bonnie Ross and Maxine Stone, with Louis Baill's house band.

### Vaude Bill Good

SPRINGFIELD, Mass.—A six-act vaude show, plus the movie, *Black Friday*, brought good business to the Court Square Theater here for the three days ended Saturday (8).

Featured were Capt. Gregory and Co, the Three Heat Waves, George and Edith White, Jimmy Gerard, Derward and Madelyn with Jacqueline Hurley, and Potus and Palsom.

### Hope Record 45G At Mich., Detroit

DETROIT.—House records of many years' standing were broken at the Michigan Theater last week, with Bob Hope doing a double bill—headling his own stage unit and on the screen in the world premiere of Paramount's *The Ghost Breakers*. Hope did around \$45,000, around \$17,000 better than done by Orrin Tucker and Bonnie Baker the week before.

Major difficulty was the unusual number of customers who stayed for two or more stage shows, resulting in almost constant lobby lines after the first show, with the big lobby itself taxed to capacity at evening shows late in the week.

Opening of the Rochester-Betty Hutton bill at the opposition Fox on Wednesday (12) played to better than \$4,000 on opening day, and was expected to gross around \$35,000 for the six days.

### Kassel Good for Neat 75C in K. C.

KANSAS CITY, Mo.—Art Kassel and his Kassel-in-the-Air Ork, with Marlon Holmes, grossed a neat \$7,500 at Barney Joffees' Tower Theater here with accompanying pic, *Bomb Over London*, for week ended June 13.

Previous week, *Miracles of 1940 Revue*, featuring Duval and Co., Jimmy Brynes, Novak and Pay and Betty Black, grossed an average \$6,000, with Pic *La Conga Nights*.

### Radio Rubes Okeh

WILKES-BARRE, Pa.—The three-day vaude shows at the Irving are still waging an even battle against the fine summer weather, with the shows playing to capacity or near capacity at each performance. The Radio Rubes were featured.

Pic was *Tear Gas Squad*.

### Buffalo Biz Holds ; Bows Big \$14,700; Satchmo Opens Well

BUFFALO.—Altho the weather continues warm and the war news is still keeping people at the radio, local houses did okay for themselves last week.

The Buffalo has a strong picture attraction for the week beginning June 14, which, coupled with a fair stage layout, should do at least an average \$12,500. *Susan and God* on the screen is coupled with a stage offering of D'Artega and the house ensemble, Gertrude Lutzi, Six Sophisticates of Song and The Hansonettes.

For week ended June 13 the Buffalo did a good \$14,700 with Major Bowes' Sixth Anniversary *Revue*, well above average. Picture, *Safari*, did not help.

The Century is back in the swing of vaudeville with an all-colored show, which should draw. Opening June 14 to good crowds, despite heat, was an accomplishment for Louis (Satchmo) Armstrong, the trumpet-blowing band leader. His Cotton Club *Revue* features Big-Time Crip, Midge Williams, Sonny Woods, Stump and Stumpy and Candy and Pepper. Picture is *The Crooked Road*. Richard Kemper, manager, expects \$13,000. A new air-conditioning system here is helping summer business.

The Century wound up three weeks of *My Favorite Wife*, June 13, to the tune of \$28,000, which is very good. First week set a record there for pics with \$13,000, second week was good for \$10,000, and last eight days were so-so with \$5,600. Average without name bill here is \$6,000. Several more vaude name attractions are being set by the management.

### Sex Pays Off In La Mesa Spot

SAN DIEGO, Calif., June 15.—La Mesa Country Club, 15 miles outside the city, is building up a hefty patronage with sexy reviews. The spot is going in for femme dancers, such as Doris Chesterfield, getting billing as a "Passion Dancer," and a novelty act, the Men Fan Dancers. The straight part of the show is by Kirby and DeGage, dance team; Charles Hickey and Sylvester Nunez. The spot recently booked *A Night in Paris*, a 20-people night club unit.

According to Klayton Kirby, of the dance team, who operates the spot in conjunction with Eugene Faux and Chris Jovanovich, the spot will continue to go after bookings that have unusual publicity angles. The club uses a six-piece band.

### Music Box Owes 32G; Wages, Taxes

SAN FRANCISCO, June 15.—The Music Box, local night spot, has filed a petition for bankruptcy, and at the same time a tax lien was filed against the club by the U. S. Bureau of Internal Revenue.

The petition for bankruptcy, which named George L. Ricconi as president of the night spot, listed liabilities as \$32,388 and assets at \$18,656. Liabilities

included \$5,000 in overdue wages and \$15,000 in taxes, while the principal assets were club equipment, the petition set forth.

A tax-lien for \$1,405 was filed against the club by Clifford C. Anglim, U. S. Collector of Internal Revenue.

### Attorney-General Extends Tax Probe

NEW YORK, June 15.—Investigations into Federal tax frauds in which four night clubs and two theaters were indicted last week will be extended to the entire metropolitan area, Jesse Moss, U. S. special assistant attorney-general in charge of this investigation, will no longer limit his search to one Federal district.

Moss, working on amusement tax frauds for nearly a year, obtained indictments on the operators of the Brown Derby, B & B Nut Club, Brooklyn; the Dutch International Casino and the DeMuroes.

### More Names for Totem

NEW YORK, June 15.—Totem Lodge, Averill Park, N. Y., will continue on its name policy on week-ends. It claims it has already booked Sophie Tucker, Col. J. C. Flippen, Andrews Sisters, Hal Le Roy, Benny Fields, Estelle Taylor, Buck and Bubbles, Nick Lucas, Molly Picon and the DeMarcos.

The William Morris Agency books.

# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**THE GREAT GEORGE** (Grover G. George) posts from Rio de Janeiro, where he has just concluded an extended stay at Jvas Castaeno, government-owned theater, with his full-evening show, that he is en route back to the States to play dates contracted before he jumped to South America. He's due back early in July. Last season George played 16 weeks of falls as a grand-stand show.

**DUKE MONTAGUE** and Co., playing theaters and sponsored dates in auditoriums, are finding business only fair thru Colorado.

**MAL LIPPINCOTT** takes his mystery and novelty troupe to Rheims, Pa., this week for the town's fire department carnival.

**LABREA**, magician, and Elsa Kabilak, mentalist, have joined Bill Tumber's Cavalcade of Thrills with the Hamid-Morton Circus.

**MAURICE F. R. S. RAYMOND** (The Great Raymond) has folded his magic road show. After visits to Columbus, O., and Cincinnati, he is slated to journey to Cleveland to begin organization of a new mystery troupe. On Sunday, June 9, he was guest of George W. Stock, former dean of Cincinnati magicians, and Doc Waddell, former outdoor show press agent, at the Ohio Masonic Home, Springfield, O.

**RUTH OWENSBY**, the former Ruth Hathaway, of the well-known magic duo, Hathaway and Ruth, info that she and her hubby were forced to give up housekeeping in Atlanta recently, due to her ill health, which dragged her down to a mere 103 pounds (four pounds under sword-box weight).

Four weeks of rest already have put eight pounds back on her frame.

**MYSTERIOUS DR. HOLLENBECK**, mentalist, is now on an eight-week engagement at the Hotel Radisson, Minneapolis. After closing there July 29, he moves to the Roof Garden, Lake Okoboji, Ia., for the month of August.

Jarrett Young is back with Dr. Hollenbeck as business manager.

**INDIANA** is well represented at the Summit Hotel on U. S. Highway 40, near Unlontown, Pa., with three of its native sons playing their simultaneously.

**EVANS BROWN**, musical magician, is in his sixth week there; **DEL BRESSE**, Rushville, Ind., magician, is in his third week, and **SIR EDWARD**, another Hoosier lad, opened there last week with his mental turn.

**MARDONI** stopped off at the magic desk Tuesday of last week (11) while in Cincinnati for a few hours between jumps. We missed him, unfortunately, it being our day off.

**LEWIS GERBER**, Cincinnati conjurer, appeared as a free act last week at the carnival staged by the Volunteer Fire Department of Sharonville, O. Gerber did his chopper, *The Man They Couldn't Hang*, and his magic.

**JIMMY THOMPSON** (Kater) has resumed his summer work as entertainer on the Great American, cruise ship plying the South Lakes. It's his eighth season in that capacity.

**ADE DUVAL**, set with his company at the Orpheum, Los Angeles, week of June 19, sails from San Francisco June 26 for Australasia, where he is set for an extended tour on the Tivoli Circuit.

**PACIFIC COAST** Association of Magicians recently staged a 14-act magic show under auspices of the Veterans of Foreign Wars at Everett, Wash. Among those who entertained were Stroud, Hickerson, Harvey Long, Telleman, Jester and Co., Mantell's Mannikins, Charles Smith and others. Last named was until recently mayor of Seattle.

**BRANDINO**, after making up his mind in Cincinnati recently to quit the magic business to accept a permanent hotel job in his home village of Birmingham, Ala., headed southward last week to take up his new duties. In passing thru Knoxville, however, he encountered the Gene Austin tent show. He jumped out to the lot to visit a friend—and the blow-off—he wound up joining the Austin opry. So, the Great Brandino struggles on, with the hotel business losing a good man.

**FRANK PARKER** for Vaude

**NEW YORK**, June 15.—Frank Parker, vacationing from his radio show for the summer, will play vaude, opening at the Chicago, Chicago, week of July 26 or August 2. Other dates will soon be set.

## Giovanni Invents Zipper Pickpocket-Proof Pocket

PHILADELPHIA, June 15.—Dr. Giovanni, pickpocket act at Club Ball, has turned inventor. He has created a pickpocket-proof pocket, which is really two pockets in one, the second pocket being protected by a zipper. Makes it ideal for dinner-check fumbler.

"You see, a pickpocket uses two movements in his operation. He dips carefully into the pocket, then quickly and carefully out," the doctor explained. "But this pocket I have invented requires four movements to get to the contents and absolutely is pickpocket proof. Every pocket in a man's suit can be fitted with this protection."

## A. C. Burly Set

ATLANTIC CITY, June 15.—Izzy Hirst is readying the Globe Theater on the Boardwalk for burly, opening Tuesday (25), with Jack Beck coming in as house manager. Will use a house line, changing strip and comic specialties every fortnight.

Two shows nightly, at 9 p.m. and midnight, with Sunday matinees. Season will extend until Labor Day.

# Burlesque Notes

(Communications to New York Office)

**NEW YORK:** **VALERIE PARKS**, billed as featured attraction, and **Lois DeFee**, the extra-added attraction at the Ettinge, opened June 7 when Hank Henry and Bob Aida relieved Steve Mills and Jimmie Cavanaugh.

**HAROLD MINSKY**, at the Gaitey, has his ushers bedecked in natty sailor's garb in keeping with the current visit of the Fleet. Rose Virgil is the admiral and Elsa Wickner first mate over Bernice Watson, Jennie Bombone and Lillian Dean.

**FRANK (BUD) WILLIAMSON**, ex-burly character man, is in the French Hospital under treatment for two broken legs sustained in a recent auto accident.

**DANNY TUCKER**, emcee and singer, is at the Raymonds' Star Follies attraction in Luna Park, Coney Island.

**JACKIE WHALEN** writes of a summer split of the team of Whalen and Wood, last season on the Hirst Circuit, and of his working now as emcee at the Club Nomad, Atlantic City, where he is booked until Labor Day. Murray Wood, his midge partner, is doing club work on the Coast.

**HANK HENRY**, Bob Aida and Marjorie Roye recently were guests of Lou Appleby, operator of the Casino, Toronto, at latter's summer estate at Jackson's Point, Ont.

**MICKEY THOMPSON**, stripper and specialty performer, returned to Manhattan recently after six months in Baltimore, Philadelphia and Boston.

**MARIE STROMIE** and Alice Braun, two former Rialto, Chicago, showgirls, became new Kenneth Roger-ettes at the Ettinge, May 31.

**JESSIE ROGERS**, another Roger-ette, came in from Gayety, Minneapolis, stock.

**JUNE MARSH**, back at the Nomad nitery, Atlantic City.

**HARRY JANBOE**, former burly house manager, is now with the U. S. Rubber Co.

**CHARLES COLE**, ex-burly comic, now a Bronx deputy sheriff.

**HOWARD KENT** is straightening for Mark Lea at Dave Rosen's *Streamlined Follies*, Coney Island, where June Lacey is a recent added feature.

**PAUL SLAYER**, former burly house manager, is in charge of Jack Linder's *Hollywood Doubles* attraction in Luna Park, Coney Island, where Betty (Seitz) Harris, ex-Columbia wheel principal, is chief cashier.

**MIKE SACHS**, comic, has bought an interest in brother Morris' tailoring establishment in Providence.

**BEVERLY CARE**, producer at the Republic, has shelved the customary Monday night after-show rehearsals. For the summer, chorines will practice Tuesday, Wednesday and Thursday only.

**HAROLD RAYMOND** hereafter will be more careful when striking a match. A package went off in a hand now incased in a bandage.

**IDA ROSE**, producer, was tendered a birthday party June 1 at Leon and Eddie's by husband Norman Thorne.

**AMY FONG**, Jean Mode, Steve Mills and Sherry Britton open June 21 at the Gaitey.

# H. K. Minsky Hypos Detroit Burly With Strip and Dance Contests, Cab Driver Tie-Ups, Punchy Ads

DETROIT, June 15.—Showmanship has built business at the New National Theater here steadily the past four months, until it is averaging 80 per cent higher attendance than in 1939. Coming of Herbert K. Minsky into the National is largely responsible for the new policy.

House itself has been dressed up to cater to family trade. The lounge back of the balcony has been refurbished as a smoking room. A lobby poster invites customers up "to sit and smoke and talk about our show."

Adopting a new tone of friendliness, customers leaving are greeted by the doorman and thanked for coming to the show.

Exploitation stunts at the National are part of a well-laid exploitation plan. For instance, a series of three contests was run, two to three weeks apart. A Royal Tease Contest, which broke house records, introduced these in March, followed by an Oriental Dance Contest and an International Tease Contest. Five entrants were in each, all professional

showgirls. The contest idea, a major factor in vaude and radio for years, was adapted to local burlesque for the first time. Entrants were tagged, and advertised with pictures, as *Virgie of the Virgin Island*, *Fifi of France*, etc., in the International Contest.

Advertising is being devoted to a timely theme, and all copy tied in with the dominant theme in each insertion. When Lois DeFee, "Queen of the Amazons," was featured two years ago, the bomb-like copy was headed, "The War Is On," and opening night is announced as "The Big Battle Begins Friday."

Clever copy was used for *The Sorriest O'Hara of Burlesque*, tying in with other films as well—"Gustier than Goud With the Wind, Blows Up (opens) Friday . . . Gales of laughs by Billy Ainsley . . . *Florence, The Typhoon*."

Last week's show used a novel production idea, the *Five Quin-Striplets of Burlesque*. Five girls, all named in the copy, were used, opening in a five-crib scene with a French nurse. Copy reads "See five stars born before your eyes." Incidentally, good will of the house for this type of clever exploitation is so strong that retail store tie-ups are easy to arrange.

Another idea used by Minsky is to send a special card to every taxi driver in town, paying the driver on a generous scale for customers brought to the National: 10 cents for 1 passenger; 20 cents for 2; 25 cents for 3; 30 cents for 4; and 35 cents for 5. The driver brings the card to the box-office when he discharges his customers, collects his money, and gets another card. This makes every cabbie a plugger for the house, and is used also to keep a record of sources of patronage—the drivers are asked what hotels, etc., they get their loads from, etc.

Circulars plugging coming attractions are also sent to the drivers.

In keeping with the new policy, house has been rechristened the New National, and clever slogans used constantly, like "Let's go National," and "Where the legs of nations meet."

## Harry Goodson Gets Harry Day Circuit

LONDON, June 1.—Col. Harry Day, vaude agent, chairman of several theatrical companies and producer of a string of successful revues, who died in Quebec, Canada, left \$254,550. To Harry Goodson, at present directing many former Day enterprises, he left the good will of the business and the benefit of all contracts.

## Vallee Booked For N. Y. Strand

NEW YORK, June 15.—Rudy Vallee has been booked into the Strand for two weeks and options beginning July 12. Vallee follows in Bob Crosby's Band. Will Osborne has been tentatively penciled in for July 28.

This is the first time that Vallee has played the Strand. Vallee's New York appearances have always been at Loew's State.

## O'Malley Again Heads EMA

CHICAGO, June 15.—Entertainment Managers' Association held its annual election Thursday night and re-elected David P. O'Malley president. Other officers elected were: First vice-president, Thomas Burchill; second vice-president, Donna Barch; secretary-treasurer, Lyman E. Goss Jr. Trustees elected are George Hillman, James K. Thompson and Sam Roberts.

Shaw and Lee, is being held over for a second week.

**CLEOTORIA**, billed as the *Venus of the West*, making her first appearance in Philadelphia this week at the Troc.

**BILL HAGEN** holding over for a fourth week. . . **JUDY RENNER**, Minsky danseuse, taking a fling in niteries at the Hauf Brat, Bristol, Pa.

**LESQUE** and ex-burlesque folk at the Fair are Virginia Hawkins, at *Artists and Models*; Bina King, at *Hot and Cold*; Harry Shapiro, Rube Bernstein, Lucille and Marilyn Howard, Gladys Douglas and Irma Carter, at *Aquasade*; Billy Klein, at *Left in the Dark*; Lucille Wray, Cross Hillary and Al Tyler, at White Way Casino; Fred Sears, Gypsy Rose Lee and Abbott and Costello, at *Streets of Paris*; Bob Birch, out-front chief; Bert Todd, administration boss, and Buddy Smith, at *Winter Wonderland*; Kay Dawn, at *Zorina Gardens*; Marian Bailey, at *American Jubilee*, and Charles Laik, at New Orleans.

**SAM RAYNOE** and company, including Jeanne Pardue, playing vaude in and around Miami, Fla.

**MAG (GOGGLES) BARRON**, comic, opens July 1 for the summer at Sklar's Hotel, Monticello, N. Y., as producing head of a company comprising Jean Rose, former burly singer; Irving Bell, Ruth Frowler and the Six Swingers.

**JEANNE SHELDON**, recently closed at the Gaitey, opened June 8 at the Chas. Paree, Atlantic City, thru Stanley Woolf.

**ORACIE BRYANT**, dancer, closed two weeks at the Gaitey June 13 and goes for a week at the Lido nitery, Allentown, Pa., then four weeks at the Little Rathskeller, Philadelphia, and two weeks at Freddie's, Cleveland. Also booked to open September 6 on the Midwest Circuit.

**LEERANOVA SCOTTI**, 3rd Vivian and Rusty Nelson, from burly houses, together with Luana, constitute the principals in Harry Brown's girly show at Stauch's, Coney Island, where Leo (Sarge) Helfer is a new outside speller.

**MADGE CARMYLE** was the week-end feature in place of Sherry Britton at the Raymonds' show in Luna Park, Coney Island, N. Y., June 8. Doris Weston succeeded Irma Voogee June 1.

**CHICAGO:** **MILT SCHUSTER** writes from Los Angeles that he and his wife attended a party at Joe Yule's home and the mistus got a big boot out of meeting his son, Mickey Rooney. Others at the party were Bob Ferguson, Mary Murray, Gus Schilling, Betsy Rowland, Billie Reed, Harry Arnie and Lena Daley.

**MR. AND MRS. N. S. BARGER** are visiting New York. . . **TONY MITCHELL** closed at the Howard, Boston, and has returned to her home in New York. . . **MARION MILLER** opened at the Rialto Theater Friday (14).

**FRED CLARKE** reports that cooler weather has stimulated business at the Rialto. . . **COLLETTE** closed at the Avenue, Detroit, Friday (7) and has returned to Chicago. . . **BILLY JOY AND JUANITA** have finished their engagement in San Diego and are back in Chicago.

**FROM ALL AROUND:** **MARION MORGAN**, featured at the Orpheum Theater, Los Angeles, with

## Knoxville Good To Austin Show

30 per cent drop in business to date is attributed to war

KNOXVILLE, Tenn., June 15.—Gene Austin's *Models and Melodies* did excellent business on both nights of its stand at Central street showgrounds here this week, with decidedly "B" movies at local theaters and no other competition except the war.

The war has made considerable inroads into the show's business, Austin told *The Billboard* reporter. "I estimate it has been off as much as 30 per cent because of the war," Gene said. "When a break does come I believe there will be immediate improvement. People are staying at home now, afraid they will miss some of the news."

The full tents at the two performances were largely due to good promotion by Tom Parker, working ahead of the show. Two large co-op ads were carried in Sunday's *News-Sentinel*, one by a restaurant and other by the city's biggest jewelry store, where Gene made personal appearance.

Austin rated a two-column picture with an interview in the same paper on opening day.

Radio also was well used, with Austin and others appearing both days on the WNOX Midway Merry-Go-Round, popular hour show that plays to several hundred in auditorium, in addition to area's largest listening audience. Austin also did early-evening program on WNOX which tied in Red Cross refugee relief campaign with Gene's war record.

## Winstead Moves Into W. Virginia

KEYSTONE, W. Va., June 15.—Winstead's Mighty Minstrels launched its West Virginia canvas tour here June 3, the show pulling good business on the local engagement, according to C. E. McPherson, general agent. Business has been up to par all season to date, McPherson says.

Cousin Big Chief, Apache Indian trick cyclist, and wife, Minnie Ha-Ha, who assists him, are recent additions, giving the show three novelty turns. The Winstead performance runs two hours and 40 minutes.

According to McPherson, the Winstead copy will play South Georgia and Florida next winter. It will be show's first appearance in the latter State. Much of the show's success may be attributed to its attractive line of paper and heavy billing, McPherson claims.

## Deep South Has Influx Of Small Canvas Oprys

CINCINNATI, June 15.—From a reliable source it is learned that more than 50 small shows are currently operating under canvas thru Texas, Mississippi and Alabama, comprising picture shows, vaude-pie combos, small animal shows, magic units, med oprys and a scattering of repsters.

This influx of small shows working under canvas is believed to have come about largely thru the school show idea, which has come to the front swiftly the last several winter seasons. With the schools closed, eyes were cast for a new method of showing and new fields to conquer. The tent theater and the Deep South seemed to be the answer. If the road is dead in some sections, there's no sign of it in the three States mentioned.

## Bisbee Rep Clicks Despite Competish

CADIZ, Ky., June 15.—Despite much inclement weather and unethical competition of a fly-by-nighter, which has been jumping into its established towns a week ahead, Bisbee's Comedians, J. C. Bisbee, owner-manager, have been enjoying a healthy b.o. play in their old territory since ushering in the under-canvas season a few weeks ago. Manager Bisbee describes business as "beyond our expectations." The Bisbee show plays Kentucky and Tennessee.

The organization is this season sporting one of the most attractive tent theaters ever seen in this territory. The 60 by 120-foot top was built by the O. Henry Tent and Awning Co. Under every rope in the tent is a band of a different color, with the valance on each rope trimmed with white fringe. A two-foot valance runs, trimmed with white fringe, around the entire tent, with a different design every few feet. Proscenium has red and blue stripes, heavily fringed in white, carrying out the color scheme of red, white and blue (See *BISBEE CLICKS* on opposite page)

## Rep Ripples

ED AND MONA HART, of the Hart Players, have been reading so much recently about the need of more youth in repertoire casts that they finally decided to do something about it. A new player, 8 pounds and 4 ounces and still unnamed, made his debut with the Hart Players at Laurel, Neb., May 31. The parents have had their Hart Players in Nebraska, summer and winter, for many years. . . . KENNETH PRUE, former repster, is in advance of Keith's Tent Show in Southeastern Texas. . . . TEMPLE BROS., vaude and pie show reports good business in the lumber section of Alabama. . . . IN THE ROSTER of the Hart Players in Nebraska are Eddie and Mona Hart, Freddie Allison and wife, Jack Bell and wife, George Meyers, Fred Halpin, the Robley Sisters, Bill Gretchen and Joe Walker. . . . TEX RINE'S Cowboy Show, a vaude-pie picture trick, is reported netting its share of the lure in Central Texas. . . . TODD'S FUNMAKERS have closed their school season and have moved under canvas to play the sticks in Mississippi.

GEORGE B. FLUHRER, who for a number of years operated the Hollywood Players in Indiana, Ohio, Kentucky and Pennsylvania and who deserted the rep field several years ago for burlesque, is (See *REP RIPPLES* on opposite page)

## Billroy's Play Lancaster

LANCASTER, Pa., June 15.—One of the biggest post-season theatrical events here was the appearance of Billroy's Comedians at the showgrounds last night (14), playing in a new water-proof blue and white tent. Entourage included 25 trucks, busses and passenger cars for the company of 80. Ladies were admitted free when accompanied by a paid adult, prices calling for 25 cents from adults and 15 cents for children. Standout features included Helen Franklin and Luana, latter in a *Denise Savage*. Date marked the first for a tent show in this vicinity in some time.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Pughe Clicking With N. O. Contest; Duval-Leslie Wed

NEW ORLEANS, June 15.—Using the Christy Circus top, a 120-footer with three 40-foot middles, seating 5,200, George W. Pughe's latest venture is now at the 504-hour mark, with 14 couples and one solo still in the running. Business is on the up, with the Duval-Leslie wedding Monday night pulling a capacity house, with nearly 5,000 turned away, according to Pughe. Floor shower for the couple hit almost \$200.

Contestants are Viola Comerford and Skippy Skidmore, Betty Lauck and Eddie Anderson, Rose Miller and Popeye Thompson, Adele Blala and Don Donnison, Mr. and Mrs. Jack Duval, Gladys Maddox and Dale Thorpe, Patsy Ryan and Mickey Britton, Honey Webb and "Rubberlegs" Martin, Jennie Busch and Bill Fort, Margie Shean and Porky Jacobs, Tillie Danish and Phil Ralney, Hilda and Larry Decarrado, Ruthie Smith and Eddie King and Johnny Gulfoyle and Margie Lauck. Jackie Parr is solo.

Staff includes Larry Cappel and Jack Reynolds, judges; Ethel Jansen and Aridine Triebel, nurses; Lew Ayres and Walt Gross, trainers; Frank Jansen, boss canvasman, with five assistants; Ernie Fisher, lot superintendent; Jerry Martone, in charge of concessions; Rita Ayres, Sylvia Martone and Frances Gayer, cashiers; Alexander Smith, front door; Jerry Rice, dietitian; Larry Pullen, night manager; Andrew McFarland, legal adjuster, and Doc King, advertising agent.

Ensees are Archie Gayer, Rajah Bergman, Jimmie Bittner and George Jacobson. Davie Ackerson's Derbyshowmen and Teddy Hart's Stygian Synopators supply the music, with Alice Beverly as featured vocalist. Contest is aired three times daily over Station WDSU.

ACCORDING TO a report from San Francisco several endurance folks are working at the expo or in near-by night haunts. Among those there are Mickey

Hogan, Al Painter, Danny Bramar and Johnnie Russo. Hogan is said to be working in a concession at the expo, and Bramar to be handling the mike in front of a Chinese restaurant, extolling the merits of said Chinese culinary art. The report adds that Charlie Loeb is working in the floor show of a local night spot, doing the fire-eating stunt and impersonations, and that Ben (Schnozzle) Roth recently played an engagement at the Orpheum Theater, San Francisco, with a jitterbug act.

IN ANSWER TO INQUIRIES by Joe Gruber and Mary Walker—they have the Frozen Alive show on the Goodman Winter Shows this year. They say that, so far, business is fair, but they are homesick for a contest and will be back at it when the carnival season closes.

HARRY HAMBY—Please send in your address to the column. Your brother is reported seriously ill.

ART GETZ info that the following were in the Baltimore contest when he left June 12: Phil Arnold and Jo Jo Sprach, Billy Willis and Ruthie Carroll, Johnny Crowder and Roma Terry, Johnny Henderson and Florence Chadwick, Mickey Sheehan and Floris Neubert, Joe Nalty and Cloris Wears, Muggay Hurley and Jo Jo Delago, Jack Glenn and Patsy Patterson, Jack Davis and Lillian Bowling, Itsy Bachrach and Brenda Schwarz, Jack Kearns and Dottie Kale, Johnny Carnes and Kay Penman.

BENNY AND EDITH LEONARD, contestants in the Kansas City, Mo., show, have returned to St. Louis and are resting up for the next one. They toss an orchid to the contest, declaring it the best one for them in a long time.

JIMMY RICHEY cards from San Francisco that he is working the expo there and doing okeh, and that wife, Ruby, is slated for a screen test at Warner Bros. studios.

## Brutal Weather Plays Havoc With Turner I-Nighter

HEREFORD, Tex., June 15.—Jack Turner's one-night stand tent show has just completed its 15th week, with weather to date the worst the show has encountered in its many years in the Lone Star State. The show had to employ three tractors to pull it the 21 miles from Dimmitt, Tex., to this city, thus losing the opening night performance here. It was the only night lost so far this season.

At Whiteozer, Tex., Wednesday night, June 5, at 7 o'clock, a hailstorm hit for 15 minutes, demolishing a 20-foot and a 30-foot middle. The hailstones were of gigantic proportions. Henry the Magician's trailer was damaged by 99 holes in the top, Bud Nairn lost a windshield, and every trailer and car on the show had from 15 to 75 holes in it. The two ends of the top and one middle, which were covered with new canvas, escaped with slight damage.

At Follett, Tex., recently, during the teardown, a twister hit the tent and tore up a 20-foot middle. New canvas has been ordered, and the show is going on as usual. Business has been very (See *Weather Plays Havoc* on opp. page)

## Plunkett Tenter Invades Oregon; Arizona Tough

BEND, Ore., June 15.—Plunkett's Minstrels, who opened the tent season March 11 on their winter quarters lot in San Antonio, have invaded Oregon, where the show is set for the next 40 days, according to L. L. (Rusty) Plunkett, agent.

Following its San Antonio opening, the Plunkett show played a string of one-nighters along the Gulf Coast, returning to San Antonio April 16-17 under auspices of the American Legion to mediocre business. Business in West Texas for the remainder of April was okeh, says Plunkett. New Mexico was passed up, Plunkett says, as the State has had a \$100-a-day reader on tent prices since last summer, and the wheel tax isn't so fair either. Arizona gave the Plunkett troupe two weeks of bad business. Business was good for one week of one-nighters across Nevada.

"Arizona has the cutest racket of all," says Plunkett. They tell the agent the (See *Plunkett in Oregon* on opp. page)

## Buddy Players In 21st Season

TOWNVILLE, Pa., June 15.—With clear but cool weather prevailing, the Buddy Players, owned and managed by Phil and Nina Miller, inaugurated their 21st season here June 3 with a week's run. Business held up well thruout the six weeks. On Saturday night (8) a near cloud-burst struck the lot just before opening time, but the rain ceased long enough to permit the filling of the big top by curtain time.

Show this season sports a new cast, (See *BUDDY PLAYERS* on opp. page)

## "Veto" Valentine Loses Leg in Auto Accident

CHICAGO, June 15.—William (Veto) Valentine, veteran tent showman, is in Hines Hospital recovering from injuries sustained in an automobile accident, which necessitated amputation of his left leg above the knee. Valentine, formerly operated for many years an *Uncle Tom's Cabin* show, as well as various rep shows.

At the time of the accident he was refused admission to a local hospital. It is said, because he was not known and had little money with him. By the time he was admitted to Hines Hospital gangrene had set in, making amputation necessary. He is recovering nicely.

## HAL J. ROSS

Will announce the opening of his next Derbyshow, opening Wednesday, July 3rd, in next issue of *The Billboard*.

## Contestants, Notice!

This spot should be the banner show of the year for all concerned. It's well worth waiting for.

**Wanted-Wanted-Wanted**  
Colored Musicians to all instruments. Enlarging show. A-1 Beat Drumming Comedian. A-1 Novelty Act to feature who has something to offer. Must join on wire. Pay 1000. 1 per school. No advance money until after joining. State lowest salary if you want answer. Eat on lot.  
**JIMMIE SIMPSON'S MODERN MINSTRELS**  
Cambridge, Md., week June 17;  
Cape Charles, Va., week June 24.

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

**WANT**  
Med Performers in all lines. Those doubling instruments given preference. No advance unless we know you. Salaries must be reasonable; we pay on this show. Bonus and dignities (over this ad) must join at once. Pay your wires, we pay ours. Don't misrepresent, we don't.  
**TA-GO MEDICINE CO., FREEROT, TEXAS**

**WANTED AT ONCE**  
Colored Musicians—Bass, Saxophone, Trombone, other Musicians, John Pender, wife D. Light-complexioned Chorus Girls, small type; also Blues Singer. Well equipped Minstrel Show, 3 days and a week stand. Week of 37th, Portsmouth, Va. Wire us, we send tickets. Give address. You get your money with us.  
**EMMETT CROSSBY, 715 Elm Ave., Portsmouth, Va.**

# Drive-In Movies Successful; Illinois Project Is Launched

Show in vicinity of Danville is under way following four years of experimenting—"nature's own cooling system" is stressed in program advertising

DANVILLE, Ill., June 15.—Drive-in movies, one of the recently developed innovations in the non-theatrical film business, are being successfully conducted in this vicinity. According to William Saunders, business manager of Butler Movie Service, his firm is going strong in this field after four years of experimenting. All the Sunday spots are drive-ins and plans are under way to soon operate two circuits throughout the week. Advantages of the drive-in, Saunders says, are it eliminates the problem of getting a suitable building in which to show and the need of seats, as patrons sit in their cars. With drive-in shows the roadshowman rents a fenced field along some well-traveled highway and sets up his equipment. Lights are installed, either by connecting with line of the power plant in the near-by town or by the use of portable plants. Show is advertised by handbills mailed out to boxholders. Theme of the publicity is that the show can be seen in comfort because "nature's own cooling system" is used. Concession rights are leased, with intermissions arranged to boost sale of the film.

The shows, Saunders said, have averaged about 1,500 people.

This roadshow firm opened its outdoor

free merchant movies May 3 and officially began the operation of seven of its circuits four days later. Weather in this section hasn't been too favorable for outdoor shows. However, at Newman, the third show of the season attracted an estimated 3,000 people. Count was based on the number of cars computed with the average number of passengers per vehicle. In other towns attendances are increasing.

While 16mm. equipment has been used by this firm's operators in Indiana for three seasons, this is the first time this type has been used exclusively in Illinois. One machine with reel arms capable of carrying a 3,200-foot reel is being used to give complete shows without a break. Machine is also equipped to use an arc lamp, which gives a brighter picture.

Roadshow activities have shown a marked increase this season over last, Saunders said.

## AFM Is Stymied On Phono Problem

(Continued from page 2)

panies and music machine operators' associations could be reached regarding the use of recordings. Resolution was directed at the alleged unemployment created by the replacing of live musicians with coin-operated phonographs. Altho Weber admitted the importance of the situation, he claimed that what the proponents of the resolution desired—which would have amounted to controlling recording firms' product after it was out of the manufacturers' hands and sold to others—was something that "no labor organization can do," unless, in this case, the AFM controlled the performing rights of its members' waxed creations.

Resolution had been referred out of committee to the executive board, but Weber's oratory and practical viewpoint effected a convention vote against it in a 20-1 proportion. Discussion was prolonged by impassioned but more idealistic than realistic pleas from several delegates who held that a fight should be made to do something about the inroads of music boxes on possible employment opportunities for musicians, instead of sitting back and claiming nothing can be done. Weber's exception to the implication of defeatism on the part of the executive board was made with his usual fact-presenting.

In addition to Weber's contention that any attempt to tell recording companies to whom they may sell their product would put the AFM on dangerous, unlawful ground strewn with restraint of trade pitfalls, Fred W. Birnbach, AFM secretary, pointed out to the assemblage the futility of the idea, with waxworks able to dub and re-dub records, not to mention stealing off the air, and with no musicians at all getting paid for waxing activities.

With this resolution killed, the situation remains as it has been for some time, with the Federation endeavoring constantly to pass an amendment to the Copyright Act which would give musicians performing rights on their recorded work. Heated discussion on the resolution proved that nothing whatever either can or will be done by the AFM about the situation until that Congressional measure can be effected.

## BUDDY PLAYERS

(Continued from opposite page) with the exception of Jay C. Mason, and the troupe is equipped with new scenery and a new line of royalty plays. Manager Miller is contemplating the purchase of a new and larger tent soon. Included in the show's roster are Phil

and Nina Miller, Jack Parsons, producer and characters; Lolabelle Parson, leads; Art Vermum, leads; Ducky Vermum, ingenue; Harry and Maude Dunbar, general business, drums and piano; Jay C. Mason, comedy and specialties; Donald Sachs, juvenile; Earl Reber, second leads, and Caselle and Mardella, novelty dancers. Working crew is headed by Elmer Todd, and three large trucks move the show.

The Buddy Players make all week stands in Eastern Pennsylvania and Western New York, with the season running until two weeks after Labor Day. Included in the show's repertoire this season are *Her Gypsy Sweetheart*, *Husbands for Rent*, *One Man's Family*, *Toby's Petticoat Troubles*, *Crimes We Dare Not Talk About*, *It Happened in Your Town*, *Good People and Bad* and *The Lone Ranger*. Admission prices are 25 cents for adults and 10 cents for children, with ladies free on opening night with each paid admission.

## PLUNKETT IN OREGON

(Continued from opposite page)

truck permits for 30 days are \$7.50, then when the trucks pull up in front of the little Jesse James stations the permits are \$37.34. The county sheriff tells the agent there isn't any county license, but when the show is about half over he comes along and collects about all you can stand.

"Any show coming this route should fly over New Mexico and Arizona, but it would be advisable to inquire about their anti-aircraft. Arizona used to be good for a small show, but it is the No. 1 problem State now.

"Business for the season so far is about average, due to a good early spring run. Equipment and roster are the same, with the exception of Billy Batten, who joined in Texas to play trumpet and handle banners."

## BISBEE CLICKS

(Continued from opposite page)

through. The poles are white enameled, trimmed in red and blue. Seating capacity is 1,000, with all chairs white enameled with red backs.

Show is transported on six white trucks and trailers, lettered in black and red. Two light plants are carried. Special scenery is carried for each bill.

In the personnel are J. C. Bisbee, featured as Mahala the Magician; Mary Bisbee, leads; Rod Bramfield, featured comedian; Eleanor Humphreys, characters and general business; Bradley Alexander, orchestra leader and leads; Victoria Vickers, piano and ingenue; Howard Johnson, characters, trumpet and director; Ralph Blackwell, heavies and drums; Frank Jones, general business and sax; Ray Lamb, novelty specialties; Lorene Lamb, ingenue; David Holweger, juves and piano accordion; Rhys Bennett, sax and clarinet; Paul Conway, bass; Elmer Bisbee, guitar and sax; Barney Conway, tickets; Charlie Crafton, tickets, and Cliff and Mabel Malcolm, advance. Line-up includes a 10-piece street band and an eight-piece orchestra. A crew of six workmen handles the outfit.

## WEATHER PLAYS HAVOC

(Continued from opposite page)

good whenever the weather has been kind.

Jackie Phillips has closed and has been replaced by the Musical Battens. Bud Nahn Jr., recently married, has closed to engage in commercial pursuits. H. M. Harrell, concessioner, has purchased a new house car.

Recent visitors were Mrs. Harley Sadler, Harvey Roberts, Mr. and Mrs. Bee Landers, Paul Adams, Jole LaPalmer, Stout Jackson; Mr. and Mrs. Bill McKinley and family and employees of Lubbock Foster Co., Lubbock, Tex.; Mr. and Mrs. Jack Harrison, formerly with circuses and rodeos; Glenn Brunk, Sam Bright, Betty Fromen, Cleo Plunkett, Rusty Plunkett and Bill Batten, of Plunkett's Minstrel.

## REP RIPPLES

(Continued from opposite page)

recovering from appendix peritonitis at his home, 426 E. Sixth street, Davenport, Ia. . . . EDWARD C. COONTZ, well known in the rep field, is now program director at Station KVOO, Tulsa, Okla. . . . LAPP'S NOVELTY SHOW, presenting vaude and pics under canvas, is playing three-day stands in Warren County, Mississippi. . . . THE GALE SHOW, picture and vaude combination, left Tulsa, Okla., June 8 for a trek thru that State and Central Texas. . . . RICHARD HENSHAW writes from Toledo, O.: "Visited the Frank Ginnivan Tent Show in Syl-

## 16mm. Being Used In Experiment by Teachers' Group

NEW YORK, June 15.—A nation-wide experiment to determine the possibility of using recommended films for a planned series of students' matinees, around which curricula units in photography discrimination will be built, will be tried by roadshowmen during the academic year of 1940-41 under the direction of the motion picture committee of the National Educational Association Department of Secondary Teachers.

School authorities in co-operation with roadshowmen will select photoplays to be shown during the school year once a month.

Films shown will serve as the basis of a new course in "Types of the Photoplay." Experiment is under the supervision of Dr. William Lewin, of the Weequahic High School at Newark, N. J., chairman of a committee of 500 educators who are endeavoring to raise film standards among students, in co-operation with Josephine Allenworth, of Memphis, Tenn., chairman of the departmental committee on school-and-movies co-operation.

Non-theatrical films in the experiment include *The Midozo*, *Last of the Mohicans*, *Abraham Lincoln*, *Vivacious Lady*, *Stage Door*, *Nurse Edith Cavell*, *Gunga Din*, *Damsel in Distress*, *Allegheny Uprising*, *Wells-Fargo*, *The Buccaneer*, *Spain of the North*, *Men With Wings*, *Union Pacific*, excerpts from *The Good Earth* and from *Captains Courageous*, *Serpage* and *Servant of the People*, all available in 16mm.

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Conducted by KEVIN BRENNAN

103 City Terrace Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

# The Billboard

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No telegraphed advertisement accepted unless remittance 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 22, 1940 No. 25

vania, O., Monday night (10). Ginnivan has an excellent cast, and the show as a whole is one of the best I've seen in some time. The women were especially attractive and had beautiful wardrobe. The equipment, lighting effects and orchestra were all in accord with the entertaining performance. Show business is not dead when shows like Ginnivan's are still on the road. . . . SEXTON LA THEY, son of Robert LaThey, has joined his dad on Choate's Comedians. . . . MRS. RAY ZARLINGTON, Lois Hanover and Mr. and Mrs. Bob McLain, of the Zarlington Show, were visitors on the Choate tent show at McLeansboro, Ill., last week.

## NOTICE!

All 16mm. Roadshow Men who want to rent tried and proven 1½-hour sound programs for as little as \$15 a week should write to Cinema, Incorporated, 234 Clarendon Street, Boston, Mass., and get complete information. This film library is the largest in New England and offers excellent selections to Roadshow Men. All makes and models of projectors can be rented—some as low as \$5 a week.

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Letter List

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Swain, Mrs. Daisy. Wall, Mrs. Tex. Warmock, Mrs. Bertha...

Men (Candy Man). Bonomo, W. Bill. Bolman, Mrs. A. Bell...

ACTS AND ATTRACTIONS playing Fair, Park. Celebrations and Carnival dates sent for complete details on the SUMMER SPECIAL OUTDOOR TALENT SECTION...

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appeared in radio skits in recent years, a son, Roland V., and a sister.

**FISCHER**—Mrs. Carl, 79, widow of Carl Fischer, music publisher, May 29 in Englewood, N. J., after a short illness. A son, Walter, now heads the music company. She also leaves three sisters, five brothers and three daughters.

**FITZMAURICE**—George, 55, for many years an outstanding motion picture director, in Good Samaritan Hospital, Los Angeles, June 13 after a 10-week illness with a streptococcus infection. Fitzmaurice wrote and supervised one of the best known silent film serials, *The Perils of Pauline*, starring Pearl White, and had directed such stars as Rudolph Valentino, Vilma Banky and Greta Garbo. Among his directorial works are *Lady Virtue*, *Meta Hart*, and his last, *Diamonds Are Dangerous*. Survived by his widow and two daughters. His first wife, whom he married in Paris, was Ouida Bergere, a writer. They were divorced in 1924.

**FLANAGAN**—John H., 68, veteran Detroit stagehand, suddenly in that city June 9. His widow, Mary, survives.

**FLEISCHER**—Mrs. Margaret, 63, mother of Paul Douglas, CBS announcer, suddenly June 5 while visiting her son in New York. Her home was in Philadelphia. Paul is the sole survivor.

**FLEISCHMAN**—Walter, 38, waiter and free-lance publicist, in Cedars of Lebanon Hospital, Los Angeles, recently. Survived by his widow, son, daughter, mother and a brother.

**FRIEBE**—Lew, 59, musician with Russell Bros. Circus, June 8 at Mercy Hospital, Bay City, Mich. Survived by four sisters and two brothers. Burial in Green Ridge Cemetery, Bay City.

**FULLMER**—Willie, musician with Butler's Band on West Bros. Shows, in St. Louis City, Mo., June 4.

**GANDINO**—Adolfo, 62, Italian composer, in Bologna, Italy, June 7. He composed several operas and 25 symphonic poems.

**GOODWIN**—Roscoe, former aerialist and vaudeville actor, June 8 in a Chicago sanitarium. Goodwin was injured some years ago while doing his aerial act with a circus, the injury eventually affecting his lungs. He was in vaudeville for some time. The past three years he was desk clerk at the Raleigh Hotel, Chicago. Goodwin was a member of the Topeka Elks' Lodge and the North Side Showmen's Association, Chicago.

**GRACE**—Catherine, 30, wife of Paul H. Grace and formerly a member of Cettin & Wilson Shows, in Mt. Pleasant, Pa., June 10. Interment in that city June 12.

**GRUBER**—Aloysius, 69, operator of the Albany Arms Cafe, Atlantic City, the past 20 years, June 2 at his home in that city after a short illness. Services and interment in Pittsburgh.

**HAINES**—E. Glenn, 79, organist, June 4 at his home in Philadelphia of a cerebral hemorrhage. He conducted a pipe organ, piano and voice studio in Philadelphia for many years and was official organist for four fraternal organizations in that city. Survived by his widow, Josephine; a son and a daughter.

**HALEY**—Mrs. George, member of the Royal American Shows for a number of years, in Mount Park Hospital, Clewiston, Fla., May 31 after a seven-month illness. Surviving are her husband, George, who has the front of the Midget Show on Hennes Bros. Shows, and three brothers, Al and Jesse Norwood, shooting gallery managers for Gilbert Noon, and W. G. Jamison. Burial in Memorial Park, St. Petersburg, Fla.

**HARRIS**—Mrs. Grace Powell, 60, mother of Patry and Albert Powell, the latter with Ringling-Barnum circus, at her home in Pittsburgh June 2.

**HELLER**—Frank, theater operator in Shippensburg, Pa., suddenly June 1 at his home in that city.

**HERMAN**—Brenton G., 33, cashier for Metro-Goldwyn-Mayer, Detroit, May 31 in that city after a long illness. His widow and two children survive. Interment at Glenn, Mich.

**IRVINE**—William I., 50, sales manager for Wilding Picture Productions, Detroit, June 11 at his home in that city. His widow and two children survive. Interment in White Chapel Memorial Cemetery, Detroit.

**JOHNSON**—Charles E., 55, for the past 10 years manager of the Tiffin Hotel, Detroit theatrical hotel, in that city May 27 after a long illness. He was formerly in vaudeville, playing principally in a sketch titled *Fight for a Girl*. Johnson was the father of the juvenile act known for several years as the Johnson Duo, Jimmie and Joan. His widow and one other daughter also survive. Burial in Holy Sepulchre Cemetery, Detroit.

**KASE**—Mrs. Katurah, 68, widow of

## Col. J. Fred Margerum

Col. J. Fred Margerum, 62, former general manager of Trenton (N. J.) Interstate Fair, died June 7 in Monmouth Memorial Hospital, Long Branch, N. J., where he had been a patient for about two weeks. He had been in failing health several years and had undergone a series of blood transfusions while hospitalized.

He had been associated with Trenton Fair for more than 30 years and in the latter half of his administration had built it into one of the big events of Eastern fairdom, engaging attractions with a lavish hand. In 1936 the fair was leased to George A. Hamid, who purchased the property outright after a three-year leasehold.

Margerum was named a colonel in the New Jersey National Guard by former Governor Harold G. Hoffman, for whom he served as finance campaign manager. He was also personal aid to the former governor, who appointed him secretary of the State Traffic Bureau of the Motor Vehicle Department. He then became manager, a position he held until his death. His father, Brig.-Gen. Mahlon R. (Pa) Margerum, who survives him, was secretary of the fair.

Deceased was a member of the Masonic Lodge at Ocean Grove, N. J., of the Carter Club in Trenton and the Circus Saints and Sinners Club of America in New York. His first wife was the former Belle Gungun, of Philadelphia, who died a few years ago. In 1939 he married Mrs. Lily Moore, of Trenton. Others who survive him are a daughter and a sister.

Private services, June 10 at his Sea Girl (N. J.) home.

Samuel T. Kase, former Detroit musician, at her home in that city June 4 after two months' illness. Two sons survive. Interment in Holy Sepulchre Cemetery, Detroit.

**KERR**—Byron W. (Fido), 55, well-known pitcher, at Elliot Memorial Hospital, Minneapolis, June 3 of double pneumonia. He had worked peelers at fairs, indoor shows and expositions for the last 35 years and was one of the best known pitchers in the country. Kerr made the Minnesota State Fair for the last 33 years. In 1933 and 1934 he had peeler locations at the Century of Progress, Chicago. Deceased was born in Vinton, Ia., and was the protégé of George Cravell. Survived by his widow, Ellen Josephine; his mother, Mrs. Amanda Kerr; a son, Thomas; a brother Bill, and a sister, Bess. Interment in Crystal Lake Cemetery, Minneapolis.

**KENNEDY**—Alfred, known on the legitimate stage as Bruce Elmore, veteran actor in New York productions and formerly in dramatic stock, recently in Canada. He had been ill for several months. Funeral and interment at Halifax, N. S., his birthplace. He had been active for many years in the Lambs' Club, New York.

**KRETLOW**—Muriel, in private life Mrs. John Gihon, June 2 in Chicago of injuries sustained when a horse she was riding fell on her. Miss Kretlow was a well-known dance director and conducted a dance school in Chicago. Survived by her husband, a writer on *The Chicago Herald-American*.

**LEAHY**—Richard P., 67, owner for 30 years of the Bay City (Mich.) Opera House, now the Washington Theater, in Bay City June 6 of a heart ailment. Two brothers survive. Interment in Bay City.

**LEBP**—Thomas, 63, night watchman with Gold Medal Shows, instantly June 9 when a show truck in which he was riding rolled off U. S. Highway No. 2 near Stager Depot, Caspian, Wis. Better known as Uncle Tom, he had been associated with owner Oscar Bloom of Gold Medal Shows since he started in show business. Lebp is survived by a sister in Brighton, Pa.

**LEMIEUX**—Lawrence, 25, son of Mr. and Mrs. Richard A. Lemieux, of Menominee, Mich., June 5 when his plane crashed near the Menominee County Airport. A companion, Jesse C. Dorser, of Springfield, Mo., was also killed. Deceased, who was to have been married to Betty Larson, of Marinette, Mich., June 22, was well known in the show world, his father having been electrician with Ringling Bros. Circus from 1907 to 1909. Survived by his parents, two brothers and a sister. His parents operate the Lemieux Funeral Home, where services were held June 8, with burial in Riverside Cemetery.

**LEVIN**—Louis, 55, former operator of

the Public Theater, Chicago, suddenly in that city June 6. His widow, Celia, survives.

**McDONALD**—Grace, 34, musical comedy and night club dancer, May 24 at the Will Rogers Hospital, Saranac Lake, N. Y. She leaves her mother.

**McDOWELL**—Milan Fay, 68, Columbus, O., radio engineer, May 27 in Sarasota, Fla., of a heart ailment. He was a native of Urbana, O. Survived by his widow, Daisy; a son, Arthur M., and two daughters. Services in Columbus May 31, with burial in Green Lawn Cemetery there.

**MALERICH**—Jack, 44, widely known Minneapolis musician, June 7 in that city of a heart ailment shortly after finishing his daily broadcast over Station WGOY. One of the foremost organists in the country, he had appeared on many network broadcasts and at one time conducted his own orchestra. Malerich was particularly noted for his originality in arranging music and composing. Recently he had been composing original music for the Minneapolis Aquatennial Celebration to be held next month.

**MANDER**—Samuel, 45, Philadelphia projectionist, June 2 at his home in that city after a brief illness.

**MARCH**—Dr. Harry A., 65, for many years a theatrical manager and producer and known as the father of professional football, June 10 at his home in Canton, O., after a long illness. During his theatrical career he produced summer musical stock at the old Meyers Lake Park Theater, Canton, for several seasons. He organized the New York Giants and the Canton Bulldogs football teams and for a number of years was head of the National Professional Football League. At one time he practiced medicine in New York. His book, *Professional Football, Its Ups and Downs*, had a wide circulation. Survived by his widow, a son, a sister and a brother. Services in Canton June 12, followed by cremation in Cleveland.

**MAYER**—Lillian A., 52, musician, June 5 at her home in Stone Harbor, N. J., after two months' illness. She taught voice and music for many years, maintaining a studio in Philadelphia and later in Stone Harbor. Survived by her mother and a brother.

**MAYO**—Frank O., 61, well known in stock and tab circles, in Springfield, Mass., June 6. Mayo, who devoted his entire life to the stage, was a member of the first Poli stock company, was the first director of the Federal Theater Project, Springfield, when that unit broke away from the WPA vaudeville group. Surviving are a sister, Mrs. Emma Bagley, West Springfield, and two brothers, George E., of Springfield, and William, of Rouses Point, N. Y. Burial in St. Mary's Cemetery, Westfield, Mass.

**METSCHL**—John M., 48, prominent Buffalo musician, June 4 of injuries sustained in an auto accident. As a violinist he had played under Victor Herbert, Fritz Reiner, Eugene Goossens, John Lund and Franco Auteri. He had also been a theater orchestra conductor and in recent years directed the Buffalo Marine Band and was instructor of the Sons of the American Legion Orchestra. Deceased was a member of the Musicians' Union. Survived by his widow, Margaretta; two daughters and two sons. Burial in Buffalo June 7.

**MILLER**—John, 50, operator of the Stag Cafe, Camden, N. J., the past five years, June 3 at his home in Camden of a heart ailment. Survived by his widow, Elizabeth C.; two sons and a daughter.

**MORRISON**—D. Lee, 61, Clermont, Fla., theater owner, at the home of his daughter, Mrs. Paul Campbell, Ashland, Ky., May 27 of a heart ailment.

**MOWERY**—Mrs. Lella, 69, mother of Mrs. Uim Hynd (Jean McLean), well-known Scotch drummer who trouped with her husband, a Scotch piper, at her home in Springfield, O., May 24.

**NETZORO**—Mrs. Anna, 74, mother of Bendetson Netzorg, concert pianist, and Milton Netzorg, violinist, June 6 at her home in Detroit after six years' illness. Her husband and five children survive. Interment in Clover Hill Cemetery, Detroit.

**OLIN**—Lester, 23, member of the transcription licensing department of the Music Publishers' Protective Association, May 30 at his home in New York of a streptococcus infection. He had been with the MPPA four years. He leaves his parents and a brother.

**PACKARD**—William F., 84, who for several years operated a motion picture theater at Frazeyburg, O., June 2 in St. Francis Hospital, Columbus, O. He retired from theater work several years ago. Three sons and two daughters survive. Services in Columbus, with burial in Green Lawn Cemetery there.

**PALMER**—Frank, 72, playwright and dramatic coach, June 11 at his home in Germantown, Pa. Among the plays he wrote were *Colonel Days*, *Gentlemen of Old Germantown* and *The Great Tradition*. Palmer was one of the founders of the Belfry Club, a dramatic organization, and was its coach for 29 years.

**PEPINO**—Rocco, 55, musician, June 2 in Atlantic City Hospital after a short illness. He played trumpet in the Vesella Band on Steel Pier, Atlantic City, for 12 years and had toured with the band. Survived by his widow, Josephine; a daughter, two brothers and a sister.

**PERKINS**—S. M., 70, father of Mrs. Bill Brown, of the Hughey & Gentsch Shows, at his home in Foster, W. Va., May 23. Survived by his widow, six daughters and three sons. Burial in Ashland, Ky.

**PLAKE**—Betty, 14, daughter of Peggy Bainchett, for the past several seasons with various carnivals and circuses, in Belfry Hospital, Indianapolis, May 13 of a heart ailment.

**RECORD**—Evelyn, 58, actress, professionally known as Evelyn Cooke, at her home in Puce, Ont., Can., May 28. Deceased came to this country in 1905 with Fred Karns' *A Night in an English Music Hall*, opening at Hammerstein's, New York. Later she toured the United States and Canada with G. P. Huntley the Kitty Gray Co., Aborn Opera Co., Sheehan Opera Co., *Ben-Hur* and others. In 1912 she married Ford Record, stage carpenter with Hammerstein's *High Jinks* and other shows and who was until recently stage manager at Detroit's RKO Downtown Theater. Surviving are her husband and two sisters in England, Mrs. Arthur Steele and Mrs. James Tabor. Burial in Grand Lawn Cemetery, Detroit.

**RICHMOND**—John, 85, steward at Kenwood Park, Pittsburgh, for 25 years, in that city recently of a heart ailment. He had also been doorman at the Nixon Theater, Pittsburgh, and a friend of many stage notables.

**SAXON**—J. H., 76, well-known painter and scenic artist, in San Francisco June 3. Saxon was employed as a scenic artist at the Golden Gate International Exposition at the time of his death. During the 1915 San Francisco Fair he performed similar work. Saxon was a member of the Sign, Scenic and Pictorial Painters, San Francisco, Local 515.

**SCHWARTZ**—Mrs. Beale, mother of Billy Burton, personal manager of Jimmy Dorsey's Orchestra, at her home in the Bronx, New York, May 23. Burial in Woodlawn Cemetery, New York.

**SCRUGGS**—Robert, 15-month-old son of Mr. and Mrs. Troy Scruggs, of the Royal American Shows, in Tampa, Fla., hospitalized May 27.

**SLUSS**—Arthur F., 48, French horn player with the Canton (O.) Symphony Orchestra and for many years identified with various musical organizations, June 3 at his home in North Canton after several months' illness. Survived by his widow, Mildred, and two sons. Services in Zion Reformed Church, North Canton, with burial in Union Cemetery at near-by Louisville, O.

**SMITH**—Mrs. Caroline Bufferfield, 77, in Darien, Conn., June 3 after a long illness. She was a former well-known singer and the widow of Dr. Gerrit Smith, organist and composer.

**SMITH**—Fanny Morris, 89, former musician and author, in Hartford, Conn., June 8 after a brief illness. Deceased was the first press agent for Ignace Paderewski on the famous pianist's first visit to this country.

**SZCZEPANSKI**—Alexander, 35, Detroit musician, June 7 in Evangelical Hospital, that city, after a long illness. His widow and two sons survive. Interment in Mount Olivet Cemetery, Detroit.

**THEWS**—Carl, 22, operator of an outdoor theater at Weyauwega, Wis., June 7 when his automobile left the road while driving from Big Falls, Wis., to Weyauwega.

**TOMPKINS**—Frank G., 54, playwright, suddenly June 4 at his home in Detroit. He was best known for his one-act plays, some of which have been included in the standard drama anthologies. He was head of the English department at Wayne University for 26 years, also teaching dramatics there for a number of years. His widow survives.

**TONNING**—Gerard, 79, composer, orchestra conductor and pianist, June 10 at his home in New York of a heart ailment. He composed many operettas, including *Let's Ericsson*, his first; *Blue Wing*, *In Old New England* and *All in a Garden Fair*. He leaves his wife and two sons.

**VALENTINE**—Joe, veteran carnival trouper and a member of the Chicago Walters' Union, in Milwaukee June 3. (See *FINAL CURTAIN* on page 84)

# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

## Gate Slowdown, But With Biggest Week-Day Count

NEW YORK, June 15.—Pulling a slim 557,240 the past week, the Fair took its first attendance dive, coming within 3,000 of the first week's low of 553,630. Recent developments in the war are given as the reason for the molasses gate. Even so, Wednesday's pull, helped by 10-cent Kids' Day, was 76,458, best week-day register of the 35-day operation. Had the past week-end's weather not been what it was—with rain at the key hours—the week's mark would have measured up and there would be no theories advanced concerning the war versus attendance. The 3,000,000 peg was reached after Wednesday's gate was chalked up.

Attractions generally suffered by attendance anemia, yet the per capita continues at a lively pace—but the real pace is still being set by Billy Rose's Aquacade, followed by Mike Todd's Gay New Orleans and Albert Johnson's American Jubilee.

### Rose-Rondeveo Feud

A terrific feud is on between Billy Rose's Barbary Coast and the Dufour-Rogers-Miller Rondeveo. Rose had eliminated Abe Lyman's Band last Friday and also his own name from the facade. It was then reported that Rose had sold out to Nicky Blair, his personal representative, and Paul Boyd, manager of the spot, who held the same berth at Midway Inn, the 1939 name for the site. Price involved was given as \$25,000, with \$10,000 of it in cash. Lyman and the music union charged this was a trick to enable Rose to wiggle out of his contract with Lyman and they punctuated their statements by claiming that Rose was still actual owner-operator.

The Fair's amusement department, headed by George P. Smith Jr. and Frank D. Shean, stood pat on a declaration that the Barbary Coast remain as is and that they could not recognize transfer of ownership. A notice was given to Rose to reopen and the reputed new pilots, Blair and Boyd, did so, adding a big "T" arm to the up-front circular bar. With drinks at popular prices and a new menu worked out, saloon-type vocalists—pianists were spotted above the bar and, with other acts due in, the whole will try to resemble Rose's Pioneer Palace at Great Lakes Expo in Cleveland three years ago. Beef Trust Girls were reported ready to be sprung at the Barbary, plus other turns.

Conversion started off with good traffic, competing directly with the nearby Rondeveo, which countered by engaging bar singers and instrumentalists, featuring singer Ann Hart this week, and group vocalists next week. Barbary has warbler Kay Parsons leading community sing.

Local 802, American Federation of Musicians, required Rose to post a \$10,000 bond pending settlement of the dispute with Lyman. Bantam Barnum's name was replaced, now appearing at very top of the front. Boyd said he and Blair are sole owners and that they have the privilege of using the Rose tag.

### Big Pythons Are Coming

John P. Mullen, Fonda, president of Iowa State Fair, Des Moines, visited with a party and was shown around by Fireworks Director Frank P. Duffield. Free adult recreational facilities are scheduled to be projected at the old parking lot, opposite Terrace Club. Cliff (Live Monsters) Wilson is awaiting a shipment of seven pythons next week from the Dutch East Indies. Another shipment of 14 is due next month from there.

While the midway majority cam-

### Paid Attendance (Fifth Week)

Saturday, June 8.....	141,199
Sunday, June 9.....	144,962
Monday, June 10.....	25,572
Tuesday, June 11.....	44,516
Wednesday, June 12.....	76,458
Thursday, June 13.....	61,830
Friday, June 14.....	63,003

Total.....	557,240
Previously reported.....	2,508,393
Grand total, first 5 weeks.....	3,125,633
First 5 weeks, 1939.....	4,099,879
1940 decrease.....	974,246
1940 daily average.....	89,303

paign neared its climax, Frank Buck gained prospective votes for his Jungleland mayor, Chimp Jiggs, by removing the election district from New York to Chicago. "The Chicago Stadium Circus has voted Jiggs mayor of the World's Fair by acclamation with 1,688 votes," reads a wire to Buck from the Stadium. Buck and Jiggs appeared there in April.

## On the Flushing Front

By LEONARD TRAUBE

NEW YORK, June 15.—One of the city fathers, stymied by lack of press due to (1) the war and (2) Mayor La Guardia's own publicity-getting skill, took taxpayers' time out to urge continuance of the fair until 1943. City Council President Newbold Morris is probably sorry he brought it up, because other responsible officials, including the mayor, Park Commissioner Bob Moses and others, branded the suggestion as "silly."

Even as a mere suggestion it tends to thwart one of Board Chairman Harvey Gibson's conceptions of 1940 operations—that is, playing down continuance and concentrating upon the current season. Mr. Gibson has even been shrewd enough to hint that, far from thinking of 1943, there will be no expo in 1941. Mr. Gibson knows it is almost fatal to discuss other than present operations. He knows that it keeps people away.

Surely if political bigwigs—office-holders or otherwise—are interested in the welfare of the big show on the meadows, they'll refrain from making any ill-advised suggestions for public eyes and ears. If they are really interested in the fair and its value, they should test their suggestions privately; for instance, by phoning or lettering the man who is fairly interested himself—Harvey Gibson.

(P.S.: Boss Gibson took the opportunity to discuss demolition after 1940. Not a bad counter-attack.)

At long last the Parachute Tower is about to open, with four "chutes set to spring today. First it was removal from southern area to the former Children's World which caused delay. Then a litigation by Commander James H. Strong, president of the company, prevented operation. Life Savers, advertised on the chutes during the first portion of '39 operation, has the same privilege this year at a reputed \$15,000 cost. Complete opening is figured to help other attractions in the area tremendously.

When Mike Todd unveiled his Gay New Orleans Village with its corking but costly productions, practically everyone, including this corner, wondered how he could get by without setting up the side fare as pay attractions. Long before he opened he had promised all attractions for a single (quarter) admission, but he recently had to go back on his theme by charging a dime for the peep shows. The folks are permitted (See FLUSHING FRONT on page 65)

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

## ExpoBiggies Are Huddling on Idea Of Extended Run

SAN FRANCISCO, June 15.—Expo officials are reported to be considering possibilities of extending the run beyond the set 128 days, at least thru October. With attendance running well ahead of last year's, the report is being given credence by exhibitors and concessioners. One consideration which lends support to an extension is the fine weather that the town had in October, November and December last year. Also overhead is less.

With great optimism, the expo management estimated, prior to opening day, that attendance would reach the first 1,000,000 by July 1. Now it looks like a pinch to pass that mark this week-end. Tentatively, the management figured that an attendance of 1,000,000 by July 1 would put the expo in good shape.

The 900,000 paid attendance mark was passed Wednesday afternoon, more than two weeks ahead of time. So far as attendance is concerned, this year's fair appears to be headed for great success.

### Grosses Guesswork Now

However, until the expo releases per capita spending figures and other statistics, the matter of grosses is limited to guesswork. Reporting on operations, General Manager W. W. Monahan said: "Night attendance is twice as good as that in 1939. There are now 150 exhibitors, nearly 30 having been added since the fair opened. A check on attendance at the big shows indicates they played to more than 350,000 in three weeks. Major exhibitors are reporting attendances up to one-half of the total gate."

Regarding gate admissions, many observers feel that the exposition's method of comparing this year's attendance to date with that of the corresponding number of days of last year's show, beginning with February 18, is unfair because of the difference in seasons, the contention being that it should have been started from May 25 last year as it was from the opening day this year. Using the latter dates for comparison, attendance this year is 254,058 ahead of '39. Using the expo's system, the new fair is 78,098 ahead as of close of business Wednesday night.

### Aquacade Draws About 25%

Billy Rose's Aquacade is breaking all records for total admissions. A check at conclusion of the 9 o'clock show Wednesday night revealed that the Aquacade had drawn 280,000 customers, which is almost 23 per cent of Treasure Island's attendance. "Dinty" Doyle, Rose's press agent, estimates that 3,000,000 will have seen the show by September 27.

There has been no change in the foreign building area because of the latest war development. A spokesman at the Italian exhibit declared, "We'll keep open, but we don't know how long." French consul protested use of title, Paris Peggy, on one of the Gayway girl shows. It's now just Peggy.

Art McChrystal and Eddie Saunders turned over Wednesday's receipts from ticket sales of *A Night at Lake Placid* to aid in the local fund-raising campaign. Fluttering symbols of national unity, the flags of the NYWF and the OOIE are waving side by side over the Administration building. Official opening ceremonies of the Czechoslovakia exhibit were held yesterday. It is maintained by voluntary contributions from American friends and Czechoslovakian groups in this country.

### Paid Attendance

Thurs., June 6.....	34,362
Fri., June 7.....	27,819
Sat., June 8.....	59,876
Sun., June 9.....	74,540
Mon., June 10.....	22,465
Tues., June 11.....	25,157
Wed., June 12.....	27,512

Third week total.....	271,222
Previously reported.....	629,857
Grand total first 19 days.....	901,079
First 19 days 1939.....	822,981
1940 increase.....	78,098

## Salici's Puppets

(25-40 cents)

Salici's Puppets in the Hall of Western States has as much sheer entertainment for oldsters as for 6-year-olds. It's a treat to see these little people dance, do acrobatics, play a piano or light and smoke a cigaret at the end of their invisible strings.

The Salici family is perhaps the oldest family of puppeteers in the world, present group being the sixth generation in the business. Not only are they trained to the utmost in manipulation of the little dolls, but they sing beautifully as well. Miss Salici in particular, having a voice of more than ordinary quality.

All the puppets used are their own handwork, and they show a keen sense of anatomy in the way the dolls are articulated, so good indeed that constantly you forget you are watching mechanical contrivances.

Show is full of touches that bring laughs and murmurs of admiration. A pianist enters in tall hat and cape and a cute girl doll takes off his cape and receives his hat. He advances to the piano, flips a coat tail out of the way and begins to play. A diva enters to sing with the piano and a flutist comes in to permit her to sing with his flute.

In another clever scene an orchestra of nine pieces plays while four performers occupy the stage, making 13 puppets controlled by 10 human hands, for the group on the stage above number no more than five at a time.

Eduard Murphy.

## Concert Chalks Low Gross

SAN FRANCISCO, June 15.—First of eight symphony concerts in California Coliseum at the expo chalked poor attendance, altho John Charles Thomas and Grace Moore were openers. Few weeks previous Thomas was in town in a musical at the Curran and Miss Moore sang free on International Business Machine Day, opening week. House grossed less than \$2,000, with principals splitting \$4,000 for appearances. Despite apparent apathy of fairgoers, the expo will continue with plans to present remaining concerts.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 15.—Having resigned my post with the expo to take over installation and management of the Life-o-Line game, have had little time to "glean," but have noted that most attractions are down in the dumps because of slackening trade. In 1939 June was the slackest month here, but a general upward trend was noted when schools closed. This is the month when boys with short bank rolls are shaken out, when weak spines wilt and quit and when the "smari" boys juggle around, pick up bargains, cop good locations and get ready to get the gravy. Kids' Day on June 17 with most concessioners doing business with the youngsters for a nickel, altho front gates will be 10 cents, is (See GLEANINGS on page 66)

## Capacity Night Crowds for H-M At Trenton; Strong Bill Offered

TRENTON, N. J., June 15.—The Hamid-Morton Circus ended a three day stand here June 12. The show was on the State Fairgrounds and played to capacity at night. Examination time for school children held down the afternoon take, the all shows were well patronized with the crippled children of the city, pupils of the New Jersey School for Deaf and many of the little personal friends of Mayor Leo Rogers.

The show is in charge of Bob Morton; Ray Rogers is general manager; O. C. Cox, legal adjuster; Dora Miller, general agent; Eddie Allen, equestrian director; Vernon Reaver, press agent; Harry Chipman, advance man; James Bush, location manager.

HADDONFIELD, N. J., June 15.—The Hamid-Morton Circus, tented for the first time and incorporating the Wallace Bros' Circus, is undoubtedly one of the most complete shows on tour, as seen at its inaugural stand here last Friday and Saturday.

It's a double-barreled drawing card the show has in Clyde Beatty and Lee Powell, "Original Lone Ranger." Other featured acts include Mrs. Harriet Beatty, Norma Rogers (Mrs. Lee Powell), Baron Novak, Kinko, Aerial Ortona, Eno Troupe, Tan Arakis and Walter Jennier and his trained seal, Buddy.

### The Program

Display No. 1. Spectacle and tournament, parade of entire company including seven lions. No. 2. Kinko, clown, doing his contortion stunts in Ring 1 and Roy Bronlee with Johnny Hartzell, comedy horizontal bars in Ring 3. No. 3. Harriet Beatty in the steel enclosure that made for Ring 2, her act bringing together an elephant and a tiger, the high spot being a leap of the tiger thru a flaming hoop from the back of one elephant to the back of another. No. 4. Young Bob Orton in Ring 1, for a web act, highlighted by a mid-air somersault while blindfolded and balanced on a chair. Vivian Orton offers a web number in Ring 3. No. 5. Lady principals in

Rings 1 and 3. No. 6. Comedy drunk elephant in Ring 2.

No. 7. Clyde Beatty in Ring 2, with only a whip and a chair for protection, ably demonstrates his command over a grouping of 28 lions and tigers, making the tigers roll over and the lions jump hurdles. Has control of the beasts at all times and is easily the most thrilling spectacle in the show. No. 8. Ernie Wiswell taking his Funny Ford apart in front of Ring 2 while the steel arena is being dismantled. No. 9. Jean Evans' muscular endurance in Ring 1, building it to a thrill in her trapeze swinging; in Ring 3, Waide Jenner doing gymnastics on the single trap with a finale flash in swinging from the trapeze to the rope. No. 10. First concert announcement. No. 11. The Wallace and Beatty elephants, seven, doing a walk-around in the three rings. No. 12. The Eno Troupe and Tan Arakis, Oriental equilibrista, two females and two males, splitting for positions in the three rings for foot juggling with barrels. No. 13. Clown walk-around.

No. 14. Walter Jennier and Buddy in the show's most entertaining specialty and easily the biggest applause-getter in Ring 2. Puts the seal thru the paces of balancing rubber balls, doing head-stands, carrying the balanced ball down a ladder, playing Americas on the musical horns, walking on its fins, and for the smash finish, the seal balancing itself on a single fin.

No. 15. Menage in all rings, seven riders led by Norma Rogers, ponies prancing and waltzing. No. 16. Iron-jaw act in all rings. No. 17. Ed Raymond and his clown band in Ring 2. No. 18. The Eno Troupe in Ring 2 for Risley (See Capacity for H-M on opposite page)

### Tips From Editor For Press Agents

Editors, *The Billboard*:

Just some tips to certain circus gentlemen from a newspaper man.

Our county has a team of acrobats touring with one of the top circuses. The boys have a lot of friends here who would drive some distance to see them work. Their show played a neighboring town recently, and had gone before anyone here knew about it, or knew that this year they are with that show.

When I was on another paper, two brothers from that town ran away with the circus but never got higher than ticket takers and general helpers. The next year, with another show, they returned to town, and I was surprised at the number of people who called at the lot and later attended the shows, who I knew positively would otherwise never have gone near the grounds. And these boys had no act; they had friends.

These two circumstances, and the fact that, as editor of a small-town daily, I like to get every bit of news that I can to tickle the home-town readers, bring to mind one place where the circus press agents—with their rich, rolling exaggerations which make so many editors rip-roaring mad because they are such poor newspaper copy—fall down on a really good chance for publicity.

If I were out ahead of a tent show I would make it a point to have a roster of every man and woman on the lot, no matter in how minor a capacity, with a notation of the home town of each. I would check my maps carefully, and whenever the show was preparing to set up at or near the town from which came any of these persons, be they performers or workmen, I would drop a postal to the editor of the home-town paper (or the county-seat sheet). Just a note is all the editor would want, giving name, job, and if possible, length of time he or she has been with the show. That little item will, chances are, get a better play in a small-town sheet than will all the fancy word-barrages the press agent can write.

And another thing which hurts the circus with these small papers—take a tip from one who has worked them for years—is the lies which some press agents put across. When one agent fills his stories with wonders which the show never produces, it is danged hard for the next show in town to get a line of free space—tickets or no tickets for the staff. And it is danged hard on those next circuses to get a crowd!

KENNETH N. HINKER.



AUSTIN KING, Dolly Moore and Jack Earle, after having registered with the police following their arrival in Sydney, Australia, from the U. S. to join Wirth Bros' Circus for a year's engagement.

## R-B Has Good Draw In Cincy Two Days

CINCINNATI, June 15.—This city had its second big top of the season when Ringling Bros. and Barnum & Bailey played the Cumminsville lot, June 8-9. It was preceded by Cole Bros., on the downtown Fourth and Smith streets lot, May 5-6.

Show arrived a little late from Indianapolis and the afternoon performance did not start until 3 o'clock. Tent was about two-thirds filled and at night it was almost filled. The second day, about a three-quarter house in the afternoon, and at night several sections were vacant. Weather was warm, and all in all, the show did right well here. Side show attendance was okay, as was the concert.

The big top, dark blue in color, is 300 feet long and 210 feet wide. It has three 60-foot middles. The show has wonderful equipment and is finely dressed.

The program is one of the best ever offered by the Ringling management and many acts were given big hands. The inaugural spec, billed as *The Return of Marco Polo*, is outstanding, being costumed and produced by Max Weldy, of *Foies Berpère* fame. The wild animal acts of Alfred Court, presented in three cages, are very impressive. Formations and tableaux are indeed wonderful. Court's animals include lions, tigers, polar bears, black bears, jaguars, panthers, pumas, leopards, ocelots and Great Dane dogs. All trainers work with small poles and whips and do not cause any commotion. A great juggler and showman is Massimiliano Truzzi. His feats with torches, big knives, plates, electric light globes and large and small rubber balls are amazing. Roberto de Vasconcellos, who is featured in the menage display, has a fine equine in Belmonte. This also is a standout turn. Other excellent acts include Ely Ardely, trapeze performer, who, among other things, does a head-stand; Douglas Whyte with his basketballing dogs; Bola Bola, foot balancer (have a fine sense of balance); Adriana and Chary, on the trampoline; the Rooneys, double traps; elephants, worked by Walter and Evelyn McClain. (See R-B DRAWS on opposite page)

### Free Shows by Robbins

CLAY CENTER, Kan., June 15.—An estimated crowd of 1,000 persons witnessed the first performance of Robbins Bros' free circuses here June 6. The circus was sponsored by local business men as a good-will gesture, they paying a flat price for it and showing it in the open. Heavy applause was received by the Billetti troupe, high wire act, and Sparky, educated Shetland pony. Two other performances were given in the afternoon.

### Lewis Has Blowdown

PORT HURON, Mich., June 15.—A crowd of 500, mostly children, attending the Lewis Bros' Circus here June 7 because panic-stricken during an electrical storm which collapsed the main tent. There were no serious injuries.

## The Bertram Mills Circus in Wartime England

By FRED H. PHILLIPS

Circus writer and press representative of the Fredericton (N.B.) Exhibition and who since February has been a private with the Canadian Active Service Force.

SOMEWHERE IN ENGLAND, May 19.—The Bertram Mills organization is presenting a wartime circus to a wartime England.

To an American fan walking onto the lot, the show might not look pretentious this year. Well, maybe it isn't. But if he could know the real story behind the canvas, an American observer would give an American cheer for an English showman who could keep his canvas in the air this season. For Cyril Mills, the owner-manager, is doing a really brave thing in keeping the family name on the billboards and the family show on the road.

To begin with, the Bertram Mills show used to move on three trains. Two of these were commandeered in the first fateful days of September, 1939. That leaves one train and this is rarely spotted in a town where the show is playing. More often it is on a little-used siding out in the country, to keep the city trackage clear for other traffic. If the show is lucky its train is moved in on time for move on Saturday nights.

Last season the show had 150 veteran employees in its working departments. Of these only six now remain. The others have been called to the armed forces of the country and have been replaced mostly by men past military age.

The experienced corps of laborers could dismantle the show in two hours under normal conditions. Now it takes anywhere from 5 to 12 hours to knock down and pack away. Added to the shortcomings of inexperienced working shorts, there is the fact that the show has to be torn down and moved in utter darkness to conform to the blackout regulations.

### Absence of Continental Acts

The war reflects itself, too, in the program. Here there is a sadly notable absence of Continental acts, especially aerial acts. The show does carry an excellent riding act, however, and in Korrings, the woman of India, Mills circus has a female edition of the Blaceman sensation introduced to America by the Hagenbeck-Wallace Circus a few seasons back.

The band is a bit light but still good. It is composed mostly of musicians with no previous trouping experience. Four are over 60 year of age. They were obtained only by inserting ads in local newspapers and were signed on without an audition.

Five advance trucks with p.-a. systems are used to herald the coming of the (See MILLS CIRCUS on page 65)

## Gainesville Does Good at Ardmore, Poor at Dallas

GAINESVILLE, Tex., June 15.—A very successful engagement was had by the Gainesville Community Circus at Ardmore, Okla., June 6-7, under auspices of the American Legion Post, which realized a nice profit. The show exhibited on the fairgrounds.

Previous engagement at Dallas under Veterans of Foreign Wars was poor. Lack of newspaper publicity and location of show in Fair Park live-stock arena apparently were chief factors in lack of draw.

Next engagement will probably be the middle of July. The fall itinerary is complete as follows: Gainesville, August 19-20; Chillicothe, August 30, matinee and night; Fort Worth, September 4-6, and Henrietta, September 12-13.

Maroma troupe of teeterboard acrobats, seven in number, trained by Glenn Wilcox of Fort Worth, joined program at Dallas and Ardmore and will be with show remainder of season.

Secretary G. D. Bell and wife are in Havana, Cuba, attending the annual convention of Rotary International.

Verne Brewer had the big top at Austin the last 10 days in May for the food show promoted by J. W. Wile.

Show moved this week to new quarters, a brick building with concrete floor, and better loading facilities.

## IS THE CIRCUS REALLY SLIPPING?

Not as an institution, answers

P. M. Silloway

Who sees the need for more equestrian acts, more real clowning, adjustment of prices to suit the times, set-up of reserved seats that will give the general public a better break, and no overcharges for standardized concession items.

### Read This Feature

in the

## SUMMER SPECIAL OF THE BILLBOARD

Dated June 29



# With the Circus Fans

By THE RINGMASTER  
CFA

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.  
Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.  
Editor WALTER HOENADEL, Editor "The White Tops," care Hosenadel Printing Company, Rochelle, Ill.

**ROCHELLE, Ill., June 15.**—The last regular meeting of the season for the Busch Landoff Tent No. 24, of Hartford, Conn., was held Tuesday evening, June 4, at Hotel Arrigoni, Middletown. Dinner was at 5:30 p.m. After adjournment all the fans went to the night show of Hunt Bros., which was playing Middletown. They were joined by Springfield fans. Fans visited with the Hunt family and others. Dan Stewart, chef with the show, visited with his many friends among the fans. Attending the show were William H. Judd, president; Bill Day, Doc Martin, Gil Connlin, Carlos Holcomb, Jim Hoye, Charles Davis, Elmer Lindquist, Bob Davies, Charles Davitt, Joe Beach and grandson, Wally and Bill Montague.

Jeffery O. Phelps IV, of Simsbury, Conn., vice-president of the Landoff Tent, is in the Hartford Hospital, where about two weeks ago he had an operation on his right eye. He will have to remain at the hospital for several weeks longer. Drop him a line.

J. A. Wagner reports that he spent a couple of days assisting Al Butler, contracting agent for Ringling-Barnum, in dating the show to exhibit on the Iowa State Fair grounds, Des Moines. Date will probably be August 11 or possibly one day in the previous week. This will be the first circus under canvas for Des Moines since July 4, 1938, and the first time for the Ringling show since 1937.

Bill Kasiska, CPA of Baraboo, Wis., caught Rowe Bros. Circus at New London June 3 and reports having witnessed a good performance for the size of the show. He visited with Raymond Duke and others with show.

F. E. Loxley, of Cranston, R. I., reports that he saw the Ben Williams Show, Inc., a tent city of splendor and beauty, and Ritchey Water Circus at West Warwick, R. I., Wednesday evening, June 5.

Don S. Howland reports that he had a swell time when the Big Show was at Columbus June 10 and thinks that this is the greatest show that the Ringlings ever had. Between shows he had Albert Powell and wife and Hubert Castle, wife and son out to his house for a swim and a little party. Howland also caught the show at Zaneville on the 5th and reports wonderful business on both stands. He could not make the national convention on account of going to Chicago on business.

President and Mrs. W. H. Judd, of New Britain, Conn., visited Hunt Bros. Circus at Beacon, N. Y., May 30, making the matinee. Following the performance, they were guests of Mr. and Mrs. Charles Hunt for supper in the cook-house. Later the Judds visited with other members of the Hunt family and their performer friends.

On Thursday evening, June 6, fans from the Hartford, Conn., area went to Meriden to attend the evening performance of Russell Bros. Circus. They were greeted at the front door by J. C. Webb, and before the show visited with performer friends. Following the performance the fans gathered at the house of Madame Bedini for an informal party. Performers joining the group were Eddie Woecener, "Tiger" Bill Snyder and wife, Madame Lucille and husband, Dick Dupree, Irving Welch, and the following fans: C. E. Davis, Jim Hoye, Elmer C. Lindquist, Bill Day, Charles Davitt, Joe Beach and grandson, Wally and Bill Montague. Montague visited with Charles Sateja.

On night of June 5 Mr. and Mrs. Walter M. Buckingham, Mr. and Mrs. L. P. Raymond, Mr. and Mrs. Randall W. Palmer, Dr. J. M. Gansy and Misses Gibbens and Johnson caught Hunt Bros. Circus at Willimantic. Raymond and Palmer saw it again in Jewett City the following night. June 8 the Buckinghams attended the matinee of Russell Bros. Circus in New London. The New London members, with some from Norwich, about 30 in all, attended the evening show. On the afternoon of the 10th, the Buckinghams visited in the backyard of the Russell show at

Norwich and attended the evening performance with the members of the Charles Sparks Tent.

Charlie Mitchell, clown on the Hunt show, wants it known that he is the only clown who doubles a grab stand.

## CAPACITY FOR H-M

(Continued from opposite page)  
and umbrella act. No. 19, Jean Evans in Ring 1 with three elephants and Jean Allen in Ring 3 with four, putting the bulls thru the tricky formations.

No. 20, Second concert announcement, bringing on Baron Novak, midget, concealed in a traveling bag. No. 21, Ray Goody on the high wire in Ring 2, doing a drunk hit, dance and finally a somewhat feet-to-feet. No. 22, The Orton Duo on double traps in Ring 1 and the Orton Sisters Duo, double traps in Ring 3. No. 23, Ted Lewis drills his eight Liberty Horses in Ring 2. They are all numbered, and after putting them in a state of confusion they come back to their right positions at the crack of the whip. No. 24, Clowns put on a burlesque boxing bout in Ring 2.

No. 25, Kinko offers his barrel contortion act in Ring 1 and the Eno Troupe with Tan Arakis do a perch act in Ring 3. No. 26, the finale, has the Flying Hartzells in Ring 2. The trapeze thrills, working with net, are offered by Helene and Johnny Hartzell and Cyril Stanley Simons, with the comedy swinging by Roy Bronlee.

### Show Runs Almost Two Hours

Show runs an hour and 45 minutes and the concert 20 minutes. Lee Powell, coming out masked on his horse, Silver, is emcee for the Wild West. After the formal speech-making about his picture work he brings on Baron Novak (23 inches high, weighs 19 pounds and is 17 years of age), who does a tap dance on a table prop. Dottie and T. P. Lewis follow with lariat twirling; then Texas Slim Lewis with a whip-cracking interlude; Texas Ted Lewis and T. P. Lewis, horse roping. T. P. putting on a cick finale in roping the steed while standing on his head. Concert closes with fancy riding, standouts being the stunts of Dottie Lewis, T. P. Lewis and Norma Rogers.

Girl riders, headed by Norma Rogers, include Flo McIntosh, Eradine McIntosh, Jean Allen, Babe Woodcock and Dorothy Lewis. Clowns, headed by Ed Raymond, include Kinko, Albert White, Toby Tyler, Ernie Wiswell, Dennis Stevens, Charles LaBird, Iza LaBird, Roy, Walter and Jack Bronlee. Oriental equestrian troupe includes George Eno, Tan Arakis, Sue Eno and Lena Eno.

Eddie Allen is equestrian director of the show.

The band is directed by Ira Haynes and includes Charles Cutchbert, trumpet; Andy Martin, trumpet; Virgil Medcalf, bass; Frank Clark, calliope; Fred Keiper, trombone; Ed Mitson, baritone; George Atkinson, clarinet; Bill Wymore, drums.

The annex houses Bill Turner's Cavalcade of Wonders, which includes Marlo, sword swallower; Fanchon, fire eater; La Bros, magician and Punch and Judy show; Scotty McKeen's highland band; Elsa Kahlilik, mentalist; Collins and Blain; Impalement act; Otis Holley's Harlem Band and minstrel show; Sam Toy with Leftoy and Dick, torture cabinet; Geraldine Pierce, Elma Pierce, Marian Jordan and Gracie Shell, dancing girls; Dee Aldridge, snake show. Bill Woodcock and Harry Miller are in the boxes.

## Circus Historical Society

**NORTH PLATTE, Neb., June 15.**—Membership cards for the Circus Historical Society are off the press. An engraving on them shows a band wagon pulled by four-horse hitch.

Walt Tyson, Canadian C.H.S., reports that besides his photos he has over 500 different lithos, 400 different pieces of circus advertising, 1,200 different circus newspaper ads, 65 different circus letterheads, to say nothing of his collection of two dozen large scrap books, sheets, cards, historical and fiction books, bound volumes of The Billboard, White Tops and circus scrap books. All items, etc., are catalogued.

Let us hear about your collection. Write Art Stensvad, Box 634 North Platte, Neb.

Don Smith's circus collection in the Detroit Hobby Show was viewed by more than 20,000 persons. Among the most interesting items was a perfect miniature of the original Pawnee Bill band wagon, drawn by a 10-horse hitch, and with 12-piece band, driver and brake man, all in red wool uniforms. The wagon was just completed by Jean Leroy, former Cole Bros. clown. Jean now resides in Detroit.

# Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

**NEW YORK, June 15.**—The June 13 Jamboree of the Lillian Lettzel Tent, held at Bradford, Pa., was the greatest event of its kind ever held by it. At 4 a.m. everybody went down to the Erie Station to meet the Big Show and watch it unload; at 9:30 there was breakfast on the lot, and at 2:30 p.m. all hands journeyed to the circus and a block of tickets was purchased. Directly after the circus performance at 5 o'clock, in the Mighty Watson Show's big top on the lot, the tent initiated Alfred Court, the famous animal trainer. This was the greatest bit of fun and frolic witnessed in Bradford for some time and it was the opinion of those who laughed their way thru it, what with members of the CSSCA in all sorts of animal costumes thrown into a cage for training purposes, that this little city of oil wells never laughed so heartily in its life. All day long circus folks were mixing with CSSCA-ers. New members taken in on that day were Bob Hagwood Jr., Ken Kilbury, Bruell Hamilton, Jim McDowell and Parker Melvin. The women's auxiliary of the tent kept the female personnel of the Big Show well entertained. Some had them in their houses for cocktails and others for luncheon. Many Dexter Fellows Tent members, as well as members from other tents, attended this affair. National President Harold O. Hoffman was quite in evidence thru the day and night.

Enjoyed very much the first part of the article in the July Cosmopolitan by Dick Fuchs entitled from Seadust to Millions. While it deals mainly with John Ringling, it has many little circus sidelights that deal with sawdust and spangles personalities well known to every lover of the circus.

We want to thank Sinner Harry Steeger for bringing to our attention the case of Bird Millman. It might be well for him to know that we had already contacted and given assistance to this very worthy case.

Did you know that Eddie Allen and Bev Kelley, of the Big One, have written a book on pachyderms called Fun by the Ton. It is being scrutinized now by one of the bigger publishers. Two of the chapters have already been sold singly, one for the March issue of Popular Mechanics, School Days for Elephants, and one which will appear soon in Field and Stream.

The first application for the 1940-'41 New Membership Campaign of the Dexter Fellows Tent (which started June 1, 1940, and ends June 1, 1941) comes from Judge Walter C. B. Schlesinger, the tent's attorney, and the applicant is Philip A. Green, president of the P. A. Green Co., textile operator.

We have received the April-May issue of White Tops and Editor Walter Hosenadel continues to do a splendid job.

We want to thank Jim Gulane for his recent liberality in furnishing us with that handsome memorial booklet to be presented to Prexy Hoffman.

The June issue of Short Hauls, the Dexter Fellows Tent paper, is out and the membership votes it the best number yet. By action of the executive committee, the little eight-page organ will be continued thru the summer months even tho there will be no luncheons for July and August. Herbert Bayard Swope, the racing commissioner, was the June fall guy.

## R-B DRAWS

(Continued from opposite page)  
Bobby Warriner and Erica Loyal; Hubert Castle, on the tight wire (comedy is in the act); Arturo, on the high wire (clowning); the Cristiani Troupe of riders, featuring Lucio and Belmonte Cristiani; Albert Powell, contortionist on trapeze; Liberty Horses, worked by Tommy Cropper, Tex Emlund and Otto Konoyot; the Gatchos, Yacopia and Ortons, on teeterboards; the flying acts of the Concellos, Randolph and Artonys. Clowning thruout the performance is especially good.

Fred Snythe, manager of the side show, is presenting a line-up of attractions that is very pleasing.

On Sunday morning, June 9, some of the performers gave a show at the children's hospital. Frank Braden handled

the press back with the show and Beverly Kelley was busy with broadcasts. City and surrounding territory well billed with a nice line of paper.

## Near Capacity at Indianapolis

**INDIANAPOLIS, June 15.**—Ringling-Barnum was here June 7. Rain in the afternoon and promise of more didn't keep the population from giving two near-capacity houses. Performances went off without a hitch.

## Rain at Canton; Big Bis

**CANTON, O., June 15.**—Late in arriving, due to hot box trouble on the second section, matinee here, June 11, of Ringling-Barnum was a half hour late. A heavy rain and electrical storm broke just before the matinee, but despite this, a better than three-fourths house was on hand. A capacity house attended at night, giving the show the best business here in more than 10 years, and grossing better than Columbus, the previous day. It was the first visit here of the circus since 1935. Side-show business here and at other Ohio stands was good.

Heavy rains in the afternoon covered the fairgrounds lot in some sections to the depth of several inches, but before the matinee was over workmen had ditched the midway and straw was down when patrons left the big top. Owing to the heavy downpour, spec was omitted at the matinee.

Officials here revealed that the show has definitely proved that the small towns will turn out the same as the big cities.

Majority who have been skeptical about the Big Show's movement being slowed down because the draft stock has been taken off are beginning to realize after seeing the show getting "on and off" with only caterpillar tractors, trucks and elephants, that the Big One is little inconvenienced by the absence of horses. A single working horse is used at night to haul a small cart which collects the stakes. It is a novelty and referred to by executives as the "show's pet."

One more Ohio stop was scheduled after Canton, Youngstown the following day, then the show heads into New England, but doubles back late this month and will be back in the Buckeye State July 7 at Lorain, O.

BILLY PAPE and Conchita escaped a possible serious mishap while showing Enna Jettick Park, Auburn, N. Y. Their perch act was in progress during an electrical storm which resulted in a blackout of all lights in the park. Billy struggled frantically with the 30-foot pole in darkness, and managed to maintain control of the perch until Conchita had released herself from the hand loop, which aided her plunge, and descended roughly, but safely, to the stage. They made no attempt to continue the act. Local paper carried story of the incident, praising the remarkable co-ordination of the performers and marveled at their ability to avoid falling into the crowded seats.

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# Under the Marquee

By CIRCUS SOLLY

**THE MATSUMOTO TROUPE** is in Mexico.

**THE LERCHES** are at Belleville, Ill., vacationing before starting on fair dates.

**FLYING ROMAS**, formerly the Original Flying Valentines, are playing the celebration at Latonia, Ky., this week.

**J. RUDOLPH CONWAY** and Herbert A. Douglas caught Hamid-Morton Circus at Haddonfield, N. J.

**FRANK P. MEISTER**, of Apopka, Fla., has been engaged as band leader of the Honest Bill Show.

**FIFTY** youngsters were guests of station WFBR at Ringling-Barnum show in Indianapolis.

**CAREY C. EMRIE**, of Cincinnati, former trouper, left June 15 for St. Louis and the Ozarks. He will be gone two months.

**JOSEPH MCENTEE** cards that he attended Cole Bros. at Camden, N. J., and that it is a swell show and was good to see baggage stock.

**JEROME T. HABRIMAN**, formerly with the Downie and Ringling-Barnum shows, has been doing publicity for a candidate for governor in Maine.

**LORAIN**, O., has been selected for a Sunday engagement of Ringling-Barnum, July 7. Show will play Cleveland immediately following Lorain for two days.

**RUSSELL BROS.** is the only circus routed into Maine so far this season except that Ringling-Barnum will make Bangor and Portland. Russell is making 16 stands in the State.

**MARY BIRD**, former trouper, entertained a number of her friends with Cole Bros.' Circus at the Updegraff Grill, Williamsport, Pa., where she is employed as cashier.

**A STORY** in *The Esteean* (Sask.) Mercury gave the Bud Anderson Circus some nice publicity on behalf of its appearances in near-by Crosby and Columbus, N. D., June 28 and 29.

**OLIVE HARTZELL**, of Ringling-Barnum, and wife of "Bones" (Glenn) Hartzell, R-B clown, who is at Jewish Hospital, Philadelphia, is recuperating nicely, according to hospital physicians.

**PEDRO MORALES** and Luis Martinez, formerly with Downie Bros.' Circus, now playing night clubs and hotels, opened a two weeks' engagement at the Gibson Hotel, Cincinnati, June 14.

**OLEN Z. WAGNER**, vice-president and Jack Nedrow, treasurer of the Charles Siegrist Showmen's Club, their wives, and John Hare, of New Philadelphia, O., saw Ringling-Barnum at Canton, O. Fred Work, of Akron, also visited there.

**JIM CRAWFORD**, Steubenville, O., saw Ringling-Barnum June 5 at Zanesville, O., and again June 11 at Canton, O., reporting big business at both stands. He said he visited with an old friend, Bill Curtis.

**BELL BROS.' Circus** is showing in vicinity of Chambersburg, Pa., to good business, weather permitting, cards H. R. Brison. Bright Jones had Bobby Dease, of Reading, as a visitor for a few days.

**LILLIAN STROCK**, former circus performer, now a free act with the J. R. Edwards Shows, was entertained with a picnic by Marion Wallick and his Texas Playboys when the Edwards show played Shelby, O.

**AMONG** clowns scheduled to work at the Shrine Circus at Narragansett Race Track, Pawtucket, R. I., this week, are George Pickett, Rube Simonds, Herb Taylor, Bumpy Anthony, Ed Chapman, Herb Taylor Jr., Dick Taylor and Dion.

**EDDIE JACKSON**, press representative for *Silas Green* from New Orleans, left the show at Norfolk, Va., June 1 and is now press representative for John T. Benson's Wild Animal Farm, Nashua, N. H., and assistant to Benson.

**THOMAS J. PEEHLY** writes that he worked a few weeks with Gus Tramer at the Hickory Tree Wild Animal Farm, Georgetown, Mass. Peehly visited Mabel Stark at Benson's Animal Farm, Nashua, N. H. Joe Arcaris also is at Benson's.

**RUBY KUINS** is laid up indefinitely at 1427 North Emporia street, Wichita, Kan., with a seriously injured leg, the result of a fall from a horse May 31. She was practicing jumping and learning menage. She is anxious to hear from friends.

**JOHN T. BENSON**, Nashua, N. H., has been released from a hospital here. Doc E. N. Otzendam, CPA of Manchester, N. H., recently visited Benson, Mabel Stark and Margaret Thompson. Last named is nursing a bruised arm caused by a chimp.

**ORA PARKS** and wife are working the press for Mills Bros.' Circus at its Shrine dates in Lorain and Elyria, O. Andy Calino, big ape, last season with Parker & Watts, is now with the show. The Powell Troupe of wire performers is also with Mills.

**FRANK B. HUBIN**, showman of Atlantic City, sent copies of the Special Invitation edition, Sunday, June 2, of the *Atlantic City Press* to many friends. There were illustrations, showing the beach, amusement piers, boardwalk and big hotels.

**CORRINE ROSE** trapeze performer with R-B, who because of mumps was left behind in Municipal Hospital, Philadelphia, when the circus departed for the West after its recent visit in that city, was released from the hospital last week and rejoined the show.

**THE FOLLOWING** members of Cole Bros.' Circus, headed by Ken Maynard, visited the Williamsport (Pa.) Lodge of Elks Sunday, June 2: Butch Burkhardt, Eddie and Goldie Grady, William and Helen Partello, Eugene Weeks, Mary Watson, Bill Spaulding, Bill Hunt, Mac Fleming and T. J. Lovett.

**JACK PFEIFFENBERGER** joined Ringling-Barnum in Cincinnati June 9 as officer in the back yard and said that he was glad to be back with Cap Bill Curtis. Jack held a similar position with Hagenback-Wallace and Cole Bros.' shows for 10 years. This is Curtis' 51st year in show business.

**NICK ALBANESE**, for many years with Hagenback-Wallace and other circuses, is now manager of the Showboat, night club in his home city, Columbus, O. Since quitting the road he has been identified with the management of at least four major Columbus night clubs.

**WALTER L. MAIN** and Harold Moss saw the Cole show in Erie, Pa. It was cold and rainy, but business very good. Main and Dr. Silverman made the Ringling show at Youngstown, O. Main reporting warm showers, muddy lot, capacity matinee and that elephants could not work owing to mud to their knees. Main has seen five circuses this season.

**TOM (DRUHMOT) HURD** attended the Hunt circus in Middletown, Conn., June 4, afternoon and night. Matinee biz was light and in the evening fair. Hurd saw Russell Bros. in Meriden, Conn., reporting good attendance at night. States that good performances are offered by both shows. Members of the Bluch Landolt Tent, CPA, Hartford, also visited the two shows.

**HUNT BROS.' CIRCUS**, which was in Woonsocket, R. I., June 11, was the first of four circuses scheduled to play eastern towns that are within 15 to 20 miles of one another. Cole Bros. will play Attleboro, Mass., June 19; Ringling-Barnum, Providence, June 21, and the Shrine Circus at the Narragansett race track, Pawtucket, June 17-22.

**W. J. PIETSCHMAN**, secretary-treasurer of Circus Historical Society, visited Lewis Bros.' Circus at Frankennuth, Mich., June 9. It was the first time the top was up after the blowdown at Fort Huron, June 7. He saw the Ringling-Barnum show at Columbus. Don Smith,

president of the society, who saw the Lewis show at Frankennuth, cards that the Melior Family and Lloyd Worch and wife also were on the lot.

**GEORGE KIENZLE JR.** attended night show of Cole Bros.' Circus at Reading, Pa., June 12. Weather was threatening and attendance light. "Show presents a colorful and well-balanced program," he says. "It has a feature that every show should have—an old-fashioned callopie (steam) as a form of ballyhoo on the lot during the afternoon and evening. Hamid-Morton has plenty of paper posted in Reading for week of June 17."

**DAVE ROWLANDS**, with Hunt Bros.' Circus, writes that on June 5 at Williamsport, Conn., Mrs. William (Lucky Bill) Newton and daughter, Mrs. Grace Way, nee Brown, were guests of the show, and after the night performances Mrs. Ann Wilson (Knight), Walter J. Scott and Rowlands were guests of Mrs. Way at her home for a midnight lunch. The show has had nine days of good weather in seven weeks, but has missed only two days on account of rain, according to Rowlands. Business has been fair.

**ATTILIO GATTI** recently returned to America from the 10th Gatti African expedition and tells of the Giant Watual tribe of natives living near the Mountain of the Moon in the Belgian Congo. All the men are princes, usually standing 7 feet high, and the king is said to be 7 feet 9 inches. High jumping and archery are their chief forms of leisure and they are reported to consistently break the Olympic record of 5 feet 9 1/2 inches and have been known to jump well over 7 feet 4 inches. Looks like a good attraction for a big top.

**AUSTIN KING**, who is in Australia with Dolly Moore, midget, and Jack Earle, giant, writes from Sydney under date of May 1: "We are starting our sixth week. Finished our Sydney engagement April 20 and are now playing the suburbs. After one more week in the suburbs, we begin our tour to West Australia. Jack will have to use a baggage car, as he can't sleep in the railway carriage because it's too small; so we have a car to ourselves. We will not return to America until April, 1941, un- (See UNDER THE MARQUEE on page 65)

## Dressing Room Gossip

**COLE BROS.**—Sen Lobo, the Duke Kid, is making a big hit with his whip-cracking in the concert. Bert Sloan, wire walker, visited the bunch in Scranton and took in the night show. Scranton is his home town. The balloon gag is going over big thru the hard efforts of Otto Griebling, Harold Conn and Tad Tokey. Many of the boys from Captain Fox's Troop C, Sydney, N. Y., headed by scout Malish, former chief of cowboys with Miller Bros.' 101 Ranch Show, visited Ken Maynard and other friends on the show. Visitors at Paterson were Laddie La Mont, Poodles Hanneford and William Meyer. Anna Sutton had a visit from her sister, Esther, at Paterson also.

Al and Jeannie Tomalini are looking forward to Long Branch, their home town. Boston Towns has joined Lou Delmore's Side Show. Joe Minchin, CPA, was on the lot all day at Paterson and took pictures. Australia was in force in New Brunswick. The Honey Family came over in the afternoon, and May, Phil and Stella Wirth for the night show. It was a large day for Australian Mickey Freeman. She spent the week-end at the Wirth estate on Long Island and took in the World's Fair as guest of the Wirth family. Mrs. Otto Griebling also was a guest of the Wirths. Mrs. Frank Orman came on from Florida for a visit with her husband.

Paul O. Klingler, manager of the Stato Theater, Lewistown, Pa., and Charles Lepley, of the same house, visited the writer and other friends on the show. They drove a hundred miles. No circus this year for Chester (Bobo) Barnett. He has a string of fairs in Canada. His wife, Dorothy, will be with him. Albert Uyeno and troupe recently visited the writer and wife. We were together for many years in Australia. The Bruttall Trio, comedy acrobats, going over with a bang in center ring, featuring lofty rollovers. Charles H. Robinson was a recent visitor. Otto Griebling looks like Bobby Jones these days with that new golf bag and sticks coming on the lot. Wonder if he can play. We don't think so.

PREDDIE FREEMAN.

# The Corral

By ROWDY WADDY

SOME 6,000 turned out for Flint Hills Rodeo at Strong City, Kan., May 25 and 26. Gross receipts were about \$4,000, reports Ray Gordon, secretary-treasurer, Flint Hills Rodeo Association. Sunday matinee drew 3,500, while Saturday afternoon's ticket sale showed 1,200 paid admissions. Saturday night attendance was 1,250. Gordon estimated show's cost at \$1,800.

**SEVENTH ANNUAL ARKANSAS-OKLAHOMA RODEO**, Ft. Smith, Ark., May 30-June 1, under Chamber of Commerce auspices, attracted 20,000. R. K. Rodgers was general chairman and Jo Ann Lambotte, rodeo secretary. Other officials were A. B. Harper, arena director; Floyd Gale, Hub Whiteman and George Yardley, judges; Peggy Long and Tad Lucas, timers; Pete Adams, announcer; James Nesbitt, clown. Lonnie Rooney and Homer Todd furnished the stock. Trick riders were Alice Sisty, Virginia and Don Wilcox, Juanita Gray, Pauline Nesbitt, Norma Holmes and George Marshall Gray.

**Results:** Bareback Bronk Riding—First day, Tom Knight, George House, Hughie Long; Roy Martin, Chet McCarty and Eddie Curtis split fourth. Second day, Tom Knight, Hughie Long; Smoky Snyder and Buttons Yonnick split third and fourth. Third day, Kid Fletcher, Gerald Roberts, Buttons Yonnick, Buck Melton. Finals, Hughie Long, Kid Fletcher; Smoky Snyder and George House split third and fourth. Cowgirls' Bronk Riding—First day, Helen Kirkendall, Margie Greenough, Alice Adams, Mary Keen Wilson. Second day, Tad Lucas, Margie Greenough, Vivian White, Mary Keen Wilson. Third day, Mary Keen Wilson; Helen Kirkendall and Alice Adams split second and third; Vivian White and Tad Lucas split fourth.

**Cowboys' Calf Roping**—First day, Toots Mansfield, Buck Goodspeed, Everett Shaw, Brown Todd. Second day, Amye Gambill; Boyce Sewall and Juan Salinas split second and third, Clyde Burk. Third day, Jack Skipworth; Boyce Sewall and Buck Goodspeed split second and third, Clyde Burk. Finals, Clyde Burk; Boyce Sewall and Buck Goodspeed split second and third, Herb Meyers. Saddle Bronk Riding—First day, Leo Murray, Vic Schwarz, Andy Curtis, Milt Moe. Second day, Leo Murray; Eddie Curtis and Tommy Wilson split second and third, Bart Clennon. Third day, Bart Clennon, Chet McCarty, Vic Schwarz, Gerald Roberts. Finals, Leo Murray, Bart Clennon, Vic Schwarz, Eddie Curtis.

**Steer Wrestling**—First day, Hub Whiteman, Herschell Ross, Gene Ross, Heavy Henson. Second day, Andy Curtis, Dick Truitt, Gene Ross, Shorty McCrory. Third day, Tom Hogan, Heavy Henson, Roy Martin, Joe Thompson. Finals, Gene Ross, Shorty McCrory, Dick Truitt, Tom Hogan, Brahma Bull Riding—First day, Smoky Snyder, Jim Whiteman; Frank Marson, S. A. York and Nub Martin split third and fourth. Second day, Gerald Roberts, Dale Adams; S. A. York and Jim Whiteman split third and fourth. Third day, Eddie Curtis and Gerald Roberts split first and second; Nub Martin, Ken Hargis and Jim Whiteman split third and fourth. Finals, Jim Whiteman, Nub Martin, Gerald Roberts, Smoky Snyder.

**Contestants:** Tad Lucas, Helen Kirkendall, Alice Adams, Alice Sisty, Mary Keen Wilson, Juanita Gray, Margie Greenough, Pauline Nesbitt, Virginia Wilcox, Vivian White, Peggy Long, George Marshall Gray, Weaver Gray, Kid Fletcher, Robert Flowers, Herchell Ross, Chet McCarty, Bart Clennon, Tack Bolton, Boyce Sewall, Lonnie Rooney, Dick Truitt, Buck Melton and Vic Schwarz.

Eddie Curtis, Leo Murray, Texas Kid Jr., Fred Alvord, Brown Todd, Tommy Wilson, Ken Hargis, Frank Marson, Tom Knight, Smoky Snyder, Hoytt Heffner, Roy Martin, Juan Salinas, S. A. York, Buck Killough, Andy Roberson, Charles Colbert, Elmer Martin, Amye Gambill, Leo Huff, Morris Cooper, Hub Whiteman, Everett Shaw, Carlos Green, Heavy Henson. (See CORRAL on page 65)

18TH ANNUAL

**ANVIL PARK RODEO**

JULY 3 AND 4  
Entries Close July 2.  
C. A. STUDEF, Secy.  
Canadian, Texas.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## New Denver Ops Plan 25G Outlay

DENVER, June 16.—Expenditure of about \$25,000 for improvements in Mammoth Gardens Roller Rink here has been announced by Mammoth Sport Gardens, new operating corporation, with Irving Jacobs, president; Mrs. H. B. Wilson, vice-president, who will share managerial duties, and Morris Sigman, secretary-treasurer. Since opening about seven months ago under management of Mrs. Wilson, rink's business has shown steady increase.

Improvement program is to include



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installation of air-conditioning and lighting systems, large neon sign, new decorations and construction of a new entrance. Corps of women instructors will augment the staff of men. Plans are to continue operation thru summer and present special attractions. Harley Cross is organist.

Finals in Colorado intrastate speed races, after five weeks of eliminations, were held on May 28. Ruth Saul won the women's half-mile event in 1:30 and the mile race in 3:43. Henry Eisenhand took the men's mile contest in 2:23, Bill Chapman finishing second. Eisenhand also won the two-mile event in 5:48 and Ray Postelber finished second. Cups were awarded winners.

## New One Set in Des Moines

DES MOINES, June 15.—H. B. Cagle, operator of several rinks in Des Moines and former manager of Riverview Park Rink here, has taken a five-year lease on a building in the downtown section and plans to transform it into a roller rink. The rink will have a skating floor of 95 by 125 feet. It will also have a balcony for spectators and a lounge. A luncheonet is to be added later. Cagle said he planned to insulate walls with acoustical material and lay a maple floor. Indirect lighting will be used.

WIDELY known as a producer of radio programs, Irving Fogel has announced inauguration of a monthly service consisting of a release of a minimum of 12 musical selections produced exclusively for roller-skating rinks. Best of skating-rink musicians and orchestras are said to be under contract. It is believed that Irving Fogel's 12 years' experience in producing fine musical recordings will fill a long-felt need in the rink industry. Tempo Records will feature as accented skating tempo.

"PROSPECTS are good and, from reports that we receive, skating rink operators are doing a large business," writes Charles Trammill of Trammill Portable Skating Rink Co. The concern recently installed a sectional rink floor in Municipal Auditorium, Oklahoma City, and furnished large floors to J. T. Sanders, Jefferson City, Mo.; E. T. Dunn, Fort Sumner, N. M.; and Fred Lamport, Porter, Ind.

MARGOT ALLRED, national senior women's figure skating champion, headed a group who gave exhibitions at Greystone Skateland, Columbus, O., on May 23 as feature of Columbus Roller Club's monthly party. Greystone is operating on Tuesday, Friday, Saturday and Sunday nights, with matinees on Saturday and Sunday.

COMPETITION in Hartford, Conn., between Conrose Rink and new Skating Palace has resulted in a race for popularity between Gertrude Gale, Conrose organist, and Bill Murdoch, at the console for Palace. Skating has resumed at Riverside Park, Lake Compounce, and Lakeside Casino, near-by resorts.

BELIEVING himself to be the oldest rink manager in the country, 80-year-old

## How To Hold and Raise Present-Day Peak in Rink Business

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**FREE** For a limited time only with your initial order. A double-faced Tempo record, 50-piece Tempo Military Band, "Star-Spangled Banner" and "America." Open and close your rink with patriotic music.

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Please send me the 6 July releases of Tempo Skating records, and the free Tempo record of the "Star-Spangled Banner" and "America." I will pay the postman \$6.00 plus postage. If at the end of one week I am not fully satisfied, I reserve the right to return them for complete refund.  
Name .....  
Address .....  
City ..... State .....

M. Jandorf, New York, writes that he opened the first rink in Piedmont, W. Va., in March, 1883, and two months later had one in operation in Frederick, Md. The following year he operated in Braddock and McKeesport, Pa. He also believes he is the first portable rink operator, having conducted one under canvas in Uniontown and Brownsville, Pa., in 1884.

ABOUT 40 members of Moonlight Waltz Club, Moonlight Roller Rink, Springfield, Ill., made a bus trip to new Fairland Garden Rink, Peoria, Ill., on June 1, reported Alvin Hyater. The club staged a party on June 15. Proceeds will be used to finance a trip to Dancoeland Rink, Decatur, Ill., late in June.

ROBERT McARDELL reopened Park Island Roller Rink, Lake Orion, Mich., operated by him for the past 10 years, on May 30. Business was far under that of last year because of rains, but heavy resort patronage is expected to start about June 25.

FLYING WHIRLOS, roller team, tops the new floor show in the Hawaiian Room, Mayflower Hotel, Akron, O. Team has been playing the De Witt Hotel chain for several weeks.

NEAR capacity business was reported for opening of new Edgewater Park

High Quality  
**GENUINE GOODYEAR WELT ROLLER SKATING SHOES**  
With Built-In Toe Stoppers  
• All Goodyear welt construction with real sole leather.  
• One-piece tapered edged tongue (eliminates blisters).  
• Heel built specially for skate attaching (no center nails).  
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**NO COSTLY TO ALTERATIONS NEEDED. NO NAILS TO MAR RINK FLOOR. ALSO SPECIAL SHOES MADE TO ORDER.**  
Manufactured by  
**GILASH SHOE CO.**  
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have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.  
**TRAMILL PORTABLE SKATING RINK CO.**  
8909 East 15th Street, Kansas City, Mo.

Roller Rink, Grand Island, N. Y., by Manager Arno Reek and business has continued good. It has accommodations for 200. Prospects are good for remainder of summer as a result of numerous picnic bookings and skate clubs which make (See RINKS AND SKATERS on page 66)

**"CHICAGO" Racing Skates**  
are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.  
**THERE IS A REASON**  
**CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.**

# LONG BEACH OUTLAY HUGE

## Draw Is Strong For Week-Ends

Notable investment made in Virginia Park by insurance company holding spot

LONG BEACH, Calif., June 15.—Long Beach amusement district, largest in Southern California, has been drawing large crowds, especially over week-ends, but cool nights have cut attendance and somewhat affected business of shows, rides and concessions.

Notable is the large sum of money being spent by Pacific Mutual Life Insurance Co., holder of new Virginia Park. Bowling alleys costing more than \$200,000, according to Park Manager Harold (Pop) Ludwig, will open on July 1 in a 150 by 150-foot building. It will house 24 maple alleys and is constructed without posts. (See LONG BEACH OUTLAY on page 39)



RICHARD ENDICOTT, general manager of Steel Pier, Atlantic City, who is lining up season's attraction bills, has been made vice-president of a new broadcasting company which has been granted permission for a station on the pier. An Atlantic City advertising campaign, backed by the mayor and city fathers, has been launched to a new bid for tourist trade.

## Two Whistles—and Then Near Tragedy

BALTIMORE, June 15.—"Just one of those things" that happen in show business, no matter how much pains are taken to prevent them, almost resulted in tragedy here on Wednesday night toward conclusion of the act of "The Sky-High Girl" in Carlin's Park, where she was playing an engagement to thrilled crowds.

A whistle, blown at an inopportune time, was to blame. After stunts on a trapeze 100 feet in the air, with no net, the young aerialist does a 500-foot slide for life down a slender cable, suspended only by her teeth. Her husband and manager, Donald Coleman, catches her at the ground end of the cable. His signal for her to begin the slide is two sharp blasts on a police whistle.

Wednesday night there were two blasts and the young woman began her slide. (See TWO WHISTLES—on page 38)

## Tornado Passes Up O. Spot

AKRON, O., June 15.—Summit Beach Park here was narrowly missed by a tornado on June 9 when the park was taxed to capacity with almost 20,000 who were attending a picnic. Heavy down-pour held thousands beneath shelters for more than an hour and water ran a foot deep on the midway but damage was slight. Picnic details were handled by Larry Troy and Ben H. Vorhels, of the promotional staff. Program was interrupted about 6:30 by the downpour, which resulted in postponement of several events, including fireworks. Outing proved one of the best for the park in recent years.

## "THE CARROLLS ARE COMING"

(Or, Ideas in Present-Day Park Building and Operation)

By Edward J. Carroll

Managing Director, Riverside Park, Agawam, Mass.

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

## "Hurricane" Project Is Set For Conn. Bow

NEW LONDON, Conn., June 15.—Opening of Ocean Beach Park here, now \$3,000,000 "hurricane" recreation project, has been set for June 30 by Ocean Beach park board. Opening of the development, which has been characterized as a half-scale model of Jones Beach, will climax a \$1,000,000 construction program undertaken last fall.

City acquired more than 200 parcels of property and demolished as many cottages, rooming houses, hotels, restaurants, stores and amusement places on the site. Acquisition of property cost nearly \$1,500,000 and a sewage disposal plant is costing \$300,000 more.

Construction of the park is in reality a direct result of the hurricane of September 21, 1938. After surveying the wreckage left by huge waves driven in from the Atlantic Ocean, city fathers borrowed \$3,500,000 to finance an extensive reconstruction program. Park consists of a 50-acre tract behind a crescent-shaped beach a half mile long. Beach is 300 feet wide, and following the natural curve of the shore is a boardwalk 30 feet wide. At middle of the boardwalk is a two-story restaurant and administration building and modern bathroom with a capacity for more than 3,000 at one time. Adjoining the bathroom is a swimming pool 63 by 165 feet.

Flanking these structures behind the boardwalk are game areas and children's playground, and a picnic grove is being (See "HURRICANE" SETUP on page 38)

## Seaside Casino Is Off to Robust Start

SEASIDE HEIGHTS, N. J., June 15.—Seaside Heights Casino, on the boardwalk here, opened to a large crowd on May 30, reported Mrs. C. W. Spence. Casino and pool have been redecorated, the latter having a floral setting and underwater lights. As a result of many outing bookings a successful season is anticipated.

Directing the spot is J. Ernest Moberg, manager, and W. Jackson Elton, secretary. Mrs. J. Moberg, assisted by Mrs. Peter Marco, is in charge of women's locker room, and Oswald Rodriguez manages the men's locker room. Jack Milne is chief life guard for the third year.

Manager Moberg and William Ambrunn recently purchased a Silver Streak, which has been doing capacity business since opening day. It is managed by Willard Geiger and John (Red) Dougherty. Other management-owned facilities are Merry-Go-Round, operated by Walter Darzen; Ferris Wheel, Steve (See SEASIDE HEIGHTS on page 38)

## Jantzen Beach Ups Gross 40% Over '39

PORTLAND, Ore., June 15.—Gross receipts in Jantzen Beach Park here are up more than 40 per cent over figures for the corresponding period last year, said General Manager Paul H. Huedepohl. Business is continuing to increase, he said, with acts such as the Peaches Sky Revue and A. E. Selden, "The Stratosphere Man" and name bands. Free shows are presented on the mall, floral gardens adjacent to the ballroom. Two new concessions, archery and headline printers, have been added.

Signs point toward a 3,000 enrollment in the annual Learn-to-Swim sessions, sponsored by The Oregonian, on July 6-18.

## Eastwood Aiming To Create Dancers With Free Lessons

DETROIT, June 15.—A nine-week course of free dancing lessons is being offered in Eastwood Park here. Series opens on June 24 under direction of Marie Kuhlman in the World's Fair Ballroom.

Idea is to build interest among younger patrons and family trade, with classes graduated from one for young children and children's classes up to special adult classes, meeting once or twice weekly.

## Briefs From All Around the Field

MAHANAY CITY, Pa.—Due to public demand and overflow crowds which attended a two-day stand of Barker Bros.' Combined Circus and Rodeo at Lakewood Park here, Manager Howard Bobbs held it two additional days.

HAZLETON, Pa.—Mount Laurel Swimming Pool on Hazleton-McAdoo Highway, was repainted for its recent opening. Owners Giles Phillips and Fred (Moe) Diggeman have leased near-by Oneida Junction Reservoir to assure an adequate supply of water. Picnic grounds have been improved and buildings have been painted.

NEWPORT BEACH, Calif.—Dedication of the new 1,110-foot pier here on June 9 drew a crowd estimated to have been in excess of 20,000. Free fish fry was a feature of the event.

OCEANEIDE, Calif.—Opening of the beach resort here on June 9 drew a large crowd, reported Chairman Paul McCorney. Bathing beauty contest was principal feature.

DETROIT—Albert Tolletens, manager of the ballroom in Walled Lake Park, near Detroit, is in St. Joseph's Mercy Hospital, Pontiac, Mich., recovering from an emergency appendectomy.

ST. FRANCIS, Kan.—Swimming pool opened here under management of Mickie Burke, Lessee. Jack Reinhold and Jack Reib are on the staff.

CINCINNATI—Dedication ceremonies of Phillips' new Marine Pavilion, between Westwood and Price Hill, suburbs, were taken part in by Cincinnati's Mayor James G. Stewart on June 8. It marked the 30th year of swimming pool operation in Cincinnati by the Phillips family. Mrs. Louise Phillips is owner, and her son, Frank J., is general manager. New pool pavilion replaces a unit destroyed by fire last summer.

CAPE MAY, N. J.—With opening of a new \$1,700,000 road on June 13, all South Jersey resorts from Atlantic City to Hightstown on Cape May Point are (See BRIEFS on page 67)

## Bangery Booming

LINCOLN, Neb., June 15.—Ike Totten, shooting gallery op at Capitol Beach here, said this week that his bangery had boomed to 125 per cent over the same period of operation in 1939. One patron, for his own shooting, laid out a new high for the gallery, \$5.35. Youths who make cracks about expecting to in the army any day are the best customers.

## In-and-Outers Are Scored in Grosses About Buffalo Area

BUFFALO, June 15.—Despite cool weather in this area, most parks which opened on Decoration Day did remarkably well. Decreases in attendance and receipts in comparison with 1939 were noted in some instances, but majority of operators reported figures well above last year's. Since a belated spell of warm weather is beginning and general conditions are good here, outlook is the brightest it has been in some years.

Receipts at Crystal Beach (Ont.) Park, according to Manager Harry Hall, were 20 per cent above those of 1939, the attendance of about 30,000 was the same as that of last year. Remodeled dance hall drew a capacity crowd. It is again under management of Harold Austin, whose band supplies music and alternates with Morgan Thomas' Orchestra, a Canadian outfit. Name bands will again be brought in for several one-nighters. Renovations to Laff-in-the-Dark and Old Mill have proved good investments and 15 new ticket booths have been added to the midway. Picnic bookings to date are up 15 per cent. Showboat Canadiana is chartered for special cruises and resumed week-end floor shows, booked thru Walter J. Gluck, on June 8.

This year marks the 19th season the park has been operated by Crystal Beach (See IN BUFFALO AREA on page 38)

## Elitch, Denver, Keeps Step With '39; Prospects Bright

DENVER, June 15.—Business at Elitch Gardens here for the first two weeks is holding its own with last year despite the fact that rain and cool weather predominated. First warm weather brought a spurt and the season looks much better than it did last year at this time. Promotional ideas formulated by President and General Manager Arnold B. Ourler and Ben Byers, new director of publicity, who came from Hollywood, where he handled publicity and promotions on two radio shows, are proving effective hypos.

New automatic duck pin bowling alleys, automatic gun machine and Walk (See ELITCH, DENVER on page 35)

## Pa. Park Has Fair Opening; Names Drawing in Ballroom

MAHANAY CITY, Pa., June 15.—Lakewood Park here opened on Decoration Day to a fair crowd despite cold weather and a heavy downpour that night which spoiled the program. Manager Howard Hobbs reported day attendance good, but the cold and high winds cut short patrons' stays. However, people seemed to have money and to be in a spending mood. Eddy Duchin's Band drew 1,800.

Lakewood's ballroom and grille has been open since Easter and has done exceptionally good business, altho rain has been the rule on Thursday nights when name band play. Kay Kyser broke (See PA. PARK OPENING on page 38)

## Biz Holding Up at Agawam

SPRINGFIELD, Mass., June 15.—Rain has failed to halt crowds at Riverside Park, Agawam, and business continues good, said Edward J. Carroll, owner and managing director. I. H. Ishier, in charge of children's rides, purchased a blue-ribbon pony which will be given in a contest in August. Following purchase of 22 Poker-Ray machines for locations on grounds, Director Carroll has begun negotiations for a Rocket Ride.

# American Recreational Equipment Association

By R. S. UZZELL

The "third term" talk for the New York's World Fair still persists. There are a goodly number of pros and cons, but all seem agreed that the war is the big factor. The fair corporation, we are told, has asked for demolition bids, the work to begin on October 1, 1940. Others tell us bids have been asked for lighting the midway in 1941. New York City Council President Newbold Morris proposes to run the fair for three more years. These are the highlights of present contentions and proposals.

It is not yet apparent that 1940 will equal 1939 and it is a reasonable assumption that any extended period would experience a further downward dip each season. Foreign and State exhibits would surely decrease, and the large industrial exhibits could hardly justify the large cost of continuance after 1940. The amusement area might be continued with a free gate or a nominal admission with good free attractions. The fair has been an asset to the city, which is loath to lose that income when its relief rolls are the largest in the history of the city.

## Playland's Civil Service

The Parachute Jumps legal controversy has been settled out of court and operation. It is said, will resume this week. Just about one month of operation will have been lost over the controversy. The World's Fair Corporation had to step in and demand action instead of waiting for prolonged court procedure. This major attraction on a part of what was Children's World last year is quite sure to help the new concessioners on the strip by stopping the crowds headed for the amusement area beyond the bridge, while the American Jubilee at the lower end of the midway does draw patrons to the amusement zone who otherwise would not go that far down the approximate three miles from Corona entrance. Of one fact we are certain: We are not hearing the squawks we heard last season.

At Playland, Rye, N. Y., the general attendance is no better than last year's, but picnics are better, so on the whole we are faring better than in 1939. Herbert O'Malley has a problem of getting Playland employees classified under civil service rules. Since the county runs the place, all employees of the park company are entitled to this benefit. Added to his responsibilities of park management, he has to make trips to Washington and Albany on this civil service classification.

W. J. O'Brien, on the boulevard at Revere Beach, Mass., shows a remarkable tenacity under the changing conditions of that famed resort. The discontinuance of the ferry and the old narrow gauge railway has brought a cheaper patronage to the place, he says. He has been making one change after another to meet present-day requirements and still has his chin up and a grim determination to go thru with his lease. This resort was once a haven for Merry-Go-Rounds, but now several have been in storage where they have enjoyed quiet repose for many moons.

## Bamberger Making Tour

Julian M. Bamberger, of Lagoon, Salt Lake City, was in New York to look over the Utah exhibit, of which he is commissioner, at the exposition, and is combining with it a visit to a number of amusement parks to see them in operation. He stopped in Denver and will go thru New England to Montreal and Quebec City before turning west on the return trip. He counts on seeing Rex Billings at Belmont Park while in Montreal.

Amusement parks, with contracts for free acts and bands, and carnivals, with transportation costs to meet, have not

been doing so well these rainy days but they do business when they get weather.

Harvey D. Gibson and Mayor La Guardia are positive in their statements that the World's Fair will not run for a third term. This seems the word with the bark on it and in all likelihood will prevail. The real test, unmistakable, is when the State authorities must say yes or no to the producers of 1941 auto license plates. The start must be made in midsummer and, once launched, it would be costly to change, as all plates must be alike except as to numbers.

## Asbury Park, N. J.

By GEORGE ZUCKERMAN

Most operators here have yet to realize financially on the strong pre-season optimism which prevailed. Principal reason has been a two-month streak of weather which alternated between heavy fog and still heavier rain. There has been a heavy convention schedule during the past two months and conventioners were life-savers to more than one spot, particularly indoor concessions.

Acceleration of federal rearmament program is expected to help considerably here, in view of large industrial areas in northern part of the State and Eastern Pennsylvania, which have been potential markets for this resort during many years. Enlargement of the naval air station at near-by Lakehurst is also expected to help, following the government's announced plan of making the airfield one of the major defense units.

New installation of Pokerino by Arthur Seger's Casino Amusement Co. opened on north end of the walk this week, with promising business. Recently-proposed amusement center in the residential area of the city, permission for which was turned down a fortnight ago by city council, is expected to get under way within the next 10 days, following elimination of several features called objectionable by city officials. Considerable secrecy surrounds operators of the new spot, who have taken over the block-long building from W. C. Durant, one of the founders of General Motors. New combo outdoor bowling alleys and shuffleboard courts operated by Dave Towel opened on the boardwalk.

## Long Island

By ALFRED FRIEDMAN

During summer more than 4,000 persons are engaged in tasks contingent to maintaining beaches alone. About half the number are at Rockaway, which, technically, embraces Itis Park region. Most of the summer personnel is engaged in keeping the shore tidy and another large segment serves as life-guards. Others are attendants, watchmen, physicians and landscapers.

For a time it appeared that the Island would be without a fireworks display this year, but now comes announcement from Jones Beach that a pyro show will be held weekly. There has been no mention at Jones Beach as yet in regards to renewals of the outdoor operettas, which drew capacity consistently.

At Rockaway Beach the amusement enterprises that were driven from the Boardwalk in a mile and one-half area, under a new zoning scheme, have a large part taken up stands in new locations of the town. The super-sized Roosevelt Speedway on the Island, designed to care for upwards of 80,000, has been the scene of nothing but a couple of auto races and a few public gatherings of minor import.

## Wildwood, N. J.

By M. H. ORODENKER

S. B. Ramagosa, Casino Arcade operator, is readying an arcade location for introduction of a ball game he brought back from Florida. Al Shenkman, who operates a bottle and balloon concession in the arcade, working out a deal with Ramy to spot the new game at his bottle alleys. Morris Lerner, arcade concessioner many years, has taken his bottle and balloon concession up on the Boardwalk. Harry Moy, Philadelphia, a newcomer to the walk, is using automatic Pokerino machines for his stand. Another newcomer is C. Chester Lee, Pleasantville, N. J., who opened a merchandise concession.

Bill Gerst, who has been managing William C. Hunt's Rockland Theater in

Philadelphia during the winter season, will return here to handle advertising and publicity for Hunt's amusement enterprises here and assist Guy Hunt in operation of Ocean Pier, scheduled to go on a daily schedule June 29. William Keegan, who manages Hunt's theater circuit in Trenton, N. J., is back at his Wildwood post for Hunt enterprises.

Resort officials served notice that anyone seeking a job this season must get one within 24 hours or face eviction from the community, ruling made to eliminate jobless transients and underemployables. Notable improvements will be in evidence within a month, as the city commission has appointed a planning board to work in conjunction with the recently formed zoning board.

West Wildwood has passed an ordinance providing for mercantile licenses, calling for a \$20 fee for merchandise and refreshment stands and \$10 fee for amusement games. In Sea Isle City Louis Braca will get all his enterprises in full swing this week with opening of Pier Theater, Fishing Pier, Braca Bowling Alleys and Braca Theater.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

Playland finally got into summer stride. With good climate and an abundance of outings, things are moving at a fast pace at this Westchester spot. Current free attractions are again a double feature—Walter Neiss Troupe and the Waldos, clicking nicely. Twice-weekly fireworks specs going over big. Chief Gardener Tiff Lind and his crew of landscapers have done the usual modiste act on the big mall, changing it from spring gown of multicolored pansies to beautiful summer dress of dark red begonias. Mesick Line running four boats daily to park—from New Haven, Bridgeport, Jersey City and New York.

Officer Charles Biel is on the sick list, United Hospital, Port Chester. Ray Stecker, again in charge of Tumble Bug, is doing his usual good job. Edith (Min) Bossert has suddenly gone Scotch. Jo Liberali is again supervisor of cashiers and collectors. Norman Hannan is with auditing force. Bill Macgregor is managing for the Baker interests while Joe Drambour is looking after the Baker rides at Flushing Meadows. Sergeant Martin Tweedy is a natty figure in new parkway police uniform. Fishing is excellent here right now and many big catches are reported. Izzy (Whiter) Feuer is doing well with his novelty shop on Boardwalk—he's joined by Mrs. Feuer and Davy.

Frank Laper, of Pennsylvania, slowly convalescing from a long illness, visited for a day. Tony and Mary Capaci, of Gus's Games, are back at the old stands, as are Mary Campbell, Helen Schafer, Mrs. Harry Martin, Dick Williams, John (Hiviera) Capell, Walter Nelson and many others, including Jack Fraser, who, after a year's absence, is managing the dart game for Gus. Lulu Bell is again general manager for Gus. Walter Sears is at Dodgem; Johnny Nuanno, Whip; Bill McEhern, Rocket Ship; John Seinto, Derby Racer; Gus (Cowboy) Bergman, photo studio, assisted by Mrs. Bergman. Sherman is assistant manager of bathhouse. Hasta luego.

RYE, N. Y., June 15.—A fall caused Lorenzo and Vicki, aerialists, to cancel their scheduled appearance as part of free-act bill at Playland this week. They were replaced by Sensational Waldos, strong-jaw and cloud-swinging girl troupe. Beginning Monday (17) the two new acts will be Licensed Arab Troupe and Will Morris and Bobby, eccentric bicyclists. Richard Demmerle, of Rye, former member of Columbia University's varsity swim and hard ball water polo teams, has been named swimming instructor. He intends to stress formation swimming and produce a water ballet. About 1,000 employees of Central Hanover Bank of New York held their annual outing here Saturday.

## Denver Pool Sale Is Big

DENVER, June 15.—Sportland Beach Club here has opened its season with sale of 1,200 season memberships. Club is operated as an Arthur M. Oberfelder enterprise. Alexander Ott, formerly at Miami Biltmore pool, Miami, Fla., is in charge of pool activities. During winter months many improvements were made on the 55-acre plant, including sanitation facilities in the 160 by 65-foot pool. Club also has playground facilities, golf driving range and badminton courts. Admission to the pool is 40 cents for adults and 35 cents for children.

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# Coney Island, N. Y.

By SAM ABBOTT

Business over the June 8-9 week-end did not come up to expectations—the weather man is to blame. Crowds were above the average on Saturday and Sunday until it began to drizzle. Cool nights have kept crowds down, but operators as a whole are confident that Coney is on its way to setting a new record for recent years.

At Steeplechase Park the week-day schedule for attendance is still under par. Park has been fixed up for the season, but all of the rides are yet to go into action except at week-ends. Most of the business is being done in the House of Fun, for visitors are shunning outdoor amusements until the mercury rises higher than it was last week.

Altho the gate has been removed at Luna Park, the week-day crowds are not yet finding their way there. So slack was business the first of the week that the towers were not lighted. Flying Valentines follow the Grottofents in for the free act on a seven-day basis with the changes being made on Mondays. Capt. Ernest Engerer, the one-armed lion trainer, has his circus and lion act here. This is the third circus to move in since the park opened May 29 as Will Hill's Society Circus and Gangler Bros. played the spot. Engerer is recovering from an accident suffered Sunday during one of the shows. His right hand was clawed by a bear, making it necessary to take six stitches. Associated with Engerer are Imelda Bossong, handling the bears and domestic stock; Ernest Engerer, working the high-school horse, and Moe (Rocco) Adams and Pacheco, clowns. Meyer Hamburg, with candy concession, is represented by Arthur von Wiegand.

Van Alexander and his orchestra followed Ina Ray Hutton and her ork into the Balloon Ballroom Thursday. Other bands that will appear here include Johnny McGee, Benny Carter and Louis Prima, who plays a one-nighter July 4. Harry Dansky has a bottle game near the ballroom for Abe Seekin. Luna pool was filled for a week-end meet under the sponsorship of the Amateur Athletic Union. The pool was drained earlier in the week to allow painters to complete work. Irving Sheen, brother of Milton Sheen, general manager, returned recently from Tulane University in New Orleans, where he is studying medicine and was seen taking in the park. M. S.'s secretary is Marie DiNapoli. Frank Frost is the clown covering the park at large. Charles Meredith, who is making his first plunge into the amusement field, is in charge of the cashier and ticket-taker personnel.

George Moran is managing the Thunderbolt. He is assisted by Max Schwartz. Al (Poker) Al Malfucci, who has been at Coney 20 years and at this ride eight years, is in the box; Joe Little, gate; Walter Krab, brakeman, and Arthur Kramer, platform foreman. Mr. and Mrs. Hyman Schultz, of New Brunswick, N. J., are visiting Mrs. Schultz's parents, Meyer (Hoppy) and Mollie Milgrim, who have bottle games on the Bowery. Rumor has it that Tessa Reister has put in a guess-your-weight scale near her bottle game conch to keep track of her weight. Phil Weissman is managing the scale for her and has a good supply of cones for prizes. Champion coffee drinker of the Bowery is Abe Klein, who is at the Reister game. Lester Scoover is laying claim to the title of the "fastest bottle setting up boy on the Bowery." Phil Faber is announcing at his bingo game. Morris and Roy Siederman are in the pit.

Skill Ball, William Gilroy's spot, is operating on a seven-day schedule. John Redden is also here. George Gott is managing the Streamlined Whip. Al George, formerly of the Radio Swingers, is in the box. A DeSole has the counter conch here. Big news on the Bowery is that Phil Cook is getting a new box at Virginia Reel and to honor the occasion has shaved his mustache. The box, designed by James Krymes, is to be of chromium with indirect lighting and it promises to be an innovation. Johnny Christmas has left Motor Parkway to manage the new Ocean View Bowling Alley on Surf, where the "Bowery Boys" will meet those from Surf avenue in some hot matches. El Perkins, who was with the old Tunnels of Love for many years, replaces Johnny. Mac McDonald, who served at the Tun-

nels for approximately 30 years, is handling the ducats at Scoota Boats. Sonia Chase, the beauty at Lou's 3-Star game, has been dubbed "Belle of the Bowery." Stanley Amusement Corp. completed repairing and remodeling Skee Ball, baseball and Skee Roll games on Bowery. They are ably managed by Jack Reiben, assisted by his son, Stanley, and Fred Bohner. Herbie Shoreman and Nat and his four cousins. Marty Zanle's shooting gallery is doing well. Yetta Garmisa is the check girl on Virginia Reel.

When Cincinnati wins, Dipper Dan Marinocci feels like a million. Dave Friedman is for the Dodgers and takes it on the chin when the Brooklynites don't come thru. George Krymes, of Virginia Reel, has listened to so many war news broadcasts he's fast becoming an authority on the conflict. Neal Krymes is studying navigation preparatory to becoming a bombing pilot. Dick Krymes still takes the opposite side of any question. John Liddy, executive secretary of the National Showmen's Association, recently made the rounds. Sam Cook is back from Williamsport, Pa., and will soon greet friends on the Bowery. Walter Pogoda has the pony track at Bowery and Johnson's Walk Salvatore Ambrosino has the roll ball and Harry Prostavok the basket-ball game in Feltman's arcade. Julius Tolces says some new games will be seen at Feltman's soon. J. J. Savage, of Savin Rock, Conn., was a Coney visitor. Anthony Balzano has replaced his shooting gallery on Surf with a new poker game.

## Sponsored Benefit Is Big At Meyers Lake, Canton, O.

CANTON, O., June 15.—Meyers Lake Park here got its first break of the season on June 6 when more than 10,000 jammed the midway for a Red Cross Jamboree under sponsorship of civic organizations. George and Carl Simclair, park operators, donated facilities, and personnel gave their services free. Committeemen reported more than \$1,500 was realized.

Park's midway was given over to country store and other merchandise concessions operated by sponsors. A 4½-hour vaude program was presented in the open-air theater and 12 bands played for dancing in Moonlight Ballroom and for vaude acts. District night clubs contributed current floor shows and bands, and former circus acts worked. Canton merchants contributed most of the merchandise for concessions and donated prizes. Station WHBC aired the vaude program. Park concessionaires and rides reported it the best day of the season.

## Mich. Resort's Bow Good; Season's Prospects Bright

GRAND HAVEN, Mich., June 15.—Favored by weather, Hyland Gardens here got off to a good start on Decoration Day eve, reported Manager R. W. (Hustling) Haynes. Business was well above the 1939 level, and the way customers spent indicated the park is in for a good season. All facilities have been repainted.

Roller rink has been leased by Henry Nelboer, who has placed Freddy Woods in charge. Ping-pong is under management of Bud Milan and leased by Grand Rapids Table Tennis Club. Mrs. Anderson has again taken over the restaurant and Mr. Swier has leased the grocery. Charles Bird's Orchestra has been signed for the dance hall. Bud Wieremper has pop corn, potato chips and peanuts. Bicycles, bathhouse and penny arcade are under supervision of D. W. and R. E. Haynes, sons of the manager, and Mrs. Haynes has management of the confectionery. New features are midget auto races, advertised in near-by cities, and free movies on Sunday nights.

PHILADELPHIA.—June 8 was another capacity period on American Legion Day at the zoo. Program included special shows in the African Village. Baby-Pet Zoo, military band concert, contests, radio broadcast and massing of the colors. Josephine, 17-year-old African elephant at the zoo, has been named official mascot of the Republican national convention to meet here on June 24.

## Park Free Acts

DORAS FAMILY, father, mother and two daughters, will open with their acrobatic act in Clementon Lake Park, Clementon, N. J., next week.

OPENING the season in Idora Park, Youngstown, O., Bud Hawkins and His Animal Circus are first of several attractions that will play there, said Park Manager Charles Deibel.

SLIVERS JOHNSON has been set by C. A. Klein Attractions to present his comedy Austin act in Summit Beach Park, Akron, opening in July, said Ben H. Vooheis, in charge of park attractions.

## Penny Bows on Holiday Good Despite Cool Weather

WILKES-BARRE, Pa., June 15.—Despite intermittent disappearance of the sun and presence of a chilly breeze, amusement parks in Wyoming Valley reported large attendances for 1940 openings on Memorial Day and fair business since, thanks to good weather.

While Rocky Glen Park, Moosic, reported attendance slightly below last year's mark, it was considered good in view of weather. Fireworks drew many from Wilkes-Barre and Scranton in the night. New attraction is the Rocket, and Owner Ben Sterling Jr. has improved several others.

Officials of Sans Souci Park here reported a satisfactory crowd, with concessions and roller rink attracting many. Weather hurt pool patronage. Owner L. S. Barr said the crowd at the night dance was one of the best in years and that gate attendance was slightly better than in 1939.

A similar report was received from Fernbrook Park, Dallas. Parks in Bloomsburg also reported good openings, with many visitors at Spring Brook, Columbia and Sunny Brook parks. Hazle Park, Hazleton, had a good opening, but fireworks were postponed because of rain. New attraction is an archery range.

## IN BUFFALO AREA

(Continued from page 36)  
Co., and an elaborate program is planned for July 16, anniversary date. Publicity in newspapers and over radio is being used in connection with the celebration.

Celeron Park, Jamestown, on Lake Chautauque, drew 15,000, several thousand below the 1939 mark, but Owner-Manager J. G. Campbell said spending was about 20 per cent better. Publicity is used freely, especially for promotion of name band one-nighters in Pier Ballroom. Names are set thruout summer for Saturday nights. Spot operates on night-club basis during the week. Roller rink, with capacity of 2,000, has operated thru the winter and is doing excellent business under management of Mrs. J. G. Campbell.

Midway Park, Maple Springs, also on Lake Chautauque, is under management of Tom Car and reported attendance of 5,000, an increase of 2,000 over last year. Receipts were on a par with 1939 figures. Bulk of business comes from the roller rink under direction of Harry Teets. It has capacity of 2,500. Palace Park on Loon Lake, Cohocton, drew 10,000, 3,000 more than at last year's opening, and reported a 10 per cent increase in business. M. G. Wall is manager. Local band is drawing well in the ballroom, which accommodates 2,500, and the roller rink, with facilities for 1,500, is drawing equally well.

## Some Attendances Down

Sunset Bay Park on Lake Erie, near Silver Creek, opened to 3,000 and Owner-Manager William Burghart said spending was about the same as in 1939. It features game concessions and coin-operated machines. Also on Lake Erie is Angola Beach Park, Angola, which drew 10,000, nearly double last year's mark. Spending was not so big, however, according to Owner-Manager Peter Lallo. Fair business was reported by Band Leader Eddie Maggio, who runs the ballroom, which can handle 1,000. Roller rink under management of H. Enke is doing good business. It accommodates 800. Edgewater Beach Park, Grand Island, had a crowd of 3,500, considerably less than in 1939, and spending was off about 25 per cent. Managers are Fred Voetsch and Irving Milch. Good business is being done by the new open-air rink, managed by Casimir Grell and Arno Reek. Picnic bookings are good. Edgewater Beach Hotel features dancing to music of Jimmy Ton's Band. Olcott Beach Park, Olcott Beach, drew

7,500, a figure considerably below the 1939 mark, and spending was off. Rink and ballroom, managed by Gabriel Riccio, did not do well. Phil Morrott is owner-manager. Fort Niagara Beach Park, Youngstown, had a poor crowd and equally poor spending. Glen Park, Williamsville, Harry Altman, owner-manager, had a fair crowd of 7,500, but a pick-up is expected with warmer weather. Business is consistently good in Casino Ballroom and the Beer Garden, wintery-type spot with continuous entertainment. Both have been open several weeks.

## ELITCH, DENVER

(Continued from page 36)

ing Charlie are proving good draws and bingo play has increased. World's Fair Funhouse, introduced last year, is still proving a tremendous draw.

Jack Ourler, in charge of picnics and promotions, and his assistant, Roland Webber, report a large number booked, with 40 set for June and 40 already scheduled for July. School picnics have proved especially good draws. Each member of graduating classes is presented with a card bearing congratulations and a special invitation to visit the park at reduced rates.

## PA. PARK OPENING

(Continued from page 36)

the attendance record, and bands of Johnny Messner, Bob Crosby, Jan Garber, Mal Hallett, Tommy Tucker, Horace Heidt, Sammy Kaye, Woody Herman and Will Osborne drew well.

New attractions are Charlie Blair's Scooter, housed in an attractive building, and Mo-Skeet-O shooting range. Joe Fellin has reopened his Funhouse, and his Miniature Railroad is again doing good business. Brownie brothers have doubled size of their roller rink and are packing them in under a new sky-blue roof. Charlie Palash has much new and attractive equipment in his Sportland. The Venners are back after wintering in Florida.

Manager Hobbs reported school picnic bookings were numerous and big nationality days are set. Other bookings are rather slow because of bad weather. Barker Bros.' Circus and Rodeo was booked for two days, beginning June 8.

## "HURRICANE" SET-UP

(Continued from page 36)

completed. A 15-acre paved parking field is a feature. A marine motif has been followed in all construction, and the whale, which in past years brought prosperity to this old whaling town, has been adopted as symbol of the new park.

## SEASIDE HEIGHTS

(Continued from page 36)

Babitsky; Funhouse, fishing pier and parking lot.

Concessionaires include Charles Loveland, Kiddieland; Grace Murey, pony ride; Ralph Penley, Motordrome, operating to excellent business, with Harvey Penley, featured rider; Mrs. Penley, tickets, and Ted Ward, openings. Mr. and Mrs. George Disbrow, three refreshment stands and gift shop; Harry Zalzer, Silver Bar; Kohr's custards, doing good business; Mr. and Mrs. Louis Bosco, bingo; Henry Grauf, Pennyland; Mr. and Mrs. Ernest King, photo gallery and penny pitch; Peter Madlo, guess your age; Buddie's hoopla, balloon pitch, cigaret, candy and grocery wheels, operated by Lawrence Ross; Edward Neill, broadcasting studio; Edward Rudensay, dart games; A. T. Myre, two ball games, bowling alleys and cigaret shoot; W. Long, fish pond; Bill Spence, shooting gallery and devil's bowling alley; Madame Busch, astrology and mentalist; Arthur Arstall, mutual cigaret wheel; Richard Romeo, old-time movies and vaudeville, and Louis Globnick, roller skating.

## TWO WHISTLES

(Continued from page 36)

But her husband was not quite ready. He stopped her just in time with a rope, but the rope produced chest burns on his partner. Otherwise uninjured, she passed off the incident by saying to those who had rushed to her assistance, "Oh, it's all in the game."

It is the custom in the park roller rink, situated near the base of the slide, to signal a "reverse" for skaters by blasts on a whistle. It was this whistle which the aerialist mistook for her husband's signal that everything was ready. Until the act concludes its engagement in the park, Coleman says he will use some other means of giving his wife the "go" message.



# West Prepping in Dominion

## Prairie Exhibits Opposing Lapse

Vancouver and Victoria in line for '40 fairs despite aid loss—Class B active

VANCOUVER, B. C., June 15.—Decision of the federal government to suspend grants to fairs as a war savings measure will mean much rearranging of plans. The two major fairs in British Columbia, in Vancouver and Victoria, have been receiving grants of \$5,000. Special grants formerly were made to the Class B fairs in Armstrong, Chilliwack, and small grants to Kamloops, Surrey and Langley fairs.

Kamloops Exhibition Association has decided not to hold a 1940 fair in view of the grant being suspended. Armstrong will hold its exhibition despite loss of the \$2,500 grant. Economies will be effected and more support asked from local interests, said Secretary-Manager Mat Hansen.

Vancouver Exhibition Association wired Ottawa, approving its decision to economize for prosecution of the war, and instructed its fair manager to proceed with plans as usual. New buildings will be completed for the 1940 exhibition. Victoria probably will hold its exhibition as usual. Some smaller district fairs will curtail costs, but most of them will hold one-day shows. New Vancouver \$267,000 live-stock building has been opened for public inspection.

## Little Hope for Dominion Grants; WCAE Cuts Awards

REGINA, Sask., June 15.—A letter from J. G. Gardiner, federal minister of agriculture, to Western Canada Association of Exhibitions contains a hint that there will be no reconsideration of the association's request for continuance of live-stock grants to the fairs.

The government recently said it would be impossible to make the grants this year. The association asked reconsideration of the matter, even to the extent of making smaller grants.

Minister Gardiner's letter told of appreciation of the helpful spirit of the association and of action taken to adjust its plans. Association pointed out that it would have to reduce live-stock prize money without the federal grants. Inference in the letter was that grants could not be paid this year and that the lower scale of prizes must go into effect.

## Moose Jaw Classes Reduced

MOOSE JAW, Sask., June 15.—Despite cancellation of federal grants, the 1940 Moose Jaw Exhibition will go on, but with reductions in prize list as to amounts to be awarded and number of classes. Some cattle and sheep classes have been deleted, all other prizes being cut 40 per cent and entry fees reduced 40 per cent. Farm boys and girls' camp will be as nearly self-sustaining as possible and session has been cut from three to two days. Instead of being free as in past years, an admission of \$1 each will be charged. Additional cost of operating will be borne by donations from citizens.

## Weyburn Votes for Annual

WEYBURN, Sask., June 15.—Weyburn summer fair will be held as usual despite cancellation of the federal grant, officers of Weyburn Agricultural Society decided after hearing the report of President P. C. Zabel, who attended the meeting of the Class B fairs in Saskatoon. Awards will be cut 50 per cent and farm boys and girls' camp will be eliminated.



COL. J. FRED MARGERUM, who died on June 7 in Long Branch, N. J., was widely known as former general manager of Trenton (N. J.) Interstate Fair and for prominence in political and civic affairs. He had been connected with the Trenton fair more than 30 years, building it into a big event in the East, the plant having been leased to George A. Hamid in 1935 and purchased by him three years later. Details in the Final Curtain in this issue.

## Western Called Off By London's Board

LONDON, Ont., June 15.—There will be no 1940 edition of the Western Fair here. Directors of Western Fair Association announced after a meeting on June 10 that they had unanimously decided to cancel the exhibition this year.

"This action is in accordance with their previously expressed desire to cooperate, unreservedly, with the Department of National Defense in the prosecution of Canada's war effort," said Secretary W. D. Jackson.

Eastern Canada exhibitions are not to be held as generally as those in the Western provinces, exhibitions in Halifax, N. S.; St. John, N. B.; Central Canada Exhibition, Ottawa, and some smaller fairs having been canceled.

## Huntington Charter Issued

CHARLESTON, W. Va., June 15.—Huntington Agricultural and Industrial Fair, Inc., has been chartered by Jess Bradley, Barboursville, and Philip Ahern and Harry B. Davis, Huntington.

## Buckeyes To Meet June 25

COLUMBUS, O., June 15.—Several hundred officials of fairs are expected to attend the annual mid-year conference of the Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on June 25 at 1 o'clock p.m. The call, issued by Executive Secretary Mrs. Don A. Detrick, Bellefontaine, says there will be open discussion of fair problems by old and new members. President Charles J. Gray, Painesville, will preside.

## La. State Asking Solons for Aid On Tornado's Toll; Others Apply

BATON ROUGE, La., June 15.—State House appropriations committee has taken under advisement a request for \$50,000 to replace buildings of Louisiana State Fair gutted when a tornado struck the grounds in Shreveport last March. W. R. Hirsch, secretary-manager, said a WPA project already has been approved to replace practically all destroyed or badly damaged exhibit halls and to rebuild the grand stand.

"We received no increase when other fairs of the State recently got theirs," Secretary Hirsch petitioned. "We have never passed the hat before and we have

## Long Ft. Worth Lease Is Urged

FORT WORTH, Tex., June 15.—The city is trying to work out a new basis for leasing the North Side showgrounds to Southwestern Exposition and Fat Stock Show by proposing a long-term lease under which the show organization would assume responsibility for upkeep of the property and addition of any improvements. Heretofore the stock show has paid only about \$8,000 yearly rental to the city for use of the city-owned property, and the city pays out about \$20,000 a year in principal and interest on purchase of the land and on a new cattle exhibit building.

A long-term lease is being urged for the show so that the city will not have to finance improvements and expansions which are now needed for the stock show plant. A subcommittee, John H. Hall, A. A. Lund, R. E. Harding, Marshall A. Fuller and William Monnig, was named by John C. Burns, exposition president, to investigate possible expansion of the show at an executive committee meeting here on June 10.

At the meeting the executive committee voted an appropriation of \$31,000 for live-stock prizes at the 1941 show, an increase of \$3,000 over live-stock prize money given at the 1940 show.

## Acts and Speakers Lined Up for W. Va.

CHARLESTON, W. Va., June 15.—For the 15th consecutive year S. Cam Savage was re-elected president of Kanawha State Park Association, Inc., which annually puts on West Virginia Great Free Fair on grounds at Dunbar on the outskirts of this city.

Other officers are John L. Blackwood, Dr. Vincent Churchman Sr., vice-presidents; E. M. Johnson, secretary; John Layne, treasurer; T. H. (Pat) McGowan, assistant to the president, all re-elected. Association added a third vice-president. (See CHARLESTON PLANS opposite page)

## Much Work at Norwich

NORWICH, N. Y., June 15.—Plant of Chenango County Fair here is taking on a new appearance with a boundary fence around grounds, new women's restroom, addition to poultry building and grounds regraded and seeded. Seeding last year was a failure because of dry weather, but rains this spring have assured a fine growth. Mayor Frank Zuber, president, and P. B. Littlefair, secretary, are perfecting details of the 1940 fair. An innovation will be the addition to the racing program of team races, one for pacers and one for trotters, with full-size purse for each event.

## Kelvington Will Proceed

KELVINGTON, Sask., June 15.—Altho there will be no government grant, Kelvington Fair will go on as usual and prizes will be paid on a percentage basis. An offer of the board of trade to take over the fairgrounds is under consideration.

## O.-F. Entertainment Set for Golden Wedding Event at Iowa State

DES MOINES, June 15.—A State-wide Golden Wedding Day, honoring couples who have been married 50 years or more, will be held at the 1940 Iowa State Fair here.

Plans, announced by State Fair officials, call for golden wedding jubilees to be held by local communities thruout the State between now and the end of August, climaxed by the State-wide celebration at the fair on Golden Wedding Day. All couples who have been married 50 years will be admitted to the State Fair free of charge on that day, will be special guests at a morning celebration and entertained at the grandstand show in the afternoon.

Plans for the morning celebration include old-fashioned music and entertainment of 50 years ago. O. B. Swisher, Mitchellville, has been named superintendent in charge of preparations for the day's events and will assist in jubilees being planned thruout the State.

## Pubs Taboo Free Brandon Publicity After Letter Clash

WINNIPEG, Man., June 15.—Canadian Weekly Newspapers Association, Manitoba division, in convention here voted to discontinue free publicity to Manitoba Provincial Exhibition, Brandon, in member newspapers because of what was termed "the insulting attitude" of the fair board toward one of the CWNA officers.

W. V. Udall, chairman of the advertising committee, said he had written to J. E. Rettle, Brandon, secretary-manager of the fair board, requesting that in return for the free publicity which the weekly newspapers gave to the fair each editor should receive a pass admitting himself and wife or one lady friend to grand-stand privileges at the fair. In reply Manager Rettle had intimated that the fair board could run the fair without advice from the Manitoba weekly newspaper proprietors, Chairman Udall said.

J. A. McLachlan moved that the division members extend as much free publicity to the fair as they received in courtesy from the fair board and not one cent's worth more. This was approved.

## Swenson Reports Grosses Satisfactory at RCA Meets

SPRINGFIELD, Mo., June 15.—Despite talk of grosses being off because of European conditions, business of the Racing Corp. of America to date has been satisfactory, said Aut Swenson, RCA operations manager, at the Southwestern headquarters here.

He said that the meet in Cedar Rapids, Ia., on May 30 and on Iowa State Fair track, Des Moines, on June 2 saw gate and speed records topple. Meet on new Sioux Empire Fair track, Sioux Falls, S. D., will be followed by a string of fairs, starting in Grand Forks, N. D., on June 29.

In Hollywood's Radio City Jack Benny recently christened Gus Schrader's new speed "Wonder Car" while press photos were made with RCA President John Sloan, Schrader and Swenson looking on.

## Estavan Exhibitors Loyal

ESTEVAN, Sask., June 15.—With its entertainment bill intact and indications that exhibits will be equal to those of other years, notwithstanding a decrease in prize moneys, the 1940 Estevan Fair will be held despite the war. Suspension of federal grants has necessitated a cut of some 60 per cent in awards, but usual exhibitors say they will be on hand. Farm boys and girls' camp will be held, but there will be no cash prizes, and members will be asked to bring their own food, said Secretary-Manager Irwin Dean.

CHRISTIAN County Fair, Taylorville, Ill., has booked Barker Bros.' Combined Circus and Rodeo for a special Sunday engagement to open the 1940 annual, reported Fair Secretary C. C. Hunter.

**Premium Facts**

Data collected from lists received by **The Billboard**

**SANTA BARBARA, Calif.**—Santa Barbara Fair and Horse Show, July 30-August 4, 32 pages. Officers: Henry S. Russell, president; H. W. Hitchcock, vice-president; H. S. House, secretary-treasurer.

**CORTLAND, N. Y.**—Cortland County Fair, 102d annual, August 19-24, 170 pages. Officers: A. J. Sears, president; Ralph Butler, vice-president; Harry B. Tanner, secretary-treasurer. Admissions: 50 cents; night, 25 cents; children under 12 accompanied by adult, free. Grand stand: Day and night, 50 cents; children under 12 accompanied by adult, free. Attractions: Grand stand, harness races, Jimmie Lynch's Death Dodgers, Poodles Hannaford and Co., Five Eltons.

**SPENCER, Ia.**—Clay County Fair, September 9-14, 23d annual, 102 pages. Officers: I. N. Kirby, president; E. T. Pullen, R. S. LaBrant, Earl Bassett, J. A. King, vice-presidents; J. H. Peterson, secretary; O. A. Bjornstad, treasurer. Admissions: 50 cents; children under 8 accompanied by adult, free; 8-13, 25 cents. Grand stand, 50 cents; bleachers 25 cents and 35 cents. Attractions: Grand stand, Barnes-Carruthers' Americans; Monroe Brothers, 12 Aristocrats, Myrtil and Paquad, Three Milos; Smith, Rogers and Eddy; Les Juvilya, Lester Cole and Debutantes, Peerless Campbellia, Loyal-Repensky Troupe, Karl King's Band and auto races. Midway: Sol's Liberty Shows.

**SPRINGFIELD, Mass.**—Eastern States Exposition, 24th annual, September 15-21, 47 pages. Officers: Joshua L. Brooks, president; Harry G. Fisk, Mrs. James J. Storrow, Wilson H. Lee, W. I. Cummings, E. Kent Hubbard, vice-presidents; George E. Williamson, Robert J. Ciesland, Albert C. White Jr., treasurers; Charles A. Nash, general manager; Milton Danziger, assistant general manager. Attractions: Grand-stand show revue, Lucky Teter's Hell Drivers and auto and motorcycle races.

**GERMANTOWN, Ky.**—Germantown Fair, 86th annual, July 25-27, 100 pages. Officers: R. R. Linville, president; T. P. Black, E. G. Wallingford, vice-presidents; Wood Wallingford, treasurer; C. D. As-

bury, secretary. Admissions: 30 cents; children under 7, free; children 7 to 13, 25 cents.

**Central City, Ia., Stock Squabble Is Aired in Court**

**CEDAR RAPIDS, Ia., June 15.**—Hearing on a permanent injunction suit is to be held in a dispute centering around the Central City, Ia., fair organization. Defense asks dismissal of the suit and a permanent injunction against "heckling" of the present fair corporation. Action was filed by several persons claiming that stockholders' rights in the old Wapsie Valley Association entitle them to stock in the present Linn County Fair, Inc., Central City, under a settlement decree of July 13, 1937, which climaxed a former controversy.

Linn County Fair, Inc., and officers and directors are defendants. Each group charges the other with attempted moves to control the fair organization. Wapsie Valley Association plaintiffs would have the court decree issuance of the stock shares and provide for a re-organization of the directorate. Defendants hold that "everything which could be done was done to carry out" the former decree, declaring that public notices were given that Linn County Fair stock might be issued to persons whose stockholders' status in Wapsie Valley Association was authenticated.

Plaintiffs aver that persons entitled to stock were barred from the 1937 annual meeting of Linn County Fair, Inc., but defendants claim a large sheaf of stock was abruptly presented them with a demand for immediate recognition before proper inspection could be made.

**Grand-Stand Shows**

**HAROLD R. VOISE**, manager of Flying Harolds, Aerial Voices and Harold Voise Troupe, reported acts have left practice quarters on Peoria (Ill.) Fairgrounds for dates. An aerial ballet under management of John Gibson has also left Peoria quarters to open in a Milwaukee park. Flying Harolds, including Harold Voise, Eileen Laroy and Eddie Ward, were booked by Al Martin for a Shrine date in Providence. Aerial Voices, comedy bars, consisting of Jack Voise, Santos Glorioso and Faye Smiltell, are booked solid by George A. Hamid and left to open in Altoona, Pa. Harold Voise Troupe, aerial bars, made up of Dick Talley, Jack Skims and Fermin Oliva, left to open in Des Moines for Barnes Bros. They will also play a Milwaukee park and Canadian fairs.

**HOGAN HANCOCK**, of Music Corp. of America, sold a show to Seward and Fillmore county fairs on a split-week basis. Unit plays two days in Seward, Neb., then hops to West Point, Neb., for five.

**MUSKINGUM County Fair**, Zanesville, O., will have Boone County Jamboree on opening night of the four-day 1940 annual. Col. A. L. Gatewood's Flying X Rodeo will appear the last three nights and Saturday afternoon. Harness races on three days and a horse-pulling contest are set.

**Fair Grounds**

**SASKATOON, Sask.**—Advertising Saskatoon Exhibition, a barrage of hydrogen-filled balloons was released by officials here, each balloon bearing a tag offering the finder a gate and grand-stand pass if he returns the tag to the office in Saskatoon, stating time and place of discovery. A special bonus will go to finder of the balloon farthest from Saskatoon.

**LITTLE ROCK, Ark.**—Third annual Arkansas Live-Stock Show Association event will be held in North Little Rock next fall, the executive board voted this week. President Raymond Rebsman said a contract has been signed with Hennies Bros.' Shows for the midway. Plans for a rodeo were discussed.

**BUCYRUS, O.**—No Crawford County Fair will be held here this year, it has been decided by the board, voters having rejected a proposed bond issue to finance construction of a new grand stand to replace the one which burned last winter. A junior fair may be held.

**RICE LAKE, Wis.**—Option on a \$7,900 mortgage on Barron County Fair grounds here has been extended. County board

of supervisors has voted to donate \$5,000 to the fair board and arrangements have been made to borrow \$5,000 on a first mortgage on the grounds. Supervisors will make a \$2,000 payment this year and the new fair board must raise \$1,000 this month to acquire the mortgage option.

**ALBANY, N. Y.**—W. Sargeant Noxon, Freeport, N. Y.; Robert G. Johnson and Harry Starr, New York City, and J. Alfred Valentine, Williston, N. Y., are given as promoters and principal stockholders in Old Country Trotting Association, Inc., of Mincola, N. Y., which was granted a charter of incorporation by the secretary of state here. Organization plans to conduct harness race meetings.

**OMAHA.**—W. B. Banning, recently retired president of Nebraska State Fair board, has been hospitalized the last two weeks with a broken jaw. Attempting to keep order during a community dance in his home town, Union, Neb., the 70-year-old orchardist was slugged by a young man he tried to eject from the premises, it is said.

**CANTON, O.**—A move by Stark County Agricultural Society, sponsor of annual Stark County Fair here, to discontinue use of a union band on Children's Day at the 1940 fair, when some 16 county high-school bands will participate in an all-day program, has met with opposition from the musicians' local.

**CHARLESTON PLANS**

(Continued from opposite page) with election to that post of W. T. (Suey) Brotherton, incumbent president of Kanawha County Court.

Complete radio hook-ups, including both local stations and the West Virginia network, were announced as having been scheduled for the 1940 fair. These speakers have accepted engagements: Jack Easton, president of West Virginia Industrial Unions' Council; on Children's Day, R. A. Robertson, president of the county board of education; on Governor's Day, Gov. Homer A. Holt; on American Legion Day, Claude Smith, former State department head of the American Legion; on Municipalities Day, Mayor D. Boone Dawson, Charleston, Republican nominee for governor.

B. Ward Beam's Thrill Show, Renfro Valley Barn Dance and Kaus Shows have been contracted.

**NEW AUGUSTA, Miss.**—I. T. Jones was elected president of Perry County Fair Association; J. H. Runnels, vice-president; J. H. Saunders, secretary-treasurer.



**Selden THE STRATOSPHERE MAN**  
World's Highest Aerial Act  
**TIME OPEN FOR LATE DATES**  
Permanent Address: Care of THE BILLBOARD, CINCINNATI, O.

**Wanted—Wanted—Wanted**  
for **South Macomb County Fair**  
Sponsored by CORP. WALTER BRUCE  
POST 1146 V. F. W.  
SAINT CLAIR SHORES, MICH.  
Saturday and Sunday, July 27-28  
Shows — Rides — Legitimate Concessions.  
"No Grift." This is the first event of this kind in S. Macomb County. Write or contact  
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**CHRISTIAN COUNTY FAIR**  
6 BIG DAYS—JULY 21-26  
"ILLINOIS' OUTSTANDING COUNTY FAIR"  
Concessions and Free Attractions Wanted.  
Two big political days. This is the home of Harry H. Hensley, Democratic candidate for Governor, and a huge celebration is planned. Thousands from throughout Illinois coming. Republican Day also to be big. Desirable concession space now available. Book at Illinois' live spot for 1940. Last year was good—this year should be another winner.  
G. G. HUNTER, Secy., Taylorville, Ill.

**CARNIVAL WANTED**  
FOR THE **BALDWIN COUNTY FAIR**  
At Silverhill, Ala., for the Week Oct. 7 through 12. We would like to have some organization with several rides and some fair concessions.  
A. M. PHILIPS, Secy.

**FEATURE FAIR ACTS WANTED**  
For September 1st and 2nd at Luxemburg, Wisconsin, and September 4th and 5th at Shawano, Wisconsin.  
JULIUS GANN, Luxemburg, Wisconsin

**CARNIVAL WANTED**  
To Play **VAN BUREN COUNTY FAIR**  
Spencer, Tenn., week of Aug. 20th  
White H. L. HOLLINGSWORTH, Secy.  
Spencer, Tennessee

**CONCESSIONERS!**  
Choice Spots Still Open for **RICHLAND COUNTY'S STREAMLINED FAIR**  
JULY 31, AUG. 1, 2 and 3  
Write R. D. HALE, Secretary Fair Board, Mansfield, Ohio

**WANTED FOR LARGEST COUNTY FREE FAIR**  
In the Southwest, Sept. 10-14, Inc.  
INDEPENDENT ATTRACTIONS. Trapes, Diving, Tight Wire or other midway Free Act. No Carnivals, Games or Rides. **KAY COUNTY FREE FAIR**, June 23d, Blackwell, Okla.



**NATIONAL SHOWMEN'S ASSOCIATION**  
Fastest Growing Organization in Show Business.  
**BENEVOLENT PROTECTIVE—SOCIAL**  
(Hospitalization and Cemetery Fund)  
Dues \$10 Initiation \$10  
Sixth Floor, Palace Theater Bldg.,  
1564 Broadway  
New York City

**Flash... NOTE NEW ADDRESS**  
**10 ROCKEFELLER PLAZA, RADIO CITY NEW YORK CITY**  
**FRANK WIRTH BOOKING ASSN., INC.**  
PHONES: CIRCLE 6-5848, 6-5849  
For the Leading Attractions of the World

**PENNSYLVANIA'S LARGEST STREET FAIR**  
ANNUAL ATTENDANCE OVER 100,000. NOW READY TO BOOK LARGE CARNIVAL, SHOWS AND CONCESSIONS. DATES, OCTOBER 9, 10, 11 AND 12, 1940. WIRE OR WRITE AT ONCE.  
IRA E. FASNACHT, EPHRATA, PENNSYLVANIA

**LAST CALL**  
**TIMONIUM, MD., STATE FAIR**  
SEPT. 1 TO 12TH. TWO SUNDAYS AND LABOR DAY  
Want Concessions, Rides and Shows. One more High Act. 400,000 attendance last season. Exclusive Novelty Privilege for sale. Special Extra Attractions last four nights. Four large organizations handling same, with thousands of extra patrons.  
WARNING: Concessions and Shows expecting space must send in deposit. Address: JOHN T. McCASLIN, 131 E. BALTIMORE ST., BALTIMORE, MD.  
Will sell Rides exclusive.

**74TH ANNUAL MARSHFIELD (MASS.) FAIR**  
August 27 Through Labor Day, September 2  
Rides, Shows, Games or Any Legitimate Concessions  
Excellent Fair for Good Carnival  
ERNEST H. SPARRELL, Mgr., Norwell, Mass.

## B&G Latonia Start Promising

Big attendance out to see Centen midway, hampered by setting up in rain

LATONIA, Ky., June 15.—Making a good run from a 10-day Toledo engagement, Beckmann & Gerety Shows arrived here early yesterday morning to furnish the midway at Kenton County Centennial Celebration at Latonia Race Track on June 14-23, under auspices of Simon Kenton Fair Association. The brilliant midway was in partial operation at last night's opening, soft ground on the back end precluding operation of some of the larger shows and the battery of Ferris Wheels.

Despite rain during the day and early last night there was a big turnout at the noted racing plant and all midway attractions that were open did good business. In fact, the debut crowds gave evidence that the celebration is to draw heavily because of its varied entertainment menu.

Co-Owner Barney Gerety and Assistant Manager Walter A. White did a capable (See B&G IN LATONIA on page 53)



ON THE LAWN OF CHILDREN'S HOSPITAL, Utica, N. Y., Adele Nelson's Elephants, with the James E. Strates Shows, staged their full act while the shows were playing in that city. Standing at the rear right center is Sol Saulberg, who acted as announcer to the kiddies. At extreme right is William C. Fleming, general agent of the shows. Photo by Ray Hahn, staff photographer, Utica Observer-Dispatch.

## Max Goodman Cars Burn

CHICAGO, June 15.—Two cars of the Goodman Wonder Shows were destroyed by fire on the run from Davenport, Ia., to Eau Claire, Wis., on Monday. The diner and an adjoining sleeper burned. Fire is supposed to have started in the diner and had gained such headway when discovered that there was no chance to save the cars. Contents, including all of Max Goodman's clothing, were destroyed.

## R. F. McLendon To Retire

THOMPSONVILLE, Conn., June 15.—R. F. McLendon resigned from the executive staff of O. C. Buck Shows here this week and left for the South, where he will re-enter newspaper work. He said he will retire permanently from outdoor show business. During the past 25 years he has served in an executive capacity for such organizations as J. P. Murphy, Miller Bros., Nat. Reiss, Royal American, Boyd & Linderman and Bruce shows. He spent the last four years with the Buck contingent and at one time was a member of The Billboard editorial staff.

## Bill Dollar With Wallace

PINEVILLE, Ky., June 15.—William (Bill) Dollar, well-known general agent and formerly with J. F. Sparks and other shows, this week signed to become special and advertising agent for Wallace Bros. Shows for remainder of the season. Owner-Manager E. E. Farrow announced here.



MITZI MORGAN, wife of Russ Morgan, is producer-manager of Tropical Teasers, one of two shows operated on All-American Exposition Shows by her husband. Russ handles the Oompah Girls attraction. Both shows have been remodeled and are sporting new fronts. The Morgans recently purchased a new car and report they plan to add a trailer soon.

## Weather Break Aids Tassell Unit Solid W. A. Gibbs in Kan. At Aberdeen Stand

WELLINGTON, Kan., June 15.—Hampered by weather in the first four weeks of the season, W. A. Gibbs Shows finally got a break here and business at opening on Monday was 40 per cent above last year's. A free gate prevailed and date was sponsored by Veterans of Foreign Wars Post. It marked the first time this season that all shows, rides and concessions reported good business. Forest Runer's Athletic Shows and Jimmie Cox's Hawaiian Show topped the midway, while Captain Roy's Monkey Circus was third.

Old Settler's Home-Coming Celebration in Washington, Kan., June 3-8, gave shows fair results, despite two days of rain. Monday and Tuesday were fair. (See GIBBS IN KANSAS on page 60)

## Trouper Hurt in 60-Foot Fall in Rock Island, Ill.

ROCK ISLAND, Ill., June 15.—Emory C. Brown, worker with Henries Bros. Shows, sustained a head abrasion and puncture wound on the right leg when he fell 60 feet from a light tower at First street and Sixth avenue showgrounds here early last Sunday.

He was taken to St. Anthony's Hospital where his condition was reported as "fairly good." Attending physicians said he incurred no bone fractures.

## Roth Gets La Grange Date

LA GRANGE, Ga., June 15.—L. E. (Eddie) Roth, owner of Blue Ribbon Shows, this week concluded negotiation to furnish the midway at Troup County Fair here. Shows will be the first to play the stand in a number of years as town has been closed to carnivals because of a prohibitive reader.

ABERDEEN, Md., June 15.—Aided by perfect weather, excepting the last day when rain threatened, Barney Tassell's Shows No. 2 Unit chalked above-average business here last week under American Legion Post auspices, reports C. Schroeder. Shows are well flashed with pennants and paint and plenty of illumination. Auspices co-operated and furnished their own stores.

Flip and Rex, high-diving dogs, are the free attraction. Personnel includes Herbert Mace, owner; Barney Tassell, manager; Johnnie Risley, cookhouse; Harry McGovern, fry cook; Jimmie Kibbler, Ferris Wheel; Bert Mace, swings; Miller Stevens, palmistry stand; Lamar Westphal, custard; Alma Flynn, ball game, assisted by Dorothy Stevens.

Sam Sweiger has the long-range gal. (See TASSELL UNIT on page 52)

## Rushville Is Poor Opener For Pony Express Shows

RUSHVILLE, Mo., June 15.—Fair weather but poor business prevailed for Pony Express Shows at their opening stand here last week. Date wound up last Saturday under L. O. O. P. auspices. Line-up so far includes Tangler and Merry-Go-Round, Pat Goldborough, Ferris Wheel, Wolf Brothers. Claude MacDonald has the Mechanical Show, and Holman and McAllister, Athletic Show.

Other concessioners are Fred Holman, cookhouse; Roy Huff, ball games; Charles James, photo gallery; E. S. Carter, long-range gallery; Bob Bennett, short-range gallery; J. B. LeFever, jewelry and slum stand; Ray Kerns, bumper stand; Clay and Jim Evans, carmel corn; Bill Reese, scales; Mrs. Holman, pop corn; Gus Karras, penny pitch. Dot and Sonny Burdett present the free act.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Conflict, Mich.  
Week ended June 15, 1940.

Dear Mixer:  
For several seasons the bosses have cast longing eyes at the territory in the west end of this State. For some reason committees have refused to book this show. We have never learned why, but took it for granted that our competitor, Drawhead Sisters' Cultured Carnival, had entrenched itself in this neck of the woods. Our advance staff was instructed to try to take over the West, even at cost of a week's work due to opposition and regardless of the number of enemies we might make. Arriving here disgusted

as a political reformer, General Agent Lem Trucklow discovered that our competitor had already booked the town. He also learned many of the natives, who had not participated in the profits of that show in the past, were more than willing to be taken in and cut in on any money-raising event.

Quick-thinking Lem immediately contacted these money-hungry citizens and organized a fifth column that was well established throughout the city. By train, bus, boat and automobile more and more of our agents, disguised as sample passers, chimney sweeps and transient (See BALLYHOO on page 60)

## American Red Cross To Share in W-M Still-Date Receipts

PLAINFIELD, N. J., June 15.—General Manager Max Linderman, of World of Mirth Shows, announced here this week that beginning on June 6 and continuing each Wednesday thruout the still-date season, shows will contribute 5 per cent of gross receipts from gate, shows and rides to American Red Cross. Local chairman of the Red Cross in each community will be consulted and the night will be designated as "American Red Cross Night." Same percentage of Wednesday matinee receipts also will be contributed.

Joseph Morecraft Jr., mayor of Dunellen, N. J., and chairman of the local Red Cross Drive, sent the following letter to Manager Linderman after his announcement. (See RED CROSS TO SHARE on page 55)

## Strates '40 Staff, Line-Up Announced

BINGHAMTON, N. Y., June 15.—Roster of James E. Strates Shows, as announced here this week by Beverly White, press representative, includes James E. Strates, president-general manager; William C. Fleming, general agent; Dick O'Brien, assistant manager; Gertrude Putnam, secretary; James Kelleher, treasurer; Keith Buckingham, special agent; Clifford Ralyea, electrician; Thomas Evans, trainmaster; James Yolaes, construction superintendent; Michael Olson, master mechanic; Schuyler Putnam, mail man and The Billboard agent; Steve Litman, artist and designer; James Klein, advance billing agent.

Free acts are Zaccini Brothers' Cannon Act, Manuel and Teo Zaccini, owners and operators; Emmett Tate, chauffeur, Adele Nelson's Dancing Elephants, Adele Nelson, operator; Louis (See STAFF OF STRATES on page 52)

## Pryor Loses Elwood City; Alliance Stand Satisfies

ALLIANCE, O., June 15.—Pryor's All-State Shows rolled in here early last Monday for a week's stand after losing last week's Elwood City, Pa., engagement to rain. Business for the local showing, which closes tonight, has been fair with good weather. Weather broke long enough in Elwood City to permit shows to hold their regular children's matinee on Saturday, and it drew some 1,500 kiddies. Night business was fair.

Shows carry two free attractions, another one having been added here. Four more concessions were added.

## Great Lakes Expo Buys Ride

DEKALB, Ill., June 15.—Al Wagner's Great Lakes Exposition Shows, which opened a week's stand here on Monday, took delivery on a new Rolloplane from Salem, Ore., this week. Ride was scheduled to go into operation today.

## Why the Cliff Jewell Murder Can't Be Solved

By Paul M. Conaway

Attorney At Law

Cliff Jewell was a widely known concession operator whose bullet-riddled body was found on the night of November 10, 1938, in an auto parked a few feet from a main highway near Americus, Ga.

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

**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.

**BETTER THAN EVER**



More than 230 Allan Herschell Kiddy Auto Rides in available service. New 1940 Autos finest ever built. Complete Ride, \$1490.00. Prompt Delivery—Order Now!

**ALLAN HERSCHELL CO., Inc.**  
NORTH TONAWANDA, N. Y.  
Builders of the Famous Original  
**ROCKET RIDE**

**NOW MOTORIZE NOW**

WRITE FOR SHOWMEN'S FINANCE PLAN  
**CHAS. T. GOSS**  
\* WITH \* STANDARD CHEVROLET CO. \*  
EAST ST. LOUIS, ILL.

**CAN PLACE**

Following Legitimate Concessions: Hoop-La, Ball Games, String Games, Novelties, Bowling Alley, no Coupons, Engraving, Jewelry. Answer:

**J. F. MURPHY**

GOODING SHOWS  
Richwood, West Virginia, June 17-22

**DROME RIDERS WANTED**

Straight and Trick. Show out until December.

**BOB BARCLAY**

Johnny J. Jones Exposition  
East Liverpool, Ohio, June 17 to 22.  
Bradford, Pa., June 24 to 29.

**WANT**

For New Cadillac Park, Cadillac, Calif., Concessions of all kinds that work for snack and 10c. Must have good flash and good legs. Good opening for Photo Gallery, Pop-Corn and Novelties. Have Striker, Geyser and Punks booked. Official opening June 29th. Wire  
**KEENE AMUSEMENT CO., General Delivery.**  
P.S.: No collect wires accepted.

**DYER'S GREATER SHOWS**

Want a few good Shows. Must have something to show, 25% through season. Legitimate Concessions and Agents wanted. For Shows—Seat Chair-o-Plane, Concession Toys and Prizes, in fair condition. H.L. Houch this week, Mack City next; both Wisconsin. Also good 4th spot. Henry Parks wants capable Athletic Show men.

**WANT**

Elk Wheel Operator, Ride and Camera Help, useful Carnival People that appreciate regular salary, write. Will furnish outfits for Shows. We play Lander, Wm., Precious Darts, Deadwood, S. D., Celebration; Have Snake Fairs, six County Fairs, Close November 11th, Gibraltar, Wis., this week; Wotland, Wyo., week June 24.  
**G. F. ZEIGER UNITED SHOWS**

**Toledo Dates Fair  
For Barkoot Bros.**

DEPIANCE, O., June 15.—After playing Toledo lots for six weeks to inclement weather but fair results, Barkoot Bros. Shows rolled in here for a week's stand on June 3 and opened to satisfactory business. Shows will play one more stand in Ohio before starting their fair and celebration dates in Michigan. Staff includes K. O. Barkoot, general manager; Babe Barkoot, assistant manager; Charles Shaefer, general gent; Harold Cramer, general superintendent and chief electrician; Pop Gardner, lot man. The Billboard agent and mail man; William J. Siler, secretary; Millard (Sambo) Gemble, porter.

Show-owned attractions are Merry-Go-Round, Chuck Ray, foreman; Ferris Wheel, William Harding, foreman; Eddie Ricker, clutch. Dual Loop-o-Plane, Mike Cox, foreman; Lindy Gardner, clutch. Kiddie Ferris Wheel, Hamer Ricker, foreman; Raymond Ray, assistant. Kiddie Autos and Aeroplanes, Pop Gardner, foreman; Maggie Fata, Addo Ricker, Earl Wagner, Tilt-a-Whirl, Roy Weer, owner; Leo Montycke, foreman; William Dunning, Robert Ramsey. Funhouse is owned and operated by Charles E. Howard, with William M. Manes, assisting.

Concessions are Harry Burgess, cook-house, ball game, long-range shooting gallery, clothes pin, cigar stand, with Bill Prentice, Curley Powers, Eddie Braun, Red Hundley, Chick Chitwood and Thomas Patty, assisting. Pop corn, Mrs. Pinn. Ball game, Pop Gardner; Thelma Cox, agent. Couch and Barkoot have bingo, ham and bacon, blanket stand, buckets game and roll-down, with the following agents: J. E. Harper, Whitey Hughes, Bob Parker, Red Hughes and Lil Tisdale.

Mrs. J. E. Harper has the cane rack; Mrs. Earl Wagner, hoop-la; Mrs. Harold Cramer, penny pitch; S. Hennisee, nail stand; Denny Rice, pin games, with Piko Enkes, assisting.

*Los Angeles*

LOS ANGELES, June 15.—Al Irwin, manager Municipal Auditorium, Houston; Mrs. Irwin; Hazel Hayes, manager Will Rogers Memorial Coliseum, Fort Worth, Tex., and Mrs. W. C. Corbett, Houston, motored here and are being shown around the movie studios before going to the Golden Gate International Exposition, San Francisco. Stewart (Eddie) Tate, Honolulu show owner-operator, is here looking over the California race tracks and negotiating for horses to take back to Manila for the local Jockey Club. He plans a tour of the Middle West and East. Charles Haley, who has been at G. O. I. E., San Francisco, with the Crylar boat, returned last week. Jack Pollitt, who has scales and guess-your-age concessions at G. O. I. E., San Francisco, returned here for a visit this week.

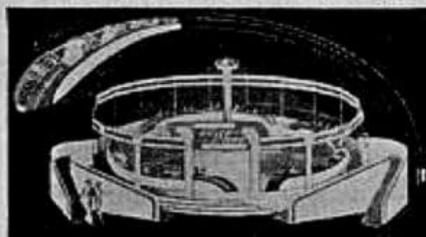
*St. Louis*

ST. LOUIS, June 15.—Local outdoor showmen's haunts are held down by a few regulars, who are practically permanently located here. All shows have left and only a few showmen have been passing thru. Among those here last week were Buff Hottle, Buff Hottle Shows; A (Booby) Obadal, owner, Texas Exposition Shows; Phil Little, Fairly & Little Shows; Frank Fellows, Springfield Wagon & Trailer Co.; Phil Shapiro and Sunny Bernet, Globe Poster Corp.; Helen Brainerd Smith, en route from New York City to her home in Kansas City, Mo., and Art Bress, Thearle-Duffield Fire-works Co.

Mrs. Eddie Vaughan, after spending two weeks here with Eddie, left for Dallas, where she plans to spend the next four weeks with relatives. Eddie returned from a trip to Indianapolis, where he visited the Ringling circus and is busy getting out his next issue of Missouri State Topics. Mr. and Mrs. Charles T. Goes and Mr. and Mrs. Tom W. Allen, went to Centralia, Ill., last Sunday to visit Texas Exposition Shows. The O'Neills, free act, and Beverly Scher, left for Southern Missouri on Wednesday after playing various local night spots. Matt Dawson, Acme Premium Supply Co., returned Tuesday after a two-week trip to the North.

George (Crazy Horse) Powers, past several years with Mighty Sheesley Midway, is still confined in U. S. Veterans' Hospital, Jefferson Barracks, St. Louis

**"THE RIDE WITH THE TOP MONEY RECORD"**

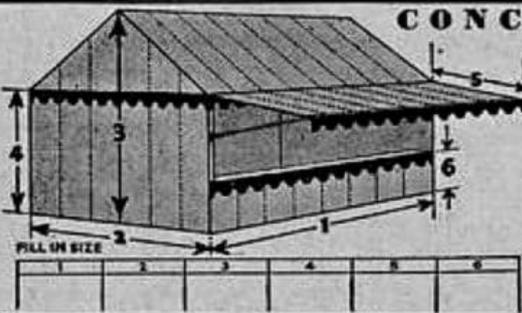


**SILVER STREAK**

As modern as TOMORROW—TOPS in colorful streamlining—speed—capacity and profits, fully portable—loads on two trucks, always the brightest spot on any midway. The soundest investment an operator can make. JUST ASK THE MAN WHO OWNS ONE.

Portable Stages - Ride-o - Auto Speedway - Carousels - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun House - Dodgem and Stooler Bldgs.

**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**  
World's Largest Builder of Amusement Devices



**CONCESSION TENTS**

Give Measurements as Indicated  
**BUY** from Factory  
SAVE Money.  
**POWERS & CO., INC.**  
26th and Reed Sts., Phila., Pa.

**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 BANGORON STREET (Phone: Haymarket 0444) CHICAGO, ILL.

**BANTLY ALL-AMERICAN SHOWS**

Want Talkers on all Shows, Dope Show People, Posing and Dancing Girls, and office paid. Have complete Monkey Show outfit. All Concessions open except Diggers, Custard, Bingo, Rat and Pan Game. Will place Long Range Shooting Gallery. Long season of choice still dates and fairs. This week Yorkville, Ohio; week June 24, celebration downtown, Zanesville; July 14th, International Harvesters Celebration, Springfield, Ohio. Buck Denby, adjuster.

**MAGIC EMPIRE SHOWS WANT**

Concessions all kinds, exclusive American Palmist, Rat Game, Custard, Pan Joint, Cane Rack. Shows all kinds with own equipment. Want Loop-o-Plane, Octopus, Roll-o-Plane, Mixup, St. Ansgar, Iowa, Chamber of Commerce Celebration, week of June 24th, followed by Iowa's oldest July Fourth Celebration, five big days and nights. A-1 Billposter with car, Man for Fun House. All address:  
**A. SPHERIS, MANAGER, ROCKWELL CITY, IOWA, THIS WEEK**

**SHOWS WANTED MARTIN, TENN., BIG 4TH JULY CONCESSIONS WANTED**

Want Big Snake, Midget or Fat Shows or any shows that don't conflict with what I have. Want Talkers for Minstrel and Side Show, also Side Show Acts. Want: Mouse Joint, Photo Scales, High Striker, Knife or Cone Rack, American Palmistry only, String Game, Duck Feed, Bowling Alley, Candy Apples. Want Stock joints of any kind. No X for Martin, Tenn., except Bingo. Benton, Ky., week of June 24th; Elkton, Ky., this week; both uptown locations. Martin, Tenn., in City Park, free gate.  
**W. J. WILLIAMS, Mgr., READING'S SHOWS, Elkton, Ky., this week.**

**BAZINET SHOWS WANT**

Shows—Manager for beautifully framed LIFE Show. Here tops and fronts for other worth-while attractions. Hide Help on Tilt, Octopus and Dual Loop-o-Plane. Concessions—Exclusive Pop Corn, Watch-La, String Game, Hoop-La, Cigarette Shooting Gallery, Penny Arcade, Can play Ball Game Agents, Percentage Dealers and all Useful Show People. International Falls, Minn., this week.

County. He is reported to be making rapid progress and is expected to be able to leave the hospital in about two weeks. Mrs. Kathleen Riebe's daughter, Doris Elizabeth Anne, was graduated from St. Martin's School here this week.

TONAWANDA, N. Y., June 15.—Convention Shows were absolved of any responsibility in collapse of bleacher seats under about 70 people at public field here on May 30, when five persons were injured. In absolving the shows, committee officials pointed out that patrons themselves were to blame when they became enthusiastic during one of the free act performances and stood up on the seats instead of being seated and that some began to stamp their feet, which caused the accident. Bleachers had been tested before the performance and were found to be in good condition, officials said.

**TENTS - BANNERS**

25 Good, Used Concession Tents, Bargain  
**CHARLES DRIVER—BERNIE MENDELSON**  
**O. HENRY TENT & AWNING CO.**  
4611 North Olive Street, Chicago, Ill.

**SHOW TENTS AND CONCESSION**

**Fulton Bag & Cotton Mills**  
Atlanta 55 Louis Dallas New York  
MINNEAPOLIS NEW ORLEANS KANSAS CITY CAN

**CONSISTENT MONEY MAKERS**



**Loop-o-Plane**  
**Octopus**  
**Rollo-Plane**

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE.

**EYERLY AIRCRAFT CO.** SALEM, ORE.  
ASNER K. KLINE, Sales Mgr.  
Eastern Factory Branch  
RICHARD F. LUSSE, General  
Bucks County, Pa.  
European Suppliers:  
LUSSE BROS., Ltd., Blackpool,  
England.



**PENNY PITCH GAMES**  
Size 4 1/2 x 6 1/2"  
Price \$22.00  
Size 4 1/4 x 5 1/2"  
With 1 Jack  
Pkt. \$30.00  
Size 4 1/4 x 5 1/2", with 5 Jack Pkts. \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price .....\$12.00

**BINGO GAMES**  
75-Player Complete .....\$6.00  
100-Player Complete .....7.25

SEND FOR CATALOGUE.  
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.  
**SLACK MFG. CO.**  
125-126 W. Lake St., Chicago, Ill.

**Midway Confab**

By THE MIXER  
(Communications to 25 Opera Place, Cincinnati, O.)

**AIN'T** it great touring weather?  
**JOINING** his parents, Mr. and Mrs. C. Davis, on Buckeye State Shows recently was Bill Davis, of St. Paul.  
**POP LLOYD** again has four grind stores booked with Pioneer Shows, he reports from Black River, N. Y.  
**COUNTRY STORE OPERATOR** C. C. Cornish joined P. H. Bee Shows in Winchester, Ky.  
**THE** mistakes of some shows are the detour signs for others.  
**PRESIDENT** of men's Jackpot Club on World of Fun Shows is Ed Poquette, reports Ray Sharpe.  
**R. L. RENFRO** reports from Boynton, Okla., that Sunshine Amusement Co.'s opening there proved fair.  
**GEORGE BANKS** joined Crowley's United Shows with his Mechanical Working Mines Show in Denver.  
**IT** is better to hold a good suspect than to try to gain a new one.  
**BETTER KNOWN** as Georgia Boy, Allan Bryant left Detroit recently to join the bingo stand on W. G. Wade Shows.  
**game** at Salisbury Beach, Mass., is Tiny Tibbetta.  
**HAVING** quit the road, Daisy Hartwell is playing short engagements at night clubs near her suburban home in Kokomo, Ind., reports H. L. Fitch.  
**CONCESSIONER** with Clark's Greater Shows, San Brown is in Sutter Hospital, Sacramento, Calif., recovering from a stomach operation.  
**THE** industrial East is not setting any new records. Even Labor Day can be a blank if it rains.—Cousin Peleg.  
**DOING** a good job as electrician with Zucchini Bros.' Shows is Troy Large, reports Bill Snyder. Large formerly was with Crescent Shows in a similar capacity.  
**ANNEX** feature on the side show with Imperial Shows is Valerie Russell, who is being managed by Lee Turnbull. Valerie recently took delivery on a new wardrobe.  
**JOINING** Convention Shows in Wellsville, N. Y., were Sam Weiner, two concessions; Benny Abend, ham and bacon; Mrs. W. Wynasowski, three concessions, and Tom Harrison, palmistry.

Zucchini Bros.' Shows with his Octopus in Kittanning, Pa. Westcott formerly operated his ride with Miner's Model Shows.  
**WHILE** Hilderbrand's United Shows No. 1 Unit was in Los Gatos, Calif., Mr. and Mrs. Ralph Balcom spent a day visiting Golden Gate International Exposition, San Francisco.  
**A** g. a. declared, "The reason I didn't walk out so see the committee is that I have bad feet." Perhaps they were only cold.  
**CHAMPION** fisherwoman on Buckeye State Shows during the stand in Newport, Ark., was Josephine Geller, wife of the general manager. "Ten-in-One" King was second, with Peggy (Mrs. Harry) Lamon in third place.  
**DURING** their stand in Los Gatos, Calif., with Hilderbrand's United Shows No. 1 Unit, Habel Fisher and Vernie Seeborg entertained relatives all week and gave a cocktail party at Esquire Cafe there for a party of 12.  
**MENTALIST** on the side show with Art Lewis Shows, Noma Estelle recently took delivery on a new car and trailer while shows were playing Providence. Her husband, Frank McCune, has recovered from a recent illness.  
**A** CUY who can dish it out but not take it is a griddle man who refuses to live on hamburger dinners during a bad break in business.—Oscar, The Ham.  
**FORMERLY** WITH Bantly's All-American Shows, John T. Rea and group joined Zucchini Bros.' Shows in Kittanning, Pa., reports Bill Snyder. Among Rea's attractions are Ten-in-One, Unborn and Health shows.  
**"I'M** DOING my mentalist act with Mary Webb's Side Show on Heller's Acme Shows," advises Mae-Joe Arnold from Rahway, N. J. "Altho we've encountered much inclement weather, business has been satisfactory."  
**BOB** AVALON joined Sue Rogers' Show on Convention Shows during the Wellsville, N. Y., engagement and will take over the sound truck and amplifying systems, replacing Ernest Lane, who closed recently.  
**THEY** beef, they squawk, they knock and they mean. They are usually the ones who couldn't be run away from the show with a regiment of apple knockers.—Colonel Patch.  
**AUCTIONEER** on Harry G. Corry's auction store on Bantly's All-American



**GUESTS ON THE MIDWAY** of Cettin & Wilson Shows during the Cumberland, Md., engagement included Russ Morgan, orchestra leader; Carl B. Sherrod, manager of Cumberland Strand Theater, where the ork played; Mrs. Sherrod, songstress Carolyn Clarke and other members of the Morgan troupe. Pictured, left to right, on the Cettin & Wilson Merry-Go-Round are Francine Cosson, Russ Morgan; Ray D. Murray, C. & W. press agent; Mrs. Sherrod, Mr. Sherrod; John W. Wilson, of the shows; U. Lowndes, Old Export, and Red Griese, Pittsburgh. Hosts and hostesses were Mr. and Mrs. Wilson and Mr. and Mrs. I. Cettin. Photo by Art Campbell, Eyreman Studios, Cumberland.

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MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means a stand that can be permanently attached to frame carts street roof, which is a hood. A beautiful Stand—its Flashy Orange and Black Stripe stripes the crowd. Street and corner stands.  
**THE MORRICE CO., 35 Bridge St., COLFAX, IA.**

**RECENTLY** joining Bowen's Joyland Shows in Mountain View, Calif., was Charles Tobin, reports Walton de Pelaton.

**LARKY AND NELLIE** LANE joined World of Fun Shows in Bradshaw, W. Va., to operate D. W. Leslie's new Midway Cafe.

**THE BEST** midway salesman is hamstrung if the product he offers doesn't "measure up."

**GRADUATE** NURSE Myrtle Wilner visited her mother, Mrs. Mae Sopenar, on World of Mirth Shows during the Plainfield, N. J., stand.

**HAVING** added a special mobile sound system to his Penny Arcade on Convention Shows, Gerald Baker is making daily broadcasts on the streets.

**ART PRESLEY** joined Lawrence Greater Shows in Buckhannon, W. Va., to take charge of Monster and Expose shows, reports Frank Braun.

**A** MIDWAY gold digger is only a cloud that gets a brass lining.—Cat Rack Annie.

**MANAGER** and first announcer at Mulcahy & Dean's new Sport of Kings

**IT'S** wise to save expenses, but even a dead one can do that—without getting anywhere.—Milo McGee.

**JOINING** World of Fun Shows in Bradshaw, W. Va., to operate concessions added by Oneta Marcos were Mickey Picketts and Ambrose Wagner, reports Ray Sharpe.

**PEARL** JOHNSON completed work on new costumes for girls appearing in Hawaiian Blue Moon Show on Buckeye State Shows while organization was playing Newport, Ark.

**AFTER** a pleasant two weeks at the New York World's Fair, Rosina Raymond rejoined Salice and Pearl Harris Side Show on World of Pleasure Shows to work the annex.

**SOME** of the "good date" bargain-hunting general agents are now a bit late with their shopping.—Whitney Cooks.

**AFTER** a five-week visit with her son, Myles, on Hilderbrand's United Shows' No. 1 Unit, Mrs. C. M. Nelson left in Los Gatos, Calif., and returned to her home in Azusa, Calif.

**VET** ride operator Al Westcott joined

**ANOTHER BIG ELI**

This is a good year to invest in another BIG ELI Wheel. It always brings a dependable return on the first cost. Ask old-time ride-men where their money is safe. The answer is: "Buy another BIG ELI Wheel."  


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The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 28 ft. and 30 ft. The 18-ft. tower ride has shorter seats, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at an extra cost. Please write for prices and description.  
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Quick service. Award Targets that are dependable. These targets used for the last four years with no complaints. Prices per thousand, \$8.50 cash with order. \$7.50 best postage paid. **RED CIRCLE GUN CLUB, 354 Aylton St., Hartford, Conn.**

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A CARNIVAL that advertised for an office secretary who could stand long hours of confinement received a reply from a gee who had just done eleven months.—Smackover Slim.

VIRGINIA CAMPBELL, of midget note and formerly with Max Gruber's and other shows, is vacationing at her Chatsworth, Ga., home. She reports she plans to return to New York soon to begin work on a midsummer show and will stay there the remainder of the season.

OWNER of shows bearing his name, R. H. Miner is in a Columbia, Pa., hospital suffering from torn ligaments in his left leg, sustained when struck by an auto in Marietta, Pa. He's getting about with the aid of crutches and hopes to be recovered in a few months, he writes.

THAT mayor who is hollering, "They take money out of our town," should remember that he is not yet a dictator. Some European countries refused to allow foreigners to take money beyond their borders. Hizzoner should remember that this is still America.

MRS. JOHNNY J. JONES and Johnny J. Jr., wife and son of the late Johnny J. Jones, of Johnny J. Jones Exposition, are visiting at the home of Mrs. Grant B. Smith, Jones' "Sister Sue," in Crooked Creek, Pa. "Sister Sue" will return to the organization with the Joneses for her annual visit on the shows.

WOMEN members of Buckeye State Shows tendered Fay Curtis, wife of shows' assistant manager, a party in



A SHOW background is possessed by Louis J. Fisher, shown here as he was graduated from Loma Linda (Calif.) Medical College on June 1 as a physician and surgeon. He is the son of Al (Big Hat) Fisher, widely known Pacific Coast general agent, and was born on the Patterson Show in Oklahoma City, Okla., in 1913 when his father was connected with that organization. Louis attended the University of Southern California and studied medicine nine years. Al is in his fifth year as general agent of Clark's Greater Shows.

celebration of a birthday anniversary in Newport, Ark. Party took the form of a midnight pink tea fight in the cookhouse. Mrs. Curtis received many gifts and telegrams from her many friends on various shows.

FISHING in the lake at Newport, Ark., was so good when Buckeye State Shows were there that the organization conducted a fish-eating contest for members in the cookhouse after the show on Friday night, reports Ted Johnson, Assistant Manager. Date Curtis easily won first prize, while Frenchy, sword-swallower, was nosed out of second place by Mrs. Charles Savage.

IT IS estimated that show managers have taken an average of three years in which to ponder and give a show its final title. Then some of them wind up by christening it with anything except what a midway represents. Oh, well! Why worry? It can still be billed as "All New But the Canvas This Season."

NOTES FROM FUNLAND SHOWS by Ted C. Taylor from Prestonburg, Ky.: Shows' stand at the ball park under Kiwanis Club auspices was good when weather permitted, but three days were

lost to rain. General Agent C. C. Leasure handled all preliminaries in good style. J. P. Sparks visited from Pilesville, Ky., where his shows were playing. Prof. J. H. Dillsbury's Band joined here.

BESSIE HARRIS scribbles from Monticello, Ind.: "Harris Shows moved in here and broke in a new lot and as usual the week started off with rain on Monday and Tuesday. Good crowds turned out, however. Mr. and Mrs. Gresham joined with their lunch wagon and Mr. and Mrs. Cleo Kent enlarged their pop-corn stand. Mr. Davis left with his calliope for Goodland, Ind., to bally shows' stand there."

GENERAL AGENT on Bantley's All-American Shows, L. C. (Ted) Miller renewed numerous acquaintances with members of Cettin & Wilson Shows when he happened thru Cumberland, Md., while C. & W. was there. Ted received numerous congratulations from members of the organization on his appointment as g. a. of Bantley's, for it was on the Cettin & Wilson Shows that Miller made a name as press agent a season or two ago.

BEFORE one becomes the censor and manager of the shows at the back end he must become a first-rate showman who understands the trials and tribulations of real showmen who operate the attractions. Pounding a typewriter and operating an attraction are in two entirely different branches of the midway.

RECENTLY appointed honorary press representative of Johnny J. Jones Exposition and well known in outdoor show circles, William (Bill) Field, of The Uniontown (Tenn.) Herald-DeBelle, spent Decoration Day with Starr DeBelle, publicity director; Owner R. Lawrence Phillips and others on Jones' staff in Pittsburgh. Excepting the holiday, which was lost to rain, business for the two weeks' stand was fair. Field reports.

FORMERLY with Russell Bros.' Circus, Bill and Edna Antes were guests of Mr. and Mrs. C. A. Vernon, owners-managers of United American Shows, during the dates in Beloit, Wis. They report a new noon-illuminated entrance was erected for the first time in Beloit, adding considerable brilliance to the midway. New Skooter cars, several new tops and additional decorations comprise other 1940 improvements. During the stand Bill heralded shows with his circus calliope, which he has mounted on an attractive truck.

"CARNIVAL rush season in this section is about over," cards Herbert A. Douglas from West Chester, Pa. "Within the past six weeks it has been possible to catch, in an hour or so ride at night, these organizations: O. C. Buck, Kaus Exposition, Edy Bros.' Exposition, Gruber's World's Famous, World of Mirth, Art Lewis, James E. Strate, Billy Giroud, Miller Bros., W. E. Kaus, Prell's World's Fair, Cettin & Wilson, Ideal Exposition and Edy Bros.' shows. Chester, Pa., had four shows in addition to Simpson's Minstrels and Wallace Bros.' Circus."

WHEN a letter arrives marked, "Postage Due, 4 Cents," I find that it usually isn't worth that much to some midway workers. So the rubber stamp that I invested in and which now marks such mail, "Post Haste, Important," has more than paid for itself already.—Back Postage Joe, Show Mail Agent.

FUNLAND SHOWS' NOTES, by Ted C. Taylor from Pikeville, Ky.: Business here, under auspices of local ball club, was off 40 per cent from last year. Shows' location was the same as in 1939. War orders have not brought expected boom to Eastern Kentucky and with four shows playing almost all of these spots it's not reasonable to expect any business. Frank Crawford joined here and is starting to rebuild his two stock concessions. Mrs. Charles Miller has recuperated from a recent illness.

"PASSED THRU Marshalltown, Ia., recently and visited United American (See MIDWAY CONFAB on page 52)

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WRITE FOR CATALOG

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Operator of a mouse game opened his season without bank roll, stock or privilege. When a big tip came onto the lot on opening night, he decided to step away and try to borrow some flash or something with which to pay off winners. He told his colored helper to open the store and take a chance on no one hitting a winner. No sooner had he departed than up stepped a player, who placed a nickel on a number. The released mouse ran straight into the lucky hole. "What do I win?" the player asked the boy. With eyes rolling and face a sickly hue, the colored lad, stuttering and stammering, picked up the mike and droned, "Yaa, suh! Yaa, suh! Ever'body look disaway! De fine white gen'lmun jes' win a beautiful white mice and crate!"

FULL-DATE  
CARNIVAL  
SHOW LETTERS

# Direct from the Lots

BY THE SHOWS'  
OWN NEWS  
REPRESENTATIVES

## World of Mirth (Railroad)

Plainfield, N. J. Eight days ended June 8. Location, Rock avenue and Seventh street. Auspices, Arbor Hose Co. Business, good. Weather, good.

Show's first full week of good weather brought gratifying results and the gross and attendance exceeded last year's. Saturday night's opening was good, despite light showers. Spacious lot permitted shows to be set up to full advantage. Attendance the latter part of stand was excellent. Two Saturday and one Sunday matinee were good. Eddie Cennane is laying out the lot, having taken over duties formerly held by Jim Stevenson. A. Wallace Zimmerman Jr., Paul Smith and Harry Keenan of the Plainfield Courier-News were generous with space, as was George Spaythe, owner of a string of weeklies. Harry Chipman, handling advance for Hamid-Morton Circus, visited. Mrs. Pearl Rhodes left to visit her father, who is ill at Springfield, Mass. Rochelle and Anita Isser visited their father, Phil. Howard Withers' trailer was cut in two when side-swapped by another car less than a mile from here. No one was injured. JIM McHUGIL.

## Bantly's All-American

(Baggage cars and trucks)

New Castle, Pa. Week ended June 8. Location, city ball park. Auspices, South Side Band Association. Business, good. Weather, fair.

Breaking up on the Ambridge, Pa. lot early Sunday under a downpour of rain, shows set up here in warm weather which lasted all week. Committee co-operated as did The New Castle News and Station WEST. Assistant Manager Harry E. Wilson, recently released from a hospital, was on his way laying groundwork for future spots. General Agent L. C. (Ted) Miller has been in the South and East. Elaine Miller's reorganized Broadway After Dark continued as a top-

## 3000 BINGO

Easy-weight cards, black on white. Wood markers, 1425 and direction sheet. All cards size 2x7. In the following lots and prices: 50 cards, \$2.50; 100 cards, \$4.00; 25 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$7.12; 250 cards, \$7.75; 300 cards, \$8.50. Remaining cards, \$5.00 per 100.

No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 20 sets or 100 cards each. Played in 2 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bings and Kenos sets are complete with wood markers, tally and direction sheet. All cards size 2x7.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be returned or discarded. 3,000, size 2x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Glass \$12.50

2,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

Lightweight Lancers, extra, per 100 .50

2,000 Sewall's "Bingo" Bingo Sheets

7 colors, pads of 20, size 4x8, per 1,000 1.25

2,000 Featherweight Bingo sheets, 5 1/2 x 10, \$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. C.O.D. and sample cards free. Top day air C. O. D. fees. No personal checks accepted. Instant delivery.

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## SECOND-HAND SHOW PROPERTY FOR SALE

150—Pennant, Flags on Streamers, Electric Candy Piece Machine, self cheap. \$12.50—Kashi Wall Tent, 2x10 ft. others. \$15.00—Penny Pitch Board, good shape. Search Electric Power Machine, self cheap. We buy all kinds of Shows & Concession Tents. WEIL'S CURIOSITY SHOP 20 So. Second St., Philadelphia, Pa.

money getter. Bud Rilee has a new front for his Death Takes a Holiday. Mr. and Mrs. Herman Bantly have been busy entertaining visiting committees and show-folk. Al Wallace, cookhouse manager, is back at work after a short illness. Dick Keller has completed painting the main entrance. Kiddies' Matinee on Wednesday attracted over 3,000 children and a greater number at the concluding Saturday matinee. Ladies' Night, under sponsorship of local merchants, was a success. Jimmy Mason set up the new Daughters in Chinatown front here. FRANK ZO PETTE.

## Cetlin & Wilson

(Baggage cars and trucks)

Cumberland, Md. Week ended June 8. Location, Community Baseball Park. Auspices, 40 and 8 American Legion Post. Business, good when weather permitted. Weather, rain four days.

Plenty of rain prevailed here, but between the showers good crowds were on hand. Among visitors was Russ Morgan, orchestra leader, and Carl B. Sherred, who were guests of Mr. and Mrs. I. Cetlin and Mr. and Mrs. Jack W. Wilson along with Carolyn Clarke, Red Grieve and U. Lowndes. Winnie Porter, dancer of Paradise Night Club Revue, was stricken ill and forced to spend two days in a local hospital. Georgia Brown's Miss America Show clicked and new lighting effects have been installed. Speedy Merrill's Motordrome was popular. Whitey Febeley is on the bally. Carl J. Lauther's Side Show of Human Oddities scored, and among the many members of Johnny J. Jones Exposition visiting the Lauther's were Mrs. Bertha (Gyp) McDaniels and Mr. and Mrs. William Keyes, who drove some 30 miles thru a rainstorm to enjoy dinner with the Lauthers. Also at the dinner were Woodrow Olson, talker, and Mrs. Olson; Mr. and Mrs. Edgar Lauther and family, of Washington, Pa.; Carl Lauther Jr., who came in from Tampa University, Tampa, Fla., to spend the summer on the shows, and Lauther's nephew, Norman Bryant, of Florida State University. Joining shows recently and doing good business here was the Harlem Revue, presented by Russ Kwing and featuring Jerry Alexander's Band and Caranza Hairford's Harlem Swing Girls. Sighted dining in Speedy Merrill's cookhouse were Hoppy, frog boy; Billy Kay Burke; Claude Claudette, Smoko Hall, Harvey Wilson, H. Johnson, Lee Cuddy, Joe Puri and Paul Sprague. Betty Varady, formerly of Lauther's Side Show, visited Mr. and Mrs. Woodrow Olson. RAY D. MURRAY.

## F. H. Bee

Winchester, Ky. Week ended June 8. Auspices, American Legion Post. Business, good. Weather, hot and dry; rain one night.

This week proved the best this season so far both in weather and business. Showing on a downtown lot, shows, rides and concessions did well, and several thousand packed the midway Saturday night. Visitors included C. D. Scott, owner, and Blackie Ogilby, general agent of C. D. Scott Shows. Dona Lea Carper celebrated her second birthday anniversary on June 2. Junior American Legion Drum and Bugle Corps opened date with a parade Monday night. Bobby Siskela, general agent, was host to them. Harley Holden is working the Fruit Show stand. John Denton signed Charlie Robertson as bingo agent. New lighting system was added to Gus Bethune's cookhouse and kitchen has been enclosed with screen wire, curtains and door. Marquee also has a new light system. Mr. and Mrs. McIntosh added new chrominum fronts and new banners to their Kentucky Caveman Show. RAYMOND R. HULL.

## Art Lewis

(Railroad)

New London, Conn. Week ended June 8 (second week). Auspices, Municipal Employees' Association. Business, off. Weather, fine, ten-cent gate.

Proverbial second-week lay-over ran true to form. Despite the inclement weather of the first six days of the first week it was better than the holcouver date. Shows and rides did business but nothing like what was expected. Fun

booths operated, but money was scarce. Owner Art Lewis made two trips during the week. Edward Delmont, assistant manager, was busy during Lewis' absence. Kathryn Teischer's was the only one whose business was up to standard. Del Crouch and Dorothy Stone did fair. Nat Mercy and Dorothy Lane, with Pollies, led girl shows. Mrs. Howard Ingrham, fishing champion, caught plenty and fed all hands. Harlem Barkoot returned from Tampa, Fla., by plane. Bull Smith is radio contact man. Bertha Anderson has the ball games. Visitors included Mrs. Louie Laing, Mr. and Mrs. Leo Claude, Mr. McParland, Mrs. Gordon, Mr. Brigham and son, Jimmy Finn, Mr. and Mrs. Jack Brady and "Whitey" Jayson. DICK COLLINS.

## Kaus Expo

(Baggage cars and trucks)

Roselle, N. J. Week ended June 8. Auspices, Fire Department. Business, good. Weather, good.

Lot was soft from the previous week's rains for a couple of days, but Lot Superintendent Kane kept midway in good shape. Shows had a difficult time getting off the previous week's lot, but Ride Superintendent Kokel and crew had everything running at Monday night's opening and all are satisfied over the way shows are carrying on under direction of T. K. Burns and J. E. Kaus while General Manager A. J. Kaus is recovering from an appendectomy. Crowds



WITH Harry Lewiston's Big Circus-Style Side Show on the Johnny J. Jones Exposition, first year for Lewiston with that midway org. are George Hendry, drummer, and Nettie MacPherson, bagpiper. Known as "the first to open and the last to close," the Lewiston attraction is reported consistently in the top money.

were light the first part of the week, but excellent attendance last three days gave a good average for the week. Business was pretty well distributed, with shows registering the best grosses. Charles Gramlich's Children of Darkness did well for its starting week. Personnel includes Charles Gramlich, producer-talker; Joseph Swartz, James Gunther, C. J. Buck, Peggie Cedor, Elsie Behney, Helen Buck, Marjorie Dunoon, Salina Bedford and Thomas Sauler, performers. Swede Edwards is superintendent of canvas. Otto Hofacker joined Tom Percival's Hoop-La crew; J. E. Kaus and the writer visited World of Mirth Shows, and Mr. and Mrs. O. P. Mack, from that organization, were midway visitors. W. C. Kaus, of shows bearing his name, also visited. Mrs. Julia Kaus returned from a visit with her daughter, Mrs. C. Daher. Sam Siskela has added a new balloon dart store. LESTER KEEN.

## Endy Bros.

(Baggage cars and trucks)

Amsterdam, N. Y. Week ended June 8. Auspices, Veterans of Foreign Wars. Business, very good. Weather, perfect.

This week marked the first of perfect weather since shows opened the northern tour. Lot was in bad shape on arrival, but at great expense and yeoman service

on the part of staff it was made ready for Monday's opening. W. J. Tucker did a good layout considering the adverse conditions. Although city was thought to be too small for the shows, surrounding territory responded well to heavy billing and newspaper ads and the week was chalked up as a winner. General Agent Edw. P. Rahn visited. Wilno's cookhouse staff includes Eddie I. Yeager, manager; William Duffy, chef; William Hamilton, fry cook; Leon St. Lawrence, George Parenteau, Henry Sandahl, William Heller, waiters; Charles Runyan, assistant cashier; Charles Van Landingham, Bernard Vannell and Joseph Gerty, utility men; Timothy Carroll, truck driver. Mrs. Wilno is supervising manager. Edwin Yeasted has a good staff on Mrs. David B. Endy's neonized custard store. First jamboree of the season was held here, with Dick Nufer as emcee and Peasy Hoffman acting prosecuting attorney. Good reports came to David B. Endy of Endy Bros' Exposition Shows, Inc., operated by Ralph N. Endy. GLENN IRETON.

## Eric B. Hyde

(Baggage cars and trucks)

Meyersdale, Pa. Week ended June 8. Location, Large street showgrounds. Auspices, Meyersdale Volunteer Fire Co. Business, good. Weather, ideal. Pay gate.

After a short jump from Frostburg, Md., shows set up Sunday two blocks from business section. Light opening built up into celebration proportions, with Wednesday matinee and 10 out-of-town fire companies participating in a night parade. Shows recorded an excellent day's business. Saturday matinee light but night attendance and business was of record proportions. Committee co-operated and Mabel Mack joined with her trained mules and mixed animal groups and topped shows on the week. Ferris Wheel led rides. Fred LaRenie departed Saturday night and left the side-show equipment on the lot. Meyersdale Republican gave excellent support. Visitors were Griffith Lewis, representing American Legion Post, Frostburg, Md.; Punch Allen, side-show operator; Glomer S. Eagleson, monkey show operator; Gerald O'Hara, representative Fair Publishing House; Mrs. Birdie Willis, side-show operator; and Madam Martha; George Kelly, Professor and Midget Otto and Tommy Walls, all of M. A. Beam's Attractions. Harlow Hanson, reports shows' social club has a membership of 31. Lonnie Godfrey and assistant Wilbur Mori keep the main entrance facade in good shape. Jack Shannon is in charge of distribution of sawdust and cinders. Manager Eric B. Hyde lays out an evenly balanced midway weekly. WILLIAM JUDKINS HEWITT.

## John H. Marks

(Baggage cars and trucks)

Charleston, W. Va. Week ended June 8. Location, Valley Bell Park showgrounds. Business, excellent. Weather, hot; rain latter part of week.

Rain on Friday and Saturday spoiled shows' chance for a record week here, but despite the handicaps, stand was one of the best in shows' history. Weather was extremely hot all week and despite a heavy rain about 6 p.m. Friday, big business prevailed. Children's Party and Elephant Birthday Saturday afternoon drew several thousand. Saturday night saw a torrential storm flood the midway. By herculean efforts midway was drained in record time. Hundreds of bales of straw were spread and night turned out fair. Much trouble was encountered in getting the heavy trucks off the muddy lot, but Robinson's elephants were equal to the occasion and shows left on schedule. Owner John H. Marks was host to Jim London, champion heavyweight wrestler, and his manager, John Contos, at a luncheon in the cookhouse Wednesday noon. Marks was guest of London and Contos at the wrestling matches at the Municipal Auditorium that night. Visitors included Dr. Jim Davidson, circus fan and former owner Davidson Bros' Circus; John Hanley, formerly of John Robinson's Circus; Capt. Dave Latlap, owner shows bearing his name; Harry Damron, managing editor The Charleston Evening Mail, and Harry Flournoy, The Charleston Morning Gazette. About 250 Charleston Mail news



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GREATEST VARIETY OF FLASH WARDROBE  
COMPLETE CHANGES FOR 52 WEEKS IN STOCK  
★ ANY SIZE SETS. UP TO 24 EACH. ★

**Wisconsin and U.P. Michigan**

Want for Merrill, Wis., June 25 to 29, Downtown, Eagle's State Convention. Shows—One good Girl Show, also others, 25%. Can use Tilt-a-Whirl, Whip or Octopus. Some Concessions, must grind only. \$15.00 per. A 4th of July to follow. We play all streets and back yards; all good ones and beat the weather so far. South Milwaukee downtown streets June 17 to 22.

**HENKE SHOWS**  
2316 W. State, MILWAUKEE, WIS.

**FOR SALE**  
Girl Show, complete, like new, consisting of new tent, metal front, side wall, concessions, stage, battery, poles, stakes, worth \$200.00—\$125.00 takes it. Day 20x30 top, wall, battery, poles, stakes, cannot be told from new, \$85.00. One Tangley Galle with Shower, Jerry engine, fine condition, \$110.00. One Kluge, American brand, two 30-ft. wings for same, front gate ticket box, lighting equipment for same, poles, stakes, all in fine condition, worth \$250.00—\$100.00 takes it. Any of the above can be seen at Northern Storage House in Saltburg June 18th to 22nd, or get in touch with

**J. D. BAKER**  
General Delivery, SALTSBURG, PA.

**W. E. WEST MOTORIZED CARNIVAL**  
Wants Shows, Rides, Concessions that don't conflict. Agents for Cotton Shows, Scales, Ball Games, Entertainment Rides like for Wheel and Mixer. Must be sober and can handle trucks. Come now. Play Newton, Ia., July 3, 4, on Streets. Everything open. Space sold until July 2nd. For Sale—White Top Wall Scales, ready to operate, Kabbala, Side Show Sling, Jabbo, come on. Need Side Show People. Committees and Secretaries, see this show. Open for dates in Iowa and Missouri. Have Free Acts.  
Ackley, Iowa, All This Week

**LADANE ATTRACTIONS**

Want for the best string of Class B Circuit of Celebrations and Fairs in the state of Texas, starting the 4th of July and ending the middle of October. Merry-Go-Round and one Flat Ride. Concessions all open except Cook House, Bingo, Pop Corn and Show. Good deal to shows with own equipment. Wire quick **TOBE D. McFARLAND**, Mgr. Humble, Tex., this week; Rockhill next week.

**AVAILABLE AT ONCE  
LARSEN FAMILY BAND**

Good Uniforms, VS Band Truck with A-1 Sound Equipment, for balance of season. Will take Percussion-Peasant ensembles on salary. Address: **GARY BYER BROS.**, NO. 1 SHOW, per Route until June 29th.

**FOR SALE**  
Ocean Wave (Circle swing), in swell shape, portable LeROI Motor, loads on one truck, complete and ready to set up and operate, \$300. One Stream-Line Miniature Train, loads on one-ton truck, a beauty at \$450.

**ELLMAN SHOWS**  
2225 No. 56th St., MILWAUKEE, WIS.

**HAVE 8 RIDES, 5 SHOWS,**  
20 Stock Concessions, Band and Free Act. No gift of eyes. **WANT** good Contest and Banner Agents. **WANT** Fairs Kentucky, Indiana and Georgia. Answer:

**C. C. LEASURE**  
IRVINE, KY.

**ALL AMERICAN EXPOSITION SHOWS**

Want to book Motor Shows, also legitimate Concessions. Celebrations beginning June 20th, Guilford, Iowa. From there on all celebrations and fairs until November 1. Address: **H. V. PETERSEN, Wp.**, as per route

**GOODMAN WONDER SHOW**

WANT AGENTS FOR GRIND STORES. APPLY  
**R. W. ROCCO**  
DULUTH, MINN., JUNE 18 TO 28

**Perkasie Fire Co. Carnival**

June 24th to 29th  
Free Acts, Big Fireman's Parade. Also Pills, Police Band. Wanted—Legitimate Concessions and Shows only. Want—No. 2 Wheel Man.  
**D. J. VAN BILLIARD**, North Wales, Pa.

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH RESULTS.

carriers were guests of Owner Marks Thursday night.  
Beckley, W. Va. Week ended June 1. Auspices, Police and Fire Department. Business, excellent. Weather, cold and rainy.  
Rain and cold failed to hamper attendance here. Lot was small but good, one mile from city hall. Auspices, under Chief of Police Bill Trail, co-operated. A heavy rain hurt Memorial Day attendance, but night business was good. Bert Britt's Rolloplane topped rides. Clyde Davis' World's Fair-east Revue led shows, while Duke Jeannette's Side Show was second. Radio broadcast was held Tuesday at noon over Station WHIS with Pat Murphy, station manager, at the controls and many announcements were made during the week. Local newspapers co-operated, with Ted MacDowell, managing editor of both papers, and Roy Lee Harmon, sports editor of The Morning Register, were liberal with space. Ralph Weinberg, sports promoter, visited, as did Charles A. Abbott, shows former general agent. Saturday night had the largest gate attendance so far this year. Paid attendance was over 9,500. Matinee was spoiled by rain. Frank Griffith, general agent, Latip Shows, visited the final night.  
**WALTER D. NEALAND.**

**West Bros. (Motorized)**

Stouz City, Ia. Week ended June 8. Location, West Seventh street showgrounds. Auspices, VFW Post. Business, fair latter part of week. Weather, bad.  
Soon after shows opened Monday one of the worst storms that has hit this vicinity in a number of years unleashed its full fury. Several tops were leveled and revue top was badly damaged and before the storm subsided early Tuesday two-thirds of lot was submerged. Two large city pumps began operations immediately and after 36 hours of continuous pumping lot was drained. Another driving rain on Tuesday night put rear of lot under water and drainage operations were repeated. Because of lot's condition and intermittent showers first part of the week business was nil. Business improved the latter part, with rides getting good results. Rolloplane was far in front with Tilt-a-Whirl and Skooter trailing. Visitors, Bill Grund, Sam Benjamin, Vick Priborough and Mr. and Mrs. J. B. Fox.  
**DON TRUEBLOOD.**

**West's World's Wonder (Railroad)**

Villa Grove, Ill. Week ended June 8. Location, City Park. Auspices, VFW Post. Business, disappointing. Weather, clear.  
Soldiers and Sailors Reunion here developed into just another still date for the organization. Show and ride grosses were below expectations, also concessions did fair. A free gate failed to stimulate attendance. Shows tore down Sunday night and move to Danville, Ill. was made in good time. Many visits were exchanged between personnel and members of Great Lakes Exposition Shows. Floyd Mellen, cookhouse operator of the latter shows, spent some time here, and he, George Welch, Secretary Hirschberg and the writer cut up numerous jackpots. Dorothy Downing has been added to the Summer Follies, operated by June English. Chick Wilson arrived from Chicago to take the front of the one-ring circus, operated by Sidney Rink and Virjan Perin. Several lions have been added to Art Spencer's drome. Mrs. Louis Weise is managing and producing Posting and Dope shows. Chick Boyer, talker on the latter, is getting good results. Billposter Jack Green visits often. General Agent Neil Berk and Special Agent Ted Woodard were on the lot on shows arrival in Danville.  
**EDDIE BOER.**

**Gold Medal (Motorized)**

Oshkosh, Wis. June 3-9. Location, 20th street showgrounds. Auspices, VFW Post. Business, worst of season. Weather, rain and cold.  
With only two full days' work and cold and rainy weather prevailing, shows chalked the poorest week of the season. Town apparently was in good shape and people seemingly in an amusement-minded mood, but nothing could be done except to await a turn of the weather, which never came. Most of the personnel caught up on their picture shows here. Paul Wotring, Arthur Harmonson, Buster Whitmore and Jimmy Dugan are getting equipment in shape for fairs.

Be ready for 4th of July Crowds  
REPLACE ALL WORN  
**WIRE ROPE**  
on Riding Devices  
WHIP . . . CATERPILLAR . . . HEY-DAY  
LINDY LOOP . . . TILT-A-WHIRL  
All Work by Expert Splicers IMMEDIATE SHIPMENT  
**Broderick & Bascom Rope Co.**  
4101 N. Union Blvd. St. Louis, Mo. 68 Washington St. New York City. Airport Way at Edmonds St. Seattle, Wash.  
Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer

**CARNIVAL OWNERS**  
The next issue will be the SUMMER SPECIAL. There will be a good representation of Carnival Advertising in it.  
**SEND YOUR ADVERTISING COPY EARLY**  
For position in the Carnival Department your copy must be in Cincinnati by Wednesday, June 19.  
Late ads will be taken care of in General Outdoor but no telegraphed or telephoned advertisements can be accepted after 10 A.M. (Eastern Standard Time) Monday, June 24.  
Wire important Late Show Ads Sunday Night.

**BRIDGE OPENING CELEBRATION**  
TO HONOR  
**ROCK ISLAND'S MAYOR**  
ROCK ISLAND, ILLINOIS—JULY 11-12-13  
ON MARKET SQUARE IN THE HEART OF THE CITY.  
Merchants, Chamber of Commerce and All Civic Organizations Co-Operating.  
FREE ACTS, FIREWORKS and RIDES BOOKED.  
WANT Wheels; positively work for stock; no percentage. No Rolldowns or Coupon Stores. Grind Steers of all kinds, Ball Games, Novelties, Scales, Candy Apples, Ice Cream Sandwich, Snow Cones, Slum Joint. Any Concession that works for stock. Space Limited. First Come, First Served.  
**M. J. DOOLAN, 2517 W. 59th St., Chicago, Illinois**

**WANT**  
To augment the Royal Russian Midget Troupe, three Small Women Midgets. Must be entertainers. Office guarantees salary. Address with full particulars.  
**BECKMANN & GERETY SHOWS**  
Covington, Kentucky, June 14 to 22

**MAKE \$50.00 A DAY ON CANDY FLOSS**  
Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spin Candy Floss FASTER and FINEER. Other models. Free literature.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So., Nashville, Tenn.

**HAMBURG, N. Y.**  
V. F. W. Convention last three days this week. June 20, 21, 22. Free gate, center of city. Irish corps contests, Cootie parade. Saturday mammoth military parade, with all Buffalo and neighboring units participating. **WANT** for this—Candy Floss, Wallies and Apples, String Game, Pitch Th. Wts., Hoop-La, Knife Back, Kick Hotties, Cat Back, Case Back, Nail Game, Dart River, Balloon Pitch, Shoot the B. Fish Pond, Long Range Gallery, Novelties, Photos, Scales and Cook House. Wonderful spot for Kiddy Rides. No opening for Cook Gallery, Grab Bingo, Pop Corn or Money Games. No gift of any kind.  
**BUFFALO SHOWS**

## WORLD'S FAIR SHOWS & COE BROTHERS' CIRCUS COMBINED

Now Playing the Best Spots in the West

Portland, Ore., Week of June 17; Spokane, Wash., Week of June 24.  
MAMMOTH 4TH OF JULY CELEBRATION

Kalispell, Mont., Week of July 2; with Fairs and Celebrations, including the B Circuit in Montana to follow.

WANT—Athletic Show, have complete outfit, including banners, Monkey Show, Fresh Animal Show, Wax Show, M. E. Arthur wants strong freak to feature in the biggest circus side-show in the West.

WANT—Concessions: Frozen Custard, Snow-Cone, Long Range Shooting Gallery, Pen-nants, Fish Pond, Bingo and other legitimate Ten-Cent Concessions.

ADDRESS AS PER ROUTE

## REYNOLDS & WELLS

18 FAIRS AND CELEBRATIONS

FAIRS, STARTING RUSH CITY, MINN., LAST WEEK JULY, ENDING ANGLETON, TEXAS, MIDDLE OF NOVEMBER, 1940.

From July 1 and Balance of Season

Can place first-class Penny Arcade, same must tops. Will furnish complete outfits with transportation, or will book yours if same will conform with this show's standards. Illusion, Crime, Monkey Circus, Life, Freaks that are strong enough to feature in own shows. Have all new canvas. Want Men to furnish people and manage Jig Show. New equipment from Double Trailer, front to back end. Other people with or without your own show equipment, let's hear from you.

This show has a route this season second to none of any truck show.

D. A. V. STATE CONVENTION, ANTIGO, WIS., JUNE 17 TO 23

## O. C. BUCK EXPOSITIONS

WANTED for biggest July 4th Celebration in New England, Keene, N. H., and balance of season, including following fairs: Norwich, week Aug. 5th, followed by Gouverneur, Malone, Rhinebeck, Dunkirk, all New York; Clearfield, Pa.; Hagerstown, Md.; Martinsville, Va.; Frederick, Md. Outstanding Single Attraction or Grand Show with or without own outfit. Well-framed Penny Ride. Grind joints that do not conflict, also Photo Gallery. WANTED—Capable Agent to take full charge set spindle Slum Store. Joe Foley, answer. RIDE HELP—Want Men on 9 major rides, some Foremen. Can also use Working Men that can drive semi-trailers. If you can stand good treatment and live through a weekly pay-day, come on. Bonuses and chasers positively not blorated. Address:

O. C. BUCK EXPOSITIONS, Hudson Falls, N. Y.

## GOLD MEDAL SHOWS

WANTS FOR LONG ROUTE OF FAIRS STARTING NEXT WEEK IN NORTH DAKOTA

Legitimate Concessions operating for not over Ten Cents. Dottie Moss wants first-class Drome Talker. Alton Pierson wants Griddle Man and Waiters. Earl Taylor wants Talker and Grinders for Girl Show. Address Ironwood, Mich., This Week; Rugby, N. D., Next Week.

## MOTOR CITY SHOWS

Ft. Wayne, Ind., Week June 24; South Bend, Ind., Week July 1.

WANT Athletic Show, Unborn, Emose, Minstrel, Illusion, Monkey Circus. Want Freaks and useful people for TEN-IN-ONE, salary guaranteed from office, or will furnish newly framed Ten-in-One to party that can furnish attractions for same. KING BALLIE, contact us at once. Legit Concessions, also can place two Wheels. Want Tilt-a-Whirl Foreman, Billposter with own truck. Can use sound truck.

VIC HORWITZ, Kalamazoo, Michigan, This Week.

## WHITE CITY SHOWS

Want Rides—Octopus, Rollo-Plane, Baby Rides, Mix-Up. Want Shows—Big Snake or Crime Show, not conflicting. Concessions—Exclusive on Ball Games or legitimate Concessions working for 10c. Special opening to Octopus or Rollo-Plane. Ten Fairs—all maiden territory for these rides. Want High Dive Act. Long season. Address

C. F. COREY, Salmon, Idaho, Week June 17.

## PARACHUTE TARGETS for Shooting Galleries

Receiving Sensational Nation-Wide Publicity by Press and Radio. Hang-Up Style, Per Pair ..... \$ 5.00  
Mechanical Style, for Galleries With Power, Per Pair... 25.00  
Immediate Shipment on Receipt of Price.

W. F. MANGELS CO.

Foremost Builders of Mechanical Shooting Galleries  
CONEY ISLAND, NEW YORK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Business increased daily until Friday, which was rained out. W. T. Taylor, Strawberry Festival director, congratulated General Manager Lawrence on show's appearance. Town was filled with about 30,000 for parade on Thursday and Friday. Mayor Henry R. Gay visited frequently. Cy Perkins is doing a good billing job. Shows and rides fared well with Casino Beautiful and the Ride-O taking top honors. Charley Lawrence, brother of General Manager Sam Lawrence, arrived with Mrs. Lawrence.

FRANK BRAUN.

## Zacchini Bros.

(Motorized)

Kittanning, Pa. Week ended June 8. Location, North Water street show-grounds. Auspices, American Legion Post Band. Business, good. Weather, rain Monday and Saturday.

Legion band co-operated and their concert on midway proved popular. Drenching rain one hour before opening time Monday held attendance down. Wednesday and Saturday matinees resulted in good business for rides and shows. Saturday night was lost to rain. The Leader-Times was liberal with space. Bob Moorhead, of The Times, was a dinner guest of the writer in Decker's cookhouse Wednesday night and later attended Good Fellowship Club's meeting. Newsboys were midway guests Tuesday night and later witnessed the repeating cannon act. Al Westcott joined with a new Octopus. Mrs. Joe Decker, acting for Good Fellowship Club, staged a delightful dance and floor show for the members in a dance hall over the city fire department. Fifty couples attended. The Zacchins, Bruno, Hugo and Mario, presented an acrobatic act as part of the show. All congratulated Mrs. Decker on the event.

BILL SNYDER.

## Crystal Expo

(Baggage cars and trucks)

Morgantown, N. C. Week ended June 8. Location, Marion-Ashesville Highway. Auspices, Burke County Sheriff's and Police Radio Fund. Business, good. Weather, some rain.

Breaking in a spacious new lot, used here for the first time, with splendid co-operation from Sheriff Dale's committee, spot proved another winner, despite some rain. A large number of patrons from near-by Marion and Lenoir, N. C., were on the midway nightly. Unusually large crowds attended Friday and Saturday and all reported good results. Mr. O'Brien, local resident and former showman, got out a nifty program filled with ads and was a nightly visitor. Shows' Minstrel Band gave daily band concerts on the courthouse grounds, and George Pennell, Asheville, attorney and well known to showmen, "sited" Monday night. Captain McVay's Monkey Circus got top money, with Dark-Town Revue second. Johnny Bunts and Benjamin's bingo clicked, as did Billy's cookhouse. All other concessions did well and rides chalked good results.

PERCY MARTIN.

## Convention Shows

Wellsville, N. Y. Week ended June 8. Business, satisfactory. Weather, good. Engagement opened well on Monday and good weather resulted in good attendance for the week until Saturday. Saturday's parade hurt the matinee as it took all out of town to the fair-grounds. Rain at 9 p.m. Saturday emptied the midway, but patrons returned later in scattering groups and concessions did fair. It was a good week, but not up to expectations. Richard (Dick) Palmateer received a 20-foot

pythone Tuesday, but it died Thursday. Shows and rides did well, the Tilt-a-Whirl topping the rides. Drama of Life and Oh, Susanne shows vied for top show honors. Louise Augustino augmented his show here. Rose Allen has been added to the Oh, Susanne Show, while Mrs. Eddy Pedden is en route and will join soon. Howard Underwood is awaiting arrival of a collipe which he plans to use on the streets to bally his Drama of Life Show. Danny Corr added a Devil's Bowling Alley to his string of concessions.

Tonawanda, N. Y. Week ended June 8. Business, satisfactory. Weather, bad.

Date started well and despite bad weather was successful. Decoration Day was far above expectations due probably to extremely cool weather, which kept people from the beaches. Saturday matinee was lost to rain, a good crowd turned out that night. Bingo stock truck was burned en route from the supply house to the lot and stock was lost. On Decoration Day, circus seats in front of the Siegrist Free Circus collapsed, injuring four people, who were rushed to a hospital. Insurance adjustors were on the lot early the next morning and claims were settled satisfactorily without any inconvenience to shows. PAY LEWIS.

## Great Lakes Expo

(Motorized)

Danville, Ill. Week ended June 8. Location, fairgrounds. Business, good when weather permitted. Weather, rain last three days.

With 2,300 on hand, Monday night's opening here was the largest of the season so far. Increased attendance prevailed on Tuesday and Wednesday nights. Remainder of the week was lost to rain, however. Saturday night's downpour left the lot under four inches of water. Shows made a record move to Dekalb, Ill., and weather was good for opening. Recent arrivals included Barney Lamb, with Circus Side Show. He also took over management of two girl shows. Many visits were exchanged by members with personnel of Hutton & Anfenger Mammoth Exposition train. Ray Marsh Brydon visited here. Bob Hallock, general agent, returned from an extended trip to confer with Manager Wagner in regards a Southern route. Stand in Lima, O., May 15-18, gave shows a good Saturday, but five of the days were rained out. In Anderson, Ind., May 20-25, organization played the Brown street showgrounds and obtained good results when weather permitted. A pay gate prevailed at both stands. Brazil, Ind., May 27-June 1, gave good Saturday business, but four days were lost to rain. Located at Rolling Mill showgrounds, date was sponsored by P. O. E.

H. SMILEY.

## World of Pleasure

(Motorized)

Elkhart, Ind. Week ended June 8. Location, Lexington avenue showgrounds. Auspices, DAV. Business, good. Weather, good, excepting rain at Saturday matinee.

Elkhart turned out on masse here and turntles chalked a gradual increase daily. Date was shows' second best stand of the season so far. Bert Gaynor, electrician; George Shlumberg and Harold Courtright purchased new trailers. Karl J. Walker opened here with his Gay New Yorkers Revue and "Glass House" to good results. Jimmie Deal's Fun-house was completed here. Mme. Dell joined with her Temple of Knowledge and Corlene McCormick received a new top for her Hope Show. Bailor Frank's Twenty-in-One topped shows. Rides received their second repainting. Special Agent Lee, of Blue Ribbon Shows, visited.

# ROLL AND FOLDED TICKETS

As You Want 'Em  
When You Want 'Em

DAY AND NIGHT SERVICE

Shipment Within 24  
Hours—If Requested

CASH WITH ORDER PRICES—1x2 INCHES—NO C. O. D.

10,000...\$4.95 30,000...\$ 9.85 100,000...\$20.00 Duplicate Coupons  
20,000...\$ 9.40 50,000...12.75 200,000...34.50 Double These Prices

Above prices for any wording desired. For each change of wording and color add \$3.00  
For change of color only add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS WELDON, WILLIAMS & LICK  
1 ROLL...\$5.00  
3 ROLLS...\$ 9.40  
5 ROLLS...\$12.75  
\$50,000.00 Bond Guarantees Quality and Accuracy  
FORT SMITH, ARK.

as did secretary and officials of the Goshen (Ind.) Fair. Harry Lessinger, advance agent, was given a farewell party upon leaving here to assume his perential duties as representative of Hudson Fireworks Co.

**Muskegon, Mich.** Week ended June 1. Location, Laketon arena showgrounds. Auspices, YFV Post. Business, excellent. Weather, ideal. *Fay gate, 10 cents.*

With ideal weather and splendid working conditions spot went far beyond expectations and marked shows' first real winner of sad spring dates. Front gate and midway customers averaged about 3,500 nightly, with a record-breaking Saturday Children's Matinee. Night play was all that could be desired. All rides, shows and concessions clicked. Second of a series of light towers was installed here and added much to midway's attractiveness. Earl Pound's educated horses proved popular. City, county and township officials and committee co-operated. Charles Lenz, insurance man, visited for two days.

HENRY (SHORTY) LEWIS.

**Blue Ribbon**  
(Motorized)

**Muncie, Ind.** Week ended June 8. Location, Fifth and Macedonia streets. Auspices, United Veterans Post. Business, fair. Weather, fair.

Run from Kokomo, Ind., was made in record time and everything was on the lot early Sunday afternoon. Shows had their best weather of the season until Friday night, when rain set in and slowed business. Saturday afternoon was fair and a crowd of kiddies turned out for the matinee, but rain spoiled night business. Mr. and Mrs. Ernest Polk took over management of the Midway Cafe. Boomerang and Ridee-O are still vying for top ride honors and Fred Clark's Loop-o-Plane is running third. Among shows, Marion Kessler's still heads the list, with Joyce Marks' Expose and Capt. Clark's Hell Riders close by. Ralph Walker has Pennsylvania in tip-top shape. Mike Rosen added another concession and is building several more. Art and Maryann Alexander purchased new Victrola for the cookhouse. T. R. Montgomery's Swing Band and Dark-town Polles are proving popular. Mrs. June Ingram and Mrs. Frank Flanagan

are holding down the front gate, with Mary Paden on coupon box. Chief electrician Frank Flanagan keeps midway well illuminated.

**Kokomo, Ind.** Week ended June 1. Location, Reed Showgrounds. Business, poor. Weather, rain all week.

Shows tore down in the rain at Bloomington, Ind., and were greeted by rain Sunday. However, everything was ready for opening Monday, but rain continued until Friday night. Saturday matinee drew a good crowd of kiddies and fair business prevailed Saturday night. Grounds were so muddy, it was almost impossible for people to get around the midway. Boomerang is still vying with Ridee-O for top honors among rides. Marion Kessler's Girl Revue is topping shows, with Fred Clark's Hell Riders and Happy Bennet's Expose second. Mr. and Mrs. Art Alexander report satisfactory spring business, altho shows have had much rain and cold weather since opening.

LEE NEWTON.

**Dodson's**

**Richmond, Ind.** Week ended June 8. Location, South 23d street showgrounds. Business, fair. Weather, unsettled.

Second week of shows' engagement here was fair. Ray Crasner's World's Fair Freaks and Jessie Clark's Gay Parade Revue shared top show honors, while all rides did fair. Harold English, secretary-treasurer, assisted in office wagon by Lot Superintendent Carl Hansen, has been working long hours handling the duties incident to his office. A new wagon to be used for Scooter cars was completed here and other wagons are being rebuilt and repainted rapidly. Ches La Femme's front has been redecorated. Show is managed by Lucille Dodson. Fifteen-foot extensions have been added to shows' light pylons. Mr. and Mrs. LeRoy added a new shipment of assorted snakes to their Devil's Daughter attraction, which has been doing well. A number of broadcasts were aired over Richmond's only radio station. Talent from the various shows and Charles Clark's American Legion Post Band were used. Complimentary remarks were expressed about town on all programs. Olive Hager, proprietress of the Wall of Death Motordrome, was interviewed on one broadcast. Mrs. Iris Stewart, rider on the Wall of Death Motordrome, injured a bone in her foot in a slight accident, but it wasn't serious enough to cause her to miss a performance.

ROLAND W. RICHARDS.

**L. J. Heth**  
(Motorized)

**Cynthiana, Ky.** June 3-9. Location, Daniel's Showgrounds. Business, poor. Weather, intermittent showers.

For the first time this season shows had favorable weather five days out of six. Despite this asset, the public failed to support shows, due chiefly to the fact that commencement week exercises were held all week. Friday night was lost when it started raining at 7 p.m. County officials co-operated. Doc Balder and Bill and Irene Tullis joined from Birmingham, Ala., with their cookhouse. Wilford (Whip) Behringer came on to work scales. Kid Shaw took over management of Athletic Show with augmented staff. Mr. and Mrs. Curly Rivers are operating Parle After Midnight, musical revue. C. G. Baker is operating the Circus Side Show and topping the midway. Joe Doskes' corn game is leading concessions. Among visitors were Al Wish, Joyland Park, Lexington, Ky., and Mr. Sugarman, Cleveland Merchandise and Novelty Co.

ALFRED KUNZ.

**Crowley's**  
(Baggage cars and trucks)

**Denver.** Week ended June 2. Location, Alameda and Federal Boulevard. Auspices, Garden Homes Voluntary Fire Department. Business, fair. Weather, fair.

Shows did not open on Monday because cars were late in arriving. They opened Tuesday night, however, to a good crowd and fair business, which continued thruout. All reported good business. Owner O. C. Crowley is sporting a new car, purchased here. B. C. (Slim) Cunningham, concessioner, also has a new car. Glenn Osborn, legal adjuter, reports good co-operation from city and county officials. Mrs. J. L. Chambers, corn game operator, advised this stand was one of the best weeks she has had since opening. Mrs. Dale Crockett reported the best week of the season with her candy floss. Bert Stallings joined with his Panhouse and J. E. Morgan came on with a new concession.

**SOL'S LIBERTY SHOWS**  
**WANT**

Third Cook House; must be high class and clean. Also place first-class Candy Apple and Popcorn Concessions. Streator, Ill., week June 17; Rock Falls, Ill., week June 24; Kenosha, Wis., week July 1. Write or wire

SAM SOLOMON, General Manager, as per route.

**CELEBRATION**  
**EIGHT DAYS—EIGHT NIGHTS**  
**DICK'S PARAMOUNT SHOWS, INC.**  
**LOWELL, MASS.**

On the Common  
**WANT** { JULY 1ST TO JULY 8TH, Inclusive  
RIDES—Will book Kiddle Auto Ride, SHOWS—Capable SIDESHOW MANAGER; also Outstanding Sideshow Act. HELP—Boiler, experienced Ride Help. Have opening for reliable Agents for Buckley Diggers. Must be well recommended and able to produce references.  
DICK GILSDORF, Woonsocket, R. I., Week June 17th

**51ST ANNUAL CONVENTION OF THE HUDSON VALLEY VOLUNTEER FIREMEN'S ASSN. & 28TH ANNUAL CONVENTION OF THE ROCKLAND COUNTY VOLUNTEER FIREMEN'S ASSN.**

JUNE 24TH TO 29TH, INC., TO BE HELD AT HAVERSTRAW, NEW YORK  
Kaus Exposition Shows on the Midway want Legitimate Concessions of all kinds. No exclusive except Bingo, Want Novelty. Want experienced Ride Help for Silver Street. Want Man capable to manage Drome with Rides. All Address:  
**KAUS EXPOSITION SHOWS, INC.**  
GARDEN, N. J., THIS WEEK, THEN HAVERSTRAW, NEW YORK

**BREMER SHOWS**

Want Shows without or with own Outfit and Concessions. Austin, Minn., week of June 24; then Caledonia, 2-3-4 July Celebration, biggest in the State. Free gate; big car given away. Under Commercial Club. No celebration within 50 miles. Address per route.

**FreeGale—Firemen's Celebration—Free Acts**

Allegany County's outstanding event, Andover, N. Y., June 24-29. Four big parades, public wedding, athletic events, followed by biggest 4th July spot in Western New York. Want clean non-conflicting Shows and Concessions. All Sexals want aber Gridle, Counter Man and Truck Drivers. Long route of Firemen's Concessions and Old Home Week Celebrations following. Write or wire  
NICKY PERCELL, MGR., WELLSBORO, PA.

**PIONEER SHOWS**

**Annual Lake County July 4 Celebration**  
**Including Friday and Saturday**

40,000 ATTENDANCE—CROWN POINT, IND.—40,000 ATTENDANCE  
Will place a few money-getting Shows, Live Pony and Kiddle Rides. Other Rides contracted. Will place Bingo, Diggers, Mouse Game, Percentage, Hoop-La, Penny Pitch, Prick Till Win, Grackerjack, Tuffy Candy, Popcorn, Candy Floss, Frozen Custard or any 5c or 10c Game. No Wheels or Coupon Games. Address: ED ROSS, Lake Hotel, Gary, Ind.

**PAN AMERICAN SHOWS**

Hold contract for biggest Fourth of July Celebration in the State, Frankfort, Indiana, around the Court House on Street—four days and nights. Free Acts for this date address TED MILLER, A. F. L. Labor Temple, Frankfort. Want Talkers and Shows with own outfit. Can place Acts for Side Show, Want Magic, Tattoo, Freaks to feature and strong Attraction for Annex. Will furnish outfit for Revue, also single Pts. Attractions. Concessions Wanted—Legitimate Stock Shows of all kinds, Politarily no racket. Can place Custard, Diggers, Photos, Ice Cream, Want Agents for Bumper, Fish Pond, Ball Down and Buckets. Can use Stock Concession Agents. Can place Carpenter and Show Builder. Join at once. Address this week Newcastle, Indiana; week June 24, Union City, Indiana.

Mr. and Mrs. A. L. Skidmore added their penny arcade and shooting gallery. Robert Kolb, cookhouse operator, added a concession. M. Levine, Western Novelty Co., and Mr. Horwitz, Denver Novelty Co., were daily visitors. Herb Trackman, representative of The BBL-board, also visited. R. L. BOYD.

**Prell's World's Fair**  
(Motorized)

**Woodlynn, N. J.** Week ended June 8. Location, Blackhorse pike showgrounds. Auspices, Volunteer Fire Co. Business, fair. Weather, fine.

Altho shows were largest to exhibit here in a number of years, business was not up to par, due in some respect to the fact that a large number of shows have been in this area the past several weeks. Monday opened to over 4,000 paid admissions, but from Tuesday until Friday business was spotty. Saturday drew a good crowd and all attractions finished on the right side. Top money for rides went to the Whip, with Auto Speedway second. Monkey Speedway, under direction of Abe Wolf, topped shows. B. H. Patrick of The Billboard (See DIRECT FROM THE LOTS page 67)

**WANT**

EXPERIENCED GUESS-YOUR-WEIGHT AND AGE SCALES HELP.  
Have 11 Fairs and 4 Celebrations, including Illinois and Texas State Fairs, Memphis and Chattanooga, Tenn.; Donaldsonville, La., and Beaumont, Texas, Fairs. Write or wire MRS. MOON LAIRD, care United American Shows, Maline, Ill.

**DAILEY BROS.' SHOWS**

Want for Prague, Okla., July 4th Celebration, North-east Fairs and Celebrations and Long Season South SHOWS AND CLEAN CONCESSIONS.  
Address: Independence, Kan., this week; Fredonia, Kan., next week.

FAIRS AND CELEBRATIONS IN KANSAS, OKLAHOMA, ARKANSAS, WRITE OR WIRE FOR OPEN TIME.

**WANT PROMOTER**

Capable of handling New Deal Fairs and Contests of all kinds. I have several New Deal Fairs contracted. Address:  
L. ED ROTH  
BLUE RIBBON SHOWS, ELKHART, IND.

**WIRE YOUR LOWEST SALARY**

AND HOW SOON YOU CAN GET HERE  
**Griffin Amusement Co.**  
JACKSONVILLE BEACH, FLA.

**WRITE**  
**SHOIX TIRE**  
& **BATTERY CO.**  
SHOIX FALLS, S. D.  
Buy on Our Easy Terms.



**AT LIBERTY**  
Balance Season  
Concession Manager, Legal Adjuster.  
Railroad show preferred. Can join at once. Address  
**CARL H. BARLOW**  
Roosevelt Hotel, Washington, D. C.

**BUILDER AND DESIGNER WANTED**  
Capable and proven. Year around job for right man. Geo. Grimswail, wips. This week Yorkville, Ohio.  
**BANTLY'S ALL-AMERICAN SHOWS**

**PENN STATE SHOW**  
Shamokin-Uniontown Fire Co. Fifth Annual Fair Celebration, July 7th-13th.  
Want Independent Shows and Concessions. Last year attendance sixty thousand. Free gate, parades, fireworks, free acts. Send proposition. Can use one more. Also Flat Ride. Sellings prove follows this spot. All write  
CHAIRMAN DAVID ARNOLD, Shamokin, Pa. Sid Smith, Miss Mack, Athletic Show, write.

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, June 15.—With no meetings things are a bit quiet around the rooms. Ned Torti and E. Lawrence Phillips, of the membership committee, and Bob Lohmar, of Showmen's Home Fund drive, are making arrangements to get into action soon. President Frank P. Duffield advises he will return to Chicago soon, when a special board of governors meeting will be held. Sam Levy is laying preliminary plans for the banquet and ball to be held on December 4. Date will mark the 50th anniversary of the International Association of Fairs and Expositions. Harry Siegal was stricken suddenly ill and rushed to a hospital. He's showing slight improvement. R. F. Trevellick and Lyman McFarland are still at the hospital. No late news came from Val Coogan, who was in for a special examination. James Murphy and Tom Rankine are still confined in their homes. No report from Jack Lydick.

Frank Winckley visited while en route to Minneapolis. Rube Liebman left for several weeks' work in the Dakotas. Leo Overland will handle his work on the Imperial Shows. Lou Leonard, L. S. (Larry) Hogan and Secretary Joe Streibich visited Royal American Shows at Milwaukee. Harry Martin, Sam Steffin and several others of Hennies Bros.' Shows, in town for ball game, called at the rooms. Mr. and Mrs. Dan Odum among visitors during the week, as was Mother Corning, of Elgin, Ill. Whitey Gregory, of Rubin & Cherry Exposition, called, as did Louis Berger and Max Goodman, who were in town on business. Secretary Streibich visited Imperial Shows in Aurora, Ill. Callers at the rooms were L. S. Hogan, Irving Malitz, M. J. Doolan, Maurice Hanauer, Julius Wagner, William Young, Jack Pritchard, Whitey Lehrter, John Lempart, Mike Wright, Lou Leonard, Ginger Nye, Zebbie Fisher, Charles Hall, Morris Haft, Dave Tennyson, Jack Benjamin, Sam Bloom, Jack Duffield, J. C. McCaffery.



Palace Theater Building,  
New York.

NEW YORK, June 15.—With more favorable weather on tap and with members on shows in the East out of metropolitan territory, visits are few and far between. Vice-President Art Lewis dropped into the club for a while and stated that considering the weather business was satisfactory. George Bernert returned from Springfield, Mass., where he attended his alumni's annual president's meeting. Bernert is president of the Springfield College New York Chapter. (Beg pardon for not thanking George for the wall clock he donated to the organization. Now for someone who knows how to hook it up so that it will run!)

Members who are in town and drop in during the day to while away a few hours with cards or billiards, say the club is the coolest place in town. Members who have not yet notified the office what shows they are with are requested to please do so now. New membership cards for 1940-1941 are being made up and delinquents are reminded to send in their dues before the new dues period starts.

Still on the sick list are Adolph Schwartz at the Lenox Hill Hospital, New York, and Max Friedman at Israel Zion Hospital, Brooklyn. Both brothers would appreciate letters or calls. Members in town are getting up a party to visit the World of Mirh Shows. Some of these are combining with others to organize a baseball team to play at the Ladies' Auxiliary picnic at Valley Stream (L. I.) State Park June 16.

President Max Linderman has inaugurated on his World of Mirh Shows a policy of one day a week as benefit day for the American Red Cross. Brother Herbert P. O'Malley, director of Playland, Rye, N. Y., announces favorable business since weather is bearing up. Sam Taffet, operating Five-Star Final and Eddie's bingo on Surf avenue, Coney Island, reports good business.

Birthday congratulations to Jesse Kaye, June 19; Clarence V. Giroud, Frank McNamara, 20; J. Fletcher Creamer Jr., 21; Edwood A. Hughes, Harold Barnes, Dave Lodge, Anastas Nalitsa, 22; Ike Weinberg, Al Boxall, 23; J. H. Powell, Harold A. Bouck, Johnny Keranowski, 24.

### Ladies' Auxiliary

Secretary Anita Goldie, Dianche Henderson and Irene Greene drove to New Britain, Conn., to visit Oscar Buck Shows. Mary Buck had a cold, so they missed seeing her, but they did visit Brothers Buck, Lew Lange and Harry Schwartz and Sister Rose Lange. President Midge Cohen is getting the auxiliary together to work for the Red Cross, indicating there will be much activity in the clubrooms all summer. Sympathy to Sister Clara Rothstein on the loss of her sister. George and Bess Hamid's son, George Jr., was graduated from Princeton University. Sister Mildred Isser is still on the sick list.

## Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 15.—With return of Brother Mel Vaughn's State Fair Shows, a number of members are once more in club's midst. Mrs. Vaughn left early in the week for Cleveland, to attend the funeral of her father, Charles Kokalauner, who died on June 3. J. H. Collins, Elite Exposition Shows, was here during the week and accompanied John Ellis, who has been in General Hospital here for several weeks, back to the shows

at Eldorado, Kan. Brother Slim Johnson, Midwest Merchandise Co., is in Iowa visiting shows, and will cover the northern territory before returning here. Brother Chester I. Levin, of Midwest Merchandise Co., left on business. Dave Stevens, manager State Line Tavern, played host to several club and auxiliary members one night last week. Among those present were George and Hattie Houk, Mr. and Mrs. Roger Haney and Mr. and Mrs. C. I. Levin. Joe Stevens emceed the event. Banquet and Ball Committee is working out a novel plan for disposing of tickets for the annual Banquet and Ball on New Year's Eve.

Jimmy Dunn was appointed to a committee to submit a report on such an event at the next meeting. J. W. Clowes, Showmen's League of America, voiced his appreciation of courtesies accorded him by club during the six weeks he has been recuperating in Southern California. Brothers Frank Downie and Ben Beno were awarded duplicates of their Life Membership cards, both having been separated from theirs by the same sort of hard luck. Governor Richard Eyebert of Long Beach, Calif., won the popularity contest. Usual beer and lunch followed adjournment.

### Ladies' Auxiliary

June 8 meeting was presided over by First Vice-President Babe Miller. Other officers present were Chaplain Fisher and Secretary Vivian Gorman. Sick committee reported Ann Stewart and Rose Keenan ill. Bank Night winner was Vera Downie, with Rose Rosard getting the goor prize. Letters were received from President Nina Rodgers, Clara Zeiger, Lucille King, Edith Walpert, Peggy Forstall and Ida Chase. Last named presented club with hand-embroidered pillow case to be awarded at a future date. Harry Lewis, of the men's club, donated a smoke stand. Aliterita Foster has completed plans for the dinners to be given in July and August. First Vice-President Babe Miller will entertain members the first week in July with a luncheon and card party at the clubrooms. Interesting talks were made by Jewel Hobday, Maybelle Bennett, Blossom Robinson and Mary Taylor.

Mother Minnie Fisher donated a lovely Bible and table for the clubrooms. Chaplain gave a short talk regarding proper salute to the flag. Luncheon was furnished by Ethel McDonald and Rose Rosard. Bingo held forth the remainder of the night.

Card party on June 6 in the clubrooms proved one of the most successful staged this season. A large crowd attended. Bingo and bridge prevailed the first part and luncheon and dancing were enjoyed the remainder of the night. A vote of thanks was given Mary Taylor for the number of tickets she sold; Harry Butner for the music; Lou Johnson, Jimmy Dunn, Ben Beno and Jimmy Niolois for the many amusing and entertaining features; Rose Rosard and her committee for excellent luncheon. All contributed to the party.

## Missouri Show Women's Club

MARYLAND HOTEL

ST. LOUIS, June 15.—Mrs. French Deane entertained members at her home in Richmond Heights on June 5 with an afternoon of bridge followed by a dinner. Guests of honor were Mrs. Deane's daughter, Louise, and the twins, George and Nancy. Jean Martin, Sol's Liberty Shows, is in American Hospital, Chicago, under care of Dr. Max Thorek. Grace Goss and Nell Allen won table prizes.

Among those present were Millicent Navarro, Ethel Jesse, Irene Burke, Gertrude Lange, Nell Allen, Grace Goss, Gadgette Storm, Florence Parker, Clea Jacobson, Beatrice Giulliani and Kathleen Riebe.

## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, June 15.—Monday night's meeting drew 68 members and President Ralph Smith and Vice-President Joe Olacy presided. Treasurer Ross Davis was on hand, as were Secretaries Weber and Johnson. Opening formalities were conducted by Dr. George W. Boyd, with Harry Matthews Jr. doing the allegiance to the flag. Another American flag was presented the club by Downie Brothers. Dr. Boyd was chairman of Flag Day June 14. Minutes of the last meeting were read and approved and current bills ordered paid.

Communications included a letter of appreciation from Mrs. William S. Hannameyer for courtesies extended by club in her recent bereavement. Others came from Brother Clifton Kelley, Past President Will Wright, Harry Chipman, Cal Lipps, Moe Levine and Walton de Pelaton. Pat Armstrong, sick committee chairman, reported that Sam Brown, of Archie Clark Shows, is convalescing under the care of his physicians at the Regis Hotel, Sacramento, Calif., from a recent operation.

Brother Henry Myers has been ill for the last two weeks, but it has not hampered his activities. Pat Shanley is taking it easy at the Elks' Club and doing much visiting with the boys. Charlie Guberman is home after a 14-week stay in Cedars of Lebanon Hospital. Bill Hobday, membership committee chairman, returned from visiting five California carnivals and the Golden Gate International Exposition and reports his committeemen are active. Vice-President Joe Olacy gave the meeting highlights on the board of governors' session, which was almost completely taken up with a discussion of change in by-laws relating to election of officers. Amendment under consideration is the method used under the by-laws of 1936. It provides for appointment of a nominating committee by the president and that the incoming president, who will be elected in December, 1940, may appoint 30 members to the board of governors to serve with the elective officers and past presidents. Proposed amendment was posted on the bulletin board and will be considered at the next regular board of governors' meeting June 24. President Smith thanked Brothers Rawlings, Bigelow, Dunn and Bob Meyers of Decoration Day Committee for their good work at Showmen's Rest.

Membership application of J. Frank Meyer, of Chicago, sponsored by Orville Crafts and Ross Davis, received favorable consideration. Ladies' Auxiliary Card Party was such a success that several of boys suggested that club hold a similar event, and Harry Rawlings and

## TILLEY SHOWS WANT

For Ladd, Ill., Centennial on the Streets, June 26 to 30; Henry, Ill., biggest Fourth of July Celebration in the State, held in City Park July 3 to 6. Concessions of all kinds. Especially want Scales, Country Store, Hi Striker, Bomper, Ball Games, Fish Pond, Bowling Alley, String Game. All must work for Ten Cents. No Coupons. Address: DeKalb, Ill., this week.

## YELLOWSTONE SHOWS WANT

FOR ST. JOHNS, ARIZ., RODEO Ride Help. Must be sober. Lead Gallery, Cigarette Gallery, Peppers, Grand Store and Wheel Agents, Griddle Men for Flagstaff July 4th. Any Merchandise Concession, write or wire W. S. NEAL, St. Johns, Ariz., week June 17th; Holbrook, June 24th to 27th; then Flagstaff.

## FUNLAND SHOWS WANT

Ex. Lead Gallery, Custard, Arcade, Scales and Amer. Camp. No Cyps or Grill Shows, Monkey, Wax and Animal. Rides: Little Beauty and Roller-Plane. WANT Ride Help, Acts for Side Show. Musicians and Performers for Minstrel. (Salary CERTAIN.) Ralph Holmes, come at once. All replies: Irvine, Ky., this week.

## RIDE HELP WANTED

Foremen for Ride-O-Whip and all other Rides. Plant Show Taker. All Concessions open. LAWRENCE GREATER SHOWS. Keyser, W. Va., this week; Grantville, Md., next week. Fineman's Celebration.

H. P. LARGE SHOW Wants for Ferris, Ill., Strawberry Festival, June 17-22; the Kentucky, Ill., 4th July Celebration and Homecoming, July 1-6, in the heart of the Sales and 90 Fields, and several Homecomings to follow. Shows: Any Show of merit with own outfit. Concessions: Can place legitimate Concessions of all kind. Good opening for Cookhouse and Diggers. Secretaries of Homecomings and Fairs, have few open dates.

## GREAT SUTTON SHOWS

Sullivan, Ind., June 17th thru 22nd.  
Brazil, Ind., June 24th thru 29th.  
Boswell, Ind., July 1st thru 6th, biggest celebration in the state.

Can place Frozen Custard, Stock Concessions of all kinds and Independent Shows. Need Chorus Girls and Performers for Minstrel Show.

## PALACE UNITED SHOWS WANT

Central Illinois' Biggest 4th of July Celebration

SULLIVAN, ILL., CITY PARK

Concessions all kinds. No ex. No grill. Till—Whip—Kid Rides—Grind Shows—Baby Shows. Address:

BILL WADSWORTH, Greenville, Ill.

## SPECIAL AGENT WANTED AT ONCE

ZIMDARS GREATER SHOWS, INC.

OTTUMWA, IOWA, THIS WEEK; HANNIBAL, MO., NEXT WEEK.

## EXPERIENCED RIDE HELP WANTED

Especially Wheel Operator and Chairplane Foreman.

## HAPPYLAND SHOWS

MONROE, MICH.

## WANTED

Legitimate Shows and Concessions for July 3-4, Eastern Colorado, 12 Fairs and Celebrations following. Will buy or lease Ferris Wheel or Flat Ride.

RAPP'S RIDES AND AMUSEMENTS  
4119 So. Penn, ENGLEWOOD, COLO.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Aquatennial Set In Minn.; R & C Midway Choice

**MINNEAPOLIS, June 15.**—A program of nationally known stars, major sports and water events and a midway have been set for the coming Minneapolis Aquatennial. More delegations and other visitors are expected than have ever attended any like event here. An air show at Wold-Chamberlain Field will bring from 500 to 1,000 planes from all parts of America, with scores of noted flyers. Daily attendance is expected to exceed 100,000.

An eight-day rodeo at Minneapolis parade grounds, first championship competitive rodeo in Minneapolis history, will have as exhibition star Gene Autry with his horse, Champion. Performances and competition will be afternoon and night. Fireworks displays will be climaxed with Minnesota's Night in Venice Pageant on Lake Calhoun. Aerial fireworks will be used almost exclusively, to be fired from a barge in center of the lake. Colored lights and powerful searchlights will be paced around the lake. Other fireworks specs will be staged at the parade grounds Monday thru Friday nights. For the opening-day parade "bombing" daytime fireworks have been scheduled.

Another major attraction will be a nine-day stand of Rubin & Cherry Exposition, a unit of the Amusement Corp. of America, on Dunwoody Field. Among water features will be the National outboard motor races at Calhoun; Northwest inboard races, Wayzata; four-day invitation yacht regatta, Calhoun; River Day shell races, Aquatennial swimming meet and Aqua Pollies at Cedar Lake. One thousand Minnesota communities and industries have been invited to bring canoes and gondolas for the Night in Venice pageant, which will feature a four-mile parade of lighted and decorated watercraft.

Reigning over the Aquatennial will be a Queen of the Lakes selected from 40 finalists chosen in contests thruout Minnesota. Paul Bunyan Canoe Derby, sponsored by the Aquatennial, will provide eight days of competitive canoeing over 500 miles of rivers, rapids and portages from Bemidji, the finish to be in Minneapolis on Aquatennial opening day. Officially opening the festival will be a five-mile parade with 20,000 marchers in bands and drum corps and with floats and other features. There will be two radio shows by Gene Autry from Municipal Auditorium.

## Ticket Distribution Is Big For Rochester Circus-Expo

**ROCHESTER, N. Y., June 15.**—Rochester Dog Protective Association will sponsor a seven-day exposition and circus at its farm near here under direction of J. D. (Eddie) Karen, officials report. Exhibit booth space has been sold to merchants, who have distributed 350,000 tickets. It is anticipated another time that many will be passed out before opening of the show.

Poodles Hanneford Family, equestrians, and Jack Malloy's Circus have been booked. Tie-ups have been made with newspapers, which are giving generous support. Al Sigl, radio commentator for The Rochester Times-Union, is on the publicity committee and daily plugs are being obtained from The Rochester Democrat and Chronicle, WHAM and WSAY. Near-by territory is being covered with paper and merchants in nearby towns are distributing tickets. Mrs. J. D. Karen and E. J. Cloutier are handling front with banners and books.

## Acts, Orks at Wis. Affair

**VALDERS, Wis., June 15.**—About 5,000 turned out for a home-coming and dedication of the water utilities on June 8 and 9 in Legion Park here. Music for Saturday night's dance was furnished by Louis Panico's Ork, while Royal Wisconsin Orchestra furnished music on Sunday night. On Sunday afternoon five free acts were presented by the Schulz Circus Troupe, with band concert by Manitowoc Marine Band. Gate was free. Tariff for the Saturday dance was 55 cents per person. On Sunday night it was 35 cents for men and 15 cents for women. Affair was sponsored by the Lions' Club.

## O. Festival Is Successful

**COLUMBUS, O., June 15.**—Recent annual six-day carnival and festival here, under sponsorship of Steelton Boosters' Association, proved one of the most successful promotions ever undertaken by the group. Beauty contest, jitterbug competition, round and square dancing and awards donated by merchants added to the success. F. E. Gooding rides and several concessions provided the midway. Unit was in charge of Johnny Enright. John Catenacci was general chairman.

**FESTIVALS, INC.**, with principal office in Elizabeth City, N. C., has been chartered as a non-stock corporation, incorporators including A. G. Small, J. H. Lefty and Dr. H. E. Nixon.

## Revue and Acts at Memphis Shriners' Meet in Stadium

**MEMPHIS, June 15.**—During the Shriners' national convention here on June 10-14, when an estimated 40,000 members in full regalia participated in big parades and other features, there were fireworks on an island in the river on night of June 10 and Mills Troupe, high wire, and Ken Davis, "Gymnast of the Sky," high perch, performed in Jefferson Davis Park. On night of June 11 Ernie Young's Show of a Century was in Crump Stadium and the high acts moved their riggings from the park to stadium for remainder of the show.

Thursday night in Crump Stadium was the Hollywood Motion Picture Electrical Pageant, with floats sponsored by film companies of Hollywood, each float being lighted with generators that followed on other vehicles. Stadium was ringed with huge searchlights brought from Hollywood. Ken Davis and Mills Troupe again performed. Davis opened Lake Aerial Park, Scranton, Pa., on Decoration Day and then jumped here for this date. From here the Hollywood Electrical Pageant went to Houston as did the Ken Davis act and Mills Troupe. Acts were booked thru Barnes-Carruthers Fair Booking Association.

Among other celebrities were Harold Lloyd, Gene Autry and Don Wilson.

## Wis. Expo Attracts 30,000

**SHEBOYGAN, Wis., June 15.**—More than 30,000 attended the Manufacturers and Merchants' Exposition in Lake Front Park here on June 4-7. Entertainment booked by Freeman Exposition Co., owner of the 325-foot tent in which the show was held, included Ford and Marqui musicians; Jack and Adell, ball-room dancers; Harry Bardell, juggler; Ray Reynolds, balancing; Billy and Buddy Carr, roller skaters; Jimmy Fisher, tenor, and Russell Murdock-smee. Some 80 firms had exhibits. Admission was 25 cents for adults and 15 cents for children.

## O. Event Has Record Draw

**ZANESVILLE, O., June 15.**—Annual Merchants and Manufacturers' Exposition here on June 4-8 under sponsorship of Anrou Grotto shattered attendance records by drawing about 25,000. There were 54 exhibits presented in new municipal auditorium. Event opened with a parade and more than 100 door prizes were awarded. Smith and Lavour, rube entertainers, appeared nightly, as did Johnny Wise's Orchestra and floor shows. Jolly's rides and some concessions provided the midway. Carl Flowers was general chairman. Exposition will be repeated in 1941, officials said.

## Shorts

**ANNUAL** six-day Yorkville (O.) Firemen's Fair has booked Eric B. Hyde Shows for the midway, show officials report.

**C. P. ZEIGER** reported contract for four-day Deadwood (S. D.) Days of '76 Celebration has been awarded C. P. Zeiger United Shows.

**ANNUAL** carnival sponsored by East Longmeadow (Mass.) American Legion Post on June 3-8 netted the organization about \$800, despite two rainy nights.

## CARNIVAL WANTED FOR JULY 4TH

20,000 Ticket Sale in Progress for This Celebration

H. L. HANSON, Chairman, Augusta, Wis.

## WANT RIDES — CONCESSIONS Central Pennsylvania LABOR PICNIC

SUNDAY, JULY 28TH Also want to hear from good Free Act, PICNIC COMMITTEE 28 E. 3rd St., Harrisburg, Penna.

## WANTED JULY FOURTH, FIFTH, SIXTH FOR NEW MEXICO'S BIGGEST RODEO AND CELEBRATION

Rider, Bling, Scales, High Sticker, Mill Camp, Candy Feast, Peppers, Cigarette Gallery, Shooting Gallery, Hoop-La, Ball Game, etc. Ex. on everything. No grill. No Carnival. ROBERT ATKIN, Silver City, New Mexico

## TUSCOLA HOMECOMING ASSOCIATION Can Place for Their MAMMOTH HOMECOMING CELEBRATION JULY 24th to 27th, 1940

CONCESSIONS OF ALL KINDS. No water-ski except Corn Game now sold. Legitimate Stock Wheel, Ball Game, Custard, Lead Dangle, Racine Stacks, etc. Concessions. THIS IS ILLINOIS' LARGEST CELEBRATION, which is only held every two years. Rates reasonable. Address: DR. L. W. McNEIL, Chairman, McNeil's Drug Store, Tuscola, Ill.

## WANT JULY 4, 5, 6, 7 SHOWS AND CONCESSIONS Fifth Annual Celebration

5,000 Population. One Mile from Peoria. CAN USE TWO FLAT RIDES. Free Fireworks Display. CHARLES EHRETT, Creve Coeur, Illinois 701 So. Main St.,

## WANT Shows — Concessions — Free Acts Old Settlers' Day COLUMBIA CITY, IND.

Wed. and Thurs., August 14th and 15th. M. R. LORBER A. R. LUCKENBILL Shows and Acts Concessions

## CONCESSIONS WANTED Five Independent Rides and Concessions AUG. 1-2-3, 1940 Alwood Fall Festival ATWOOD, ILL. GEO. W. JOHNSON, Freeville, Ill., Concessions

## WANTED BALL GAMES—PHOTO GALLERIES MERCHANDISE CONCESSIONS JULY 4TH H. S. BEARD, DIXON, ILLINOIS

## 14TH CONSECUTIVE YEAR OF Hendricks County Round-Up To Be Held in Danville, Ind., Around the Court House Square, August 15-16-17. The fourth year for Miller Amusement Co. Rides of Chicago.

Want Games of Science and Skill Only. Also want a Shiller in Free Acts. Must perform on Court House lawn. CHAS. E. WAKER, Gh.

## Homecoming, July 11-12-13 EDWARDSBURG

"Biggest Little Spot in Southern Michigan" WANT—Concessions, No Grill. Corn Game and HARRY BEAGLES, Edwardsburg, Mich.

## AMERICAN LEGION CO. CONVENTION SPRINGVILLE, N. Y. June 24-25, in Week of June 23-24-25. Parades, Fireworks, Car Given Away. Can place Concessions of all kinds, good Hawaiian or Girl Show and others with own outfits. Hosts like celebrations to follow. Act quick. Write HARRY A. ROSE, Springville, N. Y.

## WANT Rides, Shows, Concessions, Free Acts, Central MARK HOMECOMING, Aug. 31-Sept. 1-2 Very Large Crowd Expected HUGO R. BORRI, Mar., Ill.

## WANT Motor Drome and Shows of all kind excepting Girl Show for our Annual Celebration July 15th to 20th, Ind. Book in Western Penna. JOHN DUKE, Saxenberg Volunteer Fire Co., Saxenberg, Pa.

## WANT FOR DESHLER BROOM FACTORY'S GOLDEN ANNIVERSARY CELEBRATION SEPTEMBER 17-19.

Balloonist, Fireworks, Stock Company, Big Carnival (one-horse outfits need not write). Biggest celebration in Nebraska. Free gate. T. S. STRUVE, Secy., Deshler, Neb.

## AMERICAN LEGION HOMECOMING ROSEDALE, IND.

WANT RIDES, SHOWS AND CONCESSIONS FOR HOMECOMING July 10 to 13, Inclusive. Write or Wire MICKY WALKER, Box 58, Rosedale, Indiana

## 3rd AND 4th JULY CELEBRATION COURT HOUSE SQUARE, RENSSLAER, IND.

Expect 10,000 or more. Fine Free Acts and Fireworks. Want Rides on percentage. Want Concession, \$1 foot. Address FRANK HARDMAN, Adjutant American Legion, Court House, Rensselaer, Ind.

Chetplane, Merry-Go-Round and Ferris Wheel were supplied by John Lemoine, Independent Rides Co. There were also concessions.

UNITED American Shows have been booked for American Legion Post Independence Day Celebration on the fairgrounds in Rock Rapids, Ia.

ON THE hill at Mansfield (O.) Grotto and DeMolay Celebration, week of June 10-15, were Rita and Dunn, high wire, and Gladys and Fandow, double traps.

VAUDE and concessions are planned for Davenport (Ia.) Retail Grocers and Meat Dealers' annual picnic on the fairgrounds, reported W. H. Ehlers. Event is open to public and general admission includes participation in prize awards.

RHEIMS (Pa.) Volunteer Fire Co. sponsored a show on June 8, presenting Lippincott & Co., magician; White Eagle Banjo Band and Dobores Sisters; Pistol Pete's Radio Rangers, with Steinrock Sisters and Pride and Dell.

ILLINOIS fireworks, rides and concessions are planned for fifth annual Granite Falls (Minn.) Water Carnival in Memorial Park, reported Chairman Arthur R. Sheimo. Swimming, aquaplaning

**TORONTO, OHIO**  
**ANNUAL KIWANIS CELEBRATION**  
 ON THE STREETS  
**JULY 8 TO 13**  
 WANT SHOWS—A. J. Hines, Midget, Big Rides or Big P. Show, also Ferris Wheel. BINGO OPEN. Food Shows, please answer. CONCESSIONS—Stock wheels only, Darts, Cork Gallery, Fish Pond, Rides Games, Game Rack or any other Great Rides, Milt Jones (American), Sell X on Milk Bottles, West East Buzzer Man, Gratinis & Carlin Rides. Will play celebration. To reserve space, write quick by  
**KIWANIS COMMITTEE**  
 Box 33, Toronto, Ohio

**OLD HOME WEEK**  
 Williamsburg, Pa., Week June 24  
 Want Shows, Cigarette Shooting Gallery, Darts, Novelties, Archery, Big 4th spot, to follow, Wire to write M. A. SEARS, Easton, Pa.

**WANT**  
 Legitimate Concessions for Big Annual  
**LEGION FOURTH OF JULY CELEBRATION**  
 AT WHITEWATER, WIS.  
 Offerers, save your time and mine. Juice, Grease, Bingo and Novelties sold. Address: GEORGE H. BREWER, 30 N. Washington St., Elkhorn, Wis.

**WANTED**  
 Week June 25th, Charybasse, Ind.  
 Amateur Ladies' Auxiliary American Legion, have four Rides. Want all kinds legitimate Concessions and good clean Shows. Leon Spencer, write or wire Rita Bishop.

**350,000** Merchants' Tickets Now in the Hands of **350,000**  
 People of Monroe County for  
**R. D. P. A. EXPOSITION AND CIRCUS**  
 Acts, write stating lowest. Want Rides of all kinds. Peanuts, Popcorn, Floss, Apples, Lead Gallery and any legitimate Concessions.  
 This one will keep you well till fairs start.  
 Want Mug Gallery, American Mitt Camp and Side Show. All must have frames and canvas. Ride Man Dealing, contact again; wired Silver Springs late. Address CIRCUS DIRECTOR, Scottsville, N. Y. Phone, Scottsville 10F4. Wires (pay your own), care Western Union, Rochester, N. Y.

**WANT WANT WANT WANT WANT**  
 For  
**WOODMAN OF THE WORLD, POST No. 845, CAMP RALLY**  
 and  
**BIG FOURTH OF JULY CELEBRATION AND JUBILEE WEEK**  
 Ferris Wheel, Loop-Planes, Loop-the-Loop, Octopus and Silver Break or any ride not conflicting with Merry-Go-Round or Chain-Planes. All Concessions open except Bingo, Rat Game. Shows of merit with own transportation. Can site place (2) two high sensational Free Acts for week beginning July 1. Address all mail or inquiries to  
**J. E. (CRIP) SNEW, Box E, or ERNEST LONG, General Com., W.O.W. Camp 845, Yadonville, N. C.**

**HOUTZDALE FIREMEN'S CELEBRATION**  
 JUNE 24 TO 29, INCLUSIVE  
 In the Heart of the Best Spots. 5 Rides Booked.  
 Wanted Concessions—Cookhouse, Custard, Ice Cream, Penny Pitch, Hoop-La, Guess-Your-Age Scales, Cigarette and Long Range Galleries, Mouse Game, Mitt Camp, Ball Games, Fish or Duck Pond. Shows—Posing or Girl Shows, Side Show, Monkey Show, Motor Drome, Snake Show, Penny Arcade. All shows special rates, ten per cent on shows. W. Bailey, Cecil Pervis, Pat Grande, Benny Marie, Bobby Glets, Mabel Mack, you know what Houtzdale is, so come on next week. Write, phone, write HOUTZDALE (PA.) FIREMEN'S COMMITTEE.

and ball-casting events are expected to draw a crowd of about 25,000.

ANNUAL three-day Byesville (O.) Home-Coming, under auspices of American Legion Post and volunteer firemen, will feature a midway and free acts.

SAM COLLINS, general agent H. P. Large Shows, reported booking of three Illinois events, Independence Day Celebration and Home-Coming, Kinmundy, and home-comings in Cienega and Noble.

TOMMY SACCO has booked Thor's Thunderbolts, thrill show, for one-day engagements at Playland Park, South Bend, Ind.; Exposition Park, Aurora, Ill., and Burmidge Airport, Elgin, Ill., and for two days at the Gladiola Festival, Mokenca, Ill.

AFTER playing Santa Fe (N. M.) Fiesta, Don LaVola and Carlotta were booked for fairs and celebrations, including Riverton, Wyo., and Hardin (Mont.) Rodeo, this being the second season for the wire act at these two spots.

**STAFF OF STRATES**  
 (Continued from page 42)  
 Reid, trainer; Joseph Smith and Wendell Phipps, assistants. Front-door staff has William Leon, superintendent; Sid Adams, announcer; Harriet and Anna Caralls, ticket sellers; Mrs. Thomas Evans, merchant tickets.  
 Shows: Monkey Theater, Leo Carrell, owner; Mrs. Carrell, assistant; Joseph Martini and Verona, trainers; John Dolan and Patrick Kelley, tickets. Silo Motor-drome, James Santley and Walter Marks, managers; Walter Marks, Cyclone Dent, Speedy Williams and Daredevil Hill, riders; Gary Howard, announcer; Hensal Cooper and Clarence Joyce, assistants; Mrs. Walter Marks and Mary McCall, tickets. Oddities of 1840, James Thompson, manager; Edith Thompson, talker; Dewey Meadows and Frank Williams, tickets; Warren Connell, two-mouthed boy; Hadji Ban Ali, fire-eater; Joannette Thompson, Egyptian artist; Mme Orba, miracle worker; Ki Ki Beranger and Lee Lestra, annex; Milton Smith, talker. Vanity Revue, Dione Gerard, director-manager; Robin Todd, comedian; James Kent, straight; dancing specialists, Aletta, Marlene, Dorothy and Diane; line dancers, Dotty Kim-croft, Frances Porter, Lucille Vaughn, Pattie O'Day; paraders, Lenora Hennies and Flora Porrier; musical director, Stephen Buck; front platform, John Arneallas; tickets, John Hausen and Richard Brooks; spotlight operator, Whitley Myrick. Malay Jungle, Guy Nichols, manager; Ida Nichols, tickets; Joseph Blow, canvas. French Casino, Robert Mansfield, manager; Rocco Marioletti, director; models, Lucey Myers, Ann Donato, Virginia Beard, Gene Marioletti, Helen White, Mary Durant; ticket sellers, Sam Neal, Fred Weeks; canvas, Whitley Porter, Bob Adair; elec-

trician, Tom Bailey. Panhouse, Mr. and Mrs. William Hegman; William Hegman, talker; Leo Williams, canvas.

Daughters of Sin, Henry Suss, manager; Dr. Darling, lecturer. Midget Show, Margot Raiya, owner-emcee; Jack and Ruby Nelson, midgots; Steve Rogers, talker; Joe Fournier, canvas. Big Bertha and Slim Jim Show, Robert Curtis, manager; Bertha Curtis, Big Bertha; Howard Quimby, tickets. Headless Babies, Mr. and Mrs. William Hegman, operators; Harry Ogilvie, talker. Hawaiian Polles, Cassius Miller, owner; Gertrude Miller, talker; Jane Allen, Patricia Lefevre, Pennie Ellis, Aloha Morris, Luana Sanchez, Kay Cunningham, dancers; William Jervis, Paul Michael, tickets; Fred King, canvas. Harlem Revue, Julius Young, manager; James Bathrick, front talker; Sam Young, director, Royal Dukes Band; Helen Young, Mary Young, Lillian Patterson, Ida Sampson, Thoroce Powell, Blanche King, Ethel Brown, Elaine Smith and Daisy Thomas, orchestra; Hezlie McLaurin, trombone; Harry Hunt, cornet; Dyer Jones, trumpet; Vincent Jones, saxophone; Julius Young, trombone; Sonny Hill, guitar; William Johnson, dancer-emcee; Charles Patterson, comedian; William Petway, comedian; William Butler, comedian; Mattie Hawkins, comedienne.

**Rides**  
 Strates rides, Charles Costea, foreman; Frank Clark and Frank Tilley, assistants. Twin Rolloplanes, Mrs. J. E. Weir, owner; Fred Walte, foreman; Russell Blanchard and John Meeks, assistants. Twin Kiddie rides, O. R. King, foreman; Fred King, assistant; Francis Kingsley, tickets. Twin Ferris Wheels, Chick Beaver, foreman; John Hattessa and Bernard Brown, assistants. Octopus, E. L. Blackman, owner-manager; Salem Rightman, assistant; Mrs. E. L. Blackman, tickets. Dangler, Harbord Jacobs, foreman; J. W. Toney, assistant. Loop-o-Plane, Jake Sabol, manager and tickets; E. Bailey, assistant.

Concessions: Cookhouse, Steve Gekas, owner; Gus Monest, Harry Hendrix, George Saras, Nick Eleidikos, Eddie Milons, chef; Millard Wright, Jim Bronson, Charles Brown. Frozen custard, Schuyler Putnam, manager; James Cunningham, assistant; James McNeal, porter. Penny Arcade, Mr. and Mrs. Arthur Walsh, owners; George Snyder, John Henry, Clayton Fields, assistants. Bingo, W. H. Jones, owner; Peter Stands, treasurer; Ray Behrig, manager; Frank Lanbo, W. A. McMachen, E. L. Krause, assistants; Grant Williams, porter. Pop corn and candy apples, Joseph DeRiego, owner; George W. Spicker, John Kashley, Mrs. Alta Kine; candy floss, John Beate Jr.; cat racks, Al and Inez Campbell, owners; Arthur Lawrence, Frank Ivey, Milk Bottle, Leo Coffman, manager; Roma Powers, John Green, Joseph Mack, Albert Campbell, Daddy Campbell, Nail stand, Hazel Rocco, owner; E. Able, Alfred Pinochio, W. Sullivan, K. Stevens, assistants. Temple of Knowledge, Hazel Rocco and Mrs. G. Barr, assistant; balloon darts, Mrs. Mary Saulberg, owner; C. Mitchell and W. Rokasz, Scales, Saul Berg, owner; Thomas Lee, assistant. Under and over, James Brown, manager; William Arrott, assistant.  
 Mechanical Department: Noon, Norbert Ross; carpentry, Hubert Kine, James Otis, H. C. Babbs, R. C. Rocco; blacksmith, H. C. Babbs; transformers, Clifford Relyea, chief electrician; James Collins, Eddie Seaman, Melvin Harlow, assistants. Wheelwright shop, James Yotas, superintendent; L. Kline, Sleeping cars, R. Lee, head porter; Paul Johnson, porter. Dining car, John Master, steward.

**TASSELL UNIT**  
 (Continued from page 42)  
 lery; Winnie Brown, penny pitch; Jack Solkin, bingo; Fred Meyer and Minnie Mace, tickets; Johnnie Stevens and Harvey Alier, carpenters. Mr. Tut, who has the sound car, underwent an operation during the stand, and Herbie Mason was relief man during his absence.  
 Visitors included Con F. Johnson and Morris Merson. Merson Bros.' Shows, Barney Tassel visited his mother in Philadelphia, while Winnie Brown visited her mother in Trenton, N. J., and on Sunday entertained Mr. and Mrs. Harry Harris on the shows. Joseph Tuller joined here with pop corn, while his wife, Mildred, has the candied apples.

**MIDWAY CONFAB**  
 (Continued from page 45)  
 Shows, where I renewed acquaintances with my friend Jack Hamilton and wife, Mercedes," pencils Rae-Terrill from Des Moines. "Mercedes has the free attrac-

tion and Illusion Show there. Others with whom I visited were Doc Mel Rol and wife, Ten-in-One, and Bobby Bab-bette, annex attraction. Dick Hard and Duke Del Rio, who have side show on Reynolds & Wells Shows, are getting blow-ups of all acts. I'm still with them in the annex."

J. WINTERMOUTH, with mouse, game, joined Prell's World's Fair Shows in Woodbine, N. J.

JOINING John H. Marks Shows in Charleston, W. Va., were Mr. and Mrs. Mike Davis with their Kiddie Aeroplane Ride.

FORMER DANCER, Jean Walker is doing the talking on front of Paradise Night Club Revue on Cettin & Wilson Shows.

RUPERT (DUTCH) FREEMAN joined Hollywood Models on Kaus Exposition Shows as boss canvassman in Roselle, N. J.

NEW annex attraction on James Thompson's Side Show on James E. Strates Shows is Lee-Lestra, who joined in Philadelphia.

GILBERT TRACEY, with side show troupe, joined Blue Ribbon Shows in Muncie, Ind., and Ed Reano took over the Models in the Flesh Show at the same stand.

BRUINHILDA ZACCHINI, 12-year-old daughter of Bruno Zaccchini, general manager of Zaccchini Bros.' Shows, joined her father in Titusville, Pa., going there from her home in Tampa, Fla.

SINCE Sim's Greater Shows are playing exclusive French territory in Quebec, Cherie, sex oddity, has enlarged her show and added Betty King and Danny St. Dinno, talkers. John Humniford is American lecturer, while Anna Humniford is nurse. Art Johnson is canvas boss and Ray Smith handles tickets.

**WANT WANT**  
**FOURTH OF JULY CELEBRATION**  
 UPPER SANDUSKY, OHIO  
 ON STREETS, WEEK OF JULY 1-6TH  
**BOWLING GREEN POLICE CELEBRATION**  
 ON STREETS, WEEK OF JUNE 24TH  
 Want Shows—Ten-in-One, Fas Girl, Midget Show, West Radio-Planes, West Country Baseball, Following Concessions \$10 per week: Hoop-La, Game Rack, Knife Rack, High Striker, Novelties, Candy Apples, Waffles. Address all mail and wires to  
**J. R. EDWARDS, Galien, O.**

**WANT**  
 Motorized Circus, Grand Shows and Concession for  
**JULY 4th CELEBRATION**  
 30th Consecutive Year  
**JOHN CAHOW, Committee, Wheatland, Mo.**

**WANT**  
 Shows, Rides, Concessions, Free Acts, June 27-28-29  
 Celebration, which has been an annual event for 20 years at Riverton Camp.  
 Write **RAYMOND GARDNER, Nixa, Mo.**

**WANT**  
**FOR ANNUAL OLD SETTLERS' REUNION**  
 Allen, Mo., Aug. 5th to 10th, inclusive  
 Negro Minstrel, Dramatic Show, Magician, Athletic Show or any good Rides, Grandstand, Also Free Acts, Rides and Concessions already booked.  
**H. L. THOMPSON, Secy.**

**WANT TWO RIDES**  
**FOR WEEK OF JULY 4, 1940**  
 Free License, Big Week, Wire  
**R. P. HICC**  
 Lyric Theatre, Pell City, Alabama  
**OPEN FOR LEGITIMATE CONCESSIONS,**  
**NORTH SALEM, INDIANA'S ANNUAL HOME**  
**COMING AND FALL FESTIVAL**  
 AUGUST 1, 2 and 3, Inclusive.  
**E. M. RAGLAND**

**WANT THREE RIDES**  
 JULY 18-AUG. 20, INCLUSIVE.  
 Outright Sale, August 16 and 17  
 Also Free Acts.  
**H. J. SMITH, Agent, Leonardtown, Md.**

**52nd Annual**  
**HOME COMING**  
 CULLOW, ILLINOIS (State Route 116)  
 Friday and Saturday, August 16 and 17  
 Concessions and Shows wanted. Concession space, \$50 per foot per day. **EKE LEIBER, Chairman; EDW. HAHN, Secretary; LEWIS BAUER, GENE BROWN, Concessions.**







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Stuffed Toys Going Strong

CINCINNATI, June 15.—Stuffed toys, for years favorites and consistent money-makers on concession stands at carnivals and parks, are reported to be in greater use this year than ever before. Appealing new numbers introduced are held responsible in a large measure for increased popularity.

The old stand-bys, Scottie dog, elephant and bears, are still commanding plenty of attention in new designs. The elephant, symbol of the Republican party, is seen as a top number and one manufacturer has released such a toy and named it Goppy. With the Republicans scheduled to meet in Philadelphia June 24, concessioners in that area are expecting the item to set record sales. However, the political arena is national and will probably exert great influence on total demand.

Stands are featuring the balloon pants and the chenille balloon pants dolls which stepped into prominence recently. Dolls are obtainable in sizes up to 24 inches high and are used for flash at many resort spots. Chenille greatly enhances flash and some concessioners are said to be specializing in dolls and animals made of the material.

One of the late arrivals on the stuffed toy market is the skunk with a cent. This is a black and white toy with a penny tied in a small bag at the base of the skunk's tail.

Monkeys are being shipped in large quantities to resort spots, showing conclusively that the item is a top seller. Dolls have long tails and movable eyes, which make them especially suitable to lure amusement center trade.

The recent Toy Fair held at Hotel McAlpin, New York, displayed stuffed toys in large quantities and numerous designs. This was a tip-off as to the expected demand and many alert concessioners stocked up early in order to turn merchandise over several times.

## Name-in-Headlines Popularity Grows; Banner Season Predicted

NEW YORK, June 15.—Popularity of name-in-headlines business is reported gaining with opening of summer amusement centers and thru use of novel and unique twists by operators. Increases in crowds have boosted demand at vacation spots and operators are planning to work conventions and other gatherings. Idea also has a wide range of appeal on excursion boats and at carnivals, fairs and beaches.

With thousands of out-of-town people arriving here for the World's Fair, the headline business is clicking and shows indications of growing in popularity as the season progresses. Many visitors, intent on securing actual proof of their attendance at the Flushing affair, buy newspapers with headlines telling of their arrival to send to the folks back home. Demand is by no means exerted by adult trade, for numerous school children are reported buying papers to show fellow students and teachers they were among those who witnessed the Forty Fair.

One of the angles being worked by operators cashing in on patriotic slant

of today's conversation and the coming Fourth of July is to print headlines in red and blue, using white paper to bring out the third of America's colors. Since this entails some extra trouble, prices for papers in colors have been increased slightly. Several operators working sections where the population is predominantly Irish cashed in on St. Patrick's Day by using green ink. Move proved profitable and use of red and blue ink is expected to boost business more generally because of the large number who will avail themselves of this patriotic gesture.

Messages contained in the headlines are not limited to notes of arrival in cities or at resorts or gags. Birthday, wedding, graduation and other greetings are being extended by means of headlines.

Operators are finding the business one that has wide appeal and promotes repeat business. Equipment on the market is sturdily built and designed to reduce replacements at a minimum. Outhis are simple and require no previous experience to operate.

## Travel To Boost Summer Biz

NEW YORK, June 15.—With travel and vacation spending already under way in many sections, purveyors of summer merchandise are becoming more and more convinced this will be a banner season. Travel agents report American vacations will be the thing because of the war and concessioners and operators are ready to do business with the vacationers. For weeks prior to Decoration Day, which was reported the largest on record in several sections, wholesale houses have been making shipments of vacation items in order to stock operators before the rush begins. People are, indications have it, traveling farther, staying longer and spending more money.

Recorders from some outstanding summer spots show that demand for merchandise is definitely in an upward trend. Spots such as Asbury Park, Atlantic City and Coney Island have had good crowds already this year. New Jersey spots are making a big effort to attract more visitors and it seems from reports coming from the seaboard that crowds are stacking up most favorably with other years. Some operators have reordered frequently to replenish their stock on numbers that are receiving good plays.

Orders for traveling goods and luggage such as zipper bags, over-night cases; brush, comb and mirror cases and billfolds show an increased demand for serviceable items. Merchandise for use on salesboards, at bingo games and for other awards is said to be moving at a most satisfactory pace. Cigarette lighters and cases, vanities, watches, costume jewelry and pen and pencil sets are good examples of items that are in the limelight wherever flashy numbers are needed.

Sales of nearly every type of merchandise is being increased by warm weather and more travel. Mountain and lake resorts are catering to sportsmen with serviceable items. Among outstanding ones is the portable radio, now available in latest designs and at prices that allow operators a sizable profit.

## Sports Merchandise Demand Is Aided By Warm Weather

CHICAGO, June 15.—Sports merchandise is again playing an important part in the sales picture, with the sports-loving public taking to the tennis courts, fishing streams, archery ranges, swimming pools and golf courses. While demand for sportswear has been on the upswing for some time, merchandisers are convinced that it will figure greatly in business tabulations this year.

Reports are that repeat orders for sports equipment are being received at wholesale houses from resorts. The plan used by some hotels to include sports in a flat rate for week-ends has played an important part in boosting demand for this type of equipment. Naturally, the industry is profiting from the orders and the business cycle is reverting to the manufacturers because the items are more or less staple in character and withstand display from one season to the other. Sale of equipment is not confined to summer spots, as concessioners in year-round spots are said to be buying in large quantities.

Wholesalers, in many instances, are confident that sportswear will not only hold gains it has piled up during recent years, but will show increases thruout summer. Selling points are the success of other years and the fact that concessioners are featuring some sports items this year. The merchandise is regarded by many as one of the best summer bets and it is predicted that it will continue to draw for years to come.

height of its popularity about this time last year and with people breaking away on vacations once more it wouldn't surprise us to see the set get as hot as the weather. The advantages of having a portable along at the beach or in the country are so well known that the item has practically become a vacation necessity.

Big Bill Burns is testing another deal which he may spring within the next couple of weeks.

J. L. of Kansas, wants to know how many cards should be placed in a day to make an operation pay out. A capable placement should be able to lay about (See DEALS on page 60)

## BINGO BUSINESS

By JOHN CARY

THE WEATHERMAN seems unable to make up his mind regarding the outdoor bingo season and it is a little slow getting underway. However, indications are that there will be no slackening in the program. Not only will there be more games this summer but they will be larger ones.

FROM ST. JOHN, N. B., where nights are cool, comes word that games there will surpass anything on record. All established games are continuing thru warm weather. Those organizations sponsoring weekly parties include Cathedral, St. Peter's, Holy Trinity, St. John the Baptist, Stella Maris and Assumption Catholic parishes. The games are held in parish halls, proceeds going for various worth-while causes. Money from Cathedral games is for the benefit of the Catholic Youth Organization center, which is now closed but opens Friday nights for bingo. St. Peter's games divides proceeds between the CYO and a camp for under-privileged children. Holy Trinity holds games in the parish hall built with bingo funds and receipts are assigned to carry on church activities. St. John and Stella Maris use funds to help defray current expenses.

AT STELLA MARIS other forms of entertainment were held, but they were dropped with the strict bingo policy being returned as the one demanded by patrons.

PARISH ORGANIZATIONS are not the only ones benefiting from funds received thru bingo. Weekly parties are held by the Prentice Boys in their own hall and other games are staged regularly by various organizations.

ONE of the important points regarding bingo in St. John is that it has pushed aside other attractions to become a leader. Heat and humidity provide little opposition and operators are even capitalizing on over-doses of fog which prevail in the section.

A. G. DELLINGER, a Peru, Ill., operator, sent along the following poem, by (See BINGO BUSINESS on page 60)

## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Arnold G. Landres, direct factory representative, is playing around with the idea of promoting the Fresh-Aire line of air circulators in the sales-board market. With June at last normal and the weather hot and sticky, it would seem that such a promotion may awaken some interest among operators.

Several years ago coin machine operators enjoyed a fair measure of success operating air circulators on location on a fixed rental arrangement. It is quite possible that a deal offering them on a board for home use would also grab the long green. Of course, the above-average cost of the item would necessitate the use of a board with a large take, yet its unquestioned consumer-appeal makes it worth a look-see.

Fresh-Aire circulators are available in high and low-stand models, equipped with various sized propellers that are geared in three to five speeds. It is almost inaudible on lower speeds and correspondingly quiet on higher speeds and is designed with many exclusive features that completely solve the home-cooling problem, it is claimed.

From all indications the portable battery-operated radio will make a big comeback this summer. It was at the

## Chicago Mdse. Fair To Open July 29

CHICAGO, June 15.—Approximately 2,500 buyers are expected to attend the 25th Chicago Merchandise Fair to be held in the exhibition hall in the Palmer House July 29-August 9.

Merchandise will be on display in open exhibition booth so that buyers may examine samples, discuss prices and even arrange for deliveries.

Pierre H. Meyer is president and Walter J. Kenny, secretary, of the affair.

## WHY SOUVENIR SALES WILL SOAR IN 1940

By Saul Goldfarb

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

**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.

B18X81—Ballet Dancer	Doz.	Gross
B18X82—Combline Truck	Doz.	24.00
B18X83—Flower Dog	Doz.	48.00
B18X84—Hollowed Potato	Doz.	48.00
B18X85—Hollowed Cat	Doz.	28.50
B18X86—Friction Horse	Doz.	9.00

Special introductory sample of each 6 items postpaid for \$1.50.

New Catalog No. 401 put off the press and 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.

**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.

**New Signs**

Introduction to agents of Metl-Lettrd signs on heavy blue poster board has been announced by Gem Sign Mfg. Co. The firm reports that lettering does not rub off and appears to be an even layer of metal pressed on the face of cardboard under heavy pressure. There is no dropping off of lettering. The firm carries a large line of mottoes and signs of general, religious and comic nature adaptable to most any commercial establishment—repair shops, butchers, bakers, garage and filling stations, restaurants, taverns and drug stores. They are available in 150 stock titles on 7 by 11-inch cards and are also furnished with your own wording in 15 to 20 words. The company also carries a large variety of signs finished in tinzel. Literature will be sent on request.

**Su-Panda**

A new acrobatic toy called Su-Panda has been introduced to capitalize on popularity of the panda and take advantage of a new action recently developed. Live Toys reports. It is a wooden toy painted black and white, stands about 3 1/2 inches high and is modeled after live pandas. The clown-like antics of

**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.

**BELOW WE LIST JUST A FEW OF THE THOUSANDS OF MARVELOUS VALUES SHOWN IN OUR CATALOG!**

**JUST OUT!**  
**THE ALL-AMERICAN PANDA**



**It's Big!**  
**It's New!**  
**It's Low Priced!**

What more does an item need to make it a winner? 24 inches tall. Cotton stuffed body, plush head, rolling eyes. Dressed in flashy red, white and blue uniform, including coat, trousers, cape and helmet. Packed each in cellophane bag.  
NO. B41E1 ..... **Per Dozen \$7.84**  
PANDA CLOWN. Same big value as above but dressed in flashy red and yellow clown outfit.  
NO. B41E2 ..... **Per Dozen \$7.84**

**TWO TIMELY ITEMS FOR THE COMING CAMPAIGNS!**



**BALLOON LEG** Rabbit and Elephant and Dancer, 20 inches high, 8 1/2 x 6 1/2 x 6 1/2, rolling eyes, colorful red, white and blue outfit. Each in fancy box.  
**ELEPHANT** No. B42N13  
**DONKEY** No. B42N14  
Per Dozen **\$12.00**  
Each **\$1.10**

**FUR MONKEYS**

B38N25—8 1/2" high. **\$3.60**  
Per Gross  
B38N26—8" high. **5.75**  
Per Gross  
B38N27—10" high. **7.20**  
Per Gross  
B38N28—12" high. **13.20**  
Per Gross

**CANES**

B18N100—Pennant Canes (for Dolls, Pennants, etc.)  
**PER 1000.....\$6.35**  
**PER 100......68**  
B18N137—Curved Handle Bamboo Kiddie Canes.  
**PER GROSS.....4.50**

**CHINA HEAD SWAGGER CANES**  
B18N120—Kiddie Swagger Canes, Cartoon Character Heads.  
**PER GROSS.....4.50**  
B18N131—Adult Swagger Canes, Assorted China Heads.  
**PER GROSS.....6.75**

**FLYING BIRDS**

Large Size, Tricolor With Tinsel and Inside Hummer.  
B38N71—**PER GROSS.....\$2.75**

**MINIATURE STRAW HATS**

4-in. Nest, Colored Feather.  
B45N12—Per Gross Hats **\$3.50**  
6-inch Hat. Duplicate of real straw hat in everything but size.  
B45N013—Per Gross **4.50**

**FEATHER DRESSED CELLULOID DOLLS**

B34N51—4 1/2" Doll.  
**Per Gross \$4.75**  
B34N52—7" Doll.  
**Per Gross 7.50**  
B34N57—10 1/2" Doll.  
**Per Gross 16.50**  
B34N60—7" Drum Major Doll.  
**Per Gr. 7.50**

**RAYON PARASOLS**

28 inch, 8 rib, hand painted floral design.  
B28N104—Per Gr. **\$17.50**  
28 inch, 8 rib, checked plaid pattern.  
B28N116—Per Gr. **\$17.50**  
32 inch, 8 rib, floral design, fancy handle.  
B28N114—Per Gr. **\$21.00**  
32 inch, 8 rib, checked plaid pattern.  
B28N119—Per Gr. **\$21.00**

**COOLIE HATS**

B48N15—12 inches Wide.  
**PER GROSS.....\$9.00**  
B48N14—10 inches Wide.  
**PER GROSS.....12.00**

**Convention Year Donkeys**

Celoid Dolls, White color, Card attached.  
B11N16—Per Gr. **\$ .75**  
Large Size Celoid Dolls, Card attached.  
B11N11—Per Gr. **3.60**



**Election Year Elephants**

New Streamlined Elephant Charm. White colored. Card attached.  
B11N13—Per Gr. **\$1.00**  
New Streamlined, Large Size Elephant. Charcoal. White colored. Attached card.  
B11N14—Per Gr. **4.00**

**N. SHURE CO. 200 WEST CHICAGO ADAMS ST.**

**ART PHOTO HANDLE KNIVES \$1.95**



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**

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**ROHDE-SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago



**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. Inevitable beam of "Black Light," when interrupted, sends continuous alarm. Flashes in any light socket. Unfolding demonstration takes 10 seconds—makes sales on spot.  
**SEND NAME ONCE** for particulars of Distributor Plan or agent proposition. No money. Just send name.  
**RAY-ALARM** 225 Fifth St., Dept. R-4300  
DES MOINES, IOWA

**NEW TURN SIGNAL**

**FLASHES FROM REAR WINDOW—DASH Control AGENTS**  
A whitened seller. Drivers buy on flash demonstration. Dealers buy 2 to 12. Your profit margin as high as 25%. Biggest sensation of year. Each name for facts and Distributor sample plan. All Free Road.  
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NEW, NOVEL and exclusive designs for your display as shown, bracelets, etc., engraved by **FRANK C. JENSIK & CO.**  
Send Two Dollars for samples and have your name registered with us for new lines as we create them.  
**FRANK C. JENSIK & CO.**  
Necco Products  
Dept. A, 311 ARRLAND BLDG., CHICAGO

**UNIVERSAL 5-TUBE RADIO**

110 Valves—AC—DC  
Flashy Walnut Cabinet,  
11 1/2 x 8 x 6", illuminated dial. Built in aerial. Built on sight. Fully guaranteed.  
**\$4.95** in Lark Sample **\$6.75**  
of 6 DUMMIES **1.50 Ea.**  
Send 50¢ With Order, Balance C. O. D.  
All Merchandise Fully Guaranteed.  
**RECORD-O-VOX, Inc., 80 Cortland St., N. Y.**

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4 New Bingo Spreads, generously tufted, colored grounds, \$18.00 dozen. Samples \$2 each. F. O. B. Nelson. 25% cash, balance C. O. D.  
**GA. BED SPREAD CO., B-B, Nelson, Ga.**

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**FREE**  
It has 360 pages, check-full of unusual values. It contains selling plans, order stimulants, 1 1/2 x 4 1/2 fast selling articles in dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25¢. **FREE** white stock form for your copy today.  
**SPONSOR** 6-40 Superior, Le Center, Minn.

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On Plaster and Carnival Supplies  
**NEW SUPPLEMENTARY CATALOG READY NOW**  
Write for copy today. Line up for the 4th of July Celebrations. One day service.  
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Renewed Guaranteed, MEET'S WRIST AND POCKET WATCHES. **\$2.95**  
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.  
**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.

**FREE**

to our customers with each order. **JOKER & FAMILY WINDOW BANNERS**, 16x24" size, printed in 5 colors (will attract crowds).  
**NEW Mystery Man in Box**... 1.00 doz.  
Giant Hitchhike Thumb... 1.25 doz.  
Magic Block & Coin... 1.50 doz.  
Gravily (Suspend Glasses)... .50 doz.  
**BIG SELLERS per-dozen**  
Comic Spinners... .45  
For Birds & Green... 1.75  
Adam & Eve... .60  
Swing Love Dogs... 1.00  
Comic Label Button... .60  
Magic Coin Box... .75  
Swanbill Cards... 3.50  
**WIZARD DECKS 3.50**  
Poker Chip Box... 1.25  
Dice Tray Wks... .75  
Tattle Tars, Metal... 1.40  
Egg & Bag, best... 3.50  
Shrimps Dancers... .25  
Sung Perfume... .45  
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Bugs as above, large size, big 25¢... 1.50  
Deposit With Order. Send x.00 for 30 Samples of Best Sellers and Catalogs.  
**MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.**

**KIPP'S SUMMER SPECIALS**

10 GROSS CHINA SLUM FOR.....\$7.50  
PAPER SNAKES, PER GROSS.....\$3.75  
FOX TAILS WITH COMIC CARDS, PER 100.....\$3.50  
F. O. B. Indianapolis—25% Deposit Required

**LEON LEVIN**

Formerly of Terre Haute, Ind., Owner and Manager  
**WRITE FOR CIRCULAR ON NEW CARNIVAL GOODS**  
**KIPP BROS. CO.**  
117-119 SO. MERIDIAN ST. INDIANAPOLIS, IND.

**BINGO JOBBERS** Buy your Bingo Specials Direct from the Printer

Up to 3,000 Combinations—No 2 Cards Alike  
Write to  
**ST. MARKS PRINTING CORP., 80 Fourth Avenue, New York, N. Y.**

Advertise in The Billboard—You'll Be Satisfied With Results.



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## 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 Mart! 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.**



## New! P.D.Q. AUTOMATIC PHOTO MACHINE

### Today's Big Money Maker!

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.

**NO EXPERIENCE REQUIRED**

Takes and finishes beautiful BLACK and WHITE or Sepia Photographs. NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. About \$90 starts you in this interesting, Big Money business.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BW, Chicago, Ill.

**TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE**  
← WRITE!

the real animal have been maintained to a remarkable degree in this toy, it is said. It turns handspins, does back flips and assumes most any pose. Activities are controlled by use of a wire leash, a new development in activating toys. It is not a wind-up toy and may be made to perform continuously at the will of the operator. While the Su-Panda's secret is balance, it is so well built that even rough usage does not throw it off level, the firm reports.

### Fluorescent Lights

Mozart Specialty Co. reports that agents are finding fluorescent fixtures profitable items and fast sellers. The fixtures, available for homes, offices and storehouses, are artistic and in modern streamline designs of 2, 3, 4, 18 or 24-inch tubes. Metal holders are in English bronze with chromium plated trim. Overall fixture lengths are 30 inches for 15-watt tubes and 45 inches for 20-watt tubes. The vertical suspension fixture is a popular style and also available with link chains for horizontal suspension from low ceilings with a pedestal as a modernistic floor lamp. Auxiliary reactors, power factor correctors and starting switch are self-contained. The firm reports that one 20-watt fluorescent tube may be considered equal to 60 watts of incandescent illumination and that seven colors are available—warm white, daylight green, blue, pink, red or gold, providing distinctive effects for display illumination.

### Wooden Names, Toys

Engravers, demonstrators and jewelry workers at fairs, carnivals and resorts report growing demand for wooden jewelry items. Charles Demee, reports. The ivory and wooden jewelry items are individually made, hand-finished and buffed and polished. By using a steel point Electro-Graver just as on metal, the name or design of dogs, horses, shields and leaves are cut. The impression is made legible by rubbing it with colored crayon (white or yellow on dark surfaces; blue, red or any dark color on (See POPULAR ITEMS on page 60))

### Latest Improved MYSTIC "NUDIES"



## NOW—Before Your Eyes—Cold Drinks Undress 'Em!

Empty glass shows figure fully dressed but become nudie (to outside view) as liquid is poured to top. More "Life" in the drinks—and faster sales! Not the ordinary "inside view" nudie.  
BNT65—Glass \$22.50. Ship. \$2.00  
Wt. 6 lbs. Doz.

## Everybody's Writing for New "Hustler" No. 250

STATE YOUR TYPE OF BUSINESS  
**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 25% Deposit Required  
Will Act C. O. Orders

## LOOK!

EXACT REPRODUCTIONS OF LICENSE PLATES OF ALL STATES with an outfit, including type, cases and felt for only \$45.50



Miniature Plates, complete with Frame and Chain, cost you only 6 cents each—they retail for 25 cents—a profit of 19 cents on every order! Don't delay! Write now for all details. Sample plate only 25 cents—send your license number if you want one.

**FRANK BONOMO**  
Dept. BB-22, 65 Central Ave., Bklyn., N.Y.

### HERE IT IS A RED HOT NATURAL FOR BIG PROFITS RED, WHITE AND BLUE PATRIOTIC LAPEL EMBLEMS NATIONWIDE APPEAL

MILLIONS WILL BE SOLD . . . EVERYBODY WANTS ONE . . . THEY SELL ON SIGHT

Be sure to have enough for 4th of July. You will sell thousands and make big money. \$4.50 per hundred in box, including attractive display card, pins and all. Send 50¢ with order, balance C. O. D., plus postage. Quantities 1000 packed in box as above, \$13.50 per M, 25¢ with order, balance C. O. D. Postage paid on all orders when cash with order. Send 25¢ for 10 sample emblems and display card.

**PROCESS PRODUCTS MANUFACTURING CO.**  
267 West 17th St., New York City

DISTRIBUTORS, JOBBERS. Write or wire for special confidential discount.

### FOR BLESS AMERICA THE FLAG I LOVE

PATRIOTIC FLAG BUTTON BIGGEST SELLER TODAY!

Everyone Will Buy!  
100 . . . \$ .90  
1000 . . . \$ 8.50

WIRE ORDER IMMEDIATELY.

## SPECIALS

HOT SPOT DEAK FLAME LIGHTER, SEND FOR SPECIAL JOBBER PRICE. \$4.40  
SUN GLASSES—Fine Grade. Each 19 Sets, One 40¢. Gross \$2.00  
CROOKE'S LENS SUN GLASSES With Shields, American Made. Fast 100 Street-men's Item. Garded Gross \$2.00. Bulk Gross 7.75  
SUN GLASS KIT—Case, Mail File, Pocket Comb & Mirror, Fine Quality Sun Glasses, Det. Sets 1.25  
WORLD'S FAIR NOVELTIES—10¢, 15¢ & 25¢ Numbers. 20 Assorted Kinds 1.00  
FLASH LIGHT BULBS—2.5 & 2.5-1000 6.50

SEND FOR FREE CATALOG

## FOR 4,000!!!

You girl! Only a penny postcard brings you the Flashiest, Biggest WHOLESALE BARGAIN CATALOG in America! 96 Pages! 4000 Bargains! Surprises at amazing prices! Beach Goods! Hundreds of Novelties and Notions at prices to make competition look sick! Send for your copy TODAY! Don't delay! Every minute means easy dollar loss. Write NOW!

**ROSS PRODUCTS** Dept. BA  
60 W. 23d St., N. Y. C.

## 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

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**BENGOR PRODUCTS CO.**  
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For Short Time Only. Newspapers for Headlines.  
\$7 PER 1,000; \$13 PER 2,000; \$29 PER 5,000  
Regular Newspaper Size. ACT QUICK! 25% With Order. Bal. C.O.D.  
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Wrist and Pocket Watches. PRICES START . . . \$2.95  
GUARANTEED LIKE NEW. Write for Catalog.  
**JOSEPH BROS., Inc.**  
88 E. MADISON STREET, CHICAGO

## FIREWORKS

Price List Furnished Upon Request. IN STATES PROHIBITING THE SALE WE WILL MAKE YOU OFFER FOR STOCK ON HAND.  
**AKRON MERCHANDISE CO., Akron, Ohio**

## CONCESSIONERS—OPERATORS YOUR BEST AND CLOSEST SUPPLY HOUSE

LATEST FLASH—QUICK SERVICE—LOWEST PRICES  
Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Cans, Candy, Plaster, Dolls. Write for catalog.

1-day Service **ACME PREMIUM SUPPLY CORP.**  
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READY! NEW SUMMER CATALOG Write for Your Copy Now! It's FREE!

Tremendous Values in Fly Swatters, Fly Bibben, Insect Cards, White Shoe Polish, Notties, Carder Goods, Sideline Goods, Drug Items, Premiums, Deals.

**AUTOMATIC VIBRO SHAVER** Takes a S. & S. Blade—Razor Case—\$5.00 Label—Costs \$30 EA.

**JUMBO MOTH CAKES**—100 for \$3.50.  
**BLADES** Uniform Quality Per 1,000 . . . \$2.00

Include Postage on Above Items.  
**CHAMPION SPECIALTY CO., 814-G Central St., Kansas City, Missouri**

**Mrs. Murray's CARMELS**  
Large, Flashy Cellulose wrapped box at a price that can be used for all games.  
100 to CASE...\$3 per CASE  
25¢ Dep., Bal. C.O.D. Write for Free Circular. Send \$2.00 for Entire Sample Line.  
**CASEY CONCESSION CO.** 1132 E. Wabash CHICAGO

## BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY  
**NORMAN ROSEN**  
801 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelties Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**PASSING OF BYRON W. (FIDO) KERR** leaves Pitchdom void of another ace exponent of the tripe and keister fraternity. Kerr was among the foremost peeler workers in the business.

**JACK CURRAN** . . . subscribes from Minneapolis that he attended the funeral of Fido Kerr there and is deeply grieved over his passing.

**F. C. POLK** . . . who worked with Fido Kerr rather steadily from 1933 to 1938, also expresses from Salt Lake City his sorrow over the veteran Fido's passing.

**THE BOYS** who are true pitchmen prove it.

**HARRY RANDALL** . . . pens from the Motor City that most of the tripe and keister boys are working shops. He would like to see pipes from Art Nelson and Dr. Eddie Reed.

**PERMIT YOUR** impractical ideas to influence you to try no longer and you're a cinch to become a failure.

**BILL MEADOR** . . . of River Jordan herb fame, is in Detroit.

**RED McCOOL** . . . has two spots in Detroit.

**TRIPOD OPINIONS:** "Make yourself a part of your job and success isn't far off."

**BABE SHERWIN PLAYERS** . . . opened their outdoor season at Bartlesville, Okla., to good crowds and big business. Show closed a three-week stand at Okmulgee, Okla., June 12, to splendid business. Rain brought operations to a standstill for three shows in that vicinity for several days. The casts of Doc Lloyd Long's and Smokey Pittman's shows visited the Sherwin opry June 11. Guest entertainers were Pat Harris, Mr. and Mrs. Smokey Pittman, Mr. and Mrs. Walter McEnroe and Doc Lloyd Long, also the Jellow Jacket String Band from Okmulgee's Station KIIIO. A surprise birthday luncheon was given by Mr. and Mrs. Dan Sherwin in honor of Bessie Mae Dawson, who received a number of gifts. This is Mrs. Dawson's third season with the Sherwin show. From Okmulgee, the show moved to Ada, Okla. Roster includes Babe and Dan Sherwin, managers and owners; Mr. and Mrs. Fred Hitts and daughter, Billie Lou; the Brock Sisters, Harry Langston; Donald Humbred, magician; John Barner, Kellum Fannin and Bessie Mae Dawson.

**IT'S CERTAINLY** a swell feeling to have enough grubbs to sustain yourself if you should happen to run into a series of tough breaks, isn't it?

**MRS. ROBERT NOELL** . . . of Noell's Ark, walk-around and free show, is bedridden at Bedford, Va., with an infected leg, the result of a bite from a chimp. She will be laid up for six weeks. She writes: "Last winter we had an enjoyable time working in Louisiana. We had pleasant visits with the Art Gilberts, the George Bishops, Buck Steele and E. S. Holland. While down there we added several new animals to the walk-around, including a trained chimpanzee. The chimp tried to harm my two-year-old girl and I ran at him to protect my girl, but he grabbed me, biting my hand and the calf of my leg. Sure would like to receive letters from friends, especially Claire Brison, Bea Sherman, Marion G. Drew, Ken Wheeler, E. J. and Babe Franklin, Doc and Dolly Stumpf, L. C. (Chappy) Chapman and Morris Kahntroff."

**JERRY THE JAMMER SIX:** "The fellow who tries to boost his own interests by minimizing other folks' accomplishments only succeeds in making a monkey of himself."

**"FOUR WEEKS OF RAIN"** . . . and it looks like more," pens Ray Herbers from Carthage, N. Y., "but we still put on the bog scoofs and cut

up the big dough. I worked Rome and Utica, N. Y., with rad to the tune of a little paper money. We make a 200-mile jump from here to Painted Post, N. Y."

**THESE ARE THE DAYS** that people specialize in analyzing an individual's most pronounced characteristics. Pitchdom is a great school for it.

**W. D. COOPER** . . . scribes from Mobile, Ala.: "Just had a good week in Baldwin County, Alabama, also a good day June 7 here. Trades okeh and good pay rolls around here. All the coast towns are good on trades. Haven't seen a sheetic in five weeks. Sheeties, pipe in. How are Missouri and Kansas?"

**CHIPS FROM THE WISACRE** . . . Along with your questioning of methods and standards, try to have something worth offering.

**"AUBURN, N. Y."** . . . can be worked for \$1 per day, but spot is n. g." Infos William C. Ferry, who is working pens at Owasco (N. Y.) Lake Park. He asks for a pipe from Doc Murray, Mr. and Mrs. Frank Libby and Allen Ross.

**WHY TALK ICILY** when the weather is hot? About the only thing it does is freeze the lip.

**DOC LYDELL** . . . is reported working all at Owasco (N. Y.) Lake Park. He recently purchased a new trailer.

**DOC KENNEDY** . . . is working Oswego, N. Y.

**EXPERIENCE** . . . Some pitchman boast of their years of experience. We wonder if they are not counting time put in as experience. The only true experience is growth and there is no growth in doing over and over things already learned. How can one boast of a great number of years' experience in doing a thing which can be learned in, say, five or 10 years?

**PATTY CARRAGHER** . . . is leaving for Niagara Falls and Buffalo, after working glass cutters at Owasco (N. Y.) Lake Park to good takes.

**OPPORTUNITY** . . . seeks and finds only those who have paid the price of preparation. The biggest opportunity that can ever come to you will never be any bigger than your preparation.

**BOB POSEY** . . . beefs that rain prevents him from working more than half of the time. Posey hinks from Fairmount, Ill.: "Street celebs seem to be a little tougher this spring. I haven't seen a worse spring from a money standpoint in 10 years. I am framing a new store, which should be in operation by July 4. There are open towns, but a spot in the scratch seems hard to get. Haven't seen any tripe since JANUARY. How about a pipe from James L. Osborne, Razor Mauterstock,

**BEST ENGRAVING LINE!**

New Engraving Pins with 40 new gauges—styles that are clicking . . . timely sellers like toothball, basketball, roller-skating and bowling pins . . . also all the best selling lockset styles, featuring a big selling "Mother-of-Pearl" Lockets . . . Best Selling White-Enamel Ring Styles . . . Cameo Rings . . . Billboards . . . Compact . . . Photo Jewelry. Write for Catalog 24 Today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**NEW JEWELRY for ENGRAVERS,**  
Summer Resorts, Fairs, Demonstrations, etc.  
Locketts, Rings, Grammas, Engraving Items, etc.  
Send for Free CATALOG or \$2.00 for samples.

**MAJESTIC NOV. CO.,** 307 5th Ave., New York, N.Y.

**ELGIN & WALTHAM**  
REBUILT WATCHES  
7 Jewel, 18 Size, in S. H. Engraved Cases, at \$175  
Send for Price List. Money Back if Not Satisfied.  
CRENSHAW CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

**New Suction Flag Holder**  
Complete with 3 American Flags. Sensational seller. Sells for 25c to 30c each. Sample 12c. Order \$1.50. Send for catalog of 200 other fast selling items.  
**GORDON MFG. CO.**  
110 E. 23rd St., New York City, Dept. FHS.

**Demonstrators & Pitchmen**  
YEAR'S RED HOT ITEM  
Pat. Medicine for Varicose Vein Sufferers. Relief may be had by simply massaging Varicel into affected parts. Apply and rub on veins and cellulose, for athlete's foot, cure, tired feet, itchy skin. Demonstrate by applying a few drops to the hand. Performance looks like a miracle. 6-oz. bottle sells for One Dollar. Write.  
**RICHER LABORATORY, INC.**  
4152 W. Lake Street, CHICAGO, ILL.

**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 gage—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.  
**RELIABLE SALES CO.**  
1132 Broadway, Dept. 80, NEW YORK CITY

**NEW FAST SELLER—GET ABOARD**  
"VETERANS KEEP U.S. OUT OF WAR."  
WORLD'S MOST THRILLING STORIES BY WOUNDED SOLDIERS. WHAT THEY WENT THROUGH. 2 1/2 c. sells 10c. Service Jobs Books, Flag Respects, Holiday Issues, Patriotic Calendars. Samples 10c, with U. S. Sup. Court Law authorizing sales anywhere. Low shipping rates. **VETS' SERVICE MAG.**, 189 Duane St., New York.

**ROLLED GOLD PLATED WIRE**  
(Gold Filled)  
**Walt & Bodine**  
237 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

For JULY 4th  
**OAK-HYTEX**  
**HY-GLO**  
PATRIOTIC PRINTS

Super-Flash  
High Glass Finish  
A New Sensation in Decorated Balloons  
Ask Your Jobber  
**OAK RUBBER CO.**  
Kewanna, Ohio

**ATTENTION!**  
**SALESMEN - CANVASSERS**  
A RED HOT  
PATRIOTIC ITEM  
NOW IS THE TIME

Every merchant, every home is anxious to declare themselves 100% Americans. Every-one is a prospect for our beautiful silk "God Bless America" banners. Salesmen report 50 to 100 sales daily. Sells for 50c to \$1.00. Be first in your territory with this new hot-hot money-making item. Send 50c today for sample or \$3.00 for sample dozen. Send coin or M. O. (no stamps).

**MEYERS & INSKO**  
203 5th Ave., NEW YORK CITY  
(Dept. 210)

**MAN WANTED**  
Capable Handling Steady  
GOOD PAY

**STORE ROUTE**  
Start Making Big Money First Day. Carry a complete "Wholesale Supply House" in your hand. Show Storekeepers in every business how to beat competition and DOUBLE profits on Nationally Advertised Goods. Over 200 Products. Retailers buy regularly. No experience needed. We supply everything. Free Book gives amazing facts.  
**WORLD'S PRODUCTS CO.,**  
Dept. E-TT, Spencer, Ind.

Open Workers @ Showmen & Pitchmen  
Get the Pen That Makes You Money  
**WALTHAM**

New All Pen! 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.

Glen Bernard, Bobby Dale, Skippy Davis and George and Martha Barry?  
**OPEN SESAME TO SUCCESS . . .**  
Week!

**Pitchdom Five Years Ago**

Carman's Comedians opened in St. Louis May 27 with a cast of eight, including Margaret Carman, Bert L. Doto and wife, Tex St. John and Bill Stock. . . . Bob Stephens was working a South street lot in Rochester, N. Y., with strait-jackets and chains. The town was open for corners. . . . Doc H. E. Foxworth with an all-white 12-people show was playing thru Virginia to fair business. . . . Mrs. Ada Miles, former wife of J. G. Miles, was operating a laboratory in Jeffersonville, Ind., under the name of the J. C. Miles Medicine Co. . . . Dodo and Bailey were working their med shows around St. Louis. Plenty of lots were available there and conditions good. . . . Tom Dean and his med show were at Macon, Mo., and doing good biz. . . . Barney Caruthers and Little George Beaver were operating their med show at St. Charles, Mo. . . . Doc Franklin Streets was working towns on both sides of the Mississippi in Missouri and Illinois. . . . Tommy Burns and wife were

**The Social Significance of the Pitchman**  
By Charles Davidson Kasher  
**Read This Feature**  
in the  
**SUMMER SPECIAL OF THE BILLBOARD**  
Dated June 29

headed for Pittsburgh and surrounding territory with their rug cleaner outfit. . . . St. Ulman was headed for the dog show at Wooster, O. then on to Ashland, O. . . . Mrs. Ed Hayes was in her third week in a chain store in Indianapolis with astrology. . . . Arthur C. Cox and William W. Westfall were in their second week in an Indianapolis store with the forms. . . . Clyde (Kokie) Duane was en route to Detroit from Chicago, making small towns with magic goods. . . . Vandy V. Cooper, of paste and atrop fame, and Oscar (Twisto) Pearson, playing clubs and theaters, arrived in Cincinnati to work a few weeks. . . . Doc C. L. Stumpf opened his med show in Empire, Ga., June 8. . . . W. K. Walker had been working Raleigh, N. C. for several weeks to fair biz. . . . Charlie Wager had just moved into South Bend, Ind., after writing 5,000 name cards for students at Notre Dame University during three weeks there. . . . Johnnie and Vernie Blahop opened their fourth season with Doc B. W. Ward's show. . . . That's all.

NO ONE CAN contradict those who claim "pitching is not what it used to be." It's different.

**Events for 2 Weeks**

- CALIF.—Long Beach, Dog Show, 22-23. Sonoma, Rodeo, 22.
- COLO.—Glenwood Springs, Strawberry Days, 21-22.
- GA.—Griffin, Centennial Celebration, 16-18. ILL.—Stickney, Dog Show, 22. Taylorville, K. of C. Barbecue, 23.
- IND.—Hammond, Dog Show, 22. Rockville, Auto Races, 23. Goodland, Rodeo Festival, 18-22. Loden, Horse Show, 21-22.
- KY.—Louisville, Legion Festival & Expo, 17-22.
- IA.—Rock Valley, Fire Dept. Celebration, 21. Mendota, Horse Show, 21.
- MICH.—Oscoda, Pancake Festival, 21-22. Monroe, Egan Jubilee, 17-22. Whitehall, Swedish Mid-Summer Festival, 21-22.
- MINN.—Montevideo, Pioneer Days, 21-22. MO.—Traver, Community Club Rodeo, 21-22. MONT.—Hardin, Legion Rodeo, 22-23. NEB.—Des, Firemen's Picnic, 22-23.

**WONDER VALUES**

- WHITE SHOE POLISH, Indis- quality, 10c
- MEN'S HOSIERY, First Quality, 10 Dozen Pair 6.00
- MECHANICAL TOYS, Big Assortment, Retail to 25c, 8.50
- RABBIT FOOT CHARM WITH KE CHAIN, Good Complete 3.75
- NOVELTY ANIMALS, Realistic Ap- pearance, 1.44
- PLUSH ANIMALS, 8.45
- Vanilla, Large, 8-Ounce Size, 7.20
- ALMOND LOTION, Jumbo 16-Ounce Size, Extra Fine Quality, 1.20
- RAZOR BLADES, First Quality, 5 to Box, 1,000 Blades, 2.60
- ADHESIVE PASTER, 1 X 1, in Metal Can, Special, 1.95
- SUMMER DRINKS, in Powder Form, 1,000 Servings, 2.00
- RECENT DISCOVERY, Vitamin B Tablets for Miraculous New Growth in Plant Life, 40 Tablets in Box, 1.20
- WORLD'S FAIR GOODS, Retail to 25c, 20 Pieces, .90
- COPPER POT CLEANERS, 20 Green Size, 2.50
- SENSATIONAL MAGNETO TOYS, 85
- FLY-BOW FINE, Green, 40
- PLY RIBBON, Special Price to 40
- Free Catalogs of 1,000's of items on request. Export Merchandisers for over 24 years.

**MILLS SALES CO.**

**CASH IN ON FRONT PAGE HEADLINES**

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Engraves Pennies. Makes four engravings as follows:

- President Roosevelt as he looks today.
- United States Map with 48 states and seaport cities.
- Constitution of United States.
- Statue of Liberty.

Everyone buys owing to prevailing spirit of patriotism. Write for most sensational money-making offer in our history.

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**Next Issue LIST NUMBER**

Will Feature the Following Lists:  
**FAIRS**  
**COMING EVENTS**  
**CONVENTIONS**  
**FRONTIER CONTESTS**  
**DOG SHOWS**  
**JULY 4TH CELEBRATIONS**

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

**The Billboard**  
Circulation Dept.,  
25 Opera Place  
Cincinnati, Ohio

- N. J.—Hammonton, St. John's Celebration, 18-24. Ramon, a Dog Show, 22.
- N. M.—Raton, Pageant, 22-23.
- N. Y.—Rochester, Firemen's Carnival, 18-22. Rochester, Monroe Co. Vol. Firemen Tournaments, Sea Breeze Park, 22-23. Staten Island, Dog Show, 23.
- N. C.—Asheville, Rhododendron Festival, 16-22.
- O.—Louisville, Legion Circus & Expo, 17-22. Norwalk, Horse-Pulling Contest, 23. Ohio, Boosters' Carnival, 18-22. Salverton, Firemen's Festival, 18-22. O.—Galion, Celebration, 17-22. Louisville, Legion Circus & Expo, 17-22.
- PA.—Minersville, American-Italian Civic Soc. Celebration, 17-23. Philadelphia, Women's Republican Club Celebration, 18-20. Saxton, Old Home Week, 17-23.
- R. I.—Providence, Shrine Circus, 17-22.
- S. D.—Arlington, Kingsbrook Day, 20. Sioux, Gala Day, 23. Clear Lake, Celebration, 21-22. Humboldt, Legion Gala Day, 20.
- UTAH—Tooele, Tunnel Days' Celebration, 21-22.
- WASH.—Redmond, Stock Show, 22.
- WYO.—Shoshoni, Rodeo, 22-23.
- CAN.—Black Diamond, Alta., Stampede, 21-22.

- IND.—Hymera, Old Soldiers' Reunion, 27-29. Jasper, Legion Celebration, 24-29.
- YORKTOWN, Firemen's Celebration, 24-29.
- KY.—Lexington, Legion Celebration, 24-29.
- MASS.—Haverhill, Tercentenary, 23-29.
- MICH.—Chelsea, Legion Carnival, 27-29. Hastings, Bluebird Festival, 23-29. Pontiac, Elks' Charity Festival, 24-29. Fort Austin, Blue Festival, 24-29.
- MINN.—Dawson, Celebration, 26-27.
- MO.—Mallard, Blue Grass Festival, 26-29.
- MONT.—Miles City, Round-Up, 27-29.
- NEB.—Osmond, Jubilee, 25-26. Ponca, Days of '54, 25-29.
- N. M.—Santa Fe, Pageant, 23-30.
- N. Y.—Amsterdam, 75th Anniv. of Negro Emancipation, 30. Depew, Firemen's Celebration, 24-29.
- O.—Bowling Green, Policemen's Festival, 24-29.
- Waynesburg, Home-Coming, 25-29.
- PA.—Johnsburg, Firemen's Jubilee, 24-29. Marion Center, Firemen's Celebration, 25-29. Millburg, Firemen's Fair, 24-29. Wellboro, Interstate Laurel Festival, 21-July 5. Williamsburg, Community Week, 24-29.
- S. D.—Bryant, Legion Celebration, 25. Estelline, Estelline Day, 24. Montrose, Frolic Day, 27.
- Pierre, Days of '41, 26-27.
- Selby, 4-H Club Celebration, 25-29.
- Summit, Community Picnic, 27.
- VA.—Colonial Beach, Legion Festival, 23-30.
- W. VA.—Webster Springs, Rhododendron Festival, 27-29.
- WIS.—Kaukaun, VWV Water Regatta, 29-30.
- Wausau, Dog Show, 30.
- CAN.—Swift Current, Sask. Rodeo, 29-July 1.

**POPULAR ITEMS**

(Continued from page 58)

light surfaces). Surplus crayon is removed with a soft cloth. Natural color engravings are made by using clear lacquer. Details such as hair and eyes on animals can be engraved. Punctured or beaded outlines on shields, hearts, leaves and other brochures are easily added to the firm reports.

**Dusting Glove**

House-to-house workers, agents and even prize users are cashing in on the popularity of the Handee Lama-Pur Dusting Glove, Casterline Bros. Mfg. Co. reports. Item may be used in the home, office or on the automobile. Glove is made of a specially processed sheepskin which contains enough natural oil to clean and polish at the same time. It is said to wear like iron and may be washed with mild soap in lukewarm water. Glove protects the hand and

minimizes the work of getting around corners. It may also be used wet as a sponge or chamots, the firm reports.

**BINGO BUSINESS**

(Continued from page 56)

Harry Bradtke, which he clipped from his town's daily newspaper: They will come around an hour too early. They'll snatch every card, look at you surly. They'll want certain cards if it cost every penny. They either want those or they don't want any. With faces wreathed in triumphant grins. They get impatient till the game begins. Before them they'll place a luck charm. A rabbit's foot perhaps or a Big Ben alarm. Then neatly are laid their 10 or 12 cards. For those around them they show no regards. They're out after blood and care not a hoot. They want that jackpot or some of the loot. Rest assured that after game number 10. They'll root thru that pile for new cards again. Outwardly calm but inwardly galled. Because they can't win on the numbers called. Poor luck charms are placed in the purses. The caller gets a heart full of curses. I've watched these people making nightly rounds. And I've concluded that they're bingo bounds.

WERE GRATEFUL to Dellinger for sending the poem. It seems to hit the dyed-in-the-wool bingo player squarely. However, it is because these fans take such an interest in the game that repeat business is a matter for the operator. If he makes the game interesting, the people will return to play it. Bingo has the power to hold the interest if it is conducted correctly.

**DEALS**

(Continued from page 56)

10 cards a day in good spots or 50 cards in a five-day week. However, if he can't click in the front office and goes after run-of-the-mill locations, he should be able to hit 15 to 20 spots a day. In the latter case it means heavy pavement pounding, but there is no other alternative. Under the circumstances he must give the law of averages a greater chance to produce.

**HAPPY LANDING**



A new 64-page catalog of sound systems was recently issued by Montgomery Ward & Co. It illustrates and describes a complete new line of amplifiers for every purpose. It also shows how to select a sound system for any hall or installation, what type of speaker and how many, what microphone for the particular purpose and how much power is needed in the amplifier. With the aid of this catalog anyone is competent to select a system and install it, it is reported.

Richard (Dick) Kraus and R. G. Meyer, operating as M. & K. Specialty Co., have taken over the business known as Dinamore Specialty Co. Display room and store have been enlarged and new lines added, it is reported.

Leon Levin, formerly of Terre Haute, Ind., and now owner of Kipp Bros. Co., Indianapolis, announces that his new summer circular is ready for mailing. It lists a line of goods for carnival men, bingo operators and street workers. Levin invites friends to visit him and make his office their headquarters.

**GIBBS IN KANSAS**

(Continued from page 42)

while showers hit the organization on Wednesday. Children's Matinee, Saturday, was one of the largest of the season, but night was lost to rain. Roster includes W. A. Gibbs, owner-manager; Ralph Gibbs, general agent and assistant

manager; A. B. Cundiff, special agent and lot manager; Mrs. W. A. Gibbs, secretary-treasurer; Mrs. Ralph Gibbs, bookkeeper; Ernest Moon, electrician, and Oris Smith, master mechanic.

Rides owned by management are under supervision of the following: Merry-Go-Round, Otto Weese and Clifford Audis; Ferris Wheel, Joe Brazowski and John Robinson; Mix-Up, Max Capps; Loop-o-Plane, Bill Marlowe; Kiddie Ride, Oris Smith; Barrel of Fun, Mr. and Mrs. Art Blasenides; Pony Ride, Billie Nelson and Harry Farris.

Athletic, Forest Runer, manager; Honey Boy Lyman, Hubert (Dutch) Dowdy, Snake, Jimmie Cox, manager; Jesse Dodson, front; Lloyd Morris, pit-Hawaiian, Jimmie Cox, manager; Ruth Bowen and Pennie Boyton, dancers. Monkey Circus, Captain Roy and family. Pan Show, Jimmie Cox, manager; Billie Cox, dancer.

Concessions: Cookhouse, Swede Nelson, manager; Billie Nelson, Paul Dale, George Henderson. Photo gallery, Dallas Griggs, Charles Cruzan; ball games, Jack Gibbs and G. C. Brooks; cigarret gallery, Harry Gay; photo gallery, Mrs. Evelyn and Norma Audis; over-under, Mrs. Florence Cundiff; corn game, Clyde Capps, manager; Lena Capps and Jack Binford. Hoop-to, Mr. and Mrs. Arnold Jarvis; diggers, Marvin Henderson; penny pitches, Mrs. Forest Runer, Alta Lyman and Frances Shultz; pop corn, Clifford Merling; scales, Colleen Gibbs; chuck-o-luck, Red Cundiff.

**BALLYHOO**

(Continued from page 42)

photographers, entered the city and quietly began their duties of taking over to our side all of the citizens who had wanted to stay loyal to the old auspices. (This is not the first time that a Trojan horse was used in midway booking.) The Drawhead girls were booked to furnish the midway for the event known as the 20th Annual Street Fair. The Ballyhoo boys immediately attacked the event from the rear by promoting the First Back Alley Jubilee and Big Side Street Festival.

Early Sunday afternoon both shows arrived. Our field marshal and lot man gave orders for ours to stay loaded until nightfall, allowing the opposition time to get onto its one-street location. At midnight our wagons started to roll off the runs and setting up of our shows and rides was done without being spied upon during the dark hours of night. Morning found every attraction in the air and our enemy entirely surrounded. Every side street, lawn and alley in the war area was covered with shows, rides and concessions. More than 150 pay gates had been erected, thus encircling the Drawhead midway and making it possible for us to starve them out. To get to their location, the butcher, the baker, the candlestick maker and their committee and patrons would have to pass thru not less than 10 of our pay gates.

Seeing their predicament and instead of taking it seriously, the sisters announced that they had a secret weapon with which to fight encirclement. Both shows opened on scheduled time. Suddenly our bosses saw planes flying over the Drawhead midway and thousands of men, women and children began to bale out. The sisters were filling their grounds with parachute patrons. This meant opposition war. Seeing our men bringing up the cannon free-act equipment, the sisters immediately put their free-act heavy artillery into place. We first shot pamphlets all over the lot, calling attention of patrons to our bigger and better midway. They in return shot their house-trailer garbage all over our office wagon.

This started a total war. Volunteers were called to the front. Hundreds of our sticks offered their services as human cannon balls. One after another was shot onto their midway, alighting on the tents for nets. Tent after tent was destroyed in this manner. Then they started a steady stream of human bullets our way. Many prisoners were taken by both sides. The battle raged all night. When they ran out of sticks they started shooting the workmen. (Our show being the largest, our stick supply held out.) Daylight found both shows out of human ammunition. All that was left on each lot were prisoners and the two office staffs. With no help with which to operate, both midways stayed dark. Saturday afternoon the exchange of prisoners started and was finished at midnight. Tearing down of both shows then started. Even tho we lost the week, as did our competitors, the bosses consider it a moral victory for their show. MAJOR PRIVILEGE.



**Australia's American King**

AMERICAN showman Austin King sends an interesting piece (dated May 6) from Sydney, Australia, which is worth quoting at length. "Wirth Bros. Circus opened March 23 in Sydney and closed there two weeks ago. We are now playing the suburbs, giving one show per night. Giant Jack Earle's publicity has been excellent, having scored two newsreels on the day we landed and making one in the studio. Jack has been presented to the Lord Mayor of Sydney, for, as I wrote you previously, he was appointed Good-Will Ambassador to the Antipodes by the Golden Gate International Exposition and his parchment scroll has been displayed in leading downtown stores.

"Australians go in for plenty of sports and amusements. All shops close at noon on Saturday for the races and other sports events. We Americans don't give as much time to recreation as Australians, who seem to get more out of life than we do."

"Wirth Bros. has a very fine program, with most of the acts importations. The performance is presented in one 42-foot ring under a 100-foot round top. Show opens at 8:15 and exits at 10:30, one act being given at a time. The customers never leave until the show is over."

We note from an advertisement which King included that Earle is a featured artist, along with Illiputian Dolly Moore. Prices are scaled from \$1.20 down to 40 cents in 20-cent steps, plus tax, with children at half price. In Sydney, however, the minimum was 60 cents.

The rumor that thrillist Lucky Teter was injured and put out of action indefinitely is spiced by The Billboard's Charlotte (N. C.) correspondent, who writes: "Teter was not injured, as rumored, when he put on a show in Charlotte. However, the week before, in Atlanta, he sustained chest injuries when his stock sedan overshot a ramp on a leap and buried its nose in the track. The steering column was torn loose and struck his chest, causing him to be laid up in Atlanta for a couple of days. He was able to go thru with his Charlotte program and successfully negotiated the leap there."

"Harry Woolman, motorcyclist, received a gashed chin which required several stitches when his cycle turned over, end over end, after clearing a ramp in an aerial cross over another machine in the Atlanta show. He, too, was able to appear in the Charlotte show."

George and Bess Hamid should be mighty proud of George Jr., who received his bachelor of arts degree from Princeton University last week. Among his achievements was the university's Gold Tiger Award, a literary honor—not, as one might justifiably suspect, an award which makes him eligible to go into a wild animal cage at one of his pappy's grand-stand layouts.

Daughter of Charlie (Gerard Shows) Gerard is in from Berkeley, Calif., to spend a midwived summer with her parents. Freddie Phillips, of the same show, is still "riding" high. . . . Rodeo P. a. Tex Sherman was headed for the Hoot Gibson-Len Litanan show out of Pittsburgh at last reports. . . . Milton Danziger will answer dog trainer Voo D. Powers' criticism of him here last week—via an open letter in The Springfield (Mass.) Republican of June 21. That being the first day of summer, it ought to be something to get hot about. . . . C. Schroeder, trainer of Rex the Wonder Dog, saddened about the death of August (Aerial Aronty) Kuhn on the Barney Tassell midway in Culpepper, Va., observes that "this act would have looked just as good with a net under it. Don't you think? A net would have saved him."

ALFRED J. DERNBERGER made a small fortune with a nickel candy wheel and other concessions strictly for merchandise in an era, incidentally, which produced more folding money than modern practitioners can get with the gambling-gaffed devices. Dern-

berger was on the old Johnny J. Jones' Shows—and it was a period in which carnivaldom flowered. Also on the Jones show in those days were Arch Clair and Roy Gill. "Johnny Is Coming" Jones was on the nut to Dernberger. To liquidate the debt, which began to amount to almost fabulous proportions, Jones handed over to Dernberger a unit which he controlled—the Brown & Dyer Shows; or some such arrangement, anyway.

"My Lovin' Money" Al brought Clair with him as secretary of B. & D. Clair, remembering a previous association with your humble slave, suggested to mutual friend Dernberger that the guy now writing in this corner might make an acceptable press agent. Alfred J. said oke. When the show broke up following the 1929 season, Clair received a berth as manager of Norumbega Park, Boston, at the recommendation of Roy Gill, who meantime had branched out as a big-time operator in the hub and Revere Beach, as well as owner of an interest in Norumbega. Clair and Gill then brought me in as alleged tub-thumper for the park.

Last year differences developed between Clair and Gill and the former got a spot as manager of New Bay Shore Park in the Baltimore district. Gill gained full control of Norumbega.

Dernberger, since '29 an operator of riding devices, mostly around Baltimore, is now handling picnic and excursion bookings for—Bay Shore Park, of course.

**Hartmann's Broadcast**

WE HAD occasion a few days ago to familiarize ourselves with the functions and operations of the new independent union for outdoor and indoor circus and carnival workmen thru a conversation with an official of the union. We believe there are many circus and carnival people who are "in the dark" on this subject, the same as we were before the conversation, so we pass along to them the information as given to us.

The name of the organization is the American Federation of Outdoor and Indoor Circus and Carnival Workers. Acting in conformity with the Act of Congress approved March 3, 1901, a charter, was obtained authorizing the establishment of this union with jurisdiction over persons in the employ of indoor and outdoor circuses, carnivals, rodeos, fairs, etc., and also authorizing the establishment and maintenance by means of local organizations and otherwise friendly labor relations with employers and permitting the establishment of places of interment for deceased members and their families and of places of care for all sick, homeless and disabled showmen.

The new union is trying to become affiliated with the American Federation of Labor, negotiations now being under way with William Green, president of the AFL. It seeks the charter now held by the Circus, Carnival, Fair and Rodeo International Union, of which Ralph Whitehead is secretary. Whether an AFL charter is granted or not, it is the aim of the new organization to function along the same lines as the AFL itself. It will issue charters to groups of workers according to winter-quarters cities and towns. For instance, in the case of the Ringling Bros. and Barnum & Bailey Circus a charter has been issued for Sarasota, Fla., and covers that show only. In the case of Cole Bros' Circus, the charter would be for Rochester, Ind., and cover the Cole show only. With carnivals, a charter would be issued for each winter-quarters city and cover one show only.

In other words, there would be a local union for each show, and each local would have its own set of officers, such as president, vice-president, secretary and treasurer.

No employers or officers of any employer-corporation or employer-partnership is eligible for membership. The local union has full power to manage its internal affairs and to draft by-laws. After a charter is granted to a local union, the local, under the supervision of a national officer not employed by the employer, conducts a secret election of stewards. One steward represents each department of the employer, or if no departments exist then five stewards at large are elected. The head of any department is not eligible to be a steward. Collection of dues is in the hands of

stewards. No local union or any member thereof is permitted to bargain or attempt to bargain or otherwise petition an employer without the assistance and approval of the Board of Directors of the local union to which he is affiliated, or if he is not affiliated with a local union, then the approval of the Board of Governors of the parent union must be obtained. The Board of Governors has supreme power over the removal of the charter of any local union or the membership card of any member.

Walkouts, strikes or similar actions are not to be carried on by any member or members without the approval of the local union, and no local union is permitted to call a strike or take similar action without the approval of the Board of Governors.

Dues for the first year are \$12 and thereafter as decided by the local. Not in excess of \$1 of this amount is to be appropriated for organization expense. However, individuals holding cards in good standing in unions recognized as bargaining agents in their respective fields by the Board of Governors are eligible to join the local and pay \$3 a year dues.

**Notes From the Crossroads**

By NAT GREEN

FOG over Chicago and the Midwest—the sort of fog that has a habit of condensing into something more material, has been so constant these last few weeks that Bill Naylor would probably imagine he was in dear old Lannon. It's played hob with his of some 20 carnivals playing in the territory, most of the shows being lucky if they get three fair days out of a week. Weather has been especially bad in the immediate Chicago area, a chilling fog rolling in from the lake almost nightly and chasing the customers from the lot. The resulting inactivity has given ample opportunity for visiting among show people. With Sol's Liberty at Kankakee, Texas Expo at Joliet, William Hoffman at Octawa, Imperial at Aurora and Hennies at Racine, there was an interchange of visitors all last week. One of the visitors in Chi was Max Goodman, smiling and cheerful despite the loss by fire of two of his cars. Max lost all of his wardrobe, including three dozen shirts (the plutocrat!) and a varied assortment of suits, shoes, etc. Max will now be a pushover for the tailor and haberdasher, as he prides himself on his personal appearance.

We've heard of all sorts of ways of obtaining lots but never by the dream route until the other day a prominent

agent, of cherubic mien—and proportions, told the story. Seems he had contracted a lot in Rockford, or maybe it was Elgin, and the owner had changed his mind for some reason and refused to allow the lot to be used. The agent searched in vain for another, running (?) himself ragged in the unavailing task. At night he retired, exhausted, to the hay, still racking his brain, he tossed for hours but finally fell asleep—and began to dream. In his subconscious mind he combed the city and finally came upon just the sort of lot he was looking for, located in an excellent neighborhood and not too far out: Lot, street, buildings, all were clearly pictured. Awakening, he jostled down his vision and at daylight hustled out to find it. Sure enough, there was the lot as he had pictured it. Measurement revealed it was large enough. In an hour the lot was contracted, the show moved on the following week and biz was fine, according to the agent. Ask him about it some time!

Nate Gross, The Herald-American reporter who wrote a swell story on Fred Beckmann during last winter's convention, conducts an interesting new column, *Foam Tattler*, on the sheet. Inaugurated a week ago, it has immediately caught on. Nate, once referred to by the late Hildy Johnson of Front Page fame as the "Mayor of Randolph Street," has his finger on the pulse of Chicago, knows judges, politicians, show people, gamblers, gangsters, and he has many news scoops to his credit. His *Foam Tattler* is an interesting and entertaining addition to columniana.

George Duffy, Fort Plain (N. Y.) banker and circus fan, was one of a party of 17 who, dressed in the style of 75 years ago, recently made a trip to Schoharie in the Concord Stage Coach, owned by Duffy. Trip was made as a good-will business stimulant and attracted much attention. . . . Art Brice, in from the New York World's Fair, planned to Memphis for the Shrine doings, then back to Chi to ready himself for his annual Montana tour of fairs. . . . June birthdays—Omer J. Kenyon celebrated the 10th and Bob Hickey the 14th. . . . Yee, warriell! What's Frank Wilson Braden going to do without his Heiken's beer?

**WANT FOR SUMMIT BEACH PARK AKRON, O.**  
Outstanding Sideshow, Pit Shows, Illusion Show and other attractions of high caliber that can get money. Must have their own outfits. Will make liberal percentage proposition. More than 75 picnics already booked. Address all replies with full description to  
**BEN H. VOORHEIS**  
Summit Beach Park, AKRON, O.

**SNOW CONE AND SOFT DRINK FLAVORS**  
GOLD MEDAL FLAVORS ARE THE BEST BUY, FOR THEY  
—taste better—  
—go farther—  
—cost less—  
—easier to prepare—  
You're losing money if you don't use GOLD MEDAL FLAVORS this year. Write for new price list and details about our special deal on a new *Exhibit for Showers*.  
**GOLD MEDAL PRODUCTS CO.**  
133 E. PEARL ST. CINCINNATI, OHIO

**10 Rides GREAT LAKES EXPOSITION SHOWS, INC. 10 Shows**  
WATCH US GROW—GROW WITH US  
WANT FOR THREE OUTSTANDING CELEBRATIONS—OTTAWA, ILL. CENTURY OF PROGRESS, JUNE 24-25; OLNEY, ILL., BIG 4TH OF JULY CELEBRATION; TUBOOLA, ILL., HOME-COMING, JULY 22 TO 27.  
SHOWS not conflicting with or without their own outfits. MONKEY CIRCUS, CRIME SHOW, ILLUSION, FAT SHOW, FUR HOUSE, PENNY ARCADE.  
CONCESSIONS—No residues on games, all goods. Will sell at. or Lead Quality. Outfitter. Operable Operator for new Roll-up-Plans. WILL BOOK OCTOPUS account disengagement. TALKER and RIDERS for MOTOR DRONE. All address: AL WAGNER, Manager, South Bellini, Illinois, this week

**T. J. TIDWELL MODERN MIDWAY**  
WANTS Banner Man. Agent for Knife Rack. Trumpet Player for Minstrel Show (pay out of office). Athletic Show (Lee Meyers, wire). Will sell exclusive on 4 for 10c Photos.  
Address: Perryton, Texas, this week; Clinton, Okla., next week.

**DIXIE BELLE SHOWS**  
Will Show Big Annual July 4th Celebration at Russell Springs, Ky. All Day Celebration and Jalepy 7:30 July 5th.  
ATTRACTIVE GATE PRIZES. LARGE DRAWING TERRITORY.  
Want Shows and Concessions of all kinds, legitimate. Rates very reasonable to good people. No rift. Have balance of season booked and with good Fairs and Celebrations.  
LOUIS T. RILEY, Owner, Auburn, Ky., this week; Scottsville, Ky., next week.

**GIRLS . . . GIRLS**

Hula, Rumba, Strip Tease, Chorus Dancers. Salary \$18.00 and \$20.00 week. Enlarging show for Revue. Also Girl Show Grinder. Write

**F. W. MILLER**

Richwood, W. Va., this week; Elkins, W. Va., week June 24th.

**George Hanneford Family**

Kennywood Park, Pittsburgh, Pa. June 9 to 22

**CARNIVAL BOOTHS, RIDES**

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddy Ride; 12 Booths (new canvas), 2x14, including Bingo, Ball Games, Refreshment Stand, Wholes, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wholes, Games, Concessions, Free Acts, SHAW & YEAGER, 1624 Chestnut St., Philadelphia, Pa. Ph. Loc-1124.

**OWING TO DISAPPOINTMENT CAN PLACE**

ROLL-O-PLANE OR LOOP-O-PLANE SOLES—FISHPOOD—BOWLING ALLEY. All Fairs and Celebrations, starting at Red Oak, Iowa, July 4th, closing in Texas in November. Address: STATE FAIR SHOWS, care Red Hotel, Kansas City, Mo.

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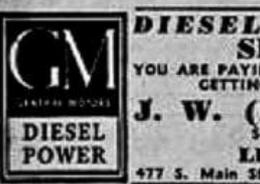
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**Inclement Weather Beats Dixie Belle in Greensburg**

GREENSBURG, Ky., June 18.—Inclement weather throught Dixie Belle Shows' recent stand here gave the organization one of its worst weeks of the spring tour. Manager Riley returned during the engagement from a booking tour. A new Funhouse is under construction and several more concessions are being readied for shows' fair and celebration dates.

A new trailer was added here and several committees visited and congratulated Manager Riley on organization's appearance. Roster includes Louis T. Riley, owner-manager; Henry Sordelet, advance agent; Dan Stratzman, sound car and advertising; Frank Hearn, lot man and electrician. Merry-Go-Round, Andrew Brown, foreman; Ferris Wheel, Jack Whaley, foreman; Hi-ride, Henry Russell, foreman; Kiddie Autos, H. Berry. Shows: Jolly Tiny, fat girl; Penny Arcade, Jack Steffen. Concessions: Cook-house, office owned; bingo and four grind stores, Mr. and Mrs. Gus Littis; photo gallery, Mrs. H. Berry, manager; Mr. and Mrs. Al Luecke, tinting and frames. Long-range shooting gallery, Mrs. Dan Stratzman; ball games, Mrs. Frank Hearn and Mrs. Ike Goldstein; rat game and penny pitch; Mr. and Mrs. Pat Owens; pop corn and penny pitch, Mr. and Mrs. Thomas Zocco; candy floss, Mr. and Mrs. Earl Adams; high striker, Henry Sordelet; hoop-la, Betty Whaley; slum spindle, Ike Goldstein; snow ball, H. Berry.

**ROUTES**

(Continued from page 20)  
Moore, Monica (White) NYC, h.  
Moore, Ken (De Prati's) Cincinnati, re.  
Moore, Bob (Martin Barlow's Tally-Ho Tavern) Atlantic City, c.  
Morley & Dell (Madison) Baltimore, re.  
Morley & Gearhart (Ruban Bleu) NYC, re.  
Morris, Will, & Bobby (Playland) NYC, Y. P.  
Moya, Leticia (Havana-Madrid) NYC, re.  
Mura, Corinna (Billmore) NYC, h.  
Murray, Busters, Four (Lexington Casino) Phila, re.  
Murray, Arthur, Dancers (Essex House) NYC, h.  
Murray, Jan (Ernie's) NYC, re.  
Myrus (863) Chi, re.  
**N**  
Negrette, George (La Conga) NYC, re.  
Nelson, Gertrude (Chase) St. Louis, h.  
Nellor, Bob (M.L. Royal) Montreal, Que, h.  
Nelson, James & Kay (Ambassador West) Chi, h.  
Newell & Steger (Warwick) NYC, h.  
Nielsen, George (Grotto) Revere, Mass., re.  
Nixon & Andree (Village Barn) NYC, re.  
Nonchalants, The (Casitol) Washington, D. C., l.  
Norman, Karyl (Frontenac) Detroit, re.  
Notes of Rhythm, Four (Battle House) Mobile, Ala., h.  
Novelites, Four (Venice) Phila, re.  
Nunn, Claire (St. Francis) San Francisco, h.  
**O**  
O'Brien & Evans (Frances) Kokomo, Ind., h.  
O'Neill, Helen (Strand) NYC, l.  
O'Neill, Ralay (The Cavalier) Seattle, re.  
Ortega, Helen (El Chico) NYC, re.  
Osborne, Paul (Gay '90s) NYC, re.  
Owen Sisters (Barium) Detroit, h.  
Owens & Parker (Cology) Chi, re.  
**P**  
Page, Sid (Colosimo's) Chi, re.  
Paige & Parker (Westminster) Boston, re.  
Paley, Nellie (Gallant's) NYC, re.  
Palcho & Deobers (Hurricane) NYC, re.  
Parker, Edna (St. Regis) NYC, h.  
Parker, Eddie (Gay '90s) NYC, re.  
Parks, Eddie (Brown Derby) NYC, re.  
Parsons, Kay (Queen Mary) NYC, re.  
Pedro & Luis (Gibson) Cincinnati, h.  
Perlee, Mildred (The Cavalier) Seattle, re.  
Petty, Ruth (Earle) Washington, D. C., t.  
Pickus, Bobby (265) San Francisco, re.  
Pioski, Joseph (Brown Derby) NYC, re.  
Poni, Frank (Lexington Casino) Phila, re.  
Pops & Louie (Kelly's) Cincinnati, re.  
Powell, "Beet" (Park Central) NYC, h.  
Princess & Willie (Onesta) Canton, O., h.  
**R**  
Rabner, Charlie (Cafe Society) NYC, re.  
Ralph, Leonard (Barney Gallant's) NYC, re.  
Rachas & Mirka (El Ruban Bleu) NYC, re.  
Ray, Iris (Cinderella) NYC, re.  
Ray & Naldi (Rivers) Fort Lee, N. J., re.  
Ray & Arthur (Roosevelt) Jacksonville, Fla., h.  
Rawl & Eva Hayes (Roxey) NYC, t.  
Reece, Gay (Cinderella) NYC, re.  
Reid & Eva (Walton-Astoria) NYC, h.  
Reynolds, Margaret (Harry's New Yorker) Chi, re.  
Rhodes, Sylvia (Netherlands Plaza) Cincinnati, h.  
Rhodes, Carol (M.L. Royal) Montreal, Que, h.  
Rhythmic Rockets (Café) Washington, D.C., t.  
Ritano, Charles (Cat & Fiddle) Cincinnati, re.  
Rice, Sunny (Roxey) NYC, t.  
Richman, Harry (Chas Paree) Chi, re.  
Richard, George (Chateau Moderne) NYC, re.  
Rios, Lilia (Havana-Madrid) NYC, re.  
Riug, Blanche (Diamond Horseshoe) NYC, re.  
Rives, Routa (La Conga) NYC, re.  
Rives, Tubby (Club Petite) Pittsburgh, re.  
Robert & Helen (Netherlands Plaza) Cincinnati, h.  
Robert, Val (Gibson) Cincinnati, h.  
Roberts & Farley (New Yorker) NYC, h.  
Roberts, Kiki (Club 13) Phila, re.  
Roberts, Roberta (808) Chi, re.  
Rock & Dean (Maggie's) Phila, re.  
Rochekers Trio (Sagamore) Rochester, N. Y., h.  
Rocheira, Robert (Royal Hawaiian) San Francisco, re.  
Rooney, Pat (Diamond Horseshoe) NYC, re.  
Rosaletan & Berilla (Ambassador) NYC, h.  
Rose, Lila (Evergreen Casino) Phila, re.  
Rose La Rose (Cat & Fiddle) Cincinnati, re.  
Ross Sisters, Three (Park Central) NYC, h.  
Rosenbloom, Maxie (Strand) NYC, t.  
Rosini, Paul (Rainbow Room) NYC, re.  
Ross, Alma (Hurricane) NYC, re.  
Ross, Stuart (Ruban Bleu) NYC, re.  
Ross-Vereen Jestersburg (Hi Hat) Chi, re.  
Royce, Robert (White Way Casino) World's Fair, NYC.  
Rugel, Yvette (Sawdust Trail) NYC, re.  
Russell, Bill (College Inn) Chi, re.  
Russell, Bob (Walton) Phila, h.

Sadino & Dorina (885) Chi, re.  
St. Clair, Sylvia (Le Ruban Bleu) NYC, re.  
St. Clair, June (Hi Hat) Chi, re.  
St. Jean, Irene (Top Hat) Sunnydale, L. I., re.  
Salazar, Carlos (El Chico) NYC, re.  
Sanoff, Vera (Brevort) NYC, h.  
Santly, Zaida (885) Chi, re.  
Scott, Margaret (St. Morris) NYC, h.  
Sebastian, John (La Vache Sur Le Toit) NYC, re.  
Sedgwick, Edna (Astor) NYC, h.  
Seller, Lou & Jay (Bon Air) Chi, re.  
Seymour, Dan (Hi Hat) Chi, re.  
Shavers, Duster, Olive & George (Walton) Phila, h.  
Shaw, Wini (Diamond Horseshoe) NYC, re.  
Shaw, Diana (Kelly's) Cincinnati, re.  
Shaw, Patsy (808) Chi, re.  
Sheridan, Nora (Gay '90s) NYC, re.  
Shields, Ella (Sawdust Trail) NYC, re.  
Shirmer Twins (Bowers) Detroit, re.  
Shore, Willie (Hi Hat) Chi, re.  
St. Pansy & Mule Abner (Pair) Minot, N. D., 17-30.  
Sidel, Bob, Trio (Beverly Hills) Newport, Ky., re.  
Silvio & Mehta (Havana-Madrid) NYC, re.  
Simon, Hank (Show Box) Seattle, re.  
Simsfield, Max (Grand) Fremont, Ariz., c.  
Slim & Sam (Senator) Phila, h.  
Snell, Kay (St. Regis) NYC, h.  
Solar, Willie (Village Barn) NYC, re.  
Soren, David (Bal Tabarin) NYC, re.  
Spenner & Foreman (Cocoanut Grove) Boston, re.  
Spivy (La Vache Sur Le Toit) NYC, re.

Slacey, Lovy (Green Lantern) Ballston Lake, N. Y., re.  
Siandili, Helen (Park Central) NYC, h.  
Stanley, Irene (Le Poissonier) NYC, re.  
Stapletons, The (Stanley) Pittsburgh, t.  
Stein, Elmore (Ernst) Harcook, Mich., re.  
Stevens, Roseanne (State-Lake) Chi, t.  
Stevens, Harry (Hi Hat) Milwaukee, l.  
Stone, Gary (Palmer House) Chi, h.  
Stone, Betty (1533 Club) Phila, re.  
Stone, Mary (Colosimo's) Chi, re.  
Suars-Morgan Dancers (State) NYC, t.  
Sutherland, Helen (Hi Hat) Chi, re.  
Swann, Russell (Park Plaza) St. Louis, h.  
Swifts, Three (Bon Air) Chi, re.

**T**  
Talia (Bertolotti's) NYC, re.  
Tanaka (Rivers) Fort Lee, N. J., re.  
Tara & Masters (606) Chi, re.  
Taylor, Johnny (Daisy) NYC, re.  
Taylor & Allen (Blackhawk) Chi, re.  
Terry, Jack (Blue Lantern) Detroit, re.  
Terry, Helen (Hi Hat) Chi, re.  
Thomas, Estelle (Cluquet Club) Atlantic City, re.  
Thompson, Joy (Elliot's Emerald) Atlantic City, c.  
Thompson, Joe (Valencia) Cheyenne, Wyo., c.  
Tos, Leo & Joe (Cotton) NYC, re.  
Tudale Trio (Coc Kings) NYC.  
Tomam, Jerry (Evergreen Casino) Phila, re.  
Tomdelroy & Lopez (Leon & Eddie's) NYC, re.  
Top Hatters (Astor) NYC, h.  
Toppers (State-Lake) Chi, t.  
Torres & Moya (Havana-Madrid) NYC, re.  
Torres, Magolia & Louis (Embassy) Phila, re.  
Travers, Jean (Royale) Detroit, re.  
Trinkler, Alfred (New Yorker) NYC, h.  
Trinkle (Riverside) Milwaukee, t.

**V**  
Valley & Lynn (Chateau Grill) Val D'Or, Que., re.  
Vance, Jerry (Leon & Eddie's) NYC, re.  
Vaughan, Virginia (Cocoanut Grove) Boston, re.  
Vaughn, Nancy (Barney Gallant's) NYC, re.  
Vaughn, George (Gay '90s) NYC, re.  
Veneta, Chiquita (Caravan) NYC, re.  
Vera, Joe (Congress) Chi, h.  
Veron, Evelyn & Jimmy (La Martinique) NYC, re.  
Vizzaino, Henry (Club Gancho) NYC, re.  
Vincent, Romeo (Hurricane) NYC, re.  
Vincent, Larry (Harry's New Yorker) Chi, re.  
Vine, Billy (Rauler's Tavern) NYC, re.  
**W**  
Wade, Bill & Betty (Book-Cadillac) Detroit, h.  
Wain, Ben (Paramount) NYC, t.  
Walston, Jack (Brown Derby) NYC, re.

**WALTER DARE WAHL  
Billy Rose's Aquacade**  
Golden Gate International Exposition,  
San Francisco, Calif.

Wallas, Babe (Southland) Boston, re.  
Wald, Mary Jane (Hurricane) NYC, re.  
Waters, Ethel (Chicago) Chi, t.  
Walton, Ted (Martin) Gwendan, N. Y., h.  
Ware, Dick (Shas Show Bar) Detroit, c.  
Warner, Jack & Jill (Harry's New Yorker) Chi, re.  
Wayne, Ginger (Queen Mary) NYC, re.  
We Two (Aladdin) Kansas City, Mo., h.  
Welch, Roberts (Mayflower) Akron, h.  
Welch, Muriel (La Marquette) NYC, re.  
Wences (Expo-Follie Berger) San Francisco.  
Whalen, Jackie (Newly) Atlantic City, re.  
Whalen, Maurice & Betty (Edgewater beach) Chi, h.  
White, Lawrence (Ambassador) NYC, h.  
White Twins (Roosevelt) Jacksonville, Fla., h.  
White, Eddie (Oriental) Chi, t.  
White, George, Scandals (Tower) Kansas City, Mo., re.  
Whitson Bros. (Harry's New Yorker) Chi, re.  
Wicks, Gus (Gay '90s) NYC, re.  
Wild, Bobby (Cocoanut Grove) Boston, re.  
Wilkins, Dorothy (New Yorker) NYC, re.  
Williams, "Pat" (Bertolotti's) NYC, re.  
Winter Sisters (Latin Quarter) Boston, re.  
Winton, Ruth (Caravan) NYC, re.  
Wood, Barry (Paramount) NYC, t.  
Woodall, Harold (Weylin) NYC, h.  
Woods, Tom (Chateau Moderne) NYC, re.  
Woods, Barbara (Hi Hat) NYC, re.  
Woodson, Four (Jefferson) St. Louis, h.

**MISCELLANEOUS**  
Burro Ball; Bear Mountain, N. Y., 19; Oradell, N. J., 29; Dumont 29; Bear Mountain, N. Y., 22; Garwood, N. J., 23; Prospect Park 24.  
By-Gosh Co.: Romney, W. Va., 17-22.  
California Condens, Carnival of Fun: E. Alstead, N. H., 19; Chesterfield 19; Gassetia, Va., 27.  
Carnival Bros. & Sterns Circus (paintings): Toronto, Ont., Can., 25; Buffalo, N. Y., 23; Denkir 25; Arnold, Pa., 28.  
Coronado Entrance Pagent: Raton, N. M., 25-23; Santa Fe 36-30.  
Lewis H. Kay & Hollywood Varieties: Iron Mountain, Mich., 20-19.  
Lofstrom & St. Elot Monkeys: Lapei, Ind., 17-22.  
Lucy, Thos. Elmore: Seneca, Kan., 18; Marysville, 19; Concordia 20.  
Ritico's Dogs: Troy, Ala., 17-29.

**CARNIVAL**  
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
Ajax Greeter: Steubenville, O.  
Astro Expo: Alliance, N. C.  
All-American Shows: Kingfisher, Okla.  
All-American Expo: Maquoketa, Ia., 17-19.  
Guttenberg 20-22.  
American United: Missoula, Mont.  
Anderson-Grader: Russell, Kan.  
Arena: Greenville, Pa.





## Truck and Trailer Legislation

DENVER, June 15.—Entertainers employed in orchestras, show troupes, night clubs, circuses, etc., who drive their automobiles to Colorado are becoming a source of considerable revenue to the State Motor Vehicle Department.

Under the State motor vehicle code, any person gainfully employed within the State and driving a motor car is subject to State tax and payment of the full car license. But because many entertainers who come under the gainful employment section of the act remain in Colorado only a short time, a special permit costing \$5 and good for 30 days is being issued. The permits are green cards about the size of an automobile license plate and are turned over to State courtesy patrolmen, who when they catch an entertainer employed within the State but driving a car with an out-of-State license sell him one of the \$5 permits. The money is turned over to the clerk of the county in which the entertainer is employed.

KANSAS CITY, June 15.—The Kansas City Star editorially condemned the present confusion in State laws governing the sizes and weights of motor vehicles recently.

"The truck situation, The Star said, is only one of a tangled mass of conflicting provincial legislation which will eventually have to be cleared away to preserve the free trade privileges of America. Co-operation and friendly understanding between States is called for. If the States refuse to take voluntary action to curb their barriers, the federal government has the power to do the job for them. But nobody wants Congress to intervene. The States can get themselves out of the mess and they should do so."

## MILLS CIRCUS

(Continued from page 32)  
circus. Now they don't herald any more. They can't without petrol.

Just a note about the English way: The first thing that knocks the visitor between the eyes is the complete absence of a side show and its gaudy bannerline. Neither is there a menagerie plot to serve as a prelude to the big show. Instead one passes thru a rather pretentious front dome in the show's colors, red and green, passes a couple of refreshment stalls and arrives directly in the round top.

"Round top" is used on purpose, for the main spread of canvas is just that. The show is a traditional English one-ringer, for John Bull just will not have it any other way.

In normal times every seat in the house has a back to it. That is not the case just now, of course, for the seat backs had to go the way of the "other two trains." The seats are supported thruout on a system of steel understructure, which, Cyril Mills claims, is the only one of its kind in use. A pleasant adjunct to the seating is the employment of comely English girls in abbreviated costumes to act as usherettes.

### No Hippodrome Track

There is no hippodrome track and the single ring is encircled with reserved boxes. Consequently the show is not opened by the grand, glittering pageant of gold familiar to American audiences. No air callopes accompanies the band of an English circus and there is no after-show. A limited number of butchers work the stands, but they are seen and not heard. The show does not feed its personnel.

The Mills show is completely rubber-tired and does not have to pay for a torn-up pavement in a season's travel. All wagons and equipment seemed in good shape when visited recently. Which brings to mind that there is not the wear and tear on circus equipment in England that there is in America. Centers of population are close together in this country, railroad moves are short and there are no one-day stands. Any town worth showing is good for three days to a full week, depending on population and business conditions. In peace time a circus that really gives the public an entertainment value must be pretty much of a sure thing in Merrie England.

When visited, the circus was showing on a smooth, dry lot on the outskirts of a large town. Off to the rear an avenue of tall poplar trees filtered the bright sunlight of an early spring day thru their silver-green leaves. Beyond the trees again was an embankment up which the railroad climbed a bit of a

grade. Here, near the lot, would be the loading runs on Saturday night when tractors (not horses) would move the show off the lot.

About the man who carries on the enterprise his father made famous: Cyril Mills is 38 and definitely of the Oxford stamp. He has many solo flying hours to his credit and hopes to serve his country as a member of the Royal Air Force.

## UNDER THE MARQUEE

(Continued from page 34)  
less we make a picture at the end of our contract with Wirth Bros.' Circus."

BETTY LEONARD, of Wichita, Kan., informs that Prince, a 14-year-old dog, which worked in the act in which Billy Sunday, elephant, appeared on the Seals-Sterling Circus in 1937, died June 8. She received the dog as a gift from Al Lindermann. Betty says she and Fred recently visited the Bud E. Anderson show at Augusta, Kan., and spent two days with the Al G. Kelly-Miller Bros. show, which was playing a circle around Wichita to good biz. The side show also did well. They were impressed by the hand-made big-show and side-show tops of the Kelly-Miller show.

DOC AND MA KELLEY had their armadillo show on Art Lewis Shows at New London, Conn., May 27-June 8. First week's biz was good, but second week fell off. They and others of the show visited Russell Bros.' Circus at New London on the 8th. Report a fast-moving program, acts being finely cued by Eddie Woekener's 10-piece band, and that show moves on 78 trucks and trailers. On the lot were William N. Purtil, Walter M. Buckingham and wife, Bugs Raymond and Felix Callahan. Kelley, who was in a New York hospital for two months during the winter, is still in ill health.

ROLAND BUTLER, head of the Ringling-Barnum press department, scored heavily with space in several Ohio towns he assigned himself, during the show's brief Ohio sojourn. At Columbus, The Ohio State Journal, The Citizen and The Sunday Star gave him gobs of space and many art bits for several days in advance of the show's appearance there. The Canton Repository did something for a circus it hasn't done in years, when it assigned its staff photographer to the arrival of the circus and day of the show there gave the circus a story starting on page 1, all editions, and accompanied it with a six-column art layout of scenes at the runs during the early morning. The Youngstown Vindicator, Sunday, June 9, carried a full-page of art in its roto section and a daily story and follow-up art for the days succeeding until the show played there.

## CORRAL

(Continued from page 34)  
son, Jack Favor, Roy Matthews, George Wilderspin and Tom Hogan.

Buck Jones, Ike Ruds, Herb Meyers, Glen Harp, Gene Ross, Ted McCabe, Andy Curtis, Don Wilcox, Jimmie Nesbitt, Nub Martin, Milt Moe, Gerald Roberts, Toots Mansfield, Jack Skipworth, Shorty McCrory, Dale Adams, Jim Whitman, Clyde Burk, Ernest Suffington, Buddy May, Frank Austry, Buttons Yonnick, Jess and Buck Goodspeed, Tommy Smith, Joe Thompson, Walter Davis, Jimmie Downs and H. D. Binns.

Lawrence Malton, George House, Don Abbott, Claud Fletcher, Hughie Long, Floyd Gale, Norma Holmes, Don Stewart, Pat Clary, Bobby Clark, Cecil Cornish, Chester Byers, Mut Ray, Bill Eaton, Bullie Moore, Zeb Colbert, Junie Martin, Sugar Brown, Pete Adams, Bill Watts, Roy Davis and Mutt Hogan.

OFFICIALS of Calgary Stampede are J. B. Cross, chairman; James Mitchell, Bob Curry, Pete LeGrandeur, field judges; George H. Beatty, calf starter; Angus Robertson, tie judge; Frank Sharp, chief chute judge and flagman; Joe Fisher, Norman Edge, Johnny Van Wesel, chute judges; Herbert Johnston, J. J. Bowen, D. E. Black, Frank Moorhouse, A. H. Ferguson, chuckwagon race timers; John M. Dillon, arena director; Ray Knight, Dick Congrave, stock superintendents; Leroy Chown, chief clerk; J. J. Bowen, Frank Moorhouse, A. H. Ferguson, honorary timers. North American championship calf-roping contest will have cash prizes in addition to the Associated Breweries (Alberta), Ltd., trophy for the champion. Competition will be on the basis of a four-calf average. A new

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Want Concessions of all kinds. Sheet Range Shooting Galleries, Grocery Store, Bird Store, Blanket Store, Hoopla, Cigarette Gallery, Ice Cream, Candy Floss and other legitimate Concessions. Can place experienced Train Crew Help, Electrician Helpers, Ride Help. Can place Girls for Vanities Show, Midgets for Tiny Town, Drama Riders. Want Promoter capable of handling big Southern Fairs. Can use couple of more good outstanding Shows for best route of still dates and fairs in the east. Fairs start first week in August as follows: Caldonia, Batavia, Hamburg, New York State Fair (Syracuse), Bath, all New York; Bloomsburg and York, Pa.; Gastonia, N. C.; Sumter, S. C.; Charleston, S. C.; Savannah, Ga. Write or wire Birmingham, N. Y., this week; Elmira, N. Y., week of June 24th; Niagara Falls, in the heart of city, week of July 1st.

## CONCESSIONS WANTED

Cook House, Milk Baitie, Ball Games, Candy Apples, Cotton Candy, High Striker, Game Rack, Softies, Peanuts. Address inquiries: BLAIN GOODING, Manager.

## American Exposition Shows

BRYAN, OHIO, THIS WEEK; LAKEWOOD, OHIO, NEXT WEEK

trophy, a model of a steer, donated by Central Canadian Greyhound Lines, Ltd., Calgary, will go to the champion steer decorator. Cash prizes in the Canadian bucking-horse event will be donated by the Imperial Oil, Ltd. Trophies will be the Prince of Wales award and the D. C. Coleman trophy. Canadian championship calf-roping event will have cash prizes and a trophy presented by Western Stock Growers' Association, as will the bareback contest, with the Henry Birks & Sons, Ltd., trophy; wild steer or cow bareback riding, Hudson's Bay Co. trophy; boys' wild steer and wild cow riding, T. Eaton Co. trophy. Wild cow milking and wild horse race will also have cash prizes. Chuckwagon race will have cash and a trophy and special awards.

THE SEVENTH ANNUAL American Legion Rodeo, Blackfoot, Ida., is set to begin June 21, a week earlier than originally scheduled.

FIRST of the 1939 champions to announce his intention of defending his title is Sykes Robinson, who will compete in North American bronk-riding contest and the Canadian championship contest at the Calgary Stampede. He was in the North American finals last year and won the Canadian contest.

EARL BATTERSON'S E bar B Ranch Rodeo was scheduled to begin the season June 15. Show will play New England territory. Dates will include fairs and celebrations as well as sponsored stands. Equipment has been overhauled and painted and Red Pitts Band will be carried.

C. R. RANCH, on Highway 28 between Tipton and Wood, Ind., began a series of rodeos Sunday, June 3, and will stage a rodeo each Sunday until July 14. Ranch is owned and operated by C. L. (Jack) Baum. Crowds have been good so far. First Sunday saw 71 hands in the line-up and on June 9, 76. Among them were C. L. (Jack) Baum, announcer and whipper; Mrs. Bebe Baum, trick rider; S. D. (Salty) Wells, bronk rider; Don Kayne, steer rider and bronks; Lowell Hendricks, bronk rider; Bill Dobbs, steer rider; Shorty Ray, steer rider; Bob Baird and Bill Armond, chutes; Chief Clearwater, Indian songs and bow and arrow; Little Bear II, roper and bareback jumping horses; Running Deer, roper and trick rider; Dorothy Lee Bird, trick rider; Joe Bird, trick rider; Joe (Rubby Dub) Rhodes and Pee Wee Lunsford, clown; Lloyd Shiemerhorn, trick roper and horse catch; Ralph Delno, free act. Judges are Bill Fabens, W. Hutton and Frank Carey.

LIVERMORE RODEO at Livermore, Calif., June 8-9 drew some 17,000. Officials were Dr. P. Leslie Herrick, general manager; M. G. Callaghan, secretary; H. J. Callaghan, treasurer; Harry Rowell, arena director; Ward Watkins and Perry Ivory, judges; Doff Aber, Bob Walden and Ki Silenci, timers; Al Caffodio, rodeo secretary; Abe Letton, announcer. Harry Rowell and Cuff Burrell furnished the stock. Trick riders were Dick Griffith, Lee and Christie Leroy, Bernice Taylor, Fay Knight, Montie and Louise Montana, Alan Pates, Bud Anthony and Paul St. Croix. Results: Bronk Riding—First day, Pete Grubb, Frank Schneider; Tom Knight and Bill McMaackin split third. Second day, Nick Knight; Fritz Truan and Burel Mulkey split second; Pete Grubb and Doff Aber split fourth. Fi-

## Parker's United Shows

Want Mixup and Kiddle Shows, Shows with own outfit, 20%. Concessions of all kinds, come on, Can place Wheel Foreman and Second Man to join his crew. Celebrations every week. Address: Clark, Mo., this week; Elmer, Mo., next.

## Cumberland Valley Shows

Want Circus Girls and Musicians for Minirel Show. Would consider organized show with band. Salary and percentage. Address all mail: ELLIS WINTON, Haymarket, Nashville, Tenn.

CENTERVILLE TOWNSHIP FIREWORKS STATION, East St. Louis, Ill., Home-Growing, June 28 to 30; Nashville, Ill., Annual Celebration, July 2-3-4, want Bingo, Stakes, Diggers, Palmtree, Penny Parade or any legitimate Concession. Ride Help on Merry-Go-Round, K.I., Quail-Pizza, Casino. Want Five-in-One, Athletic, Hawaiian, Snake Shows. Advance Agent with car. Address: BARLOW'S SHOWS, 525 North 22nd St., East St. Louis, Ill.

## Capable Readers Wanted

State Fair Shows  
Relley Castle Burglon

REID HOTEL, KANSAS CITY, MO.

## MAC'S CARAVAN SHOWS

Want legitimate Concessions of all kinds for following celebrations: Pisto, Mo.; Twin Oaks, Mo., and the largest Fourth of July in Missouri, Cantonment. Other celebrations to follow. Man and Wife to take charge of nice framed Snake Show. Also Acts for Two-in-One. Address: Pisto, Mo., this week.

## ESTHER L. SPERONI

WANTS

Capable Foreman for Ell Wheel and Mix-Up, Agent for Swinger, Wire Coal City, Ill., this week.

## WANTED

To join on wire, Agent with car who can and will work—no social Wrens and must have money to join. Nice Show with own transportation. Musicians on all instruments. Will pay for cash if show—Frags, Ponies and Mopkers. MILLS SHOWS, CIRCUS as per note in The Billboard.

## HAAG BROS.' CIRCUS

Wants Big Show Performers. Troupe doing three or more acts preferred. Combination Hippodrome. Other useful people. Harry Harris, answer. Clifton Forge, Va.

## FOREMAN

For Reils Fuchson. Must be experienced. Jimmy Fuchson, have good proposition for you. All wire via Western Union.

## ART LEWIS, Manager

ART LEWIS SHOWS, NEWPORT, R. I.

nals, Nick Knight, Pete Grubb, Fritz Truan; Tom Knight and Frank Schneider split fourth. Steer Wrestling—First day, Homer Pettigrew, Howard McCrory, Glen Shaw, Jack Kercher. Second day, Joe Mendes, Homer Pettigrew, Hugh Clingman, Glen Shaw. Finals, Homer Pettigrew, Glen Shaw, Hugh Clingman, Howard McCrory, Cal Rapping—First day, Asbury Schell, Sam Pancher, Irby Mundy, Clay Carr. Second day, Shorty Valdes, Andy Jauregui, Homer Pettigrew, Clay Carr. Finals, Asbury Schell, Clay Carr, Homer Pettigrew, Irby Mundy. Brahma Bull Riding—Finals, Dick Griffith, Duward Ryan, Hank Mills, Fritz Truan; Gene Rambo and John Schneider split fifth. Bareback Bronk Riding—George Mills, Carl Dossey; Kid Fletcher, Fritz Truan and Duward Ryan split third.

## Int'l Fireworks Gets Jones Beach Pyro, Water Shows

NEW YORK, June 16.—War has apparently spurred interest in a field—fireworks—which hasn't lagged anyway in recent years. One of the plum contracts of the year has gone to International Fireworks Co. for the production of Saturday night shows at Jones Beach Marine Stadium, L. I. Company also was awarded the contract for live entertainment, including high, fancy and comedy diving, aquaplaning, dancing and vocal ensembles, water ballet, vaude layout and bands.

First show is set for July 4, every Saturday thereafter. They will be under personal direction of International's Fred C. Murray, who announced that his firm is on the firing line at Coney Island, Playland (Rye), Rink Park (L. I.), Orchard Beach (Me.) and Olympic Park, Irvington, N. J.

Dine-dance at Jones Beach air-conditioned Boardwalk Cafe will start June 27, also the day for resumption of free outdoor dancing at Music Shell. Other events scheduled or concluded at this State-sponsored strand are surfboard water polo and hole-in-one golf tournaments, Indian arts-crafts exhibit and saber, archery and barber shop quartet contests.

## GLEANINGS

(Continued from page 31)

experiment and if it goes over as well as expected a number more will be given. Lite-o-Line game personnel: Max Schwartz, owner; Walter K. Sibley, manager; George Miloa, Ed Townsley, announcers; Val Stone, Lillian Milo, counter attendants; Al Kehlman, checker. Extra employees will be used on Saturdays, Sundays and holidays. Fred McFalls has his new machine-gun gallery in operation and the way people are going for it would make one think San Francisco is about to be besieged. Zapf & Smith's frozen banana stand was born, lived a little while, then died and now is being changed to a drinking spot. Bill Russell, gateman in '39, who is now assistant to Eddie Brown, "Mayor of the Gayway," will be in charge of sound. Some job!

Most consistent money taker of Gayway girl shows is Miss America, owned by Don Nicholson and under management of Joe Trocy. Sid Wolfe's Alpine Village is open at last. Sid said he would have made money if the broken parts (which kept it closed for two weeks) had not arrived. Fred Sandusky and Ray Maxwell are on the Gayway nightly, looking over results of their long arduous job. Bill Monohan, expo manager, is also a constant visitor. He and his wife take in the shows and seem to enjoy them greatly. Clo Fogel (nee Wilson) manager of the Monsters show, is taking her job very seriously, even to living on the grounds so that she will have it under her eye constantly. Everett

Hinz expects his first papers soon and when he gets them he will raise an American flag over his ride. Andy Hynes' Monkey Speedway, notwithstanding the new group games that have taken space on the Gayway, is doing better than ever. Ed Breckinridge, now that the Fountain of Youth is functioning well, will leave for his home in Wisconsin to settle an estate left him by his grandmother. Julian Harvey closed five of his Swift ice cream stands for improvements to protect customers from the trade winds. "Polish" Fisher closed two of his "headline" stands owing to poor locations. Jack Pollitt resigned as manager of the weighing scales concession.

Kisewenger's Pacific Queen movie ship at Fisherman's Wharf is doing consistently good business. There are a number of wheels in Vacationland Palace, so far as I know the first time that wheels have been permitted in an exhibit palace. Charbneau's Miniatures are playing a second year in the Food Palace to good business. Sammy Sheridan, who conducted the promotion committee on a tour of the Gayway, taking in a number of shows, is highly elated over having been given the responsibility of taking charge of this lot of big shows. They say he did a good job. Oswald and Sarkisian have sprung some new electric airplane guns which seem to have struck popular fancy. Paris Peggy, who is operating her little show quietly and very decorously, says she is making plenty of money. With all due respect to a fine hard-working intelligent bunch of executives, Billy Rose and his Aquacade are making this fair. The bus system operating in lieu of the east bay ferries is handling traffic very satisfactorily. The World a Million Years Ago, or the Lost World, is using every kind of noise-making device that can be gotten hold of. In this case it is excusable, as the location is the last word in impossibility for that kind of an attraction. Wonder what all these exposition guys are going to do after this fair closes. They can't go to any Rome expo. Guess that includes me, too.

The *Folies Bergere* is fooling many of the wiseacres, who thought it could not stand a third showing on the Island. It is going well and should prove a winner. Hollywood, the Herrick-Herrick outfit in the Mines and Metals building, is taking in a lot of money but is nutted so heavily that unless something drastic is done about cutting expenses it probably will quit on the wrong side of the ledger. Pantheon de la Guerre, in the same building with absolutely the worst location on the Island, is keeping its head above water but, notwithstanding the masterful efforts of Al Mulligan, who is managing the big cyclorama, unless something unforeseen occurs this baby will quit in the red. Sallee's Puppets in the Hall of Western States is a sort of family affair, with a small nut and, being on the combination ticket, is reasonably certain to get by. Charlie Duffield's fireworks, jointly using the Sportfield with Hoagland's Auto Polo, are getting better nightly under a free admission plan, the pyro contract with the fair having been extended to July 15. Death came to Robert Rockenfeld, one of the popular cashiers of the expo, as he was driv-

ing his auto home. He dozed, struck a telephone pole and was almost instantly killed.

## FLUSHING FRONT

(Continued from page 31)

one free shot, however. Nevertheless, students of the situation doubt whether it will make much of a difference. In rebuilding the village from the '39 Old New York, Todd and his lieutenants concentrated all their efforts upon the productions and restaurants, with the back stretch left practically untouched. As a result they hardly fit into the character of the spot. Todd's enterprise is getting the customers at a better than average rate, but it will have to be geared for more turnover before he can grab off a real slice of wealth.

Cagney Bros. are readying a Mangle Kiddle Coaster at a point back of the Illinois triple-threat Ferris Wheels. You wouldn't think it, but the two-bit spaghetti places experienced a slight boycott since Italy entered the war on Hitler's side. Strangely enough, the owner is supposed to be anti-Duce. He could do worse than put up a sign saying, "Spaghetti Made in America—Positively." Messmore & Damon are prepping a prehistoric pay show in the former Plasatics Building. Johnny Johnson's roller rink is scheduled for conversion into a ride of the Laff-in-the-Dark variety. Living Magazine Covers is working on new poses. Reunion of about 40 of Dr. Martin County's preemies, now of adult age, was staged this week in Infant Incubators. Marion Eddy has been added to Old Abe's House at New Orleans. Dick Williams, of Todd's press staff, took leave of absence to work for the Cincinnati Summer Opera Association. Report that Rosta Royce is out as a star of White Way Casino is unfounded. The dove dancer is still there as the main-moat draw. Note from midway p. a. Will Yolen: "Cliff Wilson, of the Live Monsters, has had trouble with his reptiles ever since he started to call them 'Hitler,' 'Goering,' 'Benito,' etc. According to Wilson, the snakes are resentful and unwilling to perform."

Almon H. Shafer, general manager of Winter Wonderland, has introduced a double daily set-up to turn crowds breaking from south and north. He has divided the bally girl ensemble in two parts, also splitting the band, and the scheme is working so well that it will be continued indefinitely. Mary Jane Halstead, soloist, has been added to the ice show, one of the best buys (and cheap, too—a quarter) on the entire grounds.

Billy Rose claims 286,742 customers for the first month's operation of Aquacade—that would make a daily average of close to 10,000. Peak was reached June 2, a Sunday, when the H-2-O extravaganza checked in 42,000 at four performances, one of them with a record-smashing 13,300. To get so many people into the Marine Amphitheater, circus technique in seating has to be employed. Manager and former roadshowman Vic Leighton brings the stadium up to super-capacity by "strawing 'em" in the concrete passageways. The Rose spec, which played to about 5,000,000 people last year, or close to 20 per cent of the gate, is drawing about 10 per cent of expo attendance during its second edition. At the third performance on Wednesday there was quite a stir when Grover Whalen brought in a British delegation, including Cecil M. Pickett, British Commissioner General to the fair. It was British Empire Day.

## RINKS AND SKATERS

(Continued from page 35)

Genesee Rink, Buffalo, headquarters. Genesee is also operated by Mr. and Mrs. Reek and Casmir Grell. Royal Rovers Club has arranged an elaborate summer program at the park rink. It has composition floor and may be enclosed in inclement weather. Genesee will remain open until July 10, when it will be remodeled.

J. O. RIGGLE, operator of a rink near Orion, Mich., reported May the biggest month in three years the rink has been open. Business has grown steadily. Factor in holding winter business is the policy of catering to private parties, as there are many small towns within drawing distance to appeal to. Provision of good lighting facilities and large parking lot with cement surface have aided.

AIR-CONDITIONING has been installed in Rialto Roller Rink, Springfield,

Mass., and Manager Leo Doyle has arranged special numbers, grand marches and bag-tag skates for Saturday nights. Rink is closed Monday and Tuesday nights.

FIRE of undetermined origin destroyed a roller rink at Pennville, O., on June 7. It was on the second floor of a garage and was operated by Mr. and Mrs. Richard Young. Insurance was carried on equipment.

JOHN PERUZZI, past three years in charge of roller-rink operation at Idora Park, Youngstown, O., is again managing the spot. Daily afternoons and night sessions are held. Rink has a 10,000-foot terrace floor and electric organ. During winter Peruzzi operates the rink in the park's ballroom. He formerly operated a rink at Niles, O.

CECIL MILAM, manager of Wheeling (W. Va.) Roller Rink, will close it on July 28 for remainder of summer. Monday sessions were discontinued on June 10. While the rink is closed extensive redecoration will be made. It will reopen on September 1.

GUS FISHER, Northeastern Ohio rink operator, is again in charge of Chippewa Lake Park Roller Rink, near Medina, O. It operates nightly and several afternoons a week.

ED AND ORVILLE GODFREY, operators of Madison Gardens and Edgewater roller rinks, Detroit, have completed negotiations for installation of an open rink at Meyers Lake Park, Canton. Rink will be 70 by 120 feet and will be ready for operation about June 20. It will replace a \$40,000 rink destroyed by fire more than a year ago.

SOMETHING new in the way of a skating contest is slated for Earl Van Horn's Mineola (L. I.) Roller Rink soon. It will be a straight waltz contest open only to teams composed of fathers and daughters or mothers and sons.

REPORTS from Lakewood Park, Mahanoy City, Pa., are that Brownie brothers have doubled size of their roller rink and are packing them in under a new sky-blue roof.

PHILADELPHIA had rolling - skating acts featured on all fronts recently. Otis Easton, completing a season with Izzy Hirt Circuit, started an indefinite engagement at Cotton Club. Helen Reynolds Girls were at Carman Theater and were to follow with a date at Willow Grove Park. Across the river at Camden, N. J., Cole Bros.' Circus had Skating Rockets, six girls in an acrobatic act.

JACK BRITTON, manager of Warner Park Roller Rink, Chattanooga, Tenn., reported a new portable which he opened recently in Shelbyville, Tenn., is doing capacity business. It is equipped with Chicago skates and has a 65 by 130-foot floor. Skaters are showing much enthusiasm for waltzing and two-stepping. Tuesday and Thursday nights and two afternoons weekly are devoted to instruction in skate-dancing. Special tent has been developed by Britton for the rink. It is said to eliminate center and quarter poles.

OPENING of a new \$8,000 roller rink at Sunset Beach, near Manchester, Ia., took place on June 13. D. J. Meggenburg is operator. Rink is 66 by 100 feet.

AVALON Roller Rink Club members, Missoula, Mont., headed by Vivian Willard, were recent visitors at Glenn C. Hubbard's Monterey Rink, Spokane, Wash. Five Monterey figure skaters recently gave exhibitions, witnessed by 25 members of Areadia Roller Club, Walla Walla, Wash., at Columbia Rink, Kennewick, Wash.

JOHN BALAZS, 42-year-old California shoemaker who took up roller skating to cure chronic indigestion, was a recent visitor in Vancouver, B. C. He had just completed a 1,200-mile journey on skates from Los Angeles, part of a proposed 25,000-mile jaunt thru Canada and the United States to New York World's Fair. Balazs has traveled 28,000 miles on skates.

NEW portable rink was opened on June 8 at Seaside, Ore., beach resort, by C. M. Jeffries, manager of Imperial Roller Rink, Portland. It has canvas top and 50 by 120-foot floor. Music is furnished by an electric organ and Chicago skates with fiber wheels are used. It is planned to operate the rink about three months.

## OUTDOOR SHOWMEN

The next issue will be the SUMMER SPECIAL. Because of increased size and distribution FORMS GO TO PRESS EARLIER THAN USUAL. No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, June 24. Wire important late Show Ads Sunday night for General Outdoor Position.

ADS FOR CARNIVAL DEPARTMENT MUST BE IN CINCINNATI BY WEDNESDAY, JUNE 19.

WANT

## J. F. SPARKS SHOWS

WANT

For Best FOURTH Spot in Coal Fields, WAYLAND, KY., June 1-6  
 SNOWS: Manager, Wrestlers for Athletic Shows, Johnny Adams, wife, Tailors for Minstrel and Electric Shows, Manager and Girls for Girl Shows, or will book outfit complete. Will book or buy Big Snake, Book Monkey, Unicorn and Fat Shows.  
 RIDES: Will book Octopus and Rattlesnake.  
 CONCESSIONS: Will sell exclusive Conard. Photo Gallery, Candy Floss and Apples, Goss You Weight, Long Range Gallery and Ball Games.  
 FREE AGTS: Wanted for first three weeks in September. Ken Davis, get in touch.  
 Fourteen Falls Starting Germantown, Ky., July 22nd.  
 All replies to J. F. SPARKS, Davis, Va., this week; Clinchco, Va., next week; then Wayland, Ky.

## Outlook Is Bright For Chippewa Lake

CHIPPEWA LAKE, O., June 15.—Despite a discouraging start due to inclement weather and complete loss of Decoration Day, Chippewa Lake Park here is overcoming the early-season setback and there are indications that the park will fare better this year than for several seasons, said Manager Parker Beach.

Continual rain and cold weather which curtailed attendance at the start have given way to ideal conditions, and crowds, especially on week-ends, have been better than in former years. While there has been little in the way of new construction, several innovations are proving worth while.

New midge auto track has stimulated attendance and increased midway patronage. Ball boating has become a big attraction. Regattas on Sunday afternoons are also proving an excellent draw. Sunday afternoon free concerts are again used and current dance bands at the pavilion and vaude acts present an hour show in the open-air theater. Accommodations for several hundred are provided.

Dance business to date is on par with last year. Policy of bringing in a new band every week or 10 days is proving popular. So far the Jimmie Agnew and Dick Barrie orchestras have appeared. Matinee dancing on Sunday for 15 cents is attracting crowds. Pavilion has a Mutual wire for airing bands at night.

Larry Larrimore is back again with eight stores, including bingo, blankets and scales. Mrs. Huth's Penny Arcade has been renovated and offers several new machines. Ray Ebert again has pop corn, caramel corn and peanuts, and with John Bast operates two games. Art Leedam is assisting them. W. A. (Doc) Kerr is here again with novelties. Babe and Jean Bast are operating Marine dining room. Leo Mayntner continues as picnic agent and reported bookings better than last year. Bathing facilities have been improved, passenger launch and speedboats continue to do big business, and hotel reservations are heavier than in former years. Roller rink is again under management of Gus Fisher.

## Special Program Featured At Fairyland's Legion Day

KANSAS CITY, Mo., June 15.—About 7,500 attended an American Legion Day picnic at Fairyland Park here on June 9, reported General Manager John Tumino. Holiday was promoted by Ward Keith, publicity and promotional director at the park.

Regular facilities of the park were supplemented with a variety of features. A Golden West Pioneer Pageant was staged, featuring marching musical Legion units and Roy Knapp's Roughriders. There was an afternoon baby show in the ballroom and at night a Girl of the Golden West Coronation and Gay '90s Ball. Dance music was provided by Blue Steele's Orchestra. Also on the program were Kay Olsson, vocalist, and Jesse Rodgers and His Lazy K Ranchers, radio turns. Prizes were awarded in the baby show and for costumes at the ball, which was followed by fireworks.

Flag Day, June 14, featured free admission and reduced rates to those displaying an American flag. Hal Kemp's Ork is slated to play a one-night engagement in the ballroom tonight.

## BRIEFS

(Continued from page 36)

linked. Six new steel-concrete bridges, conceived in the '20s, span inlets and channels that heretofore made shore travel a zig-zag, mostly inland expeditions. In less than 40 miles Atlantic City, Ocean City, Strathmere, Sea Isle City, Townsend's Inlet, Avalon, Stone Harbor, North Wildwood, Wildwood Crest and Cape May are on the same ribbon of concrete.

PHILADELPHIA.—William Fox opened his Central Airport Pool near Camden, N. J., airport, for the 12th season, again providing illumination for night bathing. He plans to bring in professional week-end aquatic shows in July and August. In Atlantic City Hyppia Pool near Heine Pier opened and Morris Friedberg leased Adams' Baths, Boardwalk pool and bathhouse. Joseph Formis reopened Lincoln Park pool, New Castle, Del. Mermaid Lake and Marble Hall Pool near Norristown, Pa., opened last week. Mrs. Hannah Dutton opened her pool at In-

dian Head Park, Oaks, Pa. Maple Grove pool in Lancaster (Pa.) Maple Grove Park is on daily schedule. William Kane added a driving range at his Overlook pool near Lancaster, and in Reading, Pa., Crystal Pool started the season with opening of Carsonia Park.

LEAVENWORTH, Kan.—C. A. Novak, Ottawa, Kan., will operate two municipal pools privately here this summer. Under terms of the agreement with the city commission he is to have exclusive right to operate concessions but must not charge admission of more than 25 cents for adults and 10 cents for children.

CANTON, O.—Lawrence Craney is again manager of Meyers Lake Park bathing beach here. Pool is operated this season on a club plan, with an intensive drive on for sale of season tickets. New beach equipment has been added and beach area extended.

COLUMBUS, O.—James H. Wolfe, manager of Morningside Beach, said Roy Myers, who joined the staff last season, has been named assistant manager and head life guard. Jane Wollery, in charge of the children's pool, is one of the instructors. Jack Butcher, Mike Myers and Bill Rose are full-time life guards. Shawnee Hills pool is now under management of William C. Robinson, president of Shawnee Hills, Inc. A new color scheme, additional beach and sports equipment and parking space are among improvements. It has a \$20,000 filtration plant. William Burgess is chief life guard and instructor.

## With the Zoos

COLUMBUS, O.—Tillie, popular elephant in Columbus Municipal Zoo, was put to death on June 10 when attempts to cure a mysterious ailment had failed. An autopsy indicated blood poisoning. She was obtained by the zoo about four years ago from Oletangy Park when that spot was closed. Tillie is survived by Tanny, acquired to keep her company about two years ago.

DENVER.—Recent birth of a Rocky Mountain bighorn lamb at Denver City Park Zoo has brought thousands of visitors to view the lamb. It is said to be the only recorded birth of a bighorn in captivity. Clarissa, mother of the lamb, is reported to be the only bighorn in captivity in Colorado and has been the subject of experimentation to determine why bighorns seldom breed in captivity.

FORT WORTH, Tex.—Park board has authorized purchase of a movie projector to further an educational program to familiarize citizens with Forest Park Zoo here. Clubs, schools and other groups can use the projector, and films at the zoo are now being made.

POWER'S Dancing Elephants appeared in Summit Beach Park, Akron, following a two-week engagement in Kennywood Park, Pittsburgh.

## DIRECT FROM THE LOTS

(Continued from page 49)

Philadelphia office, visited, and Earl Leslie and a committee of Legionnaires from West Chester, Pa., were guests of Manager Prell. Another new truck was added and will transport the new Glass House. Mrs. Harvin added two ponies to that ride and a shipment of snakes will be added to Charles Tashy's Jungland attraction. Gene Stockeader is handling the mike on C. Jack Shafer's Odd But True Side Show. H. Jacobson still presides in the office wagon and Paul Prell's concessions are clicking. Mrs. Hazel Buckner is in charge of merchant ticket booth. David Amos was released from a local hospital and he has rejoined Twin Ferris Wheel crew. Tony Virona reports good business with his frozen custard, while the writer still manages to get a little paper out each week. Mrs. Mattie Palmer, wife of Henry Palmer, of the Jones bingo staff, has been added to the list of agents along concession row. Mr. Lauther, pop-corn concessioner, took on a new house trailer. H. J. (Dad) Ward's (mail and The Billboard agent) crew consists of Robert Zamayra, Bill Corer and Sam Caruso, with Mrs. Stacey Knott and Mrs. Ben Cheek in front entrance ticket boxes. THOMAS W. RICE.

## Penn Premier

(Motorized)

Shenandoah, Pa. Week ended June 1. Location, Shenandoah Heights. Aus-

pices, Fire Department. Business, fair. Weather, rain and cold.

Shows made the 28-mile move here from Shamokin, Pa., in a fog as thick as pea soup. Narrow lot necessitated an irregular midway set-up. Large crowds were on hand Monday night and attendance increased nightly for the remainder of the week despite much inclement weather. Business on Decoration Day was excellent until a heavy rain hit the midway about 9 o'clock that night and demolished three show fronts and tops. New equipment was ordered immediately and should be delivered soon. Damp and foggy weather on Friday night slowed business. Smiling Jackie's Western Troubadours joined Tex Rose's Circus Side Show here. Mrs. Lloyd Serfass returned from a business trip on which she purchased costumes for her girl revue. WALTER VALLANCE JR.

## United American

(Motorized)

South Beloit, Ill. Week ended June 8. Location, Carey Circus Grounds. Auspices, Police Reserve Fund. Business, satisfactory. Weather, warm and clear, except rain Friday night and showers Saturday. Pay gate.

Short move from Dubuque was without mishap and shows opened on time Monday night. Front gate attendance was largest of season so far, but inside did not fare so well. Rides and corn game chalked satisfactory grosses, however. Dr. Mel-Roi's Side Show, with several added attractions here, topped shows, with Dick Hyland's Fosting Show second. South Beloit is the home town of Mr. and Mrs. Sidney Hoy, corn game operators, and his brother, Walter Hoy, was committee chairman. He and staff co-operated. Mr. and Mrs. W. B. Antea, old friends of Owner and Mrs. C. A. Vernon, visited daily from Evansville, Wis., and Mr. Antea loaned his air calliope for the week. With Snapp Greater Shows playing Beloit, Wis., three miles distant, much visiting was done between the organizations. Secretary H. F. Ellis recovered from an attack of pneumonia and returned to office wagon late in the week, while Mrs. W. B. Fox was confined to her room nearly all week with a mild case of ptomaine poisoning. Robert McPherson, ride superintendent, closed here. Marvin Laird went to Milwaukee and brought back merchandise for his concessions. Owner C. A. Vernon received many compliments on new front entrance, erected here for the first time. Visitors included Mr. and Mrs. Heinie Pritz, R. L. (Cotton) Grassom, H. F. Weber, of Station WCLU, Janesville, Wis.; Bob Parker, field manager Bartlett Diggers; Bernie Mendelson, O'Henry Tent and Awning Co.; Herb Hoffman, Continental Premium Mart; Mr. Rowe, Wisconsin De Luxe Corp.; D. M. Gregory, Great Lakes Exposition Shows, and Mrs. Ann Wilson, Snapp Greater Shows. WALTER B. FOX.

## Rogers & Powell

(Motorized)

Portageville, Mo. Week ended June 8. Auspices, fire department. Business, good. Weather, good.

With all rides, shows and concessions clicking, organization chalked its first red one of the season. Committee and officials co-operated. Hazel Reeves and Jodie Rogers are expected to join soon from Yazoo City, Miss., to spend their vacations on shows. Hazel is the granddaughter of Mrs. Powell and Jodie is Co-Owner Roger's son. Stina and Stanley Western returned here with their palmistry stand and Eddie Shroas joined with photo gallery. All rides have been repainted and more lights added. Management worked merchant tickets on rides here to satisfactory results. RUTH MILLER.

## World of Fun

(Baggage cars and trucks)

Bradshaw, W. Va. Week ended June 1. Business, fair. Weather, fair. Pico-cent gate.

Move over the mountains from Richlands, Va., was made without mishap and everything was ready at Monday night's opening. Because electric light company's crews were doing construction work, show did not open until Tuesday night, when the largest crowd of the season so far turned out. Crowds increased nightly, and Children's Matinee Saturday drew several thousand kiddies, who used plenty of 3-cent merchants' ride tickets. D. W. Leslie's Tilt-a-Whirl took top money, and the mayor and chief of police co-operated. Sound truck gave much competition to the bands and sound trucks of shows play-

ing surrounding towns. J. J. Steblar returned here after a three-week visit to his Stamford, Conn., home and advised that Mrs. Steblar is recovering from a recent illness. General Agent Billie Marco spent a few days with shows and then left to close some celebration dates. E. C. Dearing & Co. joined with concessions. William Brown joined with his troupe to operate the Ten-in-One. Eva and Joe Lewis replaced Ken Davis with their free act. Mrs. Joseph Steblar and Mrs. H. Harlow took a shopping trip to Welch, W. Va. Women members have formed a club and hold weekly meetings. Robert Leslie received a new concession top here. Bert Kramer's Hollywood Revue continues to click. Ride help is sporting new uniforms. L. M. L. Whitaker and sons left here to return to their home at Tazewell, Va. Harley Moore advises he will return soon. Astor Phillips added a snake show. Many visits were exchanged with members of Mighty Monarch Shows.

RAY SHARPE

## Martin's United

Mount Shasta, Calif. May 28-June 4. Business, fair. Weather, rain.

Because of truck trouble on the 450-mile jump here from Fort Bragg, Calif., shows didn't arrive until Wednesday. Rain, however, forced cancellation of opening until Friday night, when threatening weather kept attendance down. Those who did come out tho, spent freely. Tom Bailey's Girl Show topped shows and all concessions did well. Max Williams is repainting all trucks. Visitors included Mr. and Mrs. Coe and others from World's Fair Shows and Coe Bros' Circus. Mr. Gibson, advance agent, returned here.

Fort Bragg, Calif. May 21-28. Business, poor. Weather, cold.

After a hard run over mountain roads, shows arrived late Monday night. All was ready Tuesday when a good crowd was on hand, but little spending was done. Business on the week was poor, because of cold weather. Friday and Saturday were the best days of the week. Ferris Wheel topped rides, with Cyclone Franko's Athletic Show leading shows. Max Williams' Snake Show did well. G. W. Carter, banner and publicity man, and wife left here for their home in Portland. Eddie Chessnick replaced Carter.

Ukiah, Calif. Week ended May 18. Location, bull park, edge of town. Business, fair. Weather, fair.

Long jump from Newman, Calif., was made in good time and good crowds were on hand for opening Wednesday night. Business during the week was only fair, however. Saturday was good, although gross was under last season. Cyclone Franko's Athletic Show joined here. Rides did well, with Ferris Wheel getting top honors. Personnel visited with members of World's Fair Shows and Coe Bros' Circus at Sacramento, Calif., while en route here. Because of a shake-up, E. Stolze's bingo was unable to open. T. H. BAILEY.

## Merson Bros.

Bladensburg, Md. May 28-June 2. Location, Route No. 1 at Route No. 50. Auspices, VFW Post. Business, fair. Weather, rain but clear over the week-end.

With good weather over the week-end, concessions and rides made up for the first four days that they lost to rain. Ferris Wheel led rides with Merry-Go-Round, second. With committee co-operating, shows were permitted to open Sunday and all concessions and rides did capacity. It was said to be the first time that a carnival was permitted to operate on Sunday in the State. C. H. MORRISON.

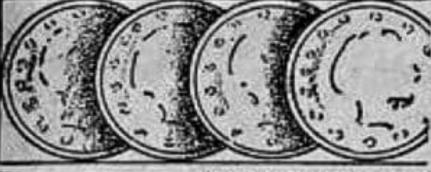
## Ozark Amusement

(Baggage cars and trucks)

Searay, Ark. Week ended June 1. Auspices, American Legion Post. Business, poor. Weather, rain.

All was ready to go Monday night after a long one in here. Many members from Joe Gallier's Buckeye State Shows and staff of Star Amusement Co. were on hand. Mr. and Mrs. K. G. Klapp added a new light plant, two rides and a number of concessions. Mr. and Mrs. Jack Wallace, owners Midway Cafe, have been doing much repainting and remodeling. Harry Pinner, who has been with it for a number of years, left to join his wife, who is seriously ill in a Kansas City, Mo., hospital. Red Bird Alexandria has the rolldown game; Joe McKinley, skillo; Malcolm Lewis, ham and bacon; Billy Smiley, shooting gallery; Jimmie Sinsley, darts, and Charlie Miller, swinger. Reported by an executive of the shows.

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.

## Other Trades — Their ideas may help coin machine industry to form plans and policies on tax questions

The reactions of such industries as the liquor, cigaret and beverage industries to taxes, present or newly proposed, are always of interest to the coin-operated machine industry.

The extremity of world conditions caused by the European war and its serious reactions upon the future of the United States led President Roosevelt and the Congress to propose new taxes on such items as liquor, beer, cigarets, cigars, etc. The reactions that have come from these lines of business provide an interesting study in the attitude and organized thinking of these lines of business. Trade papers and trade associations have joined in giving voice to what firms in these lines of business are thinking.

The Distilled Spirits Institute, which speaks officially for the distilled liquor trade, sent a letter to Congress saying that their organization would not fight the newly proposed taxes to raise money for national defense. Other industries concerned have also informed the federal government they will not oppose the new taxes.

The official resolutions and letters of these industries have given them a chance to present to government officials some of the problems faced in business. While volunteering to accept increased taxes with as much good spirit as possible, the official statements of industry problems will get a reading by government officials that such resolutions would not get otherwise.

For example, the liquor trade association in expressing the willingness of its members to bear heavier tax loads called attention to the fact that the government could increase tax returns from liquor by driving out the bootlegger. This is a very constructive suggestion and no doubt will receive due attention in official circles.

The liquor trade also pointed out to federal officials that "most of the States superimpose a system like that of the federal government. There is the ever-present disposition to increase the rates in the States. It is the consensus of the judgment of the members of the Distilled Spirits Institute that the proposed increases in the federal rates will bring the combined State and federal levies to such a point that any further increases would put in operation the law of diminishing returns . . ."

This is another constructive suggestion. It contains the idea that in all tax levies, government agencies should consider that there is a point beyond which, if taxes are increased, then the total returns are less than would come from a lower rate.

The liquor people also suggest that duplication of taxes causes the total levies to pile up rather high. Cigaret people in New York City have had experience with overlapping federal, State and city taxes on their product. In certain States it has developed that cities and counties assess fees on coin machines in addition to the State fee and that both fees combined tend to drive the machines out of business. Wise legislation passed by State legislatures usually specifies that city and county fees cannot go above a certain amount, usually half of the State fee.

Other liquor trade associations and liquor trade papers have expressed an official willingness to co-operate with

the government in every way possible in order to meet the need for much greater revenues.

The cigaret trade has been equally forward in offering co-operation. It was reported from Washington that the only official criticism of the proposed new tobacco taxes came from tobacco growers or their representatives. They expressed the fear that increased cigaret taxes might decrease the total consumption of tobacco.

The U. S. Tobacco Journal assumed to speak for a large section of the cigaret industry when it said that "under any other circumstances, and for any other reasons than those now actuating the government, its demand for a sweeping 16 2/3 per cent increase in the internal revenue tax on tobacco products would find this industry's opposition crystallized almost as soon as the news came off the wires."

With such acceptance of new taxes by these industries, certain ideas of tax policy begin to show which should be carefully considered by those who vote taxes and those who pay them.

The taxes on liquor and cigarets are paid by the consumer as he pays the purchase price of the product. The liquor and tobacco trades become collectors of the taxes for governmental agencies. The idea underlying consumer taxes is that they be spread over as wide a base as possible, and that such consumer taxes never be raised to a point where the total consumption of the product by the people will be cut down because of high taxes.

Another point which has not been fully considered heretofore is this: If the retail trades, such as the liquor and tobacco trade, help the government to collect revenues, then other taxes on the establishments and means and devices of selling the taxed merchandise should be kept as low as possible. If possible, it would be a good policy not to tax the means and devices for selling the products at all in order to increase the points of sale of the revenue-producing merchandise.

It now appears that consumers will have to contribute revenues for meeting our national emergency. Up to the present the great masses of people have not complained. The liquor and tobacco trades can now say to the American consumer that he not only has the privilege of enjoying his drink or his smoke—at the same time he is also doing his bit to help the country in time of need. Railroads are beginning to advertise in some such fashion as this and good will can be built for liquor and cigarets in the same way.

While the coin machine industry is a minor industry compared to the great liquor and tobacco industries, yet coin machines as a business adjunct are helping thousands of locations that sell liquor, cigarets, etc., to cater to the public in more pleasant ways and these machines are also helping the locations to pay the rents.

With co-operation and understanding, taxing bodies, locations, liquor and tobacco industries and the coin machine trade can work together as real patriots in a great country.



# The Operators' Choice the Country Over

CONCEDED THE ALL-TIME WINNER

## Keeney's ANTI-AIRCRAFT MACHINE GUN



The Keeney Anti-Aircraft Machine Gun is sweeping the country. More of these games are being placed on locations today than ever before, and earnings are getting bigger and bigger, because everybody now wants to become an expert anti-aircraft gunner.

from Bert Flynn, Lockport, N. Y.  
"We are operating 10 of these guns, and have 5 on one location, where on Sundays we go 13 hours with at least 2 guns in constant play every minute of the day."  
*B. Flynn*

"VOTE GETTER" AMONG  
MUSIC OPERATORS

## Keeney's POSITIVE PERFORMANCE WALL BOXES



Music operators prefer 10 Keeney Wall Boxes in each of their locations to "two cars in their garage." It means a 200 to 700% increase in their collections, and is the simplest and most economical of all systems to install.

ADAPTABLE TO ALL MAKES AND MODELS  
Licensed under the Nelson Patent and others pending.



## PILING UP BIG LEAD IN PIN GAME FIELD Keeney's SCORE CHAMP with the "CARRY OVER" RESERVE

The player's favorite wherever put on location. That "Carry Over" Reserve idea means a big plank to your earnings platform.

# J. H. KEENEY & CO. Inc. 2001 Calumet Ave., Chicago

**LATEST RECONDITIONED GAMES**

<b>FREE PLAY</b>	Roxy .....	\$52.50
Commodore .....	Nifty .....	35.00
Fantasy .....	Suppercharger .....	30.00
Follies .....		
Headliner .....		
C. O. D. .....		
Big Six .....		
Mr. Chips .....		
Big Teen .....		
Big League .....		
Bloodie .....		
Home Run .....		
Oh Boy .....		
Triumph .....		
Miss Vest Pocket Ball .....		\$23.00
ABT Challenger .....		\$23.00

15 Cents Balance C. O. D.  
**ROXY SALES CO.**  
4 Amsterdam Ave., New York, N. Y.

**Rex Amusement Holds Open House**

BUFFALO, June 15.—Rex Amusement Co., headed by Lew Wolfe, was sufficiently settled in its quarters to give the long anticipated big open house party June 5. Wolfe added space by taking the store next to his present premises.

Wolfe expressed satisfaction over the present business situation and said that his sales are booming. He sent out over 250 invitations to all parts of the country for his opening affair. Cliff Baily was in attendance, as was Angelo Delaporte, of the Syracuse Rex Amusement Co. Starting at noon, refreshments were on hand for the guests all day and evening. A good time was had by all visitors.

**110 Volts AC Anywhere!**

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organ, pin-ball games, etc.

Complete 250 Watt, 110 AC Light Plant—List .....

Complete 500 Watt, 110 AC Light Plant—List .....

350 Watt Kato Rotary Converter—List .....

**KATOLIGHT, Mankato, Minnesota, U. S. A.**

**BARGAINS FROM DAVE MARION**

Western Baseball DeLuxe Com. F.P.	\$107.50	
Red White Blue \$15.00	World Series .....	\$7.50
Mercury 16 .....	\$19.50	
Ten Strike 1939, A-1 Condition .....	\$2.50	
Chubbie, F.P. \$10.50	Obie, Pasture .....	17.50
Bigge .....	Topsy Ball .....	9.50
Swing Winner .....	Casino Golf .....	42.50

New List Out, Many Bargains—Write.  
1/3 Deposit Required—Bargains Every Week.

Write for Complete Bargain List.  
**MARION COMPANY,** Wichita, Kansas.

**Pace Saratoga In Many Models**

CHICAGO, June 15.—"Pace equipment leads the parade to real profits with the most complete line of coin-operated machines ever offered the trade," declares Pace officials. "Pace products are the finest available and are built of the best

materials by leaders in coin machine engineering and design.

"One of our finest machines is the Saratoga. This is the famous bell mechanism console with full range of mystery payouts, including jackpot. It has the simplified Pace bell mechanism, which is easily accessible, plus slug-proof coin chutes and a host of other exclusive features.

"Saratoga is available in three models. One is Saratoga with a skill field and the other is the same mechanism and game except that it does not have a skill field. Another model now ready is the Saratoga free-play console. The latter has all the earning power of a bell.

"This is but one of the many machines which Pace makes. To mention a few, there are the Rocket Bell, the Royal Twin Console, the Royal Comet Console, the Osette with eight compartments for vending either a penny's or nickel's

**IN FRONT OF THE 8-BALL**

You're always in a good spot when you operate PHOTOMATIC — the world's leading all-year-around, steady, legal moneymaker. That's because personal pictures are what people never stop wanting.

**INVESTIGATE**

International Mutoscope Reel Co., Inc.  
44-01 11th St., Long Island City, New York

Tell the Advertiser in The Billboard Where You Got His Address.

worth of nuts or confections, cigaret vander and a full line of scales."

## Get on Your Own Side

By JAMES T. MANGAN

ARE you winning or losing in the game of life? Think carefully before you answer. To say you are winning is to claim yourself to be a most rare and unusual person, for very few men indeed are winning.

Even if you are making good, advancing steadily in a material way, you can still hardly use that basis for claiming you are winning life's game.

The score in this game of life is peace

of mind. The state of your mind is all that counts. If you are discontented, worried, fearful of the future, uncertain of the present, conscious of adversity, hard luck and hard times—then you are taking a trimming from life. And the prospering in a worldly way, if an inner voice is telling you you are not up to par, that you are reneging on many opportunities within your grasp, if you are lazy, procrastinating, irritable and fault-finding, all your surface progress can't cover up the fact that life is beating you.

Life is like any other game. It has two sides. One side plays the other side in a game, and each side tries to win over the other thru power, cunning, skill or spirit.

And the game of life has two sides, two teams. But it's a very queer game, for both sides are the same team, both teams are the same people. In life's game you are playing you!

When worry is getting you down and winning in a walk, realize this: Worry, your opponent in the game, is you, foolish you! Your opponent is not the things you are worrying about, but you, for you have brought them up, you have created all these imaginary fears, dangers, weakening losses, clean hits that

make big runs that are chalked against your side!

When laziness makes you despise yourself and thus admit that you are beaten by laziness, don't think that laziness is the team you are playing. No, laziness is nothing positive, its existence is only negative. It exists solely on account of you: You and your own laziness, and when laziness fights you, you are only fighting yourself. You are not on your own side!

Get on your own side! Instead of splitting yourself up into two separate teams, viciously slashing at each other all day and all year long, why not call a powwow and get together! Say: "Why should I fight myself? This is not fun! This isn't even a game! Why can't I understand myself enough to know that anything negative or antagonistic that exists inside myself was put there by me and me alone? I am not going to accept a philosophy of life that says this kind of a game must go on!"

Then call off the game "on account of darkness" and enter a new state known as peace of mind. Take up a serene attitude toward the whole world and all the people and things in it. Get on your own side and you'll quickly discover that this guy you've been fighting is a swell chap, with so much on the ball that he's absolutely unstoppable when he teams it up with another right guy—you!

## Conventioneers' Average 4-Day Expense \$62.43

PITTSBURGH, June 15.—Every time a city can induce 1,000 people to attend a convention in its confines, that city pockets \$62,434, according to a survey released here by the International Association of Convention Bureaus.

The average convention delegate spends 4.23 days in the convention city and a total of \$14.76 a day for all expenses, the association says, basing its figures on a study of 100,000 delegates attending meetings in 23 leading convention cities.

The delegate, if he is typical, spends 27.11 cents of each dollar for hotel room and hotel incidentals, and 23.59 cents of each dollar in restaurants. Liquor takes 6.29 cents of his dollar—although it usually seems more—and 10.88 cents go for theaters and amusements. The city's taxis, busses, trolleys and other transportation systems get 3.52 cents from him.

The convention-attender is also a heavy spender in retail and department stores, which get the largest share next to hotels and restaurants. Gasoline stations share a substantial portion of his dollar, and even wholesale and manufacturing concerns get a fair amount of it.

## Publicity Seeker May Hurt Phonos

CHICAGO, June 15.—The Chicago Tribune, crusader against phonographs (and pinball games if any in the city), apparently tried to initiate another drive against the machines similar to that agitated by The Tribune during March. It was The Tribune "racketeer" stories in March that were widely copied by newspapers over the country and did the phonograph business much damage.

In its Sunday, June 9, edition The Tribune published a very unfavorable news story about "juke boxes." A follow-up item appears in the issue of June 14. The latter item mentions the name of the woman (so-called operator) about whom the unfavorable publicity was started by The Tribune in March.

The woman who was the center of the unfavorable phonograph stories published by The Tribune in March appeared before a city council committee, which was holding a hearing on a proposed tax, and stated that she had come because "I thought that perhaps you might like to hear me since I have had considerable publicity recently."

The chairman sharply dismissed the woman, stating that the council was not interested in promoting publicity.

(The original Tribune story about "the phonograph lady who wanted publicity" appeared in The Tribune March 17, 1940. City council records will apparently verify her statements that she thought she might get some publicity.)

## Gets Locations In Police and Fire Stations

PHILADELPHIA, June 15.—The past few months has found operators of automatic vending machines outdoing themselves in the type of locations they have been able to interest.

However, it remained for operator Charlie Baker to strike the most unusual in the way of locations. The "mystery" of the candy, cigar, cigaret and drink vending machines that have mushroomed the past week in every police and fire station throughout the city has ceased to be a mystery, with Baker taking bows for achieving the most unusual.

Knowing that the city fathers here, and in practically every other municipality for that matter, are always interested in ways and means of replenishing the city coffers, the enterprising Baker sold the city on the idea of renting him space in the police and fire stations to locate vending machines of various kinds, pointing out that the machines would be an extra accommodation for the city's law enforcement and fire fighters.

## Slack Gambling Worries Tribune

CHICAGO, June 15.—The Chicago Tribune, crusader against phonographs (and pinball games if there were any here) related mournfully on its business page this week that the Chicago Board of Trade had lost its value to those who gamble on the people's bread.

Blaming it all on the President, the article said that the minimum price ruling on grain was interfering with what had been a big institution. The minimum price ruling is an effort on the part of the government to keep the gamblers from splurging too much in one day with the people's bread. When the gambling margins are limited it is evidently very displeasing to the gamblers and to The Tribune.

The Tribune uses very polite language, of course, in referring to those who gamble on the grain market. Instead of saying gamblers, it calls them "grain hedgers."

Gambling is also seasonal with grain, The Tribune suggests. The Southwest wheat crop is already coming on the market, but the present restrictions on the gamblers are likely to mean "that few buyers can be found, according to grain experts."

By using such polite terms about gambling with the people's bread the Chicago papers manage to keep the church and civic groups fighting petty gambling while big institutions conduct big business—except for the fact that Uncle Sam is always trailing the big games.

Music machine operators were much in prominence at Hamid's Million-Dollar Pier, Atlantic City, June 1 to greet Jan Savitt, local ind, bringing his band into this territory for the first time.

## A STANDARD RECORD LIBRARY

By M. H. Orodener

Philadelphia Correspondent of The Billboard

Read This Feature

in the

## SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

### Phonographs—Bargains

Wurlitzer 412	\$ 35.00
Wurlitzer 616	57.50
Wurlitzer 616, Fully Illuminated	69.50
Wurlitzer 2A	59.50
Wurlitzer 500, Without Keyboard	119.50
Wurlitzer 600, With Keyboard	149.50
Wurlitzer 600	193.50
Rockola 1933 Deluxe	187.50
Rockola 1933 Standard	173.50
Seeburg Royal	157.50
Seeburg Plaza	147.50
Seeburg Gem	132.50
Seeburg Royale	117.50
Seeburg Casino	132.50
Seeburg Rex	97.50
Seeburg Vesper	125.50
Seeburg Chicken Sam	51.50
Evans Ten Strike (1939 Model)	89.50

1/3 Deposit, Balance C. O. D.  
ROXY SALES CO.

4 Amsterdam Ave., New York, N. Y.

## DAVAL'S FIRST AGAIN!

WITH THE  
WORLD'S SMALLEST  
BELL WITH FREE PLAY

TOKEN AWARDS  
AND GUM VENDER

Featuring the marvelous, new  
MARVEL mechanism!!

1c BASEBALL 1c  
GUM VENDOR

Can Be  
Legally  
Operated  
Anywhere  
Vends a  
Ball of Gum  
for Each  
Cent!



RUSH YOUR ORDER!!

★ SPECIALS ★  
Evans TEN STRIKE,  
1939 Model, \$110.00

A.B.T. Challengers \$14.50  
Exhibit Vitalizers, \$9.50

KEENEY'S  
ANTI-AIRCRAFT  
MACHINE GUN

Western's 1940 Baseball  
WRITE FOR PRICES!

THE GREATEST GAME  
YOU'VE EVER OPERATED!  
Chicago Coin's

YACHT CLUB

Distributors for  
New York and Vicinity

WRITE NOW FOR  
IMMEDIATE DELIVERY!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

## REAL BUYS!

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand) ..... \$19.50  
NATIONAL 6-26 (With Enclosed Stand) ..... 19.50  
NATIONAL 9-30 (With Enclosed Stand) ..... 49.50

LOTS OF 10..... SINGLE — \$5.00 EXTRA

1/2 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

SPECIAL  
PHONOGRAPH  
OFFER →

WURLITZER 600 ROTARY TYPE..... \$157.50  
WURLITZER 600 PIANO KEYBOARD..... 167.50  
GUARANTEED IN A-1 CONDITION, SUBJECT TO PRIOR SALE.  
PHONE OR WIRE QUICK!

GEORGE PONSER, 519 West 47th St., N. Y. C.

### Traces Growth Of Phono Business

SAN FRANCISCO, June 15.—E. T. Mape, head of the music company bearing his name, tells of the tremendously increased interest in the music business on the West Coast, due to Seeburg wireless remote control music systems.

"You know," he said, "most people don't realize the greatness of the automatic music business. It has seen steady and vigorous growth during the past several years, more so than at any time in the past. And to my way of thinking it has only gotten started. I think the greatest impetus to its growth is directly traceable to the development by the J. P. Seeburg Corp. of wireless remote control."

### West Coast for Baker's Pacers

CHICAGO, June 15.—Wolf Reitwitz, of the Wolf Sales Co., Inc., San Francisco, was a recent visitor to the Baker Novelty Co. plant, reports Harry Hoppe, vice-president of Baker. Hoppe reports that Reitwitz told him that on the Pacific Coast Baker's Pacers Daily Double is the outstanding console game.

"The reason for this popularity of Baker's Pacers," it is reported Reitwitz said, "is obvious. The console has everything operators have been asking for plus trouble-free operation."

Before leaving for home it is reported Reitwitz placed a good-sized order for additional Baker's Pacers and for Baker's current five-ball novelty game, Dough-boy. Hoppe reports that business is unusually good on Baker's Pacers and that from all appearances sales on this machine will be tops during 1940.

### Biscuit Vender Vends 5c Niks

NEW YORK, June 15.—A new biscuit vender has been released to the operating field by Statler Distributors, Inc. here. The six-column merchandiser is designed to vend the Sunshine Biscuits 5-cent Niks package.

Lawrence Reiss, president of the company, announces that test locations have proven Niks to be a profitable item. He also advises that the operator is afforded the opportunity of purchasing his requirements at the lowest distributor's prices, including all wholesale discounts, and in addition will be permitted an advertising allowance of .0015 cent per unit by Statler Distributors upon presentation of his invoices.

"Here is a new field for the operator," states Reiss. "He has a mechanically perfect merchandiser manufactured under contract by U-Need-a-Pak Products Corp., vending a nationally advertised and nationally known 5-cent product. We think our proposition offers the operator an opportunity to enter a business based on a solid merchandising foundation."

Sklar and Julia Weisburg, of New York City. The United States Corp. Co. was the incorporating firm.



### CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Stately in appearance, large fruit reels, cash or check payout, large Jackpots; convertible on location from Nickel to Dime or Quarter Play.

Its low Price will surprise you.

We also feature other types of Columbia for every type of operating need.

GROETCHEN TOOL COMPANY  
130 N. Union St. Chicago, Ill.

### 55 on Fishing Trip Sponsored by A. B. T.

NEWARK, June 15.—Forty-nine members of the Amusement Board of Trade of New Jersey, Inc., and six local jobbers attended the first anniversary fishing trip of the association held Thursday. Party left Brae Burn Dock on the Passaic River aboard the motorship Charavi at 7:45 a.m. and returned that night at 8:45.

According to reports it was one of the most outstanding events ever staged by the A. B. T. While no figures were available on the catches, Nat Marks, treasurer, is credited with making the first catch, with Morris Prince being the only fisherman to catch two fish at a time. Deck sports were enjoyed, in addition to fishing.

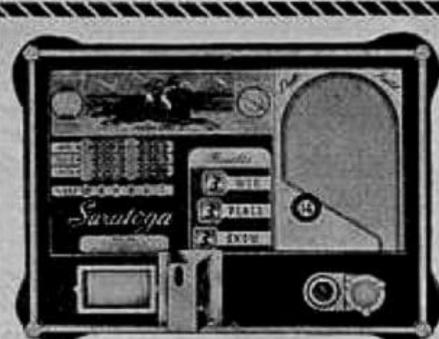
Ticket sale was under the direction of Prince, Charles S. Polgar and LeRoy Stein.

### H. C. C. Corp. in Dover

DOVER, Del., June 15.—H. C. C. Corp. has been incorporated here to deal in automatic vending machines with a capital of 2,000 shares of no par value. The incorporators were Robert H. Judd, Rita



"IT'S REALLY SOMETHING SPECIAL," says George Jenkins, sales manager of the Bally Mfg. Co., referring to Sport Special, a free-play multiple. Jack Moore, West Coast distributor, agrees.



### NOVELTY OR PAYOUT

Pace has the machine for your territory.

SARATOGA FREE PLAY leads the field today. A Bell Console for novelty territory, with Bell profits

Also the finest line of Bell Consoles ever made SARATOGA—SARATOGA, JR.—PACES REELS—PACES REELS, JR. All models with slug-proof coin chutes for 5c-10c-25c play.

You cannot afford to pass up these proven Bell Consoles, so WRITE OR WIRE US TODAY for complete information and prices.

PACE MFG. CO., INC. 2905 INDIANA AVE. CHICAGO, ILL.

## BUY MARVEL 10 AT A TIME!! 10 FOR ONLY \$275

Less than 10—\$32.50 Each (Ball Gum Model 62 Extra)  
1/3 DEPOSIT, BALANCE O. O. D.

HALF YOUR PURCHASE  
PRICE BACK IN 90 DAYS!!  
BOY! YOU CAN'T LOSE!



## ATLAS NOVELTY COMPANY

General Offices: 2200 N. Western Ave., Chicago, Ill.  
1901 Fifth Ave., Associate Office: ATLAS AUTOMATICS  
Pittsburgh, Pa. MUSIC CO., 2982 E. Jefferson St.,  
Detroit, Mich.

### Phono Extras for All-Sized Locations

DENVER, Col., June 15.—"Locations in this part of the country are convinced, that to offer their patrons the best in entertainment, they must have a complete Seeburg wireless remote control music system," says Lou Shulman, executive of Denver's Modern Music Co.

"When we say a complete system, we don't necessarily mean 20 to 30 or more pieces of equipment. A complete system may comprise only two pieces of equipment. For example, one small lunch counter location that I know of has a Symphonola and only one Wall-O-Matic on the counter, that is moved from patron to patron at his command. Then another local location, a large spot, has a Symphonola, eighteen Wall-O-Matics, two Speak Organs and a Play-Boy."

### Slate Chi Coin Yacht Club as Hit

CHICAGO, June 15.—"With highly welcome regularity the Chicago Coin Machine Mfg. Co. has been turning out hit games one after another," says Sam Gensburg, official of the company.

"The most recent release, Yacht Club, is no exception. Our announcement of this new game started our factory off on another long period of overtime working days in order to keep supply equal to demand. Requests for Yacht Club by our distributors have indicated that this free-play game is slated to be a sellout."

Sam Wolberg, co-official, said of Yacht Club: "The playing features are already clicking on locations from Coast to Coast. Operators are cashing in big on the unusual playing angles that are found only in Chicago Coin games. It's a case of the cash box telling the old, old story over again to operators who never get tired of listening!"

### Reconditioned Ready For Location

20—WURLITZER 616A. \$49.50  
Illuminated Grills

11—WURLITZER 24's. \$89.50

10—BUCKLEY DIGGERS. \$59.50  
Deluxe—Chrome Top, Base

Write for Complete Price List Slots, Consoles, Automatics, Counter Games. Terms: 1/3 Certified Deposit, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.  
1000 Pennsylvania St., Evansville, Ind.

IDEAL BARGAINS 1-BALL AUTOMATICS	
Credit (Rockola)	\$ 5.00
Golden Wheel (Tkt.)	5.00
Grand Stand	72.50
Marbi-Jax	5.00
Miss Big Race	22.50
Miss Hi Boy	7.00
Paddock	5.00
Prakness	5.00
Sport Page	27.50
Thistle-down	79.50
CONSOLES	
Good Luck	\$52.50
Kentucky Club	32.50
Liberty Bell (Flat Top, Cracked Glass)	10.00
Pace Races (Black)	42.50
Track Time (Red)	37.50
TERMS: 1/3 DEPOSIT, BAL. C. O. D.	
IDEAL NOVELTY CO	

Chicago Coin's

# YACHT CLUB

Best 'CAUSE ITS MAKING MORE  
MONEY FOR OPERATORS  
It MUST be a good game!

## Slot Machine Bargains

10 Blue Front Mystery, Painted Brown, Wrinkle Fin., 5c Play, Over 400,000	\$42.50
Under 400,000	\$37.50
5 Blue Front Mystery, 5c Play, Over 400,000	40.00
Under 400,000	35.00
5 War Eagle Mystery, 5c Play	30.00
2 Bonus Bell, 5c-10c	32.50
2 Front Vender, 5c-25c	20.00
1 Yellow Front, 5c	20.00
1 Q.T. Old Style Blue, 1c	17.50
1 Q.T. Old Style Blue, 5c	22.50
1 Q.T. New Style Green, 5c	27.50
1 Q.T. New Style Green, 1c	32.50
2 Pace Banham, 5c	15.00
1 Pace Comet, 5c	20.00
1 Callie 7-Coin Slot	65.00

We carry a complete line of Mills Slots, Q.T.'s, Vest Pocket Bells, Consoles and Pin Games.

## OLIVE NOVELTY CO.

2025 LUCAS AVE., ST. LOUIS, MO.

Ten Seeburg Chicken Sam Ray Gun Consoles, \$75 ea.; Ten 1939 Evans Ten Strike Bowling Games, \$78.00 ea.; Late Victor Decca, etc. Used Records, good selections, \$3 per 100; Heavy Duty Double Slot Sales, \$80 ea.

## KENYON COMPANY

108 High Ave., N. W., CANTON, OHIO

## BALLY ALLEYS

\$39.50

Guaranteed Like New

## SOUTHERN DIST. CO.

628 Madison (Ph. 5-3800) Memphis, Tenn.

## WANT MECHANICS

Experience on Electric Pinball Games. Position on Jersey Shore.

## SEYFRIED

MANASQUAN, NEW JERSEY

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
RESULTS.

## Applause for Manufacturers

To the Editor:

... "and the safest shooting gallery in the world, with light-ray bullets and an electric eye bull's-eye were also among the electrical curiosities."—Account of the U. of Nebraska's 28th Annual Engineers' Open House, Clipping from *The Lincoln (Neb.) Star*.

I am inclosing a clipping from *The Lincoln Star* for May 3. I have circled a part that pertains very closely to the electrical set-up that one finds in a coin-operated ray-gun. The only difference is that the new coin-operated ray-guns contain much more inventive and engineering ingenuity than this description.

This shows that the manufacturers of coin machines are on the alert every minute putting new scientific developments to practice in their machines. They must have the shrewdest and some of the smartest engineers in the world working for them.

If the law would look into the inside of our modern consoles, free plays and slots, instead of being so interested in kicking them around and being blind-folded to the facts they would marvel at their ingenious engineering accomplishments and would legalize them for the

sole purpose of encouraging engineering thoughts and developments.

As a last word, the attorneys, judges and lawmakers hate to admit that the coin machine business has the best in smartness because they want to bestow this honor upon their own bunch.

Thanking you and telling you that you can print this if you want to, I remain,

Respectfully yours,

RALPH MENKE, B. Sc.

P.S.—I received this B. Sc. from the same university that held this engineering open house. I was in the class of February, 1938.

## Heavy Ordering On Victor Game

CHICAGO, June 15.—While the dies on Victor's new counter game are still cooling, advance orders have poured in from all sections of the country, states Harold Schaefer, head of the Victor Vending Corp. Schaefer said that his new counter game is the answer to the operator's prayer for a combination legal vender and amusement game that clicks instantly with the public.

"We greatly appreciate the confidence evidenced by the many advance orders received for our new game, we are certain such confidence will pay big dividends," he said.

## Engel & Spector Tell Music Trends

PHILADELPHIA, June 15.—Frank Engel and Mike Spector, who now operate three branch offices for the sale of Seeburg wireless music systems in Philadelphia, Wilkes Barre and Baltimore, report they are proud of their association with the Seeburg Eastern divisional distributors, and also of the fact that they are now giving their operators coin-operated music equipment made by Seeburg.

"Pennsylvania operators know these facts and have gone in for remote control just as fast as their pocket books permit them," they declare and conclude: "If there ever was an opportunity in the music business, it is right here and now."

## Bally Baby Buyers Busy

CHICAGO, June 15.—"As the balmy breath of spring blows warmer and warmer," reports George Jenkins, sales manager of Bally Mfg. Co., "Bally Baby sales steadily increase. Distributors attribute much of this rising demand to the scheduled opening of countless barbecues, beer garden, hot dog and similar summer spots.

"The free and easy atmosphere of the good old summertime also enables operators to slip a Bally Baby here and there into locations.

"Bally Baby's tiny size (6 inches square) recommends the machine for seasonal operation. As one operator explained, 'If you're looking for a place to put Bally Baby, ask the merchant to take his elbow off the counter, and there you are.' Bally Baby earnings have always been phenomenal, and reports from recent shipments indicate that the Baby still retains its power to turn pennies into dollars."

## Picnic Ticket Sales Boom! . . .

CHICAGO, June 15.—James A. Gilmore, secretary of Coin Machine Industries, Inc., announced today that the morning mail put the total sale of tickets for the industry picnic to be held here July 20 over the 4,000 mark.

Only about one-fourth of the members had been heard from up to the present time, he said. Announcements of tickets for sale had been mailed out only a few days ago and the first responses began coming in June 12. Such a high total for four days is considered unusual.

Committees are busy planning one of the biggest industry picnics that have been held in this city. It is to be held at Riverview Park. The publicity committee will seek advance registrations from coinmen in other cities to be used for publicity purposes.

## South Solid for Seeburg Systems

MONTGOMERY, Ala., June 15.—"When it comes to location entertainment the solid South is solid for Seeburg wireless remote control, judging from the reaction of music men in the territories in which we distribute Seeburg equipment," states Dave Franco, of the Franco Novelty Co., Montgomery, Ala.

Operators in this section say that complete music systems have helped them increase their revenue manifold since the installation of Seeburg phonographs. "Operators in Southern Alabama and in Northern Florida, west of Tallahassee, join me in congratulating the J. P. Seeburg Corp. for making music easier to buy—thus easier to sell."

## Sandhaus Opens Distributing Firm

KANSAS CITY, Mo., June 15.—A. E. Sandhaus, who has been in the coin machine business for 28 years and who recently closed his factory, which manufactured the Sel-Mor peanut vendors, has gone into the distributing business.

Sandhaus states he has a battery of factory experts reconditioning all types of pin games, slots and counter games. "You may pay us a dollar or two more for reconditioning games, but all that is necessary when you receive them is to take them out of the shipping containers and set on location," he said. "In other words, our customers must be satisfied."

Sandhaus states he has distributorships for parts of Missouri and Kansas. He calls his firm National Sales and Distributing Co.

## Kresberg Discusses Wireless Systems

NEW YORK, June 15.—"After discussing various phases of the music operating business with music men from every section of the country I've come to the conclusion that none of us really realizes how big and how valuable Seeburg wireless remote control actually is," states Sam Kresberg, head of New York City's East Coast Phonograph Distributors, Inc.

"We've had three years of experience with Seeburg wireless remote control and we're only scratched the surface. Today, throughout the country, more and more operators are installing complete Seeburg wireless remote control music systems in their locations."

## Music Systems Revive Utica Biz

UTICA, N. Y., June 15.—"There are a lot of operators in and around Utica who have to thank the Seeburg music system with wireless remote control for a new lease on operating life," says Charles Gorman, head of Gorman Novelty Co.

"During the time—nearly three years—in which we have been supplying music men with Seeburg remote control units and phonographs, I've seen a host of music men come up from practically nowhere to positions of leadership among operators. They're giving all or most of the credit to Seeburg equipment, Toole, Brooklyn.

and I'm mighty proud to say that my organization has had a share in making operating big business around these parts."

## Arcade Owners Note Enlivened Games Playing

KANSAS CITY, Mo., June 15.—Victor and Mario Brancato, owners and operators of Fairland Park, reported that they had noticed a new trend in the attitude of patrons toward the penny arcade they run in connection with the park.

The coin operated machines in the arcade are getting more business than they have in several years.

However, it seems to be the machines from which the patrons get an actual return for their money that are most popular, with the single exception of strength-testing devices.

For instance, the self-photographing machine has proved very popular and there is generally a standing line waiting to have their photos taken.

Likewise, the giant claw machines and candy or gum-vending machines are proving popular, altho the customers are now more content to operate the devices for the sake of the candy rather than the intrinsic value of other prizes offered.

The strength-testing machines, which include grips, punching bags and electrical shock devices, have been getting a fair amount of coins, the machines being far more popular thru the massed appeal of a crowd present than when the customer is alone.

The only machines failing to pay their freight are the coin-operated minute-movie machines. Nearly all of these machines have films that are too old to possess any great appeal for persons of 1940 and the arcade operators are trying to locate new movies to replace those stilted plays that are being shown.

## U. S. Cities Chop Off Indebtedness

NEW YORK, June 15.—American cities of more than 30,000 population chopped an estimated \$88,000,000 from their gross bonded debt during 1939, the National Municipal League reports. Coin machines have aided some of these cities. It has been pointed out, thru revenues derived in licensing the machines for operation. This downward trend in indebtedness has been observed since 1936. The survey conducted by the Detroit Bureau of Governmental Research, Inc., showed that more than 75 per cent of the cities lowered their debts. Total bonded indebtedness of 310 cities was estimated at \$8,467,130,000.

**Milwaukee Debt Low**  
Of 272 cities reporting, the report said, lowest per capita debt—including school debt but excluding utility debt, usually regarded self-supporting—in Group 1, comprising cities of more than 500,000 population, was found in these cities:

Milwaukee, Wis., \$31,749,518; San Francisco, Calif., \$47,490,300; St. Louis, Mo., \$67,044,923.

Other lowest debts in various groups were:

Group 2 (300,000 to 500,000 population)—Portland, Ore., \$19,405,484; Seattle, Wash., \$23,335,880; Indianapolis, Ind., \$24,831,493.

Group 3 (100,000 to 300,000)—Spokane, Wash., \$2,749,690; Tacoma, Wash., \$3,014,888; Port Wayne, Ind., \$3,063,800.

Group 4 (50,000 to 100,000)—Saginaw, Mich., \$840,000; Lansing, Mich., \$870,000; Wheeling, W. Va., \$942,800.

Group 5 (30,000 to 50,000)—Danville, Ill., \$389,225; Arlington, Mass., \$481,763; Bay City, Mich., \$798,401.

**Philadelphia Debt High**  
The league listed these cities with highest debts:

Group 1—Philadelphia, \$297,495,268; Detroit, Mich., \$240,439,436; Buffalo, N. Y., \$92,580,475.

Group 2—Newark, N. J., \$81,638,600; Rochester, N. Y., \$54,507,346; Jersey City, N. J., \$53,529,390.

Group 3—Yonkers, N. Y., \$27,045,700; Camden, N. J., \$23,785,998; Knoxville, Tenn., \$18,990,988.

Group 4—Atlantic City, N. J., \$24,073,600; Asheville, N. C., \$18,167,166; New Rochelle, N. Y., \$13,829,042.

Group 5—White Plains, N. Y., \$10,852,370; Perth Amboy, N. J., \$9,932,608; Kearny, N. J., \$5,672,577.

# MUST SELL 2,000 FREE PLAY GAMES

Make Us an Offer on the Following Games:

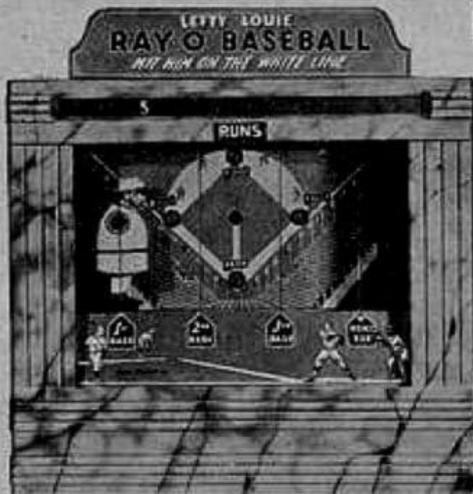
- |   |   |   |
|---|---|---|
| <b>BALLY GAMES</b><br>Triumphs<br>Victorys<br>Eurekas<br>C. O. D.'s<br>Vogues<br>Scoops<br>Dandys<br>Gold Cups<br>Pick-Em's<br>Spottens<br>Top Notchers<br>Chevrons<br>Headliners<br>Fifth Innings<br>Champions<br>Variety<br>White Sails<br>Parachutes | <b>EXHIBIT GAMES</b><br>Congos<br>Jumpers<br>Golden Gates<br>Rebounds<br>Chiefs<br>Conquests<br>Avalons | <b>GENCO GAMES</b><br>Follies (1940)<br>Mr. Chips<br>Airports<br>Rinks<br>Bangs<br>Lucky Strikes<br>Big Towns<br>Tops |
|   | <b>STONER'S GAMES</b><br>Fantasys<br>Chubbies<br>Sea Kings  | <b>GOTTLIEB GAMES</b><br>Bowling Alleys<br>Lot-O-Fun<br>Life-O-Card<br>Big Shows                                      |
|   | <b>KEENEY GAMES</b><br>Super Six<br>Big Six<br>Thrillers<br>Up & Ups<br>Superchargers                   | <b>CHICAGO COIN GAMES</b><br>Commodores<br>Roxxy<br>Nippys  |

### MISCELLANEOUS

MILLS 1-2-3 Free Play—Animal Reels  
EXHIBIT Bowling Alleys | BALLY Alleys  
Slot Machines (all types) | MILLS Vest Pocket Balls  
We have several Novelty and Free-Play games not in above list—Just let us know what you need and make an OFFER. ALL MACHINES have been cleaned and are in good mechanical condition.

M. Y. BLUM V. CHRISTOPHER J. PASSANANTE  
**AJAX NOVELTY CO.**  
2707 Woodward Avenue at Sproat Street  
DETROIT, MICH.

## IT'S TIME TO CHANGE FROM CHICKEN SAM TO BASEBALL



A Complete Conversion Unit That Anyone Can Install on Location

First-Second-Third and Home Runs

Lights, Sound Effects and Action

A New Game in 60 Minutes

Sample \$42.50

1/2 Dep.—Bal. C. O. D.

LOCATION TESTED AND PROVEN

### VALLEY SPECIALTY CO.

1061 Joseph Ave.

Rochester, N. Y.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

### AMERICA'S FINEST RECONDITIONED QUALITY BARGAINS!!

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|--|---|--|--|
| NOV. GAMES<br>Bang, \$11.75<br>Lot a Fun \$3.75<br>Mr. Chips 29.75<br>Tol. Threat 9.75<br>Many Others!<br>\$5 Off for Full Cash With Order | F.P. SPECIALS<br>Nightweaver \$49.75<br>Super-charger 31.00<br>Many Others!<br>\$5 Off for Full Cash With Order | NATIONAL NOW EXTENDS CREDIT throughout the U. S. (Send name of your bank with order if you want credit.) | WRITE TODAY for National's new illustrated "Newswite." Get on our mailing list for each issue! Loaded with scores of exceptional buys! |
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NATIONAL NOVELTY CO. 183 MERRICK RD. MERRICK, L.I. N.Y. PHONE FREEPORT 6370

# MUSIC MERCHANDISING

## Philco Tone Arm Revealed

Offered as new invention to help prolong life of standard records

CHICAGO, June 15.—A new contribution to ideas for prolonging the life of phonograph records was presented by the Philco Radio and Telephone Corp. at a meeting of Philco jobbers here June 10. The firm announced the new development as a photo-electric phonograph, but the invention seems to be confined to a new tone arm or mechanism. Officials of the firm stated that plans for marketing the new device had not yet been made, but it would at least be offered on the new Philco phonographs and combinations. The device has the possibilities of being offered as a standard part for all phonographs also, it was stated by one of the engineers.

An engineer also stated that the new development would be practical as a pick-up for sound-on-film recordings.

### Photo-Electric Pick-Up

The invention is built into the head of a standard phonograph tone arm. It consists in the main of three new scientific developments in order to complete the pick-up mechanism.

It uses the photo-electric principle. A tiny mirror as thin as paper had to be developed for the invention; also a tiny bulb filled with argon, and a photo electric cell. A small sapphire ball is used to follow the groove in the record and this free-floating ball (or needle) is said by the makers to ride almost without weight on the record.

It is the almost entire elimination of weight on the record which the makers claim lengthens the life of records by eliminating wear and tear on the grooves. It is stated that records will last for 1,000 plays or more. Many other advantages for improving tone quality are also claimed for the new invention.

The musical range of the photo-electric mechanism is said to completely cover all musical instruments and to reproduce clear and clean bass notes because there is nothing to limit the vibrations of this new mechanism.

Philco claims this to be the first fundamental improvement in phonographs since Edison invented the instrument 63 years ago. The new invention will reproduce any standard phonograph record, and the "head" itself will last a decade, the makers state.



SWINGING THRU THE SOUTH ON TOUR, Tiny Hill and orchestra played a date in Richmond, Va. While there they paid the Southern Distributing Co., Wurlitzer distributors, a call. In the above picture Morris Maynor Jr., manager of the firm, receives an autographed record from the maestro.

## Mel-o-Tone Long Playing Record

CHICAGO, June 15.—More than 100,000 continuous plays without a single adjustment is the record said to have been established by a Mel-o-Tone phonograph now operating in the experimental department of the Herber Corp.

Frank Merkle, sales director of Herber, in commenting on the experiment said: "With the development of Mel-o-Tone we were confident that we had designed one of the most simple and dependable mechanisms ever conceived. To conclusively demonstrate its operating advantages we decided on this endurance test. A machine was picked at random from stock, sent up to the experimental department and put into operation.

"By a unique mechanical attachment the machine goes thru the entire cycle of play. A number is selected, the record is raised to play position, the tone arm swings into position and just as the recording starts the tone arm is tripped into finish position. Then the cycle is started all over again.

"The reason for eliminating the actual playing of the record was to save time, as the wear during a recording is on the needle, not the mechanism, and this had

no importance to our experiment.

"We believe the results of this test conclusively prove that the Mel-o-Tone's mechanism, in addition to being the simplest, is one of the most dependable and sturdiest mechanisms ever manufactured.

## Machines Up Store Patronage

BROOKLYN, June 15.—"These machines are not an experiment but a money-making opportunity for live-wire operators," says Dave Robbins, of D. Robbins & Co., Brooklyn, referring to Cent-a-Tune and Double Value Phono.

"Before announcing the machines to the trade we placed a large number of them in Brooklyn locations. They have created a sensation in our territory. Now for the first time Jitterbugs can enjoy the latest song and band hits at 1 cent per tune or two tunes for 5 cents.

"These youngsters were not able to patronize the nickel machines but they play Cent-a-Tune phonographs day and night. The locations are also satisfied with less commission as they realize that Cent-a-Tune draws trade to their stores. Cent-a-Tune hold 12 records and Double Value Phono 16 records. The player can select any of the records, which are the standard 10-inch type."

## Miraben Sees Big Phono Summer

CHICAGO, June 15.—"We are now receiving more orders for our phonograph modernizing parts than at any time in the life of our firm," reports Ben Lutake, head of the Miraben Co. "We attribute this," he continued, "to the optimism of operators who are planning for one of the biggest of summer seasons.

"Operators with old phonographs have been pulling them out of their warehouses and sheds and rushing orders to us for parts. One such letter said, 'We feel that this is going to be a great summer. The parts which we are ordering are for machines which have been idle. By fixing them up and lighting them we believe that they will take in enough to make it more than worth while and can be kept going all during the fall, too.'"

Ben Lutake reports that he has just returned from a trip thru the South. Calls on the trade, it was said, resulted in receiving many orders for the large number of parts carried for all types of phonographs.

## Many Inquiries For Recordit

CHICAGO, June 15.—"Since the public announcement of Western's new automatic device, Recordit, we have been literally deluged with inquiries and advance orders," advises Don Anderson, sales head of Western Products, Inc.

"From the type of inquiries that have come to us it is evident that we have a coin-operated machine that the operating world has been waiting for ever since the return to popularity of phonograph recordings. The thorough automatic character of Recordit has a great deal to do with the enthusiasm that distributors and jobbers are displaying for the machine. Not only does it record automatically, it also plays back the recording and vends the record into the hand of the purchaser. It even vends a mailing envelope for 5 cents should the patron wish to send the recording by mail."

## Philadelphia

PHILADELPHIA, June 15.—Bill Hopkins, town's coin machine biggie, went ahead and did it. Becomes the first of the operators to branch out in the night club business, with Mike Dutkin's Rathskeller now becoming Hopkins' Rathskeller.

Elliot Wexler, who used to chalk up some records when he played football for the University of Pennsylvania, has chalked up a new record since he started selling those items to the local music machine gentry. Now working for Columbia Recording Co. here, Wexler sold his millionth record recently.

Samuel Guratsnick joins the operator ranks as the Bell Music and Vending, opening offices at 1719 Ruby Street.

Ever anxious for recordings by locally known names, ops will be interested to know that Eli Oberstein, of the Varsity outfit, has signed Hal Hoffer and Nino Nani, piano team at Herb Spatola's Flanders Grill, to record for that label.

That Norman Jay, editor-publisher of Radio Press and popular WCAU commentator, has become such a staunch booster for the Shirley Howard Bluebird recordings is explained by the fact that the songstress is not only a local girl but also happens to be Mrs. Norman Jay.

Important industry. The popularity of phonographs has also been aided by the radio.

It is this continuous world of music of the average person that is rapidly developing over 100,000,000 American adults into music critics. Coin-operated phonographs, thru a tremendously wide distribution, appeal to millions of individuals every day, thus insuring for this industry an important part in the next phase of American music.

## "Break-In" for Phonograph Needle

WAUKEGAN, Ill., June 15.—Ffanstiel Chemical Co. announced this week that it is now giving its 4,000-play phonograph needle a preliminary break-in, which, it is expected, will further reduce record wear. "The break-in feature," officials said, "is a new process of annealing an extremely high polish to the needle point which gives the equivalent of actually playing the needle on four or more records.

Bill Hemmlinger, sales manager of the firm, declared: "When we introduced the Ffanstiel needle we brought to operators a great advancement in needle design. This directly benefited operators in increased patronage due to improvement of sound transcription and also by reducing his service requirements.

"To introduce a better needle was not enough. We believe that anything can be improved and for that reason our engineers were told to keep on trying to improve the Ffanstiel needle. Their most recent success has been the development of the break-in process. We are confident that the new feature will not only be of interest to our many satisfied users but also to every music operator."

## 100,000,000 Music Critics

By JACK NELSON  
Vice-President, Rock-Ola Mfg. Corp.

"WHAT is your favorite song? What orchestra do you like best?" Ask any busy city resident you see scurrying down the thoroughfare these questions. If he or she doesn't give you a quick glance of pitying amazement you're bound to get an opinion on music. Then should you become more friendly with your new-found "man-in-the-street" you'll find a strong musical preference.

Yes, history has advanced with seven-league boots in the past few decades. Music was first a luxury reserved for the Chillyworths and their high-brow friends. And this was imported music, the drippings of Continental composers. It was stylish. Anything purely American was barbarous—the echoing chant of the disappearing red man, the rhythm of our adopted black brothers, the unrestrained exuberance of our hill folk, the spirit of Western frontiers.

Then from the bayous of Louisiana and the Mississippi Valley came strange threads of music, rising high above the wind to a sharp shrill . . . silence . . . then a slow, muffled beat, ever deeper: thumping, booming, beating! A warning, stirring rhythm! The symbol of a

deep psychological awakening—a new mental, spiritual and esthetic freedom. Popular American music became the people's choice. Ragtime played itself into history, opening a way for jazz. Jazz beat out its pulse in a successful effort to create the blues. Then in the late tempestuous '30s, when everything economic had slowed down, came swing "To Chase the Blues Away."

By this time radio had made America music conscious. The demand for economical, unusual entertainment surged forcefully as a result of the depressing early '30s. A new industry hired men and women to supply music at a nickel a tune. Coin-operated phonographs made their appearance: first in somber dress with nothing of eye appeal except newness and nothing of ear appeal except musical reproduction.

Eventually the coin-operated phonograph field was revolutionized. An entirely new type of music venter appeared in restaurants, taprooms and amusement spots.

Startling improvements in sound and appearance quickly made the coin-operated phonograph business a highly im-

# Phonovision Corp. Reveals Plans

NEW YORK, June 15.—Stating that the movie machine will affect only 15 to 20 per cent of the automatic phonograph locations, Sam Sax and Frank Orsatti, officials of the Phonovision Corp. of America, announced this week that coin-operated Phonovision sound-on-film movie machines are now in production and deliveries will begin September 1. Test machines will appear in New York locations beginning this week, with the first to be unveiled at a grand opening in Jack Dempsey's Broadway bar Tuesday night (18).

In explaining production and distribution set-up of the firm, Harry W. Bank, well known in the coin-machine business here, explained that the firm plans to exploit three markets, first, the entertainment field, for which the coin-operated model has been designed and for which entertainment shorts are now being produced; second, the commercial field, in which non-coin-operated machines will be spotted in automobile



J. A. McILHENNY has been appointed district manager for the States of South Carolina, Georgia and parts of Florida and Tennessee, according to an announcement from Wurlitzer's general sales manager, Mike Hammergren. McIlhenny was formerly in the New England territory for Wurlitzer. He has established headquarters in Jacksonville, Fla.

contention: "First of all," they say, "we are advising ops to put Phonovision only in those spots where the phono take is very high. In such spots Phonovision can double the play and enable the operator to make a good profit. Secondly, in addition to what the cash box takes in, the operator will get a percentage of the fee paid by the advertiser for use of his 40-second blurb in each machine. The third big reason, which will be made available to ops in January, is that an operator will be paid a flat fee for servicing all commercial machines in his territory far in excess of the actual cost of such a call.

The problem of obtaining skilled service men has been ironed out by Phonovision's pending agreements with RCA and Altec Service Corp. for handling of service calls. Both orgs have stations throughout the country, servicing motion picture theaters on a 24-hour basis. These men will handle all service calls, inspect machines, etc. Operators will make deal with local Altec or RCA offices for service. Coin box, however, is entirely separate from other mechanism, so operator has full control of his cash box at all times. Union service problems will be worked out by RCA, Altec and unions, it is claimed.

Complete financial set-up of firm is due to be unveiled next week and will indicate a very strong financial position, as well as a board of directors consisting of top industrial, financial, business and theatrical figures, firm reports.

## Music Systems Aid Resort Areas

JACKSONVILLE, Fla., June 15.—"In times past many locations were just open for the winter season here in Jacksonville, but the Seeburg music system has changed the picture somewhat," reports Simon Wolfe of the Southern Amusement Co.

"Many operators throughout Florida attribute the fact that more of their locations are open the year around to Seeburg's wireless remote control equipment.

"We distribute Seeburg music systems in the Northeast section of Florida, from south of Clearwater southeast to north of Ft. Lauderdale, and in this entire section we cover some of the nation's biggest resort areas. I can remember a few years back when most of these spots were closed from about the end of March until about the end of September. Today many of these locations are open all the time."

showrooms, railroad stations, etc., using advertising films subtle and entertaining in nature with novelty features unknown even to feature shorts, it is claimed; and third, the home market for which machines have been designed that incorporate a Phonovision unit with a radio and phonograph. Films for use in the home will be distributed by one of two national orgs now bidding for the concession, according to reports.

Three factories in New York, Chicago and Detroit are now tooling up for mass production. While production naturally will be limited for the first few weeks, firm states it expects to turn out between 3,000 and 4,000 units a month by September 1. First models off the line will be of the non-selective type. Eight three-minute shorts and two 40-second advertising shorts are mounted on one large reel and play in rotation. Ad shorts come up automatically without the insertion of a coin at the end of the fourth and eighth three-minuters. In addition to being highly entertaining, the ad shorts will be an additional source of income for the op to augment what he receives from the cash box, it is claimed. Eight national advertisers are now bidding for these spot ads, firm claims.

Films will be rented to the operator for a flat fee. Complete weekly changes will be available at local distributor offices where op can look over latest releases and select the reel of eight subjects he wishes. Film release sheets will reach operators six weeks in advance, it was stated. Firm has taken over the old Edison Studio in the Bronx, where Sam Sax, formerly in charge of production of all shorts for Warner Bros., is shooting. Abe Lyman, Clyde McCoy, Arnold Johnson and Ozle Nelson are said to have verbal agreements with Sax for shorts. Sax has also agreed to use other leading recording bands if agencies managing them can get band okay.

Coin-operated Phonovision units will be handled only by approximately 40 distributors in key localities thruout the country. Distributorships will be on a five-year franchise basis. No machines will be sold to locations, firm states. Distributor for New York territory is Public Service Vending Co. Other distributors announced to date include: Ed Strong and Moe Davis in Cleveland and Benjamin Whitaker in Texas. Other distrib contracts are being signed daily, with a complete list due to appear within a week or two.

Firm states it has done everything possible to make operation of Phonovision an "operator's dream." In explaining this statement, they point out three main reasons as the basis of this

**No  
"Break In"  
Period**

With the New  
**4000 Play  
PFANSTIEHL  
NEEDLE**

You don't have to "break in" a Pfanstiehl needle. It's already broken in when you get it. This is possible by the discovery of a secret new process for applying an extremely high polish to the entire surface of the needle point, with the equivalent effect of playing the needle on three or four records, a further reduction in RECORD WEAR.

**Other Important Features.** NEEDLE MUST NEVER BE TURNED. One side of staff is purposely made flat for easy, permanent insert. Reduces time and cost of servicing.

**POINT WILL NOT BREAK OFF.** Eliminates a large percentage of service calls. Point is round and made of a special Pfanstiehl alloy. Truer tone with less record wear. Try one.

**PFANSTIEHL CHEMICAL CO.**  
METAL DIVISION  
106 Lake View Ave., Waukegan, Ill.

**WANT  
USED RECORDS**  
Name Lowest Price  
ALLEN — 1456 E. 67th St.,  
CHICAGO, ILL.

**15 CIGAROLLAS**  
5c PLAY, PRACTICALLY NEW ..... \$69.50 EACH  
Write for complete list of Free Play Pin Games, Slot Machines, Counter Machines and Legal Equipment.

**AUTOMATIC SALES CO.**  
416-A BROAD STREET NASHVILLE, TENN.

**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 \$6.30 Extra)

**WURLITZER 412, \$13.60**

**SEEBURG REX, \$22.95**

WRITE TODAY for Circulars and Prices of Newly Remodeled Phonographs!

1/3 With All Orders, Balance C. O. D.

**ACME SALES CO.**  
1775 Coney Island Ave., Brooklyn, N. Y.  
625 Tenth Avenue, New York City

**We Are Now Distributors for All Genco Products and Have Genco's Sensational Power House for Immediate Delivery**

<b>PHONOGRAPHS</b>	<b>PHONOGRAPHS</b>	<b>Wurlitzer Counter</b>
Rock-Ola Regular...\$17.50	Mills De Re Mi...\$25.00	Model 61 .....\$75.00
Rock-Ola Rhythm King..... 29.50	Wurlitzer 224..... 99.50	MISCELLANEOUS
Mills Dance Master..... 29.50	Wurlitzer 61A..... 65.00	SEEBURG CHICKEN
Deluxe..... 12.50	Wurlitzer 616..... 59.50	SAM (With Base)..... 99.50
Mills Swing King.....12.50	Wurlitzer Counter	BALLY ALLY..... 50.00
	Model 51..... 50.00	

**1/3 CASH WITH ORDER, BALANCE C. O. D.**  
**SHAFFER MUSIC COMPANY**  
514 S. HIGH STREET COLUMBUS, OHIO

**GOOD BUYS**

**WURLITZER 616s, Comp. Illum. ....\$75.00**  
**WURLITZER 412s, Illum. Alum. Grill, Side Plastics..... 45.00**  
Terms: One-Third With Order, Balance C. O. D.

**AUTOMATIC MUSIC SERVICE**  
1200 NORTH AVE., ELIZABETH, N. J.

**TWO WEEKS' SPECIAL**

**Wurlitzer 24's....\$89.50 ea. Mills Studio .....\$49.50 ea.**

**SOUTHERN AUTOMATIC MUSIC COMPANY**  
LOUISVILLE, KY. INDIANAPOLIS, IND. NASHVILLE, TENN. CINCINNATI, O.

**USED PHONOGRAPHS RIDICULOUSLY PRICED—WHILE THEY LAST—YET THOROUGHLY RECONDITIONED—READY FOR LOCATION**

Wurlitzer 24..... 89.00	Wurlitzer P-10..... 18.00	Mills Zephyrs..... 32.50
Wurlitzer 24A..... 89.50	1939 Rockola Deluxe..... 175.00	Mills De Re Mi..... 30.00
Wurlitzer 24B..... 49.50	1939 Rockola Standard..... 100.00	Mills Deluxe DanceMaster..... 25.00
Wurlitzer 216..... 49.50	Rockola Night Club..... 35.00	Mills DanceMaster..... 18.00
Wurlitzer 412..... 35.00	Rockola Imperial 12..... 39.00	1937 20-Rec. Cashbox..... 99.50
Wurlitzer P-12..... 22.00	Seeburg Regal..... 149.50	

Wurlitzer P-12, 412, 616 with brilliant lucite grill and illuminated top door—\$7.50 extra.  
Terms: 1/3 With Order—Balance C. O. D. Outside U. S. A., Cash in Full.

**DAVIS SALES CO.**  
WURLITZER FACTORY DISTRIBUTOR, 108 LEXINGTON AVE., SYRACUSE, N. Y.



## COIN MAKERS FOR COIN MACHINES

### COLUMBIA — 30c

**BENNY GOODMAN SEXTET**  
35482 *Boy Meets Girl*  
*I Surrender, Dear*

**KATE SMITH**  
35486 *Imagination*  
*Make-Believe Island*

**HORACE HEIDT**  
35446 *Little Curly Hair In A*  
*High Chair*  
*A Lover's Lullaby*

### VOCALION — 35c

**CAB CALLOWAY**  
5566 *Hard Times*  
*Who's Yehoodif*

**RAY HERBECK**  
5568 *When The Swallows Come*  
*Back To Capistrano*  
*The Nearness Of You*

**THE HOOSIER HOT SHOTS**  
05547 *Down By The O-H-I-O*  
*No, No, Nora*



ORDER THESE NICKEL-  
MAGNETS FROM YOUR  
DISTRIBUTOR TODAY

COLUMBIA RECORDS

## HIT RECORD GUIDE

The Original Recording of  
Today's Best Seller!

When the Swallows Come  
Back To Capistrano—8313  
Ceelle Burke and His  
Orchestra

Vocal by Ceelle Burke and  
the Rhythmettes

ON VARSITY RECORDS

VARSHY RECORDS DOUBLE YOUR TAKE

United States Record Corp.

1780 BROADWAY, NEW YORK, N. Y.

## Masterson Busy With Music Units

ELIZABETH N. J., June 15.—Everett Masterson, of Automatic Music Service, Elizabeth, N. J., is a busy man since he has taken on the handling of Seeburg Symphonolas in Jersey. Thru the facilities of East Coast Phonograph Dis- (See MASTERSON BUSY on 4th column)

## Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

TRADE  
SERVICE  
FEATURE  
of  
Billboard

### 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.

**Make Believe Island.** Made a sensational climb on music machines thruout the country, with the MITCHELL AYRES\* record leading the parade. This popular ballad came to notice only three weeks ago and has already made the grade. The Midwest area is accepting the DICK TODD and DICK JURGENS\* versions with great favor.

**Tuxedo Junction.** (14th week) GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT, ANDREWS SISTERS.

**The Woodpecker Song.** (10th week) GLENN MILLER\*, ANDREWS SISTERS, WILL GLAHE, KATE SMITH.

**The Singing Hills.** (9th week) BING CROSBY, DICK TODD, HORACE HEIDT\*.

**With the Wind and the Rain in Your Hair.** (8th week) KAY KYSER\*, BOB CROSBY\*, DICK TODD, BOB CHESTER\*.

**Playmates.** (5th week) KAY KYSER\*, MITCHELL AYRES\*.

### 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.

**Let There Be Love.** Came up very strongly, with most reports indicating that this is a swell ballad for music machines. Some like it as well as *Begin the Beguine* because of the similarity in tempo. Top honors on this record are shared by SAMMY KAY\*, KAY KYSER\*.

**Little Curly Hair in a High Chair.** With most of the choice theater dates going to the Eddie Cantor picture, *Forty Little Mothers*, in which this song is featured, operators have been playing this ballad to increasing mobs of fans. While it has yet to prove itself a music-box sensation, it is bringing in profits, nevertheless. PATS WALLER\* and JIMMY DORSEY\* are doing about the best jobs in the machines.

**Imagination.** A newcomer in the ranks of "coming up" records which is getting fine, all-around publicity and catching on fast with the music-box patrons. Reports are highly encouraging. Vying for honors among the artists are GLENN MILLER\*, TOMMY DORSEY\*, KATE SMITH and ELLA FITZGERALD.

**April Played the Fiddle.** Moved up from "Possibilities" classification. It is still ranking as the best tune in Bing Crosby's picture, *If I Had My Way*, and reports show that it is also the best for music-box trade. BING CROSBY also tops the honor roll among the artists.

**Boogie.** Still continuing as an important item for operators, because of its light rhythm which is highly acceptable to the music-box trade. It also furnishes proper relief from contrasting tempos and, therefore, succeeds in attracting many plays. GLENN MILLER\* has the top record, followed by GENE KRUPA\* and CAB CALLOWAY\*.

**Alice Blue Gown.** The picture *Irene* did a lot for this old musical comedy favorite which is getting more and more attention on the nation-wide music-box circuit. A long list of bands have made popular versions, including FRANKIE MASTERS\*, ORRIN TUCKER\*, GLENN MILLER, WAYNE KING and OZZIE NELSON\*.

**Say It.** This ballad from Jack Benny's film, *Buck Benny Rides Again*, is holding its own. Favorite versions have been made by GLENN MILLER\*, FRANKIE MASTERS\* and TOMMY DORSEY\*.

**No Name Jive.** Locations hungry for good swing tunes are satisfied with this one. Its continued strength depends on the current taste for the unorthodox style of music. GLEN GRAY has a great instrumental swing arrangement.

**My Resistance Is Low.** Came back to life, due to reports from locations affected by the current theater tour of ORRIN TUCKER\*, whose record is the sole money-maker. Of course, the vocal by Bonnie Baker is the chief attraction, and it is creating the first real interest since her sensational *Oh, Johnny*.

**My, My.** Another song from Jack Benny's picture which is meeting with fair success in scattered areas. ROCHESTER, featured in the picture, and TOMMY DORSEY\* have the most successful recordings.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into the "Going Strong" basket.

**Cecilia.** (7th week) Slipping. DICK JURGENS\*.

**A Lover's Lullaby.** (7th week) Reports were more favorable than last week, altho the general reaction is weak. FRANKIE MASTERS\*, GLEN GRAY.

### POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

**The Breeze and I.** Worth attention. It was adapted from a well-known South American number and sounds like fine music-box material. JIMMY DORSEY\* and CHARLIE BARNET\* are getting good initial runs.

**Slow Freight.** A good sequel to *Tuxedo Junction*, and has several strong records already. GLENN MILLER leads.

**Friendship.** A song used in the Cole Porter musical, *Du Barry Was a Lady*, that is attracting increasing attention because of KAY KYSER\*.

**I Can't Love You Anymore.** Operators are already reporting good results with this one. A lot more will be heard of this catchy song, and the music-box trade in general may cash in favorably. The BENNY GOODMAN record is the leader.

\* 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. 376

20033 \*Orchids for Remembrance  
\*Down by the O-H-I-O  
*Swing and Sway*  
*with Sammy Kaye*

20034 \*The Nearness of You  
\*When the Swallows Come Back to Capistrano  
*Larry Clinton*

20035 \*You and Who Else?  
\*If You'd Be Mine  
*Hal Kemp*

20036 \*You Think of Everything  
\*Hong Kong Blues  
*Tommy Dorsey*

### BLUEBIRD POPULAR RELEASE NO. 282

B-10750 \*Tangleweed ("Round My Heart")  
\*It's All Over Now  
*Art Kassel and his*  
*Kassels-in-the-Air*

B-10751 \*All This and Heaven Too  
\*Where Do You Keep Your Heart?  
*Charlie Barnet*

B-10752 \*Maybe  
\*Pushin' the Conversation Along  
*Bob Chester*

B-10753 \*Baby, Won't You Please Come Home?  
\*Alabama Bound  
*Ted Fio Rito*

B-10754 *Pennsylvania Six-Five Thousand*  
*Rug Cutler's Swing*  
*Glenn Miller*

B-10755 *I Can't Get Started*  
*(I'll Be With You) in Apple Blossom Time*  
*Dick Todd, Baritone*  
*with orchestra*

B-10756 *Saboo (Doing the Saboo)*  
\*You Bring Me Down  
*Erskine Hawkins*  
*(The Twentieth Century Gabriel)*

B-10757 *Russian Rag*  
*Scotch Twist*  
*Curly Hicks and*  
*his Taproom Boys*

B-8453 \*If They Bring Me Up  
\*Under the Moon  
*Jimmy's Revard and his*  
*Oklahoma Playboys*

\*Vocal Refrain

Order these Records from Your RCA Victor Record Distributor Today!

Up your TAKE with these LATEST HITS by

WOODY HERMAN AND HIS ORCHESTRA

This band that plays the blues

BLUE INK

★ WHERE DO I GO FROM YOU

★ GET YOUR BOOTS LACED

ON DECCA RECORDS

MASTERSON BUSY

(Continued from 1st column)

tributors, he is constantly adding new help to his present organization, it is said.

New showrooms are about completed. It has taken Masterson practically two months to put his place in shape due, he says, to the terrific rush of business.

"People were eager to sit on soap boxes to place orders for the Seeburg wireless remote control music system."

Masterson says he has loads of testimonial letters from operators who congratulate the J. P. Seeburg Corp for giving them such marvelous money-making equipment."

**Modernize with GENUINE MARBLETTE**



**EASY TO INSTALL—NO SAWING**

Lightup Materials as Above for Wurlitzer 24, \$17.75.

All Marblette Materials for 010 Grillo and Sides, \$17.75.

Also Lightup Materials for Rockola Phonographs. Write for Prices.

WURLITZER 500 .....\$175.50  
ROCKOLA MONARCH, Remod. .. 88.50  
WURLITZER 616, Illuminated, 50. 40.50

Phonomatics, Reconditioned Good as New .....\$245.00  
Rotary Mdr. .... 49.50  
Waiting Rotopop, 100 & 25c Play, Guaranteed ..... 14.55

1/3 Deposit, Balance C. O. D.

**GERBER & GLASS**

614 Diversy Blvd., CHICAGO, ILL.

**On the Records**

(Continued from page 10)

dislike the fast rhythms and those who do, the result of trying to compromise on the arrangement. Side B is better in its more clearly defined jazz.

**DICK JURGENS (Vocalion)**  
Make-Believe Island—PT, VC. The Kitten With the Big Green Eyes—PT, VC.

Two more in the same Jurgens vein that gets results in music machines. Former is straight stuff, while the latter tries to be another *Three Little Fishies*. It isn't. Ronnie Kemper's vocal is as spine-chillingly bad as it was on *Cecilia*, musically speaking, but like that hit, it will undoubtedly be big in the machines.

**SHIRLEY HOWARD (Bluebird)**  
Fools Fall in Love—V. It'll Come to You—V.

Straight vocal disks on Louisiana Purchase this time. Fools receives extremely nice treatment, but the second side is not so good, possibly because the song is likewise not so good.

**BOB CHESTER (Bluebird)**  
Orchids for Remembrance—PT, VC. The Moon Won't Talk—PT, VC.

Side A is an early release on what may be a big song success. Number was written by Peter DeRose and Mitchell Parish (*Deep Purple, Starlit Hour*, etc.), and this one may repeat. Chester does it as usual a la Glenn Miller, which means it's good except for the imitation.

**KATE SMITH (Columbia)**  
Imagination—V. Make-Believe Island—V.

Two pop tunes from a popular artist, recorded in the popular manner of straight, expert vocalizing and full, listenable orchestral background. The songs are hits, and Miss Smith shouldn't have any trouble selling her versions over record counters. Music machines may be a little tougher.

**FLANAGAN AND ALLEN (Decca)**  
Rus, Rabbit, Run—V. On the Outside Looking In—V.

This disk, of English origin, will mean less than nothing here to record retailers or phono ops. Former is a stupid number, badly done. Latter sounds like 1910. The whole thing's a waste of time.

**WILL BRADLEY (Columbia)**  
A Young Man Sings—PT, VC. Let's Have Another One—PT, VC.

First title could well apply to Bradley's trombone. Good listening on both these sides (as on most recent Bradley disks), but the band has yet to reach the point where it is of any commercial value to dealers and operators. Which is a shame, because some of this crew's product is far above that of bands selling many more records.

**TOMMY TUCKER (Vocalion)**  
Ain't You Ashamed?—PT, VC. You Darlin'—PT, VC.

A bit late in coming out, this version of the *Ashamed* oldie probably won't

click any better than the previously released pressings. It's a good job on the number, particularly in a vocal way. Reverse is mediocre in every way.

**HAL KEMP (Victor)**  
I Can't Resist You—PT, VC. The Breeze and I—PT, VC.

Breeze is what counts here, with a lovely melody receiving class treatment from this band which customarily knows what to do with a good tune. Here it does even better. Retail sales can be heavy because of this side. The reverse is just the platter-mate.

**TOMMY DORSEY (Victor)**  
Yours Is My Heart Alone—PT, VC. Hear My Song, Violetta—PT, VC.

Another case of good treatment on one good song, in this case the A side. Violetta is all right, but it isn't in the class of the Lebar revival. Dorsey's trombone on the latter's first chorus carries its usual delight. Potential money-making record.

**GLEN GRAY (Decca)**  
Rock Island Flag Stop—PT. Under a Blanket of Blue—PT, VC.

Rock Island is a good swing number in the Tuxedo Junction (alho faster) manner, and a great deal better than *Slow Freight*. For phono ops who have been crying for more swing disks, this should be the thing. Second side is an oldie with a smooth band chorus sandwiched in between Kenny Sargent warbling.

**FRANKIE MASTERS (Vocalion)**  
It's a Lovely Day Tomorrow—PT, VC. Fools Fall in Love—PT, VC.

In the wealth of Louisiana Purchase (See ON THE RECORDS on page 94)

**Ohio Operators Merchandise Music**

COLUMBUS, O., June 15.—Tom S. Reed, official of the Shaffer Music Co., Columbus, states that new heights are being reached by music operators in the territory which he covers. "The results," he says, "are directly traceable to the Seeburg music systems with wireless remote control."

He continued: "Seeburg has consistently aided music operators in placing their operating on a good sound paying business basis. Seeburg has constantly done as much as it possibly could do to merchandise music to increase phonograph play. Many ideas have been put into effect, ideas that have helped operators to earn more money with Seeburg equipment."

"Today the most important new merchandising idea is the complete Seeburg music system with wireless remote control. This system has helped operators overcome the natural laziness of patrons by making it easier for them to buy music."



STANDARD AUTOMATIC MUSIC CO., Little Rock, Ark., enters another order for Rock-Ola Luxury Light-Up phonographs. Left to right are Cliff Cashion, Roy Bangs; R. W. Hunter, Rock-Ola district manager, and W. J. McPike. Cashion and McPike, proprietors of the Little Rock firm, are Rock-Ola distributors.

**Quality Counts! COMPARE THEM ALL AND JUDGE FOR YOURSELF!**



**Complete Parts To Remodel:**

- Sample  
WURLITZER 616 ..\$21.50  
WURLITZER 24 ... 21.50  
ROCKOLA IMP. 20 21.50  
DOME For 616 .. 17.50

Wurlitzer 412 Remodeling Parts Sample \$19.50 Quantify \$16.50 Completely Remodeled

Phonographs:  
Wur. 616 (as illustrated) ..\$79.50 (Dome Extra)  
Wur. 24 (with new plastic and metal frames) ..\$134.50  
Wur. 412 (as illustrated) ..\$52.50



Write for Colored Circulars.

**MIRABEN COMPANY**  
2041 Carroll Ave., Telephone CHICAGO HAYmarket 2801

**--KOPLO LEADS AGAIN-- THE KOPLO LITE-UP EXTENSION SPEAKER**

- SIZE  
17" HIGH  
12 1/2" WIDE  
8" DEEP  
9 1/2" LBS.



The beautiful combination of soft colored lights with inscription in red letters on bright yellow plastic reading "POPULAR & FAVORITE SELECTIONS MUSIC 50" makes this speaker a big play stimulator. Hardwood Wal. finish cabinet, 8-inch 8-Ohm Perm. Max. super-tone speaker. Can be used on all makes phones. Can also be used on back bar. The best speaker buy on the market at only

**\$9.85** F. O. B. Chicago

1/3 Deposit With Order, Balance C. O. D. **HEAVY ALUMINUM COIN COUNTER**

Measures, counts and stacks your pennies or nickels for easy wrapping. Can be had for pennies, nickels or combination 10-50.

YOUR CHOICE **\$1.00**

1c or 5c TUBULAR COIN WRAPPERS  
Buy 'Em by the Thousands Per Thousand **60c**

GET ON OUR MAILING LIST. FREE CATALOG.

**Koplo Sales & Supply Co.**  
854-B BLUE ISLAND AVE., CHICAGO HAYmarket 4388

**EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE**

SAMPLE 85c. See Your Distributor or Write



THE KLOKEN CO., 2000 176 W. Wisconsin PLAYS Milwaukee, Wis.

**MASTERCRAFT PADDED COVERS**

For Automatic Coin Phonographs



BEARSE MANUFACTURING CO. Inc. 1921, 3818-3828 Ceriland St., CHICAGO, ILL.

**CORRECTION**

Price of WURLITZER 24—completely remodeled phonograph (with new plastic and metal frames) as listed in our advertisement, June 15th issue, should have been \$134.50 —NOT \$184.50 as mentioned.

**MIRABEN COMPANY**  
2041 Carroll Ave., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

# Seeburg Firm Makes History

## Founder recounts experience of his 38 years in the music industry

CHICAGO, June 15.—J. P. Seeburg, founder of the J. P. Seeburg Corp., cheerfully recounts the story of his 38 years in the music industry.



J. P. SEEBURG, founder of the J. P. Seeburg Corp., Chicago.

try, as his firm turns out thousands of modern automatic phonographs and auxiliary equipment.

Mr. Seeburg started in the employ of the Marquette Piano Co., Chicago, and was soon superintendent of the plant. He also entered the field of operation the original electric pianos. In 1902, he relates, he left the operating field to found the J. P. Seeburg Piano Co., which within five years became a stock corporation.

He says that his experience in operating the old pianos has been a great asset in building machines for operators thru all the years. The firm produced an eight-record phonograph in 1908 after working on ideas for some time. The phonographs then would make money for operators, but pianos continued to be the big thing for many years, he says. He says that the jazz era started to boost coin-operated music



HENRY T. ROBERTS, director of sales of the J. P. Seeburg Corp., Chicago.

in 1911 and that good instruments have been the need of operators since that time.

When coin-operated phonographs reached a boom period in the late '20s Seeburg machines achieved a reputation that has been the envy of the industry since, he says.

With its long experience in the music field, the Seeburg organization was in a strong position to capitalize on all the developments in sound reproduction when phonographs were revived.

Then came radio, and for a number of years phonographs had to take a back seat. But it is one of the interesting facts in Seeburg history that many operators continued

to use Seeburg phonographs and to make money with them thru all this so-called dull period.

When repeal of prohibition brought new hope and life to phonograph operators the Seeburg firm had long experience and many basic ideas for building quality phonographs. The instruments also had a long reputation with operators all over the country. Immediately the firm began adapting all the modern developments for sound reproduction to automatic phonographs so that operators could have the best that science and invention provide.

It has been the pride of the organization to offer phonograph operators the very latest and best ideas



N. MARSHALL SEEBURG, president of the J. P. Seeburg Corp., Chicago.

for quality of sound reproduction and also in beauty of cabinet design.

N. Marshall Seeburg is president of the corporation and is typical of the dynamic young executive in the modern business world. Henry T. Roberts, with long experience in the



J. L. BARRON, vice-president in charge of production, J. P. Seeburg Corp., Chicago.

sales field, is vice-president in charge of sales and has directed the high volume of sales maintained for several years. J. L. Barron is vice-president in charge of production and keeps machines coming off the line. D. R. Jagor is comptroller.



BRUCE R. JAGOR, comptroller of the J. P. Seeburg Corp., Chicago.

## The Percentage Problem

By HENRY T. ROBERTS

Vice-President in Charge of Sales, J. P. Seeburg Corp.

**A**S MANUFACTURERS we are deeply concerned with the task of making instruments that provide as great a value as is economically possible. Yet the labor of research and development is not only devoted to the actual making of the phonograph but to the formation and suggestion of policies that will help distribution and operating. We, as members of the industry, are always on the alert to discover ways and means whereby the status of music in all its departments can be improved. We are definitely committed to a permanent "uplift" movement, politically, morally, economically and socially!

In the field of distribution there are no higher standards than those we have set for Seeburg distributors. The service they give is based on co-operation and fair play. There is no deviation from this policy. A Seeburg distributor cuts no prices... makes no unfair or discriminating concessions... takes no unfair advantage. He continually strives to follow out the "uplift" program.

Here, in an industry greater than most persons realize, are two phases working smoothly and in harmony towards a common goal—better operating. We admit there are flaws, but we also admit a persistent effort to eliminate the defects. Not so the third and probably most important phase of the industry, operating. Our work is hindered and nullified in many instances by a glaring operating fallacy. But so pitifully little is done about it. That evil which has such a hold upon operating is the fallacy of "percentage."

Too many operators are trying to eliminate and fight competition by offering locations a percentage so out of proportion to earnings and operating costs that profits drop to a minimum—yes, at times to a level so low that operators can't afford to give proper service or efficiently maintain equipment. Eventually they lose not only the location but their phonographs as well.

Let's analyze the situation. Were the location owner to buy his own phonograph he would invest several hundred dollars. Also he would have a constant record replacement expense. Therefore when the operator offers a phonograph he is actually giving the location something for

nothing. If, as is recognized, locations require entertainment to attract and hold patronage, why should the music operator who provides that entertainment without cost be placed in the position of one who receives a favor? And, by the same token, why should the operator have to pay a location for giving it an asset? The location pays for cash registers, refrigerators, bar fixtures, decoration. These are considered assets, but will he pay for the asset for which no money is demanded, the phonograph? Not Mr. Location Owner! He is not expected to pay, but neither is he expected to make exorbitant percentage demands. And when he does... the intelligent operator begins to look around for something rotten. He usually finds it in the shape of a chiseler who has been tossing percentage figures the size of box-car numbers at the location owner. What to do about it?

The solution is co-operation and education. Co-operation among operators and their associations in establishing a definite percentage for locations of not more than 30 per cent. Education among location owners by the operators to the end that the locations will fully realize just how great an asset they are getting for absolutely nothing. Co-operate among yourselves by holding to the percentage figure you agree upon. If a location won't come to terms and if all operators are working together, where can that location get the instrument and the service that only the legitimate operator can afford to give? In the long run the legitimate music men control the best locations... it's the chiseler who owns the broken-down boxes and last month's hit records!

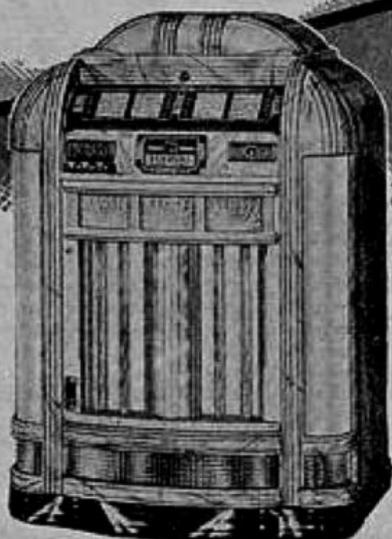
The most successful operators are men who have never allowed a percentage higher than 40 per cent, and that only in isolated cases. They are making money on the merits of the service they offer and the instruments they buy and place because their standards of operating keep them above average. Ideal operating conditions, on a sensible percentage basis, involve independence on the part of the operator. That independence must be achieved and maintained against unreasonable location demands by 100 per cent co-operation among all music men.

(Advertisement)

# ELECTRO BALL COMPANY, INC.

## DISTRIBUTORS FOR THE **SEEBURG** MUSIC SYSTEM *with* **WIRELESS** REMOTE CONTROL

SEEBURG Selectric  
SYMPHONOLA  
ENVOY "E"  
20 Records — Electric  
Selection



SEEBURG  
Wireless WALL-O-MATIC  
*The only WIRELESS remote selector  
box, offering full phonograph selec-  
tivity, that can be used effectively  
on wall or bar!*

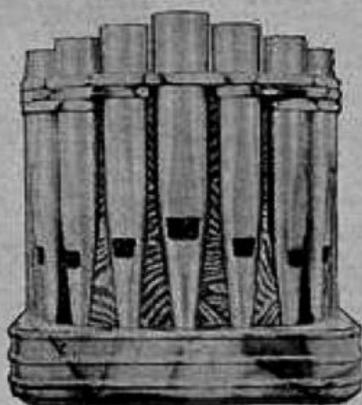


SEEBURG Portable,  
Wireless PLAY-BOY

Fellows! Visit your nearest Electro Ball office and see the most profitable operating proposition in automatic music! The Electro Ball Company has had three years of real experience with the Seeburg Music System with *Wireless Remote Control!* Let us pass this experience on to you . . . let us show you, by actual proof, the tremendously successful job the Seeburg Music System is doing on all locations! Each Electro Ball office is in charge of a *Wireless Remote Control* expert who will gladly give you sincere advice on your Seeburg Music System installations!

*Immediate Delivery!*

SEEBURG Deluxe,  
Wireless  
SPEAKORGAN



**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

### ELECTRO BALL COMPANY, Inc.

**DALLAS, TEXAS**

Electro Ball Co.  
1200 Camp St.  
E. E. Reynolds  
4116 Live Oak

**HOUSTON, TEXAS**

Electro Ball Co.  
1706 Fannin

**LITTLE ROCK, ARK.**

Sooner Novelty Co.  
409 West 7th

**MEMPHIS, TENN.**

Electro Ball Co.  
680 Union

**OKLAHOMA CITY, OKLA.**

Sooner Novelty Co.  
405 W. 2nd

**NEW ORLEANS, LA.**

Southern Music Sales Co.  
325 Baronne

**SAN ANTONIO, TEXAS**

H. W. Thompson  
415 Carolina

**MILWAUKEE COIN MACHINE CO.**  
1455 W. FOND DU LAC AVE.  
MILWAUKEE, WISCONSIN

**WE HAVE IT!**  
*The* **SEEBURG**  
**MUSIC SYSTEM**  
*with WIRELESS*  
**REMOTE CONTROL**

NEARLY THREE YEARS OF SUCCESSFUL OPERATION, TO DATE, PROVES THE AMAZING EARNING POWER OF THE SEEBURG MUSIC SYSTEM WITH WIRELESS REMOTE CONTROL! 600% MORE REVENUE! EASY, WIRELESS, "JUST-PLUG-IN" INSTALLATION AND MANY OTHER EXCLUSIVE SEEBURG FEATURES GUARANTEE PERMANENT HOLD ON YOUR LOCATIONS! WE KNOW THE FACTS FROM EXPERIENCE... LET US PROVE THEM TO YOU NOW!

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**A TWO WEEK SPECIAL TRADE-IN ALLOWANCE  
WRITE FOR FURTHER DETAILS**

**FOR IMMEDIATE DELIVERY  
IN CENTRAL AND SOUTHEASTERN OHIO,  
WEST VIRGINIA and WESTERN VIRGINIA  
SEEBURG MUSIC SYSTEM**



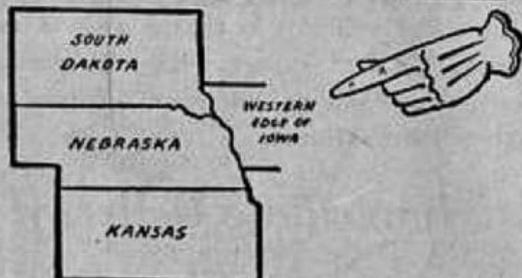
*With* **WIRELESS**  
**Remote Control**

Proved the finest, most profitable complete music system by nearly 3 years of successful operation! Earns up to 600% more money! Easiest to install—no wires—no cables... Just plugs in! Insures permanent installation! Offers exclusive operating advantages not found in any other equipment!

**SHAFFER MUSIC COMPANY**  
514 S. HIGH STREET  
COLUMBUS, OHIO

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**IF YOU OPERATE HERE**



*You Can Get*

**IMMEDIATE DELIVERY**

*on the*

**SEEBURG MUSIC SYSTEM**

*with* **WIRELESS**

**REMOTE CONTROL**

*here!*

**MUSIC SERVICE CORPORATION, INC.**

1418 South 16th St.  
OMAHA, NEBRASKA

617 West Douglas  
WICHITA, KANSAS

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**Seeburg Units  
Increase Patronage**

BIRMINGHAM, Ala., June 17.—"When, after three years of operating, operators are still speaking in awe of the constantly-increasing revenues on locations, the equipment that causes such a stir must have something!" states Gus Alley, of Magic City Music Co., Seeburg distributors.

"From the time we helped the first operator to install his first Seeburg music system with wireless remote control until the present, we've heard nothing but praise for Seeburg wireless remote control.

"The appreciation of the convenience afforded by Seeburg music is expressed not only in greatly increased play but in the high praise the players give the location owners for having given them this marvelous new entertainment."

**Testimonial for  
Al Schlesinger**

ALBANY, N. Y., June 15.—Al Schlesinger, wholesale distributor of Albany, handling the lines of some of the best known coin machine manufacturers, was

tendered a testimonial reception recently. Schlesinger has a large and attractive coin machine establishment in this city and has the direction of the Central New York distributors.

Edward J. Bowen, candidate for Congress in the 28th District and editor-publisher of *The Mid-Hudson Clarion*, was a guest at the festivities in honor of Schlesinger.

**New England  
Music Trends**

BOSTON, June 15.—According to Louis Blatt, executive of the Atlas Coin Machine Co., Boston, complete Seeburg wireless remote control music systems are entertaining more and more New Englanders in locations every day.

Said Blatt: "As distributors of Seeburg equipment for New England, which includes Maine, Vermont, Massachusetts, New Hampshire, Rhode Island and Connecticut, we have our finger constantly on the pulse of operating in this section. The trend thruout New England is to install Seeburg music systems.

"One thing that we have found is that an operator who makes a Seeburg remote control installation on one location invariably installs Seeburg remote control on every location where it is possible to install."

**Musicians Drop Resolutions**

INDIANAPOLIS, June 15.—The convention of the American Federation of Musicians, meeting here June 10 to 15, voted down a resolution aimed at automatic phonographs. While a number of other resolutions adverse to phonographs were known to have been prepared, this was considered the most potent and it was felt that no other adverse resolutions would be voted.

The convention followed the advice of their veteran president, Joseph N. Weber. He advised the musicians that nothing could really be accomplished by the resolutions against phonographs.

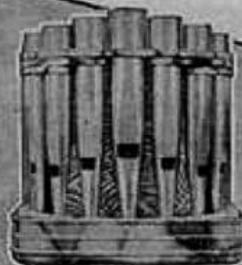
James C. Petrillo, president of the Chicago Federation of Musicians, was elected president of the national organization to succeed Weber.

**Attention Operators  
IN THIS TERRITORY!**



SEEBURG Selectric SYMPHONOLA  
ENVOY "E" 20 RECORDS

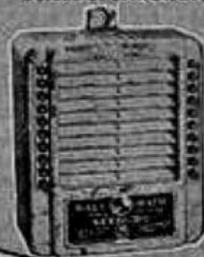
**SEEBURG  
MUSIC  
SYSTEM with  
WIRELESS  
REMOTE CONTROL**



SEEBURG  
Deluxe SPEAKORGAN



SEEBURG  
WALL-O-MATIC



SEEBURG  
PLAYBOY

**Is Available for Immediate Delivery from  
ATLAS COIN MACHINE COMPANY**

780 COMMONWEALTH AVENUE BOSTON, MASS.

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**Hoelzel Heads  
Kaycee Group  
Of Operators**

KANSAS CITY, Mo., June 15.—Hobbies, Inc., is the name of the new Kansas City operators' association, which was organized a few weeks ago. Within the short time of its organization it has already become very efficient and its original membership has been doubled.

Carl Hoelzel, manager of the United Amusement Co., was elected president of the association, and Harry Schwimmer was named business manager. Meetings are now being held every Wednesday.

The purpose of the association, as outlined by President Hoelzel, is "to keep the operating business clean." Nearly every operator in this section has been enlisted in Hobbies, Inc., and unfair practices are being eliminated. Greater co-operation has already resulted and an increase of business has been noted by several members.

Another use of the society is to represent the business against other groups which may strike the coin machine and music box industry. The result is that the coin machine business here at last is beginning to exert its proper influence in civic and commercial affairs.

**Bramer Joins  
W. B. Novelty**

ST. LOUIS, June 15.—William Beta, owner of the W. B. Novelty Co., of this city and Kansas City, is elated over the fact that he has been able to secure the services of G. M. Bramer, for many years one of the ace traveling and district managers of a phonograph firm.

Bramer joined the staff of the W. B. Novelty Co. June 10 and left June 12 for his first trip thru Southern Illinois and Missouri.

He will be traveling representative calling on coinmen most of the time. He will feature Seeburg phonographs and remote control systems, also selling coin-operated machines of all kinds, handled by the W. B. Novelty Co.

**New York Firms  
Are Incorporated**

ALBANY, N. Y., June 15.—Stewart Merchandisers, Inc., of Manhattan has been granted a charter of incorporation by the secretary of state. The company has been formed to deal in automatic vending machines and has a capitalization of 50 shares of preferred stock of the par value of \$1,000 each and 100 shares common stock of no par value. The promoters and stockholders are Frederick A. Lind, Shirley Robins and Alfred J. Bohlinger, 511 Fifth avenue, New York.

Other enterprises chartered were: Remote Controlled Music, Inc., Manhattan, music machines. Capital 100 shares preferred stock at \$1 and 2,000 shares common, no par. Stockholders are Leo Wilens, David Simon and Albert Simon, New York.

Hall of Inventions, Inc., Queens County. Amusement projects. Capital, \$1,000. Stockholders: Sidney S. Cogan, Oscar B. Sachs and George S. Allen, New York.

Standard Amusement Corp., Manhattan. Amusement devices. Capital, 100 shares, no par. Stockholders: William Miller, Frederick Farren and R. Helen

**ATTENTION! OPERATORS IN**



**You Can Get**

**IMMEDIATE DELIVERY**

*on the*

**SEEBURG MUSIC SYSTEM**

*with* **WIRELESS**

**REMOTE CONTROL**

*here!*

**SOUTHERN AMUSEMENT CO.**

**Simon Wolfe**

470 RIVERSIDE AVE.

JACKSONVILLE, FLORIDA

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

THE BILLBOARD GIVES YOU THE ONLY

**WEEKLY**

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

**SPARKS SPECIALTY COMPANY**  
SOPERTON, GEORGIA  
**SEEBURG DISTRIBUTORS**

**WE HAVE IT!**  
*The* **SEEBURG**  
**MUSIC SYSTEM**  
*with WIRELESS*  
**REMOTE CONTROL**

NEARLY THREE YEARS OF SUCCESSFUL OPERATION, TO DATE, PROVES THE AMAZING EARNING POWER OF THE SEEBURG MUSIC SYSTEM WITH **WIRELESS** REMOTE CONTROL! 500% MORE REVENUE! EASY, **WIRELESS**, "JUST-PLUG-IN" INSTALLATION AND MANY OTHER EXCLUSIVE SEEBURG FEATURES GUARANTEE PERMANENT HOLD ON YOUR LOCATIONS! WE KNOW THE FACTS FROM EXPERIENCE... LET US PROVE THEM TO YOU NOW!

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**Operators in This Territory!**



**You Can Get**

**IMMEDIATE DELIVERY**  
on the

**SEEBURG MUSIC SYSTEM**

*with* **WIRELESS**

**REMOTE CONTROL**

*here!*

**W. B. NOVELTY CO.**

1903 WASHINGTON AVENUE  
ST. LOUIS, MO.

3105 GILLHAM PLAZA  
KANSAS CITY, MO.

Distributors in Southern Illinois From Springfield South, State of Missouri and Wyanotte County, Kansas.

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

WYOMING

COLORADO

NEW MEXICO

**OPERATORS  
IN THIS  
TERRITORY!**



**You Can Get  
IMMEDIATE DELIVERY**

on the

**SEEBURG MUSIC SYSTEM**

*with* **WIRELESS**

**REMOTE CONTROL.**

*here!*

**MODERN MUSIC COMPANY**

1318 11TH STREET

DENVER, COLORADO

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**Phonos Likely To Come More  
And More Into Limelight for  
Popularizing Songs, Trend Shows**

NEW YORK, June 15.—Importance of the automatic phonograph network to the music industry as a medium for popularizing a song will be further spotlighted by attention the music publishers who are members of American Society of Composers, Authors and Publishers intend giving it if and when radio stations carry out their threat to ban ASCAP music from the airwaves in protest against the new ASCAP contract, scheduled to go into effect January 1, 1941. Such a ban, should it occur, would throw a monkey wrench into the present machinery employed by music publishers to popularize their songs, as much time and effort are expended weekly by publishers to get their songs played over the air.

Publishers, however, are preparing to meet the eventualty by concentrating on other methods of song exploitation. One of the channels expected to come in for a major share of attention is the automatic music machine "network." Publishers have come to look upon the music box as a staunch ally in their never-ending drive to put their songs across. No more evidence of this factor need be cited than the amount of advertising placed by leading music publishers in *The Billboard* featuring their latest hits. The manner in which music boxes skyrocketed such tunes as *Beer Barrel Polka*, *Oh, Johnny*, *Oh to the Heights* proved its power. That's why music publishers feel this network will be of still greater importance to them if the broadcasters ban ASCAP music.

**Robbins' Statement**

"This medium of exploitation," according to Jack Robbins, head of Robbins, Feist, Miller, the Big Three of the music publishing business, "will afford a better 'buying gauge' to music publishers." It is Robbins' contention that if a person will spend 5 cents to hear a song, other people will spend 35 cents to play it from a sheet music copy. "Too often," he

observes, "sheet-music sales at present do not sell enough copies in proportion to the amount of radio performances because the latter renditions are offered free and there is no 'sales gauge' available."

In paying tribute to the importance of the music box Robbins points out, "If a song is spotted in only 100,000 machines, or 25 per cent of the total available, and was played only once a night to an average listening audience of five people, that would be a half million 'hearing units' of performances. But we know that a song gets from three to six plays a night and so we can depend upon a few million 'hearing units' in a period of two or three weeks." Robbins' statements are pretty well indicative of the reactions of other leading music publishers.

**ASCAP-Radio Fight**

Present ASCAP-Broadcasters fight is now reaching the boiling point since ASCAP's current contract, calling for 5 per cent of the station's commercial earnings, expires on December 31, 1940. For years the broadcasters and its trade organization, the National Association of Broadcasters, have claimed that ASCAP's contract is excessive, that ASCAP constituted a monopoly and was operating in violation of the Sherman anti-trust laws. For years radio has inspired attacks against ASCAP in various State legislatures, the crux of these attacks being in the same vein and reiterating the charges above. Those attacks sought to put ASCAP out of business in the particular State. ASCAP has been generally successful in fighting these attacks on ground that the broadcaster-inspired measures are unconstitutional.

**New Contract**

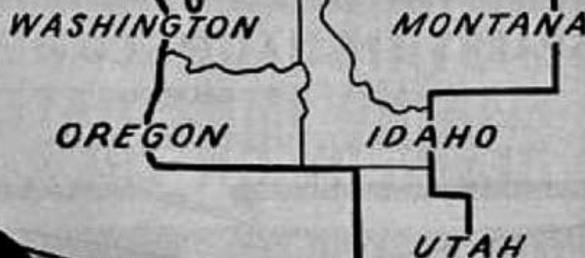
Fight is now reaching the hammer and tongs stage, as ASCAP will soon send out revised contract forms designed to become operative January 1, 1941.

**Attention Operators  
IN THIS TERRITORY!**



SEEBURG Soletric SYMPHONOLA  
ENVOY "E" 20 RECORDS

**SEEBURG  
MUSIC  
SYSTEM with  
WIRELESS  
REMOTE CONTROL**



SEEBURG  
Deluxe SPEAKORGAM



SEEBURG  
WALL-O-MATIC



SEEBURG  
PLAYBOY

Is Available for Immediate Delivery from  
**JACK R. MOORE CO.**

413-15 S. W. 13th Ave.  
PORTLAND, OREGON

N. 7-9 Bernard  
SPOKANE, WASHINGTON

100 Elliot West  
SEATTLE, WASHINGTON

68 W. Second South  
SALT LAKE CITY, UTAH

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

States of compensation. ASCAP has disclosed, are based on a sliding scale of 3 to 7 per cent. While new schedule gives the smaller station a break, it ups the ante for the bigger ones. ASCAP admits the estimated revenue under the new contract will exceed that obtained under the old. Broadcasters see this new contract as a strategic move on ASCAP's part to crack radio's united front by driving a wedge between the smaller stations, who are favored by the new contract, and the bigger ones, who will be harder hit. Question now is whether the networks, upon whom the ASCAP burden falls most, can keep the independent stations in line for a fight against ASCAP.

**In Opposition**  
Of the networks, Columbia Broadcasting System thus far has been the most outspoken in its opposition to ASCAP. It has declared that come December 31, 1940, all ASCAP music goes off its network if the society doesn't modify its demands. ASCAP thus far has shown no intention of doing this. Those on both sides of the fence are anxiously watching the scene of battle to find out how many stations accept the new contract.

**In Opposition**  
Meanwhile, in order to be in a position independent of ASCAP, the broadcasters, thru their organization, the National Association of Broadcasters, have set up their own society known as Broadcast Music, Inc. Purpose of this group is to create a private list of songs (known as a music shelf) for broadcasters to use in place of ASCAP-controlled songs. Its purpose is to purchase music catalogs and encourage non-ASCAP songwriters. So far it has purchased two catalogs and expects to have 80 songs of its own by July 1.

To date it has by no means enough material even to think of combating ASCAP, which controls the output of some 1,450 composers and writers and 130 publishers. In addition to ASCAP, another performing rights society known as Society of European Stage Authors and Composers (SESAC) controls the catalogs of 125 American and foreign music publishers, comprising a repertory of approximately 42,000 copyrighted songs. BMI, however, claims to be stepping up production to the point where it will put out 30 tunes a month—all expected to be plugged extensively by

the radio stations. At this writing, however, no BMI-controlled tune is among those considered in the "hit" class.

In order to obtain the greatest possible support for its songs, BMI has been soliciting the support of the coin machine operator by sending letters to music operator organizations asking ops to put their songs in music boxes. BMI is also pointing out that ASCAP is lobbying for passage of the Shotwell Bill, which would enable them to tax music boxes. BMI, however, does not offer any assurance that if it ever gets in the driver's seat it too will not seek to tax the music machine business.

Latest development on the legal side has been the summoning of the ASCAP records by a federal grand jury. Subpoena was served on Gene Buck, ASCAP president, recently. ASCAP tried to squash the subpoena but could not. This is regarded as being a possible reopening of the federal suit against ASCAP begun in 1934 and lapsed in 1935. Basis of this suit, also regarded as inspired by the broadcasters, is much the same as the State actions, namely, monopoly, violation of anti-trust laws, etc.

**In the Meantime**  
Meanwhile the music publisher is taking no chances on which way the wind blows. If the radio industry sticks together and does the seemingly impossible of banning ASCAP songs from the air, he will concentrate on other methods of song exploitation, and one of the most important of these other methods is the music box.

**Electro-Ball Leads  
In Installations**

SAN ANTONIO, June 18. — "We're rather proud of the fact that it was thru our offices that this section of the country became known as a leader in Seeburg wireless remote control installations," states an Electro-Ball Co. executive. "We've been campaigning for this 'greatest of music's equipment' for quite some time. The fruits of our labor show up in location after location. The more locations you visit in this section of the country, the more evident will be the enthusiasm of music men for Seeburg equipment."

**OPERATING HERE?**



You Can Get

**IMMEDIATE DELIVERY  
on the**

**SEEBURG MUSIC SYSTEM**  
with **WIRELESS**  
**REMOTE CONTROL**  
*here!*

We've had three years' experience with the Seeburg Wireless System —we know what we're doing—see us for real profit advice.

**PLAZA MUSIC COMPANY**

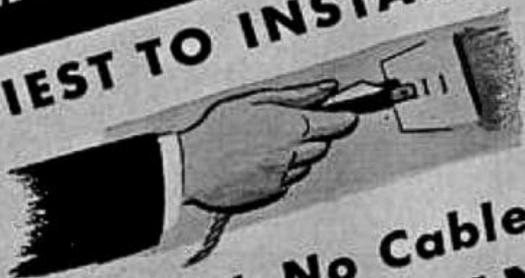
910-912 S. TRYON STREET, BOX 691, CHARLOTTE, N. C.

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

The NATION'S LEADING  
DISTRIBUTORS ARE  
MAKING IMMEDIATE  
DELIVERY ON THE...

*Seeburg*  
**MUSIC SYSTEM**  
with **WIRELESS**  
**REMOTE CONTROL**

**EASIEST TO INSTALL!**



**No Wires! No Cables!**  
**JUST PLUG IN!**

**MAKES**  
**up to 600%**  
**MORE MONEY FOR**  
**SEEBURG MASTER OPERATORS!**



1938 1939 **1940**  
**Now** IN THE  
**3rd BIG YEAR**  
of  
**SUCCESSFUL OPERATION**



*Only Seeburg*

PROVIDES NUMBERED SELECTOR BUTTONS DIRECTLY BESIDE  
THE SELECTION IN THE PROGRAM HOLDER...A CONVENIENCE  
THAT ELIMINATES CONFUSION AND MIS-SELECTIONS AND  
ESTABLISHES PLAYER CONFIDENCE IN SEEBURG INSTRUMENTS!

**ON WALL—ON COUNTER OR BAR**

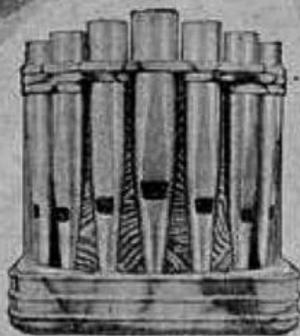


THE SEEBURG WALL-O-MATIC IS THE ONE AND  
ONLY WIRELESS REMOTE SELECTOR BOX, OFFERING  
ALL THE SELECTIONS ON THE PHONOGRAPH, THAT  
CAN BE—AND IS—USED 100% EFFECTIVELY ON  
BOTH WALLS AND BARS!

*Immediate Delivery!*



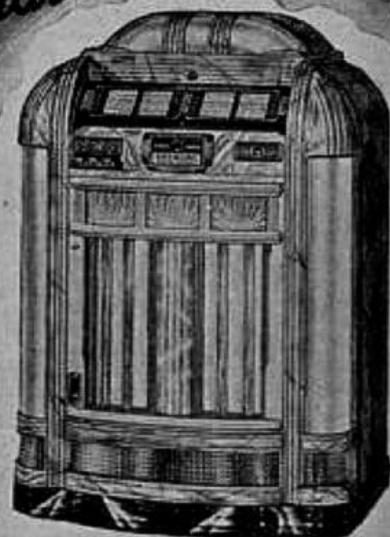
Wireless WALL-O-MATIC



Deluxe SPEAKORGAN



Wireless Portable  
PLAY-BOY



SEEBURG Selectric SYMPHONOLA  
ENVOY "E"—20 RECORDS



# ANOTHER BIG MONEY MAKER BY

# Seeburg

# SHOOT *the* 'CHUTES!

**THRILLING WAR ACTION  
BRINGS THE HEADLINES  
OF THE DAY TO LIFE!**

**PARACHUTISTS DROP FROM  
THE SKY! BOMBS BURST AND  
FLASH IN THE AIR! SHELLS EX-  
PLODE BENEATH THE TANKS!  
SHOOT THE 'CHUTES HAS  
THE TIMELY APPEAL THAT  
BRINGS PLAYERS FLOCK-  
ING TO THE COIN CHUTES!  
PLAYERS GET FROM 10 TO 100  
SHOTS, DEPENDING ON SKILL!**



J. P.

# SEEBURG

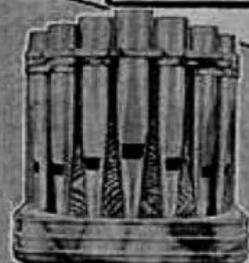
C O R P O R A T I O N  
1500 DAYTON STREET • CHICAGO

Attention Operators  
IN THIS TERRITORY!



SEEBURG Selectric SYMPHONOLA  
ENVOY "E" 20 RECORDS

SEEBURG  
MUSIC  
SYSTEM with  
**WIRELESS**  
REMOTE CONTROL



SEEBURG  
Deluxe SPEAKORGAN

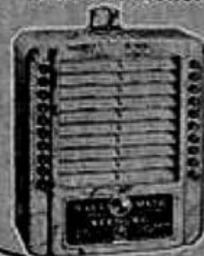


SEEBURG  
PLAYBOY

Is Available for Immediate Delivery from  
**SOUTHERN AUTOMATIC  
MUSIC CO.**

542 S. Second Street, Louisville, Ky. 312 W. Seventh Street, Cincinnati, Ohio  
620 Massachusetts Av., Indianapolis, Ind. 425 Broad Street, Nashville, Tennessee.

SEEBURG  
WALL-O-MATIC



IMMEDIATE DELIVERY! SHOOT THE 'CHUTES!

WE HAVE THE PROVEN

*Big Profit*  
MUSIC SYSTEM

For

IMMEDIATE DELIVERY

SEEBURG MUSIC SYSTEM

with *Wireless*

REMOTE CONTROL

Our years of experience in recommending the finest complete WIRELESS music system to master operators has taught us facts that you MUST know for the continued welfare of your music operating! We've proved them for you and we're ready to explain them to you!

FRANCO NOVELTY CO.

24 N. PERRY STREET

MONTGOMERY, ALABAMA

IMMEDIATE DELIVERY! SHOOT THE 'CHUTES!

### DesPortes Coin Mach. Co. Formed

COLUMBIA, S. C., June 15.—Formal opening of the DesPortes Coin Machine Co. at 2024 Devine street was held June 12. The general public was invited to see the home of the new concern. The new firm is headed by Aubrey DesPortes. Mrs. DesPortes is secretary; O. H. Rhodes, State salesman, and Clyde Hurt, service manager.

A complete line of a well-known manufacturer's automatic phonograph line will be carried in display rooms, which were especially designed so that operators may look over the phonographs in comfort. The company will handle distribution for this company thruout the State of South Carolina.

### Atlas Offer for Music Operators

CHICAGO, June 15.—Chicago headquarters of the Atlas Novelty Co. termed its announcement made during the past week, as one of interest to all operators. "In all of our experience in the automatic music field," they said, "we have never handled equipment that has gained our confidence to so great a degree as has the Seeburg music system with wireless remote control.

"This great trend to Seeburg continues unabated and it is for those reasons that we are making an offer to operators. So out of the ordinary is it that it can be given only to those genuinely interested in putting their music business on a permanently stable and profitable basis. Consequently, it cannot be made public at this time. Operators who wish to take advantage of the Atlas offer are requested to get in touch with Atlas officials at any of the four Atlas offices.

"All of our offices are staffed by experts in Seeburg music, men who have been trained in Seeburg service schools and men whose experience in music fits them to be capable advisors. Our offices in Buffalo, Pittsburgh, Detroit and here in Chicago are well-staffed. Deliveries are prompt and co-operation is wholehearted and unstinted."

### Olive Novelty In New Quarters

ST. LOUIS, June 15.—Olive Novelty Co. moved today to its new location at 2625 Lucas avenue. The new quarters gives them more than four times the floor space they had at their former address on Olive street. The firm occupies the entire building at the new address.

The move was necessitated by the growth of the firm during the past two years, which was primarily due to Al Haneklau, general manager, who during the past year has been contacting the coin machine trade personally in this section. He is ably assisted in conducting the business by Ben Axelrod, his office manager.

At the new headquarters the Olive Novelty Co. will have a complete repair department and will carry a complete line of parts. It will be under the management of Ellis Hammond.

The Olive Novelty Co. is distributor in St. Louis and vicinity for Mills Novelty Co. products, featuring at the present time the Mills Phonographs; also for the products of J. H. Keeney & Co., D. Gottlieb & Co. and other coin machine manufacturers.

### Hy-G Staff Plugs For Remote Control

MINNEAPOLIS, Minn., June 15.—A majority of North Dakota, Minnesota and Northern Wisconsin locations have Seeburg music systems. It is reported by Hy Greenstein, of the Hy-G Games Co., Seeburg distributors.

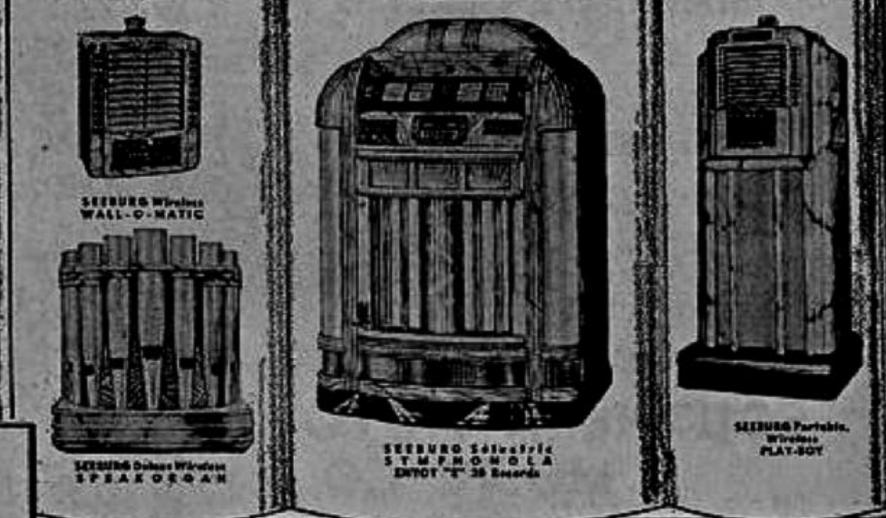
"Since the first Seeburg wireless remote control was announced nearly three years ago, the trend toward the Seeburg music system has been growing stronger. As location after location showed gains in play and revenue, more operators became Seeburg operators.

"There is no doubt in my mind that the experience of my staff in making recommendations for wireless remote control has had a great deal of influence in the steadily rising sales curve of Seeburg equipment."



See **EAST COAST**  
**PHONOGRAPH DISTRIBUTORS, Inc.**  
*At Once!*  
**FOR THE BIGGEST PROFIT OPPORTUNITY IN MUSIC!**

*Seeburg*  
**MUSIC SYSTEM**  
 with **WIRELESS**  
**REMOTE CONTROL**  
 NO WIRES-  
 NO CABLES!  
 HOURS NOT DAYS TO INSTALL!



**EAST COAST PHONOGRAPH DISTRIBUTORS, INC.**  
 455 WEST 45TH STREET, NEW YORK CITY, N. Y.  
 Phone Circle 5-3125

**FORT ORANGE RADIO DISTRIBUTING CO., INC.**  
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 Phone 3-2109

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**WE HAVE THE PROVEN**  
*Big Profit*  
**MUSIC SYSTEM**  
 For  
**IMMEDIATE DELIVERY**

**SEEBURG MUSIC SYSTEM**  
 with *Wireless*  
**REMOTE CONTROL**

Our years of experience in recommending the finest complete WIRELESS music system to master operators have taught us facts that you **MUST** know for the continued welfare of your music operating! We've proved them for you and we're ready to explain them to you!

**AUTOMATIC MUSIC SERVICE**

1210 NORTH AVENUE, ELIZABETH, N. J. Phone, Elizabeth 2-0517

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

**IF YOU OPERATE HERE**



You Can Get  
**IMMEDIATE DELIVERY**  
 on the

**SEEBURG MUSIC SYSTEM**  
 with *Wireless*  
**REMOTE CONTROL**  
*here!*

**AUTOMATIC AMUSEMENT CO.**  
 919 N. BROAD ST. Phone: Poplar 1333 PHILADELPHIA, PA.  
 5 E. MT. ROYAL AVE. Phone: Vernon 7478 BALTIMORE, MD.  
 17 N. WASHINGTON ST. WILKES-BARRE, PA.

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

IF YOU OPERATE HERE



You Can Get

IMMEDIATE DELIVERY

on the

SEEBURG MUSIC SYSTEM

with

**WIRELESS**

REMOTE CONTROL

here!

ACME PHONOGRAPH CO.

6210 EUCLID AVENUE

CLEVELAND, OHIO

IMMEDIATE DELIVERY! SHOOT The 'CHUTES!

MUSIC OPERATORS IN



Can Get

IMMEDIATE DELIVERY

on the

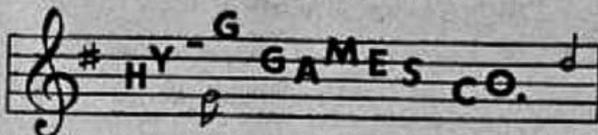
SEEBURG MUSIC SYSTEM

with

**WIRELESS**

REMOTE CONTROL

here!



1641 HENNEPIN AVE., MINNEAPOLIS, MINNESOTA

IMMEDIATE DELIVERY! SHOOT The 'CHUTES!

OPERATORS IN  
CENTRAL AND NORTHERN  
NEW YORK!

CHARLES GORMAN

OFFERS YOU SWIFT DELIVERY ON THE

SEEBURG MUSIC SYSTEM



With

**WIRELESS**

Remote Control

GORMAN NOVELTY CO.

85 GENESEE STREET

UTICA, NEW YORK

IMMEDIATE DELIVERY! SHOOT The 'CHUTES!

ON THE RECORDS

(Continued from page 81)

records this one fails to show anything to make it stand out, but Masters has a nice reputation in the machines that may give his versions of these two songs from that score an edge in that field. Musically, it's straight stuff, with the normal amount of Masters "bell tones."

CHARLIE BARNET (Bluebird)

No Name Jive, Parts 1 and 2—FT.

Like the Glen Gray record already doing fairly well in the machines, this is a two-sided affair. Barnett's interpretation of the solos and the ensemble passages is different, however.

GRAY GORDON (Bluebird)

I Can't Resist You—FT. VC. My Enchantress of the Night—Conga.

Both are smoothly done, but the songs themselves don't mean anything at present and aren't likely to in the future. The conga is played well for a band that doesn't specialize in this type of rhythm, but commercialism is lacking.

JOHN KIRBY (Vocalion)

Minute Waltz—W. You Go Your Way—FT.

Altho the Chopin waltz is labeled as such, it strays off the three-quarter beat more than once. It's an interesting arrangement, great for disk addicts. Reverse is good blues. Machines definitely out on both, tho.

KAY KYSER (Columbia)

Her Name Was Rosita—FT. VC. I'm Stepping Out With a Memory Tonight—FT. VC.

Side A is a good Kyser tune, done in typical fashion. A particularly good phono bet. Side B also has more than an even chance to become a profitable item for both retailers and music machines.

TERRY SHAND (Decca)

I Love Me—FT. VC. My Extraordinary Gal—FT. VC.

Billiness of a male vocal on the former, due to some of the typically feminine lyric lines, militates against its chance anywhere. Band does all right on each side, but generally speaking it's just another record.

RAY HERBECK (Vocalion)

Highways Are Happy Ways—FT. VC. In Old Hawaii—FT. VC.

Neither the selections nor their execution have anything at all to offer anyone interested in the selling or the buying of records.

HARLAN LEONARD (Bluebird)

Parade of the Stompers—FT. VC. I'm in a Weary Mood—FT. VC.

Two originals by Leonard, with appeal for Negro music machine locations and swing fans. Interesting and listenable, but not to the general public.

HARRY OWENS (Decca)

Purple Hills of Hawaii—W. VC. Ka-Lu-A—FT.

Second side is the old Jerome Kern favorite, given nice treatment by this Hawaiian-styled band. Side A is also in the grass-skirt idiom, with the disk a good buy for those who get a kick out of the songs of the islands.

FOUR MARSHALLS (Vocalion)

The Old Grey Goose Is Dead—V. Little Old Lady From Baltimore—V.

Run-of-the-mill harmonizing, not bad, but not good. Tunes themselves are little known and have little average appeal, with very limited sales on this record the probable result.

JACK JENNEY (Vocalion)

If You Knew Suzie—FT. VC. Since You Came Into My Dreams—FT. VC.

There's little commercial value in this couplet, neither the band, the songs, nor the playing likely to make any dent on record followers' consciousness. Jenney's trombone is fine as always, but beyond that, nothing.

DICK ROBERTSON (Decca)

The Gang That Sang "Heart of My Heart"—FT. VC. The Guy Needs a Gal—FT. VC.

Average Robertson on a sentimental ballad and a lively rhythm number. The first has good appeal for music box locations where sophistication is only a word in the dictionary.

MITCHELL AYRES (Bluebird)

Blue Lovebird—FT. VC. Down by the O-H-O—FT. VC.

Tempo of the former is a little tired, but the second side has bounce. Nothing unusual about either side for the machines or home consumption.

**E. T. MAPE MUSIC Co.**  
 IS MAKING IMMEDIATE DELIVERIES  
 IN THIS TERRITORY



ON THE  
**Seeburg**  
 MUSIC SYSTEM  
 with **WIRELESS**  
 REMOTE CONTROL

- SEEBURG Wireless WALL-O-MATIC
- SEEBURG Deluxe Wireless SPEAKORGAN
- SEEBURG Selectric SYMPHONOLA
- ENVOY "E" 20 Records
- SEEBURG Portable Wireless PLAY-BOY

**E. T. MAPE MUSIC CO.**

SAN FRANCISCO  
 284 Turk Street

LOS ANGELES  
 1517 W. Pico Blvd.

IMMEDIATE DELIVERY! SHOOT The 'CHUTES!



SEEBURG Wireless WALL-O-MATIC



SEEBURG Deluxe Wireless SPEAKORGAN



SEEBURG Selectric SYMPHONOLA  
 ENVOY "E" 20 Records



SEEBURG Portable Wireless PLAY-BOY

**Philly Op Finds Disks Made By Home Towners Good Bets**

PHILADELPHIA, June 15.—Exploitation of territorial favorites, regardless of national following, on automatic music machines is proving popular in many sections. One operator here who is carrying out such a policy with success is Morris Lerner.

One of the several artists and song-writers Lerner is featuring is Johnny McGee. "I do not consider him one of the top favorites of the nation," this operator said, "but he is one of the top names in machines here. Philadelphians are spending more than an ordinary amount to hear disks made by this home-town boy whose trumpet playing with bands around town is still remembered by the young folk. McGee disks are not top money-makers but are consistent nickel-getters. Fortunately, a McGee record comes out practically every week, immediately going into the machines, and doing as well as the previous week's record regardless of what the song might be."

According to Lerner, Jan Savitt is another recording artist in this category, his 'Top Hatters' getting their first fitting here. As a result Savitt's records are at fault on only one score—it is difficult to secure them in sufficient numbers as he is not as prolific as some of the other bands. To emphasize the importance of what the home-town angle means, Lerner added the fact that on his machines Jan's version of 'Tuxedo Junction' led Glenn Miller's.

The exploitation of home talent does not always click, this op said. He illustrated it by citing the case of Ted Weems. "While this band leader is a native Philadelphian," Lerner stated, "he left the city years ago, leaving the new crop of dancers without recollection of his association with the local dance picture. Altho Ted was a big hit in the days of the old L'Aiglon cafe, this fact fails to register with today's music box patrons."

Songs written by local lads can also be played up to the operators' advantage, Lerner says. While some of the composers may be unknown to a majority of persons, they play the records when facts pertaining to the writers are called to their attention. This is believed due to the fact that nearly everyone has at one time or another anticipated writing a song and his interest is stimulated in hearing that the tune was the work of another hometown.

When Andy Kirk's recording of 'If Always Will Be You' was released Lerner used stickers to ballyhoo that it was written by Frank Capano and Ray O'Day, both Philadelphians. Capano is well known and it was found that the use of his name had a boosting influence. O'Day, a night club emcee, plugged the song whenever possible.

Lerner is certain that this home-town angle is not unique to this city. When he recently made a trip thru the Carolinas he found operators were concentrating on Kay Kyser and Hal Kemp records. A trek into the Reading territory shows ops were profiting on Russ Morgan, whose records were found even in foreign language locations.

**Cleveland Ops for Wireless Control**

CLEVELAND, June 15.—"If there is any question about the popularity of the Seeburg music system with wireless remote control in and around Cleveland, I advise the doubter to take a swing around the location circuit," comments Joe Nemesch, chief of the Acma Phonograph Co.

"As a Seeburg distributor, I happen to know that an inspection of the territory's top spots will reveal a heavy majority of Seeburg music system installations, and I can predict that, as time goes on, the only top spots will be those with Seeburg wireless remote control.

"Operators are realizing that the experience gained in three years of practical and profitable operating is an invaluable asset when they come to making installations of Seeburg music systems in their own locations."

WE HAVE THE PROVEN

*Big Profit*

MUSIC SYSTEM

For

IMMEDIATE DELIVERY

**SEEBURG MUSIC SYSTEM**

with *Wireless*

**REMOTE CONTROL**

INSTALLATION MADE IN HOURS INSTEAD OF DAYS

NO CABLES TO BUY!

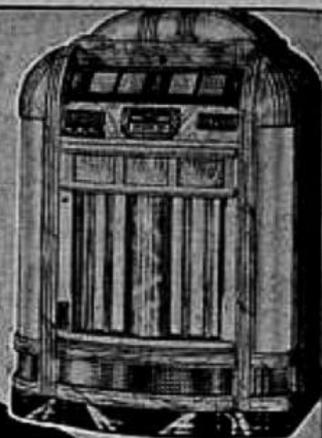
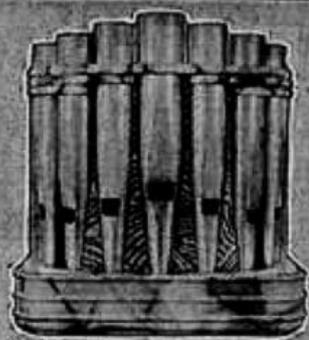
**MAGIC CITY MUSIC CO.**

508 NO. 16TH ST.

BIRMINGHAM, ALA.

IMMEDIATE DELIVERY! SHOOT The 'CHUTES!

BECAUSE WE KNOW  
THE FACTS ABOUT THE  
**Seeburg**  
MUSIC SYSTEM  
with  
**WIRELESS**  
REMOTE CONTROL



**Atlas**  
HAS A MOST  
**AMAZING**  
**OFFER!**  
WRITE AT ONCE FOR  
DETAILS



As experts on Seeburg *Wireless* Remote Control we know the facts about its tremendous earning power, and so positive are we that the Seeburg Music System with *Wireless* Remote Control will *Double* and *Triple* your previous earnings that **WE ARE MAKING A MOST AMAZING OFFER!** We invite all operators in the territories we serve to write at once for details of the plan that will start you on the high road to the greatest operating profits you have ever known!

## ← 4 BIG ATLAS OFFICES

**To Serve You With Immediate Delivery!**

### ILLINOIS-IOWA

Atlas Novelty Company  
2200 N. Western Ave., Chicago  
Phone ARMitage 5005

### PENNSYLVANIA

Atlas Novelty Company  
1901 Fifth Avenue, Pittsburgh  
Phone Grant 1705

### MICHIGAN

Atlas Automatic Music Co.  
2982 E. Jefferson St., Detroit  
Phone Fitzroy 2882

### WESTERN NEW YORK

Atlas Phonograph Company  
1669 Main Street, Buffalo, N. Y.  
Phone Garfield 9275

**IMMEDIATE DELIVERY! SHOOT The 'CHUTES!**

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

## Okeh Label on Way

THE Columbia Recording Co. announces that within a few weeks its Okeh label will be revived on the popular-priced records, replacing the current Vocalion trademark. Joe Higgins, head of the recording division, explains that the word Vocalion is both harder to remember and more difficult to pronounce than Okeh. The revived title, used years ago by Columbia, is more commercial and hence in better favor. One of the first name bands to be switched to the Okeh releases is Gene Krupa, who heretofore has appeared on the Columbia label only.

## News Notes

The Moylan Sisters, 5 and 7-year-old radio harmony team, have been signed by Decca. . . . Last week Columbia handed out recording contracts to Claude Thornhill, who will record with his new, augmented band, and to Red Nichols, who immediately made four sides. . . . Kitty Lane is Bob Chester's new vocalist, replacing Daisies O'Neill, who was forced to remain out after a minor operation. . . . Another newcomer in the vocal ranks is Helen Clark, who joined Charlie Barnet's Band, following the departure of Mary Ann McCall. . . . Artie Shaw will be heard on the air with a new band, starting on the Burns and Allen program July 1. . . . Columbia signed Mary Small, who will be featured in a popular album series. . . . A record based on the catch phrase "Who's Yeheedi?", publicized on the Bob Hope radio program, was made by Columbia with Jerry Colonna, comedian recognized with that phrase, and Six Hits and a Miss.

## Title Juggling

A NUMBER of records which prove flops after their initial release have made great comebacks when properly embellished with a new set of lyrics or new tricks in musical arrangements and re-issued, usually under a new title. Latest example is Victor's *Bartender Polka*, which is doing well in many locations. It originally appeared on music boxes as *Calvary First*, but proved a total dud.

## New Tune-Plugging Angle

ANOTHER example in which music boxes were responsible in creating a demand for a song before it was published was revealed this week when the publishing house of Shapiro, Bernstein & Co. tied up the late Pat White's song, *It's the Same Old Shillelagh*, because of the attention it was given on locations throughout the country. White, before his death, never succeeded in interesting a pub-

lisher in the song. It was recorded for Victor in 1928 and revived by the same company recently under the Bluebird label. Shapiro-Bernstein secured the publishing rights from Ann Grant White, the writer's widow. Other tunes used on music boxes before they were ever published include *The One Rose* and *Beer Barrel Polka*.

## An Operator Writes

JACK FREEDMAN, of Philadelphia, was impressed by the music box band tie-up he witnessed in Atlantic City recently. He feels that ballroom and theater operators can greatly benefit by working together with operators in plugging the records of the coming personal appearance attractions. In discussing his Atlantic City experience, he writes:

The records in the machine at Hamid's Million-Dollar Pier were entirely those of bands whose names graced the pier's marquee as coming attractions. The association of the band's music with the band's coming appearance cannot help impressing the passer-by, meaning much more, in my opinion, than the mere printed letters of the band's name.

The impression of the music box undoubtedly registered with the many strollers on the Boardwalk, and I am inclined to believe that this means many new players in locations where those strollers might congregate at some time or another.

## This and That

FUREY ROSS, executive of the Oriole Coin Machine Co., Pittsburgh, will operate the Willows night club and ballroom in Oakmont, Pa., opening for the summer July 1. He will have personal contact with a number of bands thruout the season. . . . A two-page story in *The New York Sunday Mirror* last week credited the music box industry for creating part of the attention given bands today. Story carried the heading of *The Dance Band Is Big Business* and was written by Gerald R. Scott, who is really Mel Adams, press agent for Hal Kemp and Victor. . . . Joe Higgins has been in Catalina Island the past week taking charge of the new recordings made by Kay Kyser, Benny Goodman and Dick Jurgens. . . . Tommy Dorsey recorded with his small band for Bluebird June 14. . . . Dave Kapp, Decca executive, is back from Texas, where he visited with operators.

## Territorial Favorites

Wherein we present another of our weekly lists of artists and records doing well in several specific cities, supple-

menting the national leaders of the Record Buying Guide.

## Chicago

A new territorial favorite and a veteran in the band business who stands a good chance to be represented well nationally is Art Kassel. Among his first records under a new contract getting good plays here is "A Guy Needs a Gal." Kassel is a particular favorite here, having played at least one long run a year for the last 10 years in the Bismarck Hotel.

## New York

Johnny McGee is making fast progress in the East. His version of "Where Was I?" is showing up unusually well. Another big timer is Charlie Barnet, who is drawing plays with the same tune, as well as with "The Breeze and I."

## Portland, Ore.

The war talk here, more than in most other territories, affected the music box business, judging by reports from operators. The leaders, however, are getting by, as are a few local favorites. Among the latter are "You, You Darling," recorded by Bob Crosby; "Sierra Sue," featuring Bing Crosby, Glenn Miller and Glen Gray, and "Ain't You Ashamed?," as recorded by Mitchell Ayres and Dick Robertson.

## Helena, Mont.

This area has a number of good locations which cater to high school kids and where no alcoholic drinks are served. Occasionally a record clicks with these young patrons that catches on in other territories with similar locations. Latest of such caliber is "Traffic Jam," which is played over and over again.

## Washington

The political-minded patrons in these environs enjoy "WPA," attaching more importance to the satirical lyrics rather than the bands playing the tune. It has great national possibilities, particularly since a couple of radio networks banned it for broadcasting purposes.

## Songs Most Heard on Radio

The following is a comparative list of 10 songs broadcast most often during the week ended June 14 and the week before, ended June 7. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

## This Week

1. Make Believe Island
2. Say It
3. How Can I Ever Be Alone?
4. Imagination
5. Where Was I?
6. The Breeze and I
7. Hear My Song, Violette
8. Sierra Sue
9. Yours Is My Heart Alone
10. Devil May Care

## Last Week

1. Blue Lovelbird
2. Imagination
3. Devil May Care
4. Say It
5. You're Lonely and I'm Lonely
6. Where Was I?
7. I Haven't Time to Be a Millionaire
8. The Woodpecker Song
9. Yours Is My Heart Alone
10. Fools Rush In

## Music Systems Favored in Georgia

SOPERTON, Ga., June 15.—America—young and old—likes recorded music. In this section of the country they're all getting more and more of it via complete Seeburg wireless remote control music systems installed in their favorite locations," reports the Sparks Specialty Co., Seeburg distributor in Soperton.

"People want the convenience of music selection and reception available to them with the various products that have given the J. P. Seeburg Corp. leadership in the music business. They've conclusively demonstrated the fact that they want this convenience by paying for it—in many extra dollars of profit in the cash boxes.

"So, reflect operators, if they want it in one location they must certainly want it in others. Result is that more and more locations are demanding of their music operators, "Install the music equipment that will bring us more business and earn us more money—the Seeburg music system with wireless remote control."



# FREDDY MARTIN AND HIS ORCHESTRA

CASH IN NOW WITH  
"IT'S A LOVELY  
DAY TOMORROW"

★  
"YOU CAN'T  
BRUSH ME OFF"  
BLUEBIRD No. 10695

By IRVING BERLIN  
From the Smash  
Broadway Production  
"LOUISIANA PURCHASE"

★  
On the Air  
COAST-TO-COAST  
WGN-MBS  
From the  
ARAGON BALLROOM  
CHICAGO

★  
THIS MONTH'S  
COLUMBIA HITS

By EDDY

# HOWARD

CR 35455 "The Singing Hills"  
"Where Was I?"

CR 35471 "Say It"  
"Moments in the Moonlight"

## ATTENTION, OPERATORS

Use Decca Records on Your Phone

RED RAVEN POLKA—2543  
CLARINET JOY—3075  
LONESOME MUSICIANS—3115  
RED RAVEN WALTZ—3022

LAWRENCE DUCHOW  
and His Red Ravens  
HILBERT, WISCONSIN  
Now Open for Negotiations

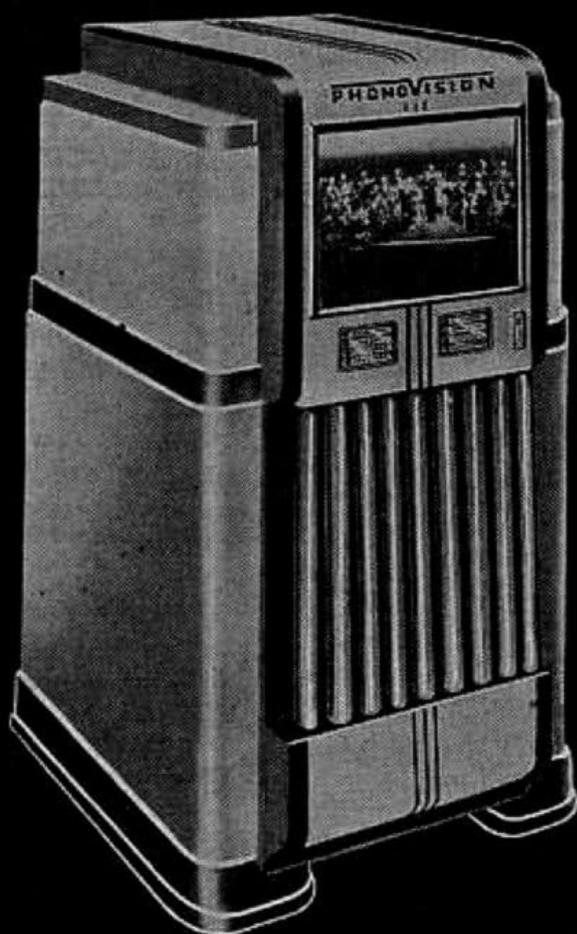
ADVERTISE IN THE BILLBOARD—YOU'LL BE  
SATISFIED WITH RESULTS.



MILLS QUEEN OF SWEET MUSIC, Sally Somers, sanctions these two Mills machines, Empress and Throne of Music, for today's dancipation. "I get acquainted with the bands and orchestra leaders thru the records," says Mills Sally.

..INTRODUCING A NEW ERA IN ENTERTAINMENT

# PHONOVISION



PHONOVISION—SEE IT—HEAR IT! Completely Automatic Sound on Film machine in beautiful, streamlined cabinet. With a drop of a coin you see and hear any of the eight top dance features released each week. Whatever the Movies can do—Whatever a modern phonograph can do—PHONOVISION COMBINES to give you perfect entertainment at Cafes, Hotels, Lounges, Bars, Grills, Etc., Etc. IT'S THE NEW ERA OF ENTERTAINMENT THE ENTIRE COIN MACHINE INDUSTRY HAS BEEN LOOKING FORWARD TO—HERE TODAY!

Important! Only Phonovision machines will feature Phonovision films and only Phonovision films will be used in Phonovision machines.

**IMPORTANT TO DISTRIBUTORS**

**TERRITORIES NOW BEING ALLOTTED! NOW IS THE TIME TO INVESTIGATE!**

**READY  
FOR  
PRODUCTION  
DELIVERIES  
WITHIN  
90 DAYS**

**ALREADY PROVEN A SENSATION  
ON TEST LOCATIONS UNDER  
THE SEVEREST CONDITIONS!**

**WE'RE MOVING FAST!**

- A. C. DeNAPOLI, Jr., OF ELECTRICAL RESEARCH PRODUCTS, NOW CHIEF ENGINEER OF PHONOVISION.
- EDISON STUDIO STARTS PRODUCTION IN 2 WEEKS UNDER DIRECTION OF SAMUEL SAX, FOR THE PAST TEN YEARS PRODUCER OF WARNER BROS. GREAT SHORT SUBJECTS.
- EXPERTS IN EVERY PHASE OF MANUFACTURING AND PRODUCTION NOW UNDER CONTRACT.
- NAME BANDS AND TOP SINGING AND DANCING TALENT SIGNED.

**PHONOVISION CORPORATION of AMERICA**  
SHERRY NETHERLAND HOTEL • FIFTH AVENUE at 59th STREET • NEW YORK

IF YOU WANT THE BEST IN BULK VENDING—BUY



**Northwestern**

More than ever Northwestern leads the bulk vending field. High quality machines for every purpose and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION  
205 E. Armstrong Bl., MORRIS, ILLINOIS

Model 30 Sample \$6.48 **Northwestern** 25 or more \$5.20 KA.

IMMEDIATE DELIVERY ON ALL MODELS by Deposit  
SEND FOR LITERATURE  
**RAKE** Factory Distributor  
5 S. 22ND ST., 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.

**Tobacco Dealer Head Hails Law On Price-Cutting**

NEW YORK, June 15.—Eric Galambis, president of the Retail Tobacco Dealers of America, Inc., speaking before the eighth annual convention of the organization, praised the loss-leader laws, which prohibit the sale of cigarettes at a loss in order to induce other trade or in cases of price-cutting competition. "I am certain" he said, "that there is concurrence in the minds of all those who have studied the development of Fair Trade that resale price maintenance statutes afford the greatest relief to the most difficult problem that all distributive trades must cope with, namely, the loss-leader practice. These laws, as you know, have had a phenomenal history, for in the space of only three years they were adopted in 44 States and an enabling act was enacted by the federal government.

"I can't emphasize enough one important feature of these laws: they are permissive in character; that is, unless the owner of the trade-mark product, the manufacturer, is willing to stipulate the minimum resale price of his products the benefits of these laws are not afforded to us. In all frankness, we have not received the advantages other retail trades, such as drug and liquor, have under the Fair Trade laws. . . .

"In my acceptance address last year I informed you of the development of a new type of fair trade statute to prohibit selling below cost with intent to injure competition, the so-called Unfair Sales Practices Act. I also indicated that we had not been very active in this new movement and were making an exhaustive study to determine whether these laws held forth any relief for our trade. I can now report that as a result of our activities this past year we determined to take an active part in the development of these laws and are now looked upon as a leader in this movement.

"There are some 20 States that have adopted Unfair Sales Practices Acts during the past two years. They are patterned mainly on two different types. One group, typical of the California Law, provides that selling below cost with intent to injure a competitor is unfair competition and a penal offense, defining retail and wholesale cost as invoice less trade discounts except cash discount plus the entire cost of doing business. The other group similarly declares below-cost selling unfair competition and a penal offense and defines retailer's cost as invoice less trade discounts except cash discounts plus 5 per cent, and wholesaler's cost as invoice less trade discounts except cash discount plus 2 per cent. . . ."



**MERCHANDISE MACHINES**

**Illinois Cig Operators To Meet in Chi June 22**

Will discuss raise in federal tax, proposed 2-cent State tax

CHICAGO, June 15.—Illinois State Association of Operators and all cigar vending machine operators will meet at the Palmer House here Saturday evening, June 22, at 9 o'clock to discuss forthcoming changes in the cigar business throughout the State.

Jack Kelner, well-known cigar machine man and representative of the Rowe Mfg. Co., has sent a letter to operators calling their attention to a meeting. "A federal tax increase of 1 cent per package on cigars is inevitable, effective July 1," he said. (Result of new federal super-taxes for national defense—federal tax levies additional 1/20 of a cent per cigarette.) "This change in cost of cigars to operators will revise the entire set-up of commission rates. In addition to that, the finance committee of the Illinois State Legislature has already presented to the Senate the recommendation for the enactment of a 2-cent stamp tax on each package of cigars, which will place Illinois on the list as the 20th State in the Union imposing such a tax.

"With such changes in the industry I hope all operators are fully aware of the possible effect on the operation of cigar vendors in the very near future. The foregoing events are of such a vital nature to all of us that we have decided

**100 Million Pennies In Weighing Scales**

WASHINGTON, June 15.—Weighing scales, which tell when that special diet has failed or succeeded, take in 100,000,000 pennies a year, according to J. J. Crosby, sales manager for the Pennless Weighing and Vending Machine Corp. Crosby, who visited this city, declared that women contribute the bulk of these pennies.

He said that his firm is thinking of introducing a business booster for penny scales. This would be a question-and-answer ticket or card which the machine would eject to each customer. Weight would be stamped on one side and on the other a brain-twister would be posed. If the customer didn't know the answer he could satisfy his curiosity by inserting another penny.

There would be far more profit in the scale business if it weren't for vandalism, he declared. The losses from this source, he explained, are caused by persons who stuff the coin slots with hair pins. Theft for the contents of the coin box rarely motivates theft of penny scales, he pointed out.

to gather in this extraordinary session." Kelner closed with a plea to operators for heavy attendance and suggested that they write him stating whether they would be present. "If you can't come then, let me know when you can come," he said. (The Billboard will be glad to forward any letters addressed to Jack Kelner.)

**Eastern CMA Ops Gather at Outing**

NEW YORK, June 15.—More than 100 operators, members of the Cigarette Merchandisers' Association, were expected to attend the annual outing being held today and tomorrow at the Berkshire Country Club, Wingdale, N. Y. Members of the CMA's of New York, New Jersey, Pennsylvania, Rhode Island, Connecticut and Massachusetts left their respective homes early in the day in order to arrive at the club in time for the opening of the activities at noon.

Last-minute announcements regarding the outing call for a meeting of the Interstate CMA tonight. Matters of importance of interest to all operators are scheduled for discussion.

Matthew Forbes, manager of the New York CMA, and James V. Chery, manager of the New Jersey CMA, are in charge of arrangements.

Complete account of the annual affair will be printed in *The Billboard* next week.

**Mississippi**

NATCHEZ, Miss., June 15.—June brought new business in the coin machine department to this section of Southwest Mississippi. A new location, the River View Cafe, has opened in Natchez under the management of Seaborn E. Bass, who formerly operated the Silver Cottage and Club 61 on U. S. Highway 61. There are other new spots for operators and with the continued construction of the gigantic river bridge across the Mississippi River here by the Bethlehem Steel Co. business has been good. The bridge workers, all well paid, patronize the machines in a big way.

Oscar Bierbaum has contracted to install a phone in his new Parkway Inn. Oscar says he owes his success to phones and other machines at his location.

Mrs. Charlie McCoy, widow of the owner of Charlie's night club on the U. S. Highway 61, is continuing operation of the location. McCoy was killed in an automobile accident recently. His business was good and Mrs. McCoy says she hopes to continue it on the same high plane.

Otis Smith and ork, playing currently

**A FORTUNE IN SMALL COINS IS BEING SPENT DAILY**  
Get Your Share Now With

**SILVER KING**  
\$5.50 Each in lots of 10

**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.

THE BILLBOARD GIVES YOU THE ONLY  
**WEEKLY**  
USED MACHINE PRICE CHANGES  
READ THE BILLBOARD EVERY WEEK

**USED MACHINES**

- 5 Ever-Ready 4-Column \$5.00
- 10 Nut Vendors, Ea. \$13.50
- 10 Totalizer to Counter \$13.50
- 10 Bill Games, Ea. \$7.50
- 10 Rings to Ball Games, Ea. \$8.50
- 10 Specialty 1c Pinball Machines with Gum Vendor, Ea. \$8.50
- PHOTO BARGAINS!
- 28 Whittier 412 \$32.50
- 10 Whittier 610A \$59.50

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

for Bill Eidt at his night club, the Windmill, on U. S. Highway 61, say business is okay.

One of Eidt's new locations is Kit Kat Cafe in city. Eidt has taken over cafe and installed his machines in the restaurant. It is located on North Commerce street in heart of business district.

P. S. Wolcott, owner of the Rabbit Foot Minstrels and operator of Port Gibson, Miss., was in Natchez this week-end on a shopping trip with Mrs. Wolcott. Says he is getting ready to take out his show soon. Wolcott owns a cafe, a hotel and other businesses in Port Gibson, where he has been an operator as well as showman for years.

Tillman's, one of leading cigar stores of this city, has installed several new machines.

George Eyrick, manager of Eola Hotel Coffee Shoppe, has returned from a trip to California and other Western States. Made trip by automobile with operator Conner Burns.

Stewart's Book Shoppe, where *The Billboard* is sold, says business is much better and that it and its customers look forward to the *The Billboard* every week and that they all read the book religiously.

Sam Serio and Sam McCabe, of Sermac Co., have returned from a fishing trip, as has Bill Eidt. Fish are biting nicely, so they say, and added that most of the big ones eluded them.

**Coming Events**

Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago. Sponsored by Coin Machine Industries, Inc.

Thirteenth Annual Convention of the National Tobacco Tax Conference. Providence, tentatively set for September.

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

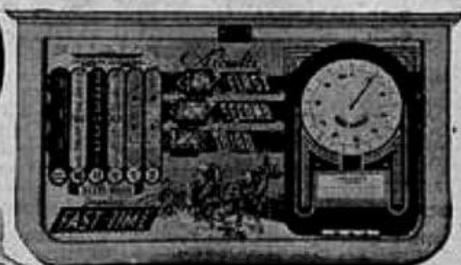
Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.

Extraordinary session of Illinois cigar machine operators in Chicago, Saturday night, June 22, at 9 o'clock. Meeting to be held in the Palmer House.

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It is our opinion that if properly presented, Fast Time and Modern Vendor can be operated in your territory. In order to help you we are willing to ship you one of each machine on a 14 day free trial basis, so that you may demonstrate them in your territory. This is your opportunity — Act now.



### a square bell console

Designed specifically for amusement only. Has no payout of any kind. More than a thousand Fast Time Consoles now on location are proving their earning superiority.

Mechanism is the popular Chief single unit type proved superior on thousands of locations.

The glass is attractively illuminated and has race horse symbols. Equipped with improved rejector.

Also available with skill top where territory conditions permit — Fast Time can be furnished with skill top and automatic payout.

## Modern Vendor

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Famous Chief Mechanism. Conceded by operators everywhere as the most dependable, smoothest operating mechanism made.

Slug Rejection Plus Visibility. Equipped with both National slug rejector and a special coin detector showing last three coins played.



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These opinions are based on the fact that many more men are being called to the colors, thinning still more the ranks of patrons, whose lower earnings in the military services leave them little money for amusements outside the cinema and the theater. The calling up, or drafting, of manufacturers, dealers and operators, as well as their employees, presents further difficulties which help to influence the views of the pessimists. Operators of larger chains of machines are experiencing difficulty in maintaining satisfactory servicing of machines.

### Some Are Optimistic

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Under latest military service age proclamation, several well-known machine men will have to register, among them Charlie and Harry Holloway, of Samson Novelty; Hymie Seener, of Coin Amusement Machine Supply, and Stan Condor, of Stannite Automatics. The Holloways' elder brother, John, is not at present among the possibles, and in the case of Stannite, Mrs. Condor, Stan's wife, will take her husband's place.

## Powerhouse High Earnings Report

CHICAGO, June 15.—Latest reports on the earnings of Genco's Powerhouse are that the game is continuing to reap a remarkable profit for every operator, reports Genco, Inc.

"From Coast to Coast the word comes along that Powerhouse is most unusual in its long-lasting appeal on location. This long life makes for greater net profits and a much higher trade-in value."

Dave Gensburg, executive of Genco Inc., declared: "Powerhouse has set many new records for Genco games, and the way it is continuing to set high standards is proved by the orders that are still pouring in and keeping us stepping right along. There seems to be no decrease at all in demand."

Bert Lane, head of Seaboard Sales, Inc., New York, Eastern distributor for the Genco organization, concurs with Gensburg by saying: "In every key city in the East the big game is Powerhouse. As a matter of fact, Genco games are enjoying the greatest vogue in the history of the Genco factory."

## Plaza Music Okeh For Remote Music

CHARLOTTE, N. C., June 15.—"There is only one answer to the question, 'What is the preference of music operators in North and South Carolina in the way of music equipment?'" state executives of the Plaza Music Co., located in Charlotte.

"That answer is Seeburg—complete Seeburg wireless remote control music systems. Not long ago a music system consisted of a phonograph. Today operators feel that a complete Seeburg system is the only thing. It has been shown over and over again, in many locations in our territory, that such systems increase music earnings.

"With this knowledge it is only logical for music operators to want the same increase in all their locations. That is why more operators every day are placing orders with us for complete Seeburg Systems."

## Convention New Gottlieb Release

CHICAGO, June 15.—"The new Gottlieb release, Convention, is putting operators in high spirits," say company officials, "as the response from the trade grows more and more enthusiastic."

"Convention is scoring a hit because of its novel appeal and timeliness," said Dave Gottlieb, president of the company, "and we are receiving very favorable comments from all parts of the country. The game has won instant acceptance and the trade is all pepped up over it and grabbing it fast."

"It looks as if this year is going to be Convention year in the coin machine industry too."



MILLS OKLAHOMA OPERATOR SCHLESINGER (left) and Sam May, Mills Texas distributor for phonographs, get together for a chat at the Mills Chicago offices.

O. D. Jennings & Company  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

TRY THESE ON  
14 DAYS FREE  
TRIAL OFFER

# EASTERN FLASHES

**NEW YORK, June 15.**—Progress being made in the beverage vending field is evidenced by the number of ops now investigating this business, who refused to give it any attention a year ago. This field shows all indications of firmly in-trenching itself during the summer as one of the leading divisions of the vending machine business.

**IN TOWN** . . . Several coinmen from Chicago and other cities visited ops and distribute here this week. . . . Sherman Pate flew here in Permo Point's new plane and hopped back the same day to sign the mail he had dictated that morning. . . . Pat Buckley, of Buckley Mfg. Co., was visiting with Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Co. Men spent a lot of time reviewing the local phono business and stated they believe the Buckley wall box is what the phono ops need. . . . Harry LeVine, of Daval, spent most of his time here discussing the firm's new counter game, Marvel, with leading ops. . . . Jerry Atro came down from New Haven, Conn., on a buying expedition. He predicts demand for free-play games will hit an all-time high in his territory this summer.

**MEN AND MACHINES** . . . Announcements made last week of Homer Capehart's and Jim Stewart's return to coin biz was the subject of much conversation. Stewart, in addition to taking over the Sodamat drink venter, says he will have a new cigarette machine, developed by a large manufacturer of business equipment. Capehart's announcement had a lot of the boys wondering just what he has in store for them this time. . . . Everyone at the offices of John Fitzgibbons in the Bally Building is enthused over Bally's Mascot, according to reports. "Mascot is one of the most faithful games ops ever have had for bringing in steady profits," Fitz says. "In addition, we believe it's going to stay on location longer than most games." . . . Gil Faria and Marty Roth report they are concentrating on their music operations more than ever before. . . . While Jack Mitnick is away telling ops all about the Mills Empress and Mills remote selector wall and bar boxes, George Ponsler announces the debut of his new phono needle known as Ponsler's Empress Point. Ponsler reports the needle is the product of some of the nation's foremost needle experts.

**AROUND THE TOWN** . . . Al Simon now has a box at Ebbets Field to root Brooklyn to the pennant; but both he and Jack Semel say rush of business is so great at their Savoy Vending Co. offices, especially for the new Chicago Coin hit, Yacht Club, and their one-cent Baseball Gum Vender, that Al's worried about having to pass up some of the games. . . . Seymour Piltch, Lou Holzer and Marty Rosen were seen swapping stories over the luncheon table. . . . Irving Sommer returned to the New York offices of Modern Vending Co. and all the boys started dropping in to say "hello." Sommer looks in perfect health and is quite enthusiastic over the beverage vender biz. He arrived shortly after Nat Cohn returned from a tour of Chicago factories. Nat says he'll make an announcement soon that will be of interest to all operators. . . . Gottlieb's new five-ball novelty, Convention, was reported the center of attraction at the George Ponsler headquarters this week, while over at Allied Wholesaling Tony Gasparro was hard pressed meeting the demand for Exhibit's Wings.

**PAST FLASHES** . . . Dave Simon, of Simon Sales, reports he's working until the wee hours these nights, supplying the demand for Keeney's Remote Wall Boxes. "The simplicity of installation is one of the leading features of the Keeney Wall Box," he says. . . . Lou Cantor, Eastern representative for National Vendors, is complaining these days that even tho the factory is working double shifts he still can't get machines fast enough. . . . Representatives of G. V. Corp., of Adams Gum Machine fame, are covering lots of territory these days, reports Miss A. M. Strong. She also adds that firm's representatives are doing their best to cover all potential operators of their equipment. . . . Demand for reconditioned machines, in addition to both new and used arcade and sportland equip-

ment, is still keeping Mike Munves on the jump, it is reported. . . . Genco's latest hit, Power House, seems destined to set another sales record for Seaboard Sales, Bert Lane reports. "Power House is earning more money for ops," he says. "It's the perfect summer game." . . . Hymie Budin says he's going faster than ever with Stoner's new game, Rotation. "Ops have flocked to see this game ever since we announced its arrival," Hymie says.

**JERSEY JOTTINGS** . . . Al S. Cohen, of Asco Vending Machine Exchange, Newark, reports he's signed the lease for the building located at 140 Astor street, Newark. Building formerly housed Al Loudon's quarters. Cohen states he's going to toss a grand opening party for New Jersey ops that they'll long remember. . . . Irv Morris, of the George Ponsler Newark offices, reports in addition to receiving more and more requests for used equipment, Chicago Coin's Sporty and Yacht Club are in big demand. . . . Jack Kay, of Ace Distribute, is another Newark distrib who reports shipping a lot of used games this week. . . . Over at Royal Sales Barney Sugarman says he's going over the top with Bally Mascot. . . . Demand for equipment has Jack Berger, of Newark Coin, foregoing all vacation plans. "Looks like this will be one of the best summers this business ever has had," he reports.

**COIN SHOTS** . . . "Practically every out-of-town operator who has seen the Photomatic and Sky-Fighter anti-aircraft machines guns on display at the World's Fair has dropped in at the International Mutoscope Reel factory to see the machines in production," reports Earl Winters, sales manager of the firm. . . . Sam Sachs, of Acme Sales, Brooklyn, reports he's preparing for a big boom in phono remodeling orders. "Phono op must economize to meet present conditions," Sachs maintains, "and his best means of saving money is by remodeling his machines in the Acme manner." . . . Lots of coin men are reported dropping in at the Sherry Netherland Hotel to visit offices of Phonovision Corp. there. . . . Earle C. Backs, of National Novelty, Merrick, L. I., reports his new policy of extending credit to ops anywhere on purchase of reconditioned equipment is scoring solidly with ops. . . . Mighty pleased with the reception accorded the DuGrenier Champion is Walter H. Mann of DuGrenier Sales Corp. "Ever since the machine was introduced at the show," he reports, "it has clicked. Looks like we're going to set a new sales record for this type of machine," he maintains.

**FROM ALL AROUND** . . . Gottlieb's Convention is reported the center of attraction at the Lazar show-rooms in Philly. . . . Al Rodstein, of Arco, Philly, is reported spending plenty of time on the phone these days talking to New York distrib. . . . Joe Ash, of Active Amusement Machines, maintains: "The only way to boost business is to help ops make more money by giving them the best machines and finest service. That's our policy in a nutshell." . . . "Ops are calling for more and better bargains all the time," reports Roy McGinnis from Baltimore, "and it's our business to supply the boys with these buys."

**Music Systems Fine, Says London**  
MILWAUKEE, June 15.—"Operators in Wisconsin whose music requirements we fill are of the opinion that the biggest earnings in the business come from See-

## HARD SHELL CANDIES

FOR BULK VENDORS

TASTY

GOOD



PHN



CANDY IS DELICIOUS FOOD ENJOY SOME EVERY DAY!

DELICIOUS

FRESH

### PAN CONFECTIONS-CHICAGO

343 W. 80th ST. Phone 927-1888

ORIGINATOR OF HARD SHELL CANDIES

342 W. 88th ST. CHICAGO, ILLINOIS

### CIGARETTE VENDORS — LOW PRICES

ALL MACHINES RECONDITIONED

9-30 NATIONAL	\$49.50
6-30 NATIONAL (REPAINTED)	29.50
7-COLUMN DuGRENIER STREAMLINE "S"	37.50
8-COLUMN S & M. DUALWAY	31.50

Terms: 1/2 With Order, Balance on Delivery.

## LOUIS H. CANTOR CO.

Eastern Representatives: National Vendors, Inc. (CIRCLE 4-3285) NEW YORK CITY

250 WEST 54TH ST.

burg music systems," says Sam London, of the Milwaukee Coin Machine Co. London's firm distributes Seeburg equipment in this territory. He continued, "I can remember the time, and it wasn't very long ago, when a location with equipment other than a phonograph was a novelty. As a matter of fact, at that time, people drove miles just to see and hear this music equipment. "Today the public doesn't have to drive miles for music by Seeburg wireless remote control because smart operators have installed these Seeburg systems in so many locations."

**Costs Control Increases Profit**  
CHICAGO, June 15.—By systematically checking the cost of service calls—and other losses which follow the appearance of the out-of-order sign—and by weeding out machines which cost more than they earn, operators can materially increase their profits, according to Leo Kelly, of Bally Mfg. Co., who backs up his statement with the actual experience of one prominent operator. "This operator," Kelly stated, "gave me an unusually clear picture of the situation. 'If,' he explained, 'my usual net on a certain location is \$20 a week and I have to make a special out-of-order call, that means a cost to me of usually \$5 to \$10 actual cash outlay, according to the distance and time required. And I lose the profit the game would make if it hadn't gone out of order—lost play. "The location squawks because he lost his share of the profit while the game was out of order. I have to spend

time and money getting the location feeling good again. I lose money, too, because I could have been attending to my entire business, getting new locations, etc. "Now I've learned my lesson—I buy new games—I check them thoroly before putting them on location and I check my collections against my service calls. I've weeded out all games requiring excess service and now I'm making money. Most games on my route are now Bally games."

**Minneapolis "Gun" Conscious**  
MINNEAPOLIS, June 15.—According to William (Sphinx) Cohen, Silent Sales Co. head, the announcement that the government has named St. Paul and Minneapolis as anti-aircraft training centers has occasioned a tremendous rise in interest in play on Keeney's Anti-Aircraft Machine Gun. "With every citizen alert to the training necessities of modern warfare," he declared, "they are taking all opportunities to sharpen their shooting eyes, and Keeney's Anti-Aircraft Machine Gun is getting a big play as a result. Even the army finds it entertaining and instructive, according to Colonel Gillilan, commander of infantry at the St. Paul Armory, who is a Keeney Anti-Aircraft Machine Gun player of ability."

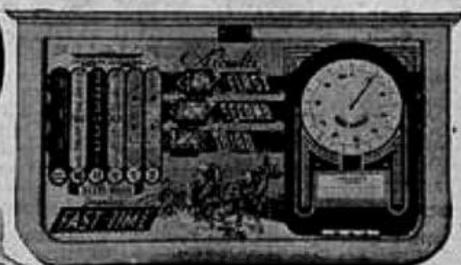
**Lauds Wireless Phono Controls**  
PORTLAND, Ore., June 15.—From the offices of the Jack R. Moore Co., distributor of Seeburg wireless remote control music systems, comes the report that the music men in the territory covered by that company are 100 per cent for the Seeburg System. "Operators way out West, where men are men and Seeburg equipment is the favorite in the music business, are daily installing complete Seeburg systems in their locations. This has been the case throughout our entire territory, which includes the States of Oregon, Washington, Idaho, Utah and Montana. We've had plenty of experience with Seeburg equipment and know that it is without question the finest in the music business."

**Sound Equipment at Radio Show**  
CHICAGO, June 15.—The 1940 Radio Parts National Trade Show, held here June 11 to 14, filled the immense exhibit hall of the Hotel Stevens with all sorts of radio parts for amateurs and short wave fans. Many late developments in the sound equipment field were also on display. Firms exhibiting at the show and which are well known to readers of The Billboard include General Transformer Corp., Permo Products Corp., Standard Transformer Corp., The Webster Co., all of Chicago; RCA Mfg. Co., Inc., Camden, N. J.; Speak-o-Phone Co., Transformer Corp. of America, and U. S. Electric Mfg. Corp., New York City; Wincharger Corp., Sioux City, Ia. Associations represented at the convention included the Radio Manufacturers' Association, National Radio Parts Distributors' Association and Radio Servicemen of America.

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## Powerhouse High Earnings Report

CHICAGO, June 15.—Latest reports on the earnings of Genco's Powerhouse are that the game is continuing to reap a remarkable profit for every operator, reports Genco, Inc.

"From Coast to Coast the word comes along that Powerhouse is most unusual in its long-lasting appeal on location. This long life makes for greater net profits and a much higher trade-in value."

Dave Gensburg, executive of Genco Inc., declared: "Powerhouse has set many new records for Genco games, and the way it is continuing to set high standards is proved by the orders that are still pouring in and keeping us stepping right along. There seems to be no decrease at all in demand."

Bert Lane, head of Seaboard Sales, Inc., New York, Eastern distributor for the Genco organization, concurs with Gensburg by saying: "In every key city in the East the big game is Powerhouse. As a matter of fact, Genco games are enjoying the greatest vogue in the history of the Genco factory."

## Plaza Music Okeh For Remote Music

CHARLOTTE, N. C., June 15.—"There is only one answer to the question, 'What is the preference of music operators in North and South Carolina in the way of music equipment?'" state executives of the Plaza Music Co., located in Charlotte.

"That answer is Seeburg—complete Seeburg wireless remote control music systems. Not long ago a music system consisted of a phonograph. Today operators feel that a complete Seeburg system is the only thing. It has been shown over and over again, in many locations in our territory, that such systems increase music earnings.

"With this knowledge it is only logical for music operators to want the same increase in all their locations. That is why more operators every day are placing orders with us for complete Seeburg Systems."

## Convention New Gottlieb Release

CHICAGO, June 15.—"The new Gottlieb release, Convention, is putting operators in high spirits," say company officials, "as the response from the trade grows more and more enthusiastic."

"Convention is scoring a hit because of its novel appeal and timeliness," said Dave Gottlieb, president of the company, "and we are receiving very favorable comments from all parts of the country. The game has won instant acceptance and the trade is all pepped up over it and grabbing it fast."

"It looks as if this year is going to be Convention year in the coin machine industry too."



MILLS OKLAHOMA OPERATOR SCHLESINGER (left) and Sam May, Mills Texas distributor for phonographs, get together for a chat at the Mills Chicago offices.

O. D. Jennings & Company  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

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THRILLER F.P.	\$27.50
GOLDEN GATE F.P.	\$27.50
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USED THREE WEEKS \$109.50  
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CIGARETTE MACHINE 7 COL. LIKE NEW	\$47.50
GINGERS - 5¢	\$9.95
SPIN-A-PACK - 1¢	\$7.95
REELSPOTS - 1¢ - 25¢	\$24.50

**"Trojan Horse" Hiding Behind "Pinball Goat"?**

SAN GABRIEL, Calif., June 15.—Recognition of the rights of the "pinballers" by newspaper editors and columnists has steadily increased during the past year. Many newspaper men are now looking to see if there is a "Trojan horse" hiding behind the "pinball goat."

One of the most recent evidences of the new attitude of members of the newspaper profession is found in The San Gabriel Valley Eye Opener in the issue of May 30. Under the column head of "Neighborhood Gab" the following appeared:

"Our neighbor in print draws subtle but detrimental attention to the petitions being circulated in favor of the maintenance of pinball games in San Gabriel. He places the Council of Parent-Teachers in the status of moral reformers and leaves support of the games up to proprietors of cafes, cocktail bars and drug stores, as well as the owners of the machines." Which tactfully leaves the impression that the worst folks want and the best folks don't.

"Get this right at the start: your editor does not play pinball games—he does worse. Furthermore, he tries to mind his own business and let sensible folks do as they please. If, as stated by our fellow conspirator in print, the Parent-Teachers claim the credit for this supposed moral uplift, permit us to suggest that it seems a mite like a non-political group jumping hip deep in rotten politics. And, by the way, no supporter of the pinball ordinance has yet shown how San Gabriel will reimburse herself for the loss of revenue now obtained from pinball—somewhere between \$1,000 and \$2,000.

"Nor has anyone shown how machines which pay the rent—like the Irishman's pig—can be squelched without pinching the pocket of the man who owns the machine. If, on the other hand, this is meant as a moral reform movement or to protect mankind from himself, let's cite the actual case of a prominent lady who is now active in the exclusion movement. To quote the lady: 'I want all pinball games and cocktail bars run out of town; they're leading my daughter astray.'

"Now wouldn't it be as well for this old gal to work on her kid instead of pinball? The city shouldn't be asked to contribute \$1,500 to the education of a super-flapper with her wisp of a tail in the air. Neither should San Gabriel business men be compelled to sacrifice their rent to any hog-wild kid on a warpath.

"The boys who run those pinball games are always first on the list when there comes a call for charity. They're just about the best boys in town. Let our neighbor in print lead his moral reformers. This paper will stand for right, within the law, until pinball machine invites him to play it."

in a better position than ever to offer service to our many friends and patrons."



**A Sensation**  
will be caused by three new Counter Games soon to make their appearance. As usual, Groetchen again leads with grand new ideas which will produce stunning results on location. Get in line—write for full details.  
**Groetchen TOOL COMPANY**  
126 NORTH UNION ST. CHICAGO

**GUY NOEL**  
SAVE—  
I'll be glad to send you complete data on our New, Big Money-Making 1940 Coupon Games. Sole Manufacturer OFFERING 100% UNION MADE GAMES  
Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.  
**UNION LABEL PRINTED ON ALL GOODS**  
**GAY GAMES, INC.**  
MUNCIE, INDIANA

**Monarch Strives To Better Service**

CHICAGO, June 15.—"A thought came to me as I walked thru our modern reconditioning plant yesterday and saw our staff busily engaged in renovating about every type of coin-operated machine built," reports Al Stern, firm official.

"Seeing so many different types of machines made me recollect the time not so long ago when reconditioning was limited to about two or three different types of machines.

"It made me think of the great strides we've made since that time of the progress we've made in increasing our sales and in increasing our personnel. Seeing so many men working on so many different pieces of equipment made me stop and analyze this progress. From the time of its entry into the coin machine business the Monarch Coin Machine Co. has strived to offer its customers more for their money in machines and in service. This purpose has been accomplished as evidenced by the increased business we've steadily enjoyed. Today operators everywhere know that they can get all types of machines and get them fast with the knowledge that the machines will be mechanically sound."

**Gerber & Glass Sales High on Imp**

CHICAGO, June 15.—Executives Paul and Max, of Gerber & Glass, report that Imp, Groetchen's three-reel counter machine, is fast approaching an unbelievable high mark in sales.

"When we first announced our distributorship of Imp," they stated, "we predicted that many thousands of the great little machine would be sold. We even went so far as to predict how fast they would be sold. We made a slight mistake. Today sales of Imp are about four times as great as we predicted they would be.

"Imp is small in size, but what a wallop it packs when it comes to earnings. Operators everywhere have reported that Imp earnings have been extraordinarily high."

**Coney Island Co. In New Quarters**

HALIFAX, N. S., Canada, June 15.—Coney Island Amusement Co., importer, jobber and distributor of coin machines in Halifax, N. S., announced recently that it had moved into larger and more efficient quarters.

"While the firm is young," said D. H. Duff, official, "we have taken rapid strides in the operating and distributing field in the last three years and are now



SALES MANAGER RYAN of J. H. Keene & Co. demonstrates a Keene wall-box hookup with a coupled 12-record mechanism arrangement.

**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

**GRIP SCALE** Approved by  
**TORR** 2047 A - 50. 68 PHILA., PA.  
Write for Illustrated Circular and Terms. NATIONAL DISTRIBUTOR

# Minnesota Games Assn. Forms Public Relations Department

To handle all good will and legal matters affecting its members

ST. PAUL, June 15.—Formation of a public relations department has been announced by the Minnesota Amusement Games Association thru the group's president, T. H. Crosby, of Faribault, Minn. The public relations department has been established to handle all good-will and legal business affecting the association and the business of its members.

"In the past we have all had to bear the burden for mistakes of policy and legal errors which have brought unfavorable comment on our industry," said Crosby. "From the standpoint of general relations with the public, much good can be accomplished if these matters are handled thru a central source. The work of our public relation and legal department will be vital to every member. There is now a great deal of litigation pending throughout the State upon the outcome of which the future of our business

will to a large degree depend."

The formation of the department was approved by the membership of the association in a special meeting held at the St. Paul Hotel during the first week in June. The initial cost of the new department is to be financed from proceeds of tags which are being affixed to machines, the operator paying a small amount for each tag.

After July 1, 1940, a different method will be employed, it was said, to carry on the work of public relations. After this date tags will be placed on new machines by distributors and payments will be made direct to the association's fund. The association, one of the most active coin machine groups in the United States, informed all members of the new department via a printed bulletin. The bulletin was No. 100, showing the extent of activity of the association in forming the membership.

Officers of the association, besides Crosby, are Kelly Diedrick, vice-president, and H. P. Hunter, secretary-treasurer. The association's headquarters are at 1946 University avenue, St. Paul.

## Praises Bulletin On Minors' Angle

To the Editor:

Received a copy of your bulletin and I think that it gives the licensee of a machine, such as I, a feeling of satisfaction to be considered with the operator as a part of a great industry, the pinball industry.

Primarily the outstanding part of your editorial is the fact that you point out how the city fathers of certain cities makes a political issue of the minors' morals being corrupted.

However, they do not go into it more deeply and I suggest that if political candidates intend to clean up all gambling devices—and let us assume that the bagatelle game is a gambling device—they should do it 100 per cent.

By that I mean that they should get to the very young children who are given punchboards and chance cards to sell. These children accost strangers on the street and ask them to take chances. Of course, being done in the name of charity, the politicians don't do anything about it.

The children are being taught to gamble by their teachers—and yet the police departments condemn a storekeeper handling a chance card. I make it a point of keeping youngsters under 18 years of age away from my machine—and I say that if an adult wishes to play a pinball game—it is no different than going to a movie or a ball game for entertainment.

More power to your periodical and may the pinball game business flourish.

GERALD DIETZ,  
Newark, N. J.



## 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.

## Ryan Busy With Keeney Products

CHICAGO, June 15.—"Sometimes I wonder," says Bill Ryan, of Keeney, "whether I'm a sales manager or a ringmaster. Running three feature acts in three rings, rain or shine, has me talking in carload lots.

"By three feature acts," explains J. H. Keeney & Co.'s sales head. "I mean our Keeney wall boxes, our Anti-Aircraft Gun and our free-game pin table, Score Champ.

"Each act and ring has its individual audience. Our wall boxes, of course, interest every music operator because they are adaptable to all phonographs.

"The Anti-Aircraft Gun, however, seems to delight everybody in the operating field. We have music men, coin-game operators and vending machine fellows all buying more and more of these games. Looks as if 20,000 aircraft guns will be on location before this season is over.

"Score Champ, our free-game pin table, is making a big hit with the game boys. They like that new carry-over reserve idea.

"Honestly, handling three acts in three rings may sound like a circus," concluded Ringmaster Bill, "but after talking with some distributor who wants to shove his order ahead of others, I sometimes wonder whether I'm a ringmaster or a trained seal."

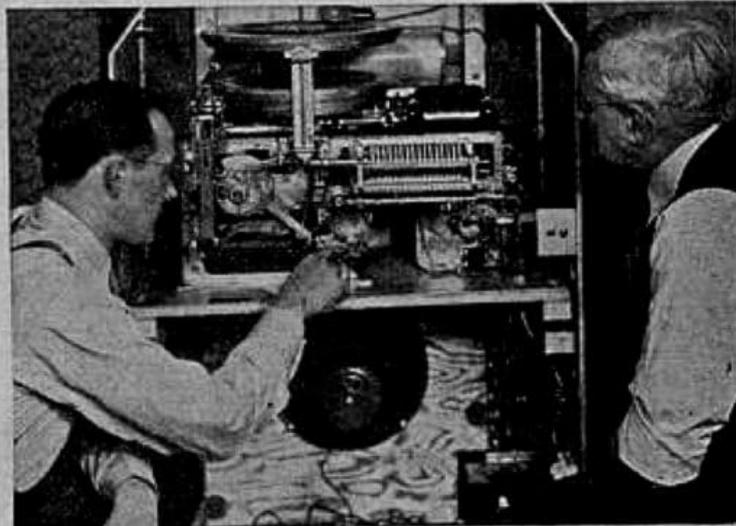
**WANT**  
MORE OPERATORS TO SAVE MONEY BY BUYING THEIR NEW AND USED MACHINES FROM THE  
**AMERICAN SALES & SERVICE COMPANY**  
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Write For Latest List

We've Got...  
**MARVEL**  
WORLD'S FINEST TOKEN PAYOUT  
**\$3250** With Ball Gum Vender \$34.50  
Rush Us Your Order...  
**H. G. PAYNE COMPANY**  
312 Broadway, Nashville, Tenn.

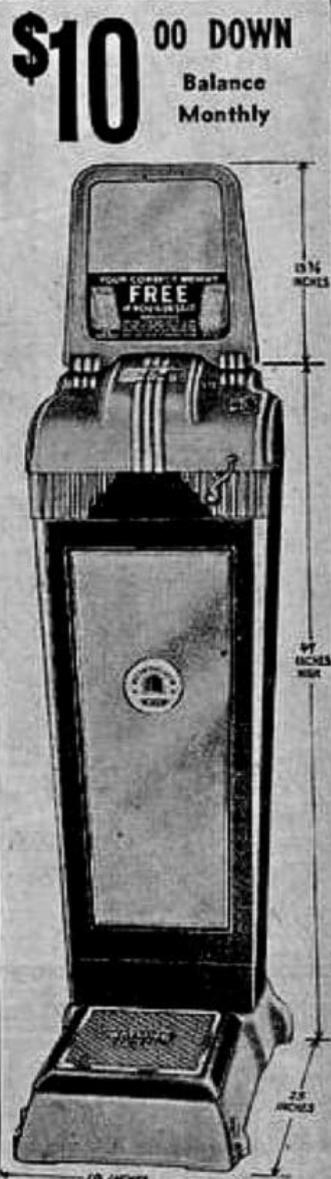
**SALESMEN WANTED**  
To sell a proven-profit Counter Game to coin machine operators. Substantial commission. Exclusive territory. Inquiries confidential.  
BOX D-50, The Billboard, Cincinnati, O.

**FOR SALE**  
A LATE 1938 MODEL ROCK-OLA BOWLING MACHINES. Like new. With 600 for \$60.00 each. Write or call  
**STAR GRILL**  
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**Better Than a PUNCH-BOARD!**  
**O-K-B GUM VENDOR**  
VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1000. Capacity 1250 BALLS.  
TAKES 75¢ IN GUM PAYS OUT \$10.00 IN MADE AWARDS.  
PRICE ONLY \$15  
D. ROBBINS & CO. 1161 St. Kather Ave. BROOKLYN, N.Y.



MEL-O-TONE STILL GOING STRONG after 108,402 continuous plays without an adjustment, according to officials of the Herbert Corp., Chicago. Ed Parks and Russell Wilcox (right), of the firm's engineering staff, examine the counter on the machine which has been in operation for many weeks of continuous day and night operation.



**NEW GUESSING SCALE**  
Operates Automatically  
Does Not Require Electricity  
**No Springs—Balance Weight**  
**30-DAY MONEY-BACK GUARANTEE**

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**BUFFALO'S**  
distributor of  
**Wurlitzer Phonographs**  
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A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

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—YOU'LL BE SATISFIED WITH RESULTS.

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# WINGS

FOR MECHANICAL PERFECTION

# WINGS

FOR BIG STEADY EARNINGS

**Get WINGS Now!**  
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**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO**

## MACHINE CLOSEOUTS

250 Perfectly Reconditioned Games—Ready To Operate  
ALL FREE PLAYS

40 Big Sixes .....	\$18.50	12 C. O. D's .....	\$32.50
42 Thrillers .....	15.00	12 Mr. Chips .....	25.00
23 Superchargers .....	25.00	29 Pickems .....	15.00
18 Punch .....	29.50	18 Scoops .....	32.50
27 Follies .....	34.50	25 White Sails .....	22.50
19 Commodores .....	39.50	6 Lite-A-Cards .....	45.00
22 Big Shows .....	39.50	5 1940 Western Baseball (F. P.), Floor Sample .....	110.00
16 Gottlieb Alleys .....	35.00	9 Ten Strikes .....	100.00

58 WURLITZER 600's (Like New) ..... \$139.50  
2 WURLITZER 61 (Counter Model) ..... 85.00

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### 4 TIMES

THE ACTUAL PROFIT  
of any other game  
made . . . That's  
**KEENEY'S**  
**ANTI-AIRCRAFT**  
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Yet it costs less!  
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**ROBINSON SALES CO., 3100 Grand River, Detroit, Mich.**  
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# CHICKEN SAMS

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1/2 DEPOSIT, BALANCE C. O. D. FIRST COME—FIRST SERVED!

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**FOR PERMANENT PROFITS**  
**EVANS REGULATION DUCK PIN ALLEYS**  
44 Feet Over All  
On Display at Our Showroom and on Location. Easy Finance Terms. Exclusive  
Distributors for State of Michigan.

### ROBINSON SALES CO.

3100 GRAND RIVER, DETROIT, MICH.  
**MICHIGAN'S LARGEST DISTRIBUTORS**

### Torr Busy With Holly Grip Scale

PHILADELPHIA, June 15.—F. Hadley Hooper, vice-president of the Holly Mfg. Co., recently made a flying trip to Philadelphia to discuss plans with Roy Torr, Eastern distributor, on the new Holly Universal Grip Scale, it is reported.

Torr reports that the firm expects to place the machines on the market soon. Sales are said to be gathering momentum daily. Torr declines to accept credit for his large sales, declaring he had never campaigned to sell the large number which have already been ordered.

"The market was wide open for this machine and operators were just waiting for the opportunity to buy and place large numbers of this ever-popular machine," concluded Torr.

is very profitable to be first on location with Exhibit's fun-to-play action games.

"Many new improvement features now adopted as standard on Exhibit games have been contributed by operators—the result of a recent survey conducted by Gordon Horlick, member of Exhibit's engineering staff. An engineering change highly praised by operators is the new back-box location of all essential mechanical parts."

John Chrest, sales manager, now on an extended trip thru the East, reports excellent reception on Exhibit equipment.



# IMP

\$1250

MOST SUCCESSFUL GUM VENDER IN A DECADE.  
Cigarette or Cherry Rods.  
Biggest Stock in South—We Ship Same Day.  
Send Your Trial Order.

**H. G. PAYNE CO.      312 Broadway  
NASHVILLE, TENN.**

### Exhibit Tells of Aims for Games

CHICAGO, June 15.—"Novelty games high in amusement value and well worth a nickel per game in entertainment value is the aim of the Exhibit Supply Co.'s engineering staff," declare officials of the firm. "We have had unusual success in creating new and different games which meet the approval of the patrons and operators throughout the country."

"New games are location-tested from two to eight weeks so as to secure accurate reports on player appeal, money-earning ability and mechanical perfection. The standard policy is to build up 10 games for test purposes. Several new games now on location have Exhibit officials enthusiastic due to reported big earnings. Many operators have found it



A. E. SANDHAUS poses for the photographer in his office. Sandhaus is the head of the new National Sales and Distributing Co., Kansas City, Mo.

IF IT'S COIN OPERATED - WE HAVE IT - NEW OR USED

<p><b>ARCADE EQUIPMENT CONSOLES</b></p> <p>Yon Mix Rites ..... \$65.00 Beeburg Rayolite ..... 59.50 Bally Alleys ..... 25.00 1500 Ten Strikes ..... 35.00 1339 Rockala Ten Pins ..... 90.00 Bang-a-Deer with Ammunition ..... 85.00 Dons Top Merchandise ..... 25.00 Flat Top Merchandise ..... 20.00 Roll Chute Hoists ..... 30.00 Casino Golf, F.A. .... 35.00 Ocotops ..... 15.00 Half Deposit Balance</p>	<p><b>CONSOLES</b></p> <p>Kentucky Clubs ..... \$50.00 Tanforans ..... 22.50 Shoot the Moon ..... 22.50 Derby Days ..... 22.50 Dark Horse ..... 22.50 Lincoln Fields ..... 30.00 Club House ..... 30.00 Rascals ..... 17.50 Ries ..... 30.00 Jennings Pickem ..... 30.00 Black Paces ..... 30.00 Dominate ..... 20.00 C. O. D. Derby Forest</p>	<p><b>ONE BALL FREE PLAYS</b></p> <p>Condos ..... \$45.00 Fairgrounds ..... 40.50 Across the Board ..... 40.00 Arrowhead ..... 30.00 Apost Derby ..... 30.00 Arlington ..... 25.00 Breakneck ..... 28.00 Carns ..... 25.00 1-2-3s ..... 40.00 Sport Pages ..... 39.50 Eureka ..... 30.00 Pet Shot ..... 45.50</p>
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CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO

# Monarch Quality Equipment

Keeney Triple Entry Console—Perfect.... \$110.00  
 Stonor Fantasy F. P. .... \$ 35.00  
 Mills 1-2-3 F. P.—Late Model..... \$ 69.50

Seeburg Chicken Sam Console Mod. \$84.50  
 Seeburg Ex-Omnit Console Model. 124.50  
 Evans 1939 Ten Strike 84.50  
 Rock-Ola 1939 Ten Pin 89.50  
 Rock-Ola World Series 49.50  
 Seeburg Hokey 29.50

### FREE PLAY SPECIALS!

BALLY	GOTTLIEB	EXHIBIT
Triumph .....	Scores Card .....	Go-go .....
C. O. D. ....	Lite-o-Card .....	Jumper .....
Scoop .....	Bowling Alley .....	Rebound .....
Vegas .....	Big Show .....	Golden Gate .....
Pick-Em .....	Let-o-Fun .....	Conquest .....
Variety .....	KEENEY	Flash .....
Yacht .....	Super Six .....	Zip .....
Tab .....	Big Six .....	Contact .....
GENCO	Super Changer .....	CHICAGO COIN
Big Town .....	Thriller .....	Roxy .....
Follies of 1940 .....	Comby .....	Tepper .....
		Backers .....
		Ocean Park .....
		Majors .....

Write for Complete List—Free Play Novelty Games—Cottages—Greatest Games—Photographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

**MONARCH COIN MACHINE CO.**  
 1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

## SPECIAL

5 MILLS "FOUR BELLS"  
 Serial Numbers Around 500, Used Less Than 6 Weeks, Like New.  
 A Bargain at \$295 Each—\$ for \$1,300

### FREE PLAY GAMES

Spotless .....	Chief, Bos .....
Twinkle .....	Booze .....
Chico Baseball .....	Big Show .....
Flight .....	Super Six .....
1940 Soccer .....	Triumph .....
Baseball .....	Home Run .....
Kick, Free .....	Variety .....
Races .....	Rebound .....
Circus Shop .....	Laner .....
A. G. .....	Scores Card .....
Major, Free .....	Flagship .....
Play .....	O'Boy .....
Major, no .....	Bubbly .....
Free Play .....	Gun Club .....
Odd Balls .....	Bang .....
Follow-Up .....	Airport .....
Risk .....	Genco .....
Stablemate .....	Side Kick .....
Big League .....	Fair .....
Big Town .....	

### NOVELTY GAMES @ \$4.00

Turf Queen, Turf King, Bally Reserve, Palm Springs, Flat, Top, Forward March, Turf Champs, Sprint, Aurora, Slipper, Avon Derby, Moo, Noo, Selection, Bally Zephyr, Five Ball, Cadets, Stonor Baseball, Bumper, Hare 'N' Hound, Airway, Gonzo's '37 Football, Line Up, Lightning, Foto Finish, Spokes, Easy Steps, Zeta, Recorder, Home Stretch, Dux.

### CONSOLES

Paces Races (Green) .....	Bally Lincoln .....
Liberty Bell .....	Jennings Molt .....
Comrades .....	Races .....
Derby Day .....	Jennings Pan .....
Consolas .....	Ray Races .....
1939 Evans .....	10 1939 Westing .....
Ten Strike .....	1c Scales with 10 .....
Mills Smoker .....	In. mirror on top .....
Ball .....	(Less than 1 year .....
	old) .....

### 1-BALL AUTOMATICS

Golden Wheel .....	Jennings .....
Miss America .....	Benjamin .....
Preadness .....	Sky High (G .....
Prospector .....	Mail Auto .....
Pop 'Em .....	2 Turf .....
	Champs .....

### COUNTER GAMES

Jennings 10 .....	Do Jennings .....
Grandstands \$12.00 .....	Grandstands \$12.00 .....
1c Gingers .....	5c Tickets .....
Deuces Wild .....	2 1c Cent-A .....
Groetchen .....	Pack .....
21 .....	1c Penny .....
Bally Reserve .....	Packs .....
So Tally .....	2 1c Superior .....
4c Smoke .....	5c. Raas .....
Reels .....	Head & Tails .....

### SLOTS

5, 10, 25c Mills Blue Front, S.A.P. .....	..... \$2.50 ea.
Serial around 400,000 .....	..... \$2.50 ea.
5, 10c Mills War Eagle, S.A. ....	..... \$4.50 ea.
5c Jennings Chief Console .....	..... \$6.00 ea.
25c Mills War Eagle, 2-4 Pay .....	..... 17.50 ea.
5c Golden Bell .....	..... 24.50 ea.
5c Jennings Chief .....	..... 25.50 ea.
25c Mills Wolf Mouth .....	..... 17.50 ea.
5c, 10c Mills Extraordinary .....	..... 22.50 ea.
5 10c Casino Commodore .....	..... 22.50 ea.
5c Jennings Century .....	..... 19.50 ea.

### MISCELLANEOUS

1000 1c Operator, Hamilton and Howard Cassette Boards, 24-38-40 Paces, Pay Out..... \$ .30 Each

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

**TRI-STATE NOVELTY CO.**  
 1642 GALLIA ST., PORTSMOUTH, O.

### SALE OR TRADE

18 Penny Phones (never uncrated) .....
 ..... \$112.50 || 10 Penny Phones (like new) ..... | ..... 75.00 |
2 Penny Phones (counter, new) .....	..... 100.00
Will Trade Penny Phones for Feeders, Scales, Late Free Play Tables, Slots, Chicken Sams or Peanut Vendors.	
1 1939 Selector Microscope .....	..... \$145.00
8-inch Shoe-Lite .....	..... 27.50
20 King Jr. Nut Vendors (like new) .....	..... 2.00
8 Postage Stamp Vendors (like new) .....	..... 4.25
1 Microscope to Card Vendor (new) .....	..... 27.50
1/3 Down, Balance C.O.D., Wichita, Kan.	

MATHENY VENDING COMPANY  
 1001 W. Douglas, Wichita, Kansas

## Groetchen Has New Counter Game

CHICAGO, June 15.—"Again Groetchen has pioneered a new achievement in the counter game field by introducing a new token payout game called Liberty," report firm officials.

"In naming the game Liberty," Groetchen officials say, "we were governed by the conviction that its introduction was as great an event for operators as the introduction of the original Liberty Bell by Charlie Fey many years ago.

"For the first time operators can now have a counter bell which pays out automatically on all the customary Bell-Fruit combinations. Whether the winner is represented by two cherries or by three bars, invariably Liberty pays out a token designating an award. Not only does Liberty pay on three symbols of a kind, such as three oranges or three bells, but also on such typical bell combinations as two plums and a bar, etc.

"Liberty has an entirely new type of coin chute which returns automatically any second coin or bent slugs, etc., thus guaranteeing trouble-free operation at all times."

## Mayer Finds Business Brisk

CHICAGO, June 15.—"Business is great, booking large orders," reports Charley Mayer, head of Allied Novelty Co., back from a trip. "Everywhere I met with a fine reception and many compliments on the good job we are doing at Allied," he said.

Sam Kietzman, company official in charge during Mayer's absence, says orders are coming in from all parts of the U. S., notably from Colorado, New Mexico and even from Puerto Rico. "Operators are quick to appreciate that they get service and values they can depend on from Allied," he said.

"Our job is to give them the best to be had. When they buy one of our expertly renewed machines they are getting a thoroughly dependable machine.

**IMP**  
 Groetchen's

3- reel Machine with Gum Vender

1c, 5c, 10c  
 Cligret Fruit Numbers

\$12.50

CARTON OF 6, \$67.50

1/3 Deposit With Order, Balance C. O. D.

**GERBER & GLASS**

914 Diversey Blvd., CHICAGO, ILL.



It's a Bell! Jumbo Free Play is a bona fide Bell, equipped with complete Bell mechanism. Designed for novelty pin ball territory, but it isn't a pin table—it's a Bell! Mills Novelty Co., 4100 Fullerton, 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 \$87.50  
 In Payout \$40.50  
 Profit \$47.00

Write For Information About This and Other Profit-Makers  
**HARLICH MFG. CO.** 1413 W. JACKSON BLVD. CHICAGO, ILL.



### QUALITY SPEAKS FOR ITSELF

Rebounds .....	\$27.50	Triumph, F.S. ....	\$49.50	Thistle-downs .....	\$75.00
Avian .....	22.50	Exhibit Bowling Game, F.P. ....	69.50	Heart-throes .....	72.50
Jumper .....	32.50	Carpet, 1 in & Ball .....	69.50	Spot Pages .....	49.50
Chevron .....	24.00	Gold Cup, F.P. ....	69.50	Derby Times .....	34.50
Follow Up .....	19.00	Across-the-Board, F.P. ....	27.50	Fairgrounds .....	22.00
Step & Go .....	15.00	Practical, F.P. ....	24.00	Big Race .....	22.00
Cinco .....	15.00	Pat Shot, F.P. ....	25.00	1938 Kentucky Club .....	47.50
Golden Gate .....	24.00	Top Em, F.P. ....	24.00	Ballfield .....	25.00
Conquest .....	22.50	Bally Alley .....	69.50	Dark Horse .....	19.50
Chubbie .....	19.00	Rite, like new .....	14.00	Panco Rosement .....	17.50
Up & Up .....	22.50	Grandstands .....	79.50		
Big Six .....	39.50				

Deposit With Order—Balance C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
 2018 CARNEGIE AVE., CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**ALL OVER THE COUNTRY  
POWER HOUSE**  
IS PROVING ITS POWER TO MAKE MONEY FOR  
OPERATORS. DON'T MISS THIS LEADER. GET  
SOME POWER HOUSES WORKING FOR YOU TODAY!  
**GENCO INC.** 2621 N. ASHLAND AVE. CHICAGO, ILL.

**\$99.50**  
A. B. CHICAGO  
ALL GAME CONVERTIBLE

# Name Committees for Picnic At Riverview Park, Chicago

**Herb Jones selects men  
who will provide for ex-  
pected crowd of 10,000**

CHICAGO, June 15.—Plans were made and put into motion for the big industry picnic, to be held July 20, at a joint meeting of the various manufacturers and the press held in the Rose Room of the Sherman Hotel, Wednesday evening, June 5. Tentative plans covering the affair were outlined by the general chairman, Herb Jones, of Bally Mfg. Co.

Enthusiasm displayed by those in attendance insures that the event will be one of the outstanding affairs in coin machine history. The purpose of the event has already been given mention in previous issues of *The Billboard*. Wednesday's meeting was for the purpose of organizing the various committees and setting the wheels in motion.

Special publicity will be given to various events of the day. Chairman Jones working with various factors selected able committeemen to handle the committee duties.

### Big Attendance Planned

One of the committees, identified as the attendance committee, has charge of enrolling the attendance. Special invitations will be extended to distributors, jobbers and operators thruout the country who may have occasion to visit the city during the week of the picnic. Suppliers and their employees will also be invited, as well as a great many celebrities from other trades and professions.

It is expected 5,000 to 10,000 people will be on hand to enjoy the outing. Every attraction that appeals to picnickers will be staged and planned to give everyone a good time. Events for children, the younger set and the older folks with appropriate rewards are being arranged.

### Real Picnic Doings

Tickets, which will be given by the employers to their help, will entitle the holders to rides and concessions, as well as refreshments. A great many premiums are being offered for the different events. An attractive door prize is planned.

There will be special decorations and considerable professional talent, all in addition to the world of events regularly staged by the world-famous Riverview Park.

This outing, the gift of the manufacturers to their employees, will be more than just a picnic, as it promises to be one of the largest gatherings ever held in any amusement center. It will show how many thousands of people are dependent on coin machines and related businesses for their livelihood. It will also reflect the growth of the industry and the splendid character of personnel engaged in the coin machine industry.

Committees appointed by Herb Jones, general chairman of the picnic and outing of coin machine employees at Riverview Park, Chicago, Saturday, July 20, 1940:

### Committees Appointed

Attendance: Chairman, Karl Klein, Groetchen Tool; John Grest, Exhibit Supply; Alfred Koch, Western Products; H. L. Baker, Baker Novelty.  
Publicity: Chairman, Harvey Carr, *Coin Machine Journal*; C. J. Anderson, *Coin Machine Review*; Walter Hurd, *The Billboard*.

Program: Chairman, W. F. O'Brien, Rock-Ola; Carroll Vetterick, *Automatic Age*; Charles Kerbs, Johnson Fare Box; Ed Hansen, Groetchen Tool.

Prize: Chairman, Rex Shriver, H. C. Evans Co.; Al Douglas, Daval; C. R. Adeling, Stoner Corp.; Elmer J. Peace, Burel Co.

Talent: Chairman, Leo Kelly, Bally Mfg.; Clarence Schuyler, H. C. Evans Co. Field: Chairman, B. C. Grunig, A. B. T. Mfg.; Ed Berkley, Bally Mfg.; R. E. Dillon, *Automatic Age*; Jack Sloan, *The Billboard*; Paul Mademang, Groetchen Tool.

Refreshment: Chairman, Frank Kuhn, D. Gottlieb Co.; Parker Thorne, *Coin Machine Journal*; Harry Hoppe, Baker Novelty.

Decoration: Chairman, J. Edgar Smith,

Johnson Fare Box; C. B. De Selm, Exhibit Supply.

Police: Chairman, Don Anderson, Western Products; D. Helfenbein, Daval Co.

Special Guest: Chairman, H. L. Baker, Baker Novelty; William Mokry, Rock-Ola Mfg.; Emil Burel, Burel Co.

### Financial

CHICAGO, June 15.—William Wrigley Jr. Co. has declared an extra dividend of 50 cents on capital stock. A monthly dividend of 25 cents a share was previously declared, with the same payable date, July 1.

General Candy Co. has declared a regular disbursement of 25 cents on Class "A" stock, payable June 20 to stock of record June 10.

### Charley Mayer says:

**Buy With Confidence  
From Allied!**

All our Used Machines are expertly Renewed, ready to be set up!



Complete lines of NEW and USED machines on our floors. You buy right when you buy from ALLIED!

### FREE PLAY GAMES

Triumph	\$67.50	Mr. Chips	\$47.50
Bowl Alley	59.50	Politas	39.50
Super Six	55.50	Hi-Lite	29.50
Six Six	53.50	Commodore	32.50
Gems	17.50	Commodore	32.50
Fantasy	39.50	Congo	34.50
Jump	39.50	Lo-to-Fun	39.50
Zip	32.50	Cherook	47.50
Nippy	47.50	Nink	19.50
Rebound	37.50	Lucky Strike	62.50

### AUTOMATIC PAYTABLES

Thirtiedown	\$69.50	Stables	\$23.50
Hawthorne	67.50	Grandland	67.50
Peekness	17.50	Sport Page	69.50
Derby Chips	37.50	Classic	12.50

### PHONOGRAPHS

Wurlitzer 412	\$37.50
Wurlitzer 618	64.50
Wurlitzer 625	102.50
Wurlitzer R24	112.50
Rockola Regular 12	27.50
Rockola Imperial 20	47.50
Rockola 1928 Debus	174.50
Seeburg Royals 20	103.00
Mills Dance Master	18.50

### LEGAL EQUIPMENT

A. B. Y. Target, Model F	\$12.50
Bally Alley	37.50
"Chicken Sam" Rapsola	112.50
Evans Ten Strips (1939)	114.50
Tom Mix Rifle	75.50
Totaliser	12.50

Terms: 1/3 Deposit, Balance C. O. D.  
F. O. B. Chicago.

**Allied**  
**NOVELTY COMPANY**  
Phone: Capital 4747  
3520 W. FULLERTON AVE., CHICAGO

*I'm the FARMER'S DAUGHTER a "Superior" girl*

America's most popular girl—THE FARMER'S DAUGHTER—is coming to town. A real "gold digger". She'll sow plenty of interest and reap plenty of profits. 1600 Re holes. Coinic "melter drama" symbols. Average profit \$25.36 on each board. For an introduction to the "fastest number" in reels, write for details.

**SUPERIOR PRODUCTS**  
1110 PULASKI ST. CHICAGO, ILLINOIS

## GOOD USED BARGAINS

Jennings Scales	\$22.50	Bally Bell's Eye Ray Guns	\$75.00
Jennings Cabinets—Single, Double		Rock-Ola 1939 Ten-Pins	80.00
Door, Like New	12.50	Rock-Ola 1938 Monarch, Refinished	
Pioneer Guesser Scales, Like New,		Like Rock-Ola	110.00
List \$125.00	50.00	Rock-Ola Windser	90.00

All Above in Perfect Mechanical Condition. Terms: Cash Deposit—Balance C. O. D.

## FISHER BROWN

2206 SOUTH HARWOOD Phone 4-6131 DALLAS, TEXAS

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## LATE MODEL GAMES . . . . BARGAINS

FREE PLAY	NOVELTY
Big Six	Alport
Bowling	Bang
Commodore	Bally Royal
C. O. D.	Box Score
Fantasy	Champion
Follies	Chubbie
Headliner	Explosion
Home Run	Fifth Inning
Jelly	Mr. Chips
O'Key	Money
Spotlum	Pick Em
Step & Go	St. Moritz
Supercharger	St. Ni
Supreme	Sports
Thriller	Spectrum
Triumph	Tepper
Up & Up	Vogue

1/3 Cash Deposit. Under \$15.00 Full Cash. For Export Cables "Oceanocean," N. Y. 806 West 157th St., New York, N. Y.

**MARC MUNVES, INC.**

**BE BARGAIN-WISE . . . BUY Atlas!**

**BEST BUYS OF THE WEEK!**

- BALLY'S DANDY, 5-BALL FREE PLAY . . . \$ 29.50**  
 1939 WURLITZER 600-A, 24 Rec., Slug Proof. 159.50  
 SEEBURG'S REGAL, 20 Records. 149.50  
 1939 EXHIBIT'S VITALIZER, Factory Rebuilt. 44.50  
 WURLITZER 616, Reconditioned Like New. 69.50  
 1938 TRACK TIMES, Perfect Condition. 92.50

**PHONOGRAPHS**

- Seeburg K20, 20 Records . . . \$ 44.50  
 Seeburg ROYALE, 20 Records . . . 109.50  
 Seeburg REGAL, 20 Records . . . 159.50  
 Seeburg CASINO, 1939, 20 Records . . . 149.50  
 Seeburg PLAZA, 1939, 20 Records . . . 154.50  
 Wurlitzer 506, Keyboard Selection . . . 189.50  
 Wurlitzer P30, 12 Records . . . 24.50  
 Wurlitzer P12, 12 Records . . . 32.50  
 Wurlitzer 312, 12 Records . . . 39.50  
 Wurlitzer 412, 12 Records . . . 39.50  
 Wurlitzer 616, 11000, Sides & Front. . . 89.50  
 Wurlitzer 716, 16 Records . . . 99.50  
 Wurlitzer 24, 24 Records . . . 119.50  
 Wurlitzer COUNTER MOD. 61, 12 Rec. 91.50

**FREE PLAYS**

- Keeney's SUPERCHARGER . . . 64.50  
 Keeney's SUPER SIX . . . 64.50  
 Keeney's BIG SIX . . . 42.50  
 Bally's TRIUMPH . . . 67.50  
 Genco's BANG . . . 32.50  
 Exhibitor's CONTRAOT . . . 27.50  
 EXHIBIT'S CONGO . . . 47.50  
 Stoner's FANTASY . . . 39.50  
 Stoner's GUMBIE . . . 27.50  
 Rockola's ACROSS THE BOARD . . . 34.50

**PAYTABLES**

- Sport Page . . . \$59.50  
 Mullin, Payoff, Jackpot . . . 24.50  
 MacShorne . . . 69.50  
 Darby Time (6-0in Multiple) . . . 44.50  
 Dead Heat (Jackpot) . . . 77.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**TITLE STRIPS, 40c PER 2,000**  
**ILLUMINATED GRILLS, \$8.50**

Write today for complete list of reconditioned bargains! Hundreds of FREE PLAYS, PAYTABLES, CONSOLES, SLOTS, COUNTERS, GAMES and PHONOGRAPHS! Guaranteed mechanically perfect, retinished like new!

**ATLAS NOVELTY CO. • 2200 N. Western Ave., CHICAGO, ILLINOIS**

*"The House of Friendly Personal Service"*

1901 Fifth Ave., PITTSBURGH

Associate Office: ATLAS AUTOMATIC MUSIC CO., 2982 E. Jefferson St., DETROIT

**50 cent SPECIAL DEAL**

**35c for 1,000 tickets**  
 punched, ready to assemble on stand.

Dangler Stand 10c  
 Payoff card . . . 5c

Also have special cards for gas, candy bars, beer, hamburgers and a straight money deal — odd prices.

Profit 18.00

Penny Cigarette Deal  
 Takes in . . . 10.00  
 Pays out 38 pips. . . . 5.40  
 Profit . . . . 4.60

**SPECIFY PAYOUT CARD AND QUANTITY**

**WERTS NOVELTY CO.**  
 P. O. BOX 672, MUNCIE, IND.

**Phonos Best in Indianapolis**

INDIANAPOLIS, June 15. — The coin machine business, including phonographs, game devices, cigaret and candy venders, is doing well in and around Indianapolis. Sale of phonographs has been good as distributors are just now beginning to work into a considerable back-log of unfilled orders. Novelty games sales continue good.

One distributor called remote control phonographs the "coming thing." Sales of these, he said, have been very good the past month. Sales of target machines and bowling games have been fairly good.

Vending machine sales, including cigaret, candy bar and penny venders, have been up for the past month and are running substantially ahead of last year.

Outstanding trend in the coin machine business in this territory recently has been the opening of new locations for the installation of machines. Several large manufacturing concerns have had cigaret and candy venders installed instead of allowing basket-men to roam thru the plant. The phonograph machines, too, are going into drug stores and ice cream parlors for the first time. The pinops have been neglected because distributors have been so busy during the last five years installing machines in taverns and hotels that some places had to be shoved aside. Now, however, this virgin territory is being exploited and is expected to produce good results at least, as in the case of the ice cream parlor locations, during the summer.

**Omaha Ops Like Phono Systems**

OMAHA, June 15.—"In spite of the heavy demand for Seeburg wireless remote control music systems, operators in South Dakota, Nebraska, Kansas and Western Iowa may be assured of immediate delivery from us," states an official of the Music Service Corp., Inc.

"Our offices in Omaha and Wichita have pre-determined the heavy demand for this equipment and have made provisions to be able to fill orders promptly. The way operators have been ordering Seeburg Music Systems it has been necessary for us to work night and day to satisfy their requirements.

"However, it is well worth it to see the complete satisfaction of both operator and location owner after the installations have been made. Credit must be given, and given generously, to the engineers of the J. P. Seeburg Corp., who have so ingeniously designed these mechanically sound machines."

**Don't Miss It!**

**Rotation**

**HIGH SCORE**

**\$9950**

*Another hit by STONER*

**HERE ARE THE BEST FREE PLAY BUYS!**

- TRIUMPH . . . . \$45.00**  
**Stoner BASEBALL . 37.50**

- Big 6 . . . . \$24.00  
 C. O. D. . . . . 38.00  
 Darry Jones . . . 10.00  
 Commodore . . . 42.50  
 Cowboy . . . . 14.00  
 Thriller . . . . 18.00  
 Short Stop . . . . 85.00

1/3 With Orders, Balance C. O. D.

**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE-8-0148

**SALESBOARD FACTORY FOR SALE**

Due to disagreement between partners, complete running Salesboard Factory for sale, offering an extraordinary opportunity consisting of modern Crimpers, Fillers, Dies, Punch Presses, Filling Machines, Electroplates, Gluing Machines, etc., etc.

**NATIONAL CONCESSION CO.**  
 1390 E. 30th St., CLEVELAND, OHIO

**SALE OR TRADE**

3 Bally Alloys, 1 Chicken Bam with base, 1 Bally 7 Olin Club House Console, 1 Jennings 7 Olin Parlay Race Console, Light 2 Wheel Trainers. All good condition.  
 FOR SALE OR WILL TRADE FOR COUNTER GAMES, VEST POCKETS, BULK VENDERS OR PHONOGRAPHS.  
 Roosevelt Hotel, INDIANAPOLIS, IND.

THE BILLBOARD GIVES YOU THE ONLY

**WEEKLY**

**NEW MACHINE ANNOUNCEMENTS**

READ THE BILLBOARD EVERY WEEK



**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
 Pays out \$27.76—Average Profit \$23.49

**PRICE \$2.18 EACH**

**OTHER FAST SELLERS**

- 1640 hole F-5240-3 Bar jackpot at \$2.72  
 1200 hole F-5275-Horses at . . . . 3.41  
 800 hole F-5270-Pocket Dice at . . 1.76  
 720 hole F-5255-Pocket Jack at . . 1.59  
 600 hole F-5305-Royal at . . . . . 1.70

**CHAS. A. BREWER & SONS**

Largest Board and Card House in the World  
 6320 Harvard Ave., CHICAGO, U. S. A.

**12 ROCKOLA TEN PINS**

LIKE NEW — 1939 MODEL WITH HIGH SCORING  
 Repacked in Original Crates. Used Less Than 2 Months.

**LOT—\$1200 SINGLE—\$125 EACH**

or will exchange even for Keeney's Machine Gun

M. FORMAN, Public Sq., Watertown, N. Y.

Climb on the Country's Biggest Bandwagon with

# CONVENTION

**TIMELIEST HIT IN A DECADE!**

**SENSATIONAL NEW  
5-BALL NOVELTY**

Incorporating the top features  
of our Latest Hits!

**6 WAYS TO WIN!**

Immediate  
Delivery

RUSH  
YOUR  
ORDER  
TODAY!



Still in Peak  
Production on  
**OHI JOHNNY  
SKEE-BALL-ETTE**  
De Luxe GRIP SCALE

**D. GOTTLIEB & CO.**

2736-42 N. Paulina St.

CHICAGO, ILL.

## Machines for Public Relations

NEW YORK, June 15.—A scientific teaching of public relations in the various schools of retailing would contribute much to the formation of a generation of store executives capable of understanding the importance of such work for the retailer, Dr. Jacques Kunstenaar, retail economist, said yesterday. He has just completed a six-month survey of retailing in this country on behalf of four Swiss department stores.

It is presumed that Dr. Kunstenaar includes in his theory of public relations the most complete facilities for comfort, etc., of patrons of retail stores. It is suggested by coin machine industry authorities that many services could be rendered thru coin-operated machines. Beverage venders, merchandise dispensers and untold numbers of service machines are available for use in such places as retail store washrooms, lobbies, etc.

"Retailers in this country feel that public relations is in the air, but they have not yet awakened to the full realization of the fact that good will must be fostered systematically and intensely not only by retailers' associations but also by the individual store," he declared.

"There is probably no country in the world which offers as many splendid opportunities for learning the principles of retailing in colleges and universities as the United States. Public relations, it is true, do form part of the curriculum of most faculties of retailing, but the teaching is restricted to such sectors as advertising, personnel management, etc. So far as I have been able to find out, there are no courses on public relations, as a whole, covering the different methods of economic and psychological research which give a comprehensive and competent viewpoint to future store executives."

## THE BEST!

Only the Best Reconditioned Machines Are Advertised for Sale by "The Best." Will Complete Confident!



JOE CALCUTT

### CONSOLES

Royal Flush \$152.50	37 Bang Tall \$55.50
Ray's Track 35.00	Tanforon 34.50
Favorite 29.50	Sugar King 33.50
Club House 29.50	Spurs Bell 33.50
Bally Balls 29.50	Black Cabinet 33.50
Teaser 27.50	Races 33.50
30 Dominos 165.00	Brown Cabinet 33.50
35 Dominos 23.50	Races 33.50
37 Dominos 33.50	Baroque 33.50

### MISCELLANEOUS

15 1940 Bally Alley Bowling Games \$85.50
2 1939 Evans Ten Strikes 89.50
1 Mills 25c Snail Eye Slice Mach. 49.50
1 Grotchen Metal Typewriter Name Plate Machine 134.50
1 Western Gorph 17.50
2 Mills Dial Scales 22.50
1 Rock-Ola Scale 22.50

### FREE PLAY GAMES

White Ball \$47.50	Box Score \$19.50
Triumph 74.50	Liberty 10.50
Cherry 27.50	Genie 12.50
Headliner 35.50	Triple Threat 23.50
Scoop 47.50	High-Lite 24.50
Fifth Inning 25.50	Follow-Up 23.50
Spoton 23.50	Rebound 27.50
Eureka 47.50	Fair 12.50
Victory 75.50	Ring 37.50
Backstop 35.50	Airport 37.50

### GUARANTEED SLOTS

Mills 5c Chrome Bell \$47.50
Mills 5c Meien Bell 32.50
Mills 10c Cherry Bell 22.50
Mills 10c Blue Front Mystery Bell 62.50
Mills 50c Brown Front Counter Club Bell (used 1 week) 89.50
Mills 50c Blue Front Mystery Bell (like new) 69.50
Galile 5c Commander 37.50
Galile 5c Cadet 37.50
Waiting 25c Twin Jackpot Bell 22.50
Grotchen Columbia Gold Award Bell (like serials) 47.50

### 1-BALL AUTOMATICS

Fairgrounds \$29.50	Derry Clips \$30.50
Pinewood 27.50	Rainbow 10.00
Kneelids 29.50	Post Time 12.50
Stables 27.50	Hi-Boy 29.50
Arlington 22.50	Three-Up 29.50
Classic 10.00	Party Time 29.50
GoldenWheel 12.50	Hey Day 22.50
Jumbo 10.00	At-Sar-Ban 29.50
Rajetico 10.00	Pikes Peak 7.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance O. O. D.

## THE VENDING MACHINE CO.

305-15 Franklin St., Fayetteville, N. C.

## JOBBERS-DISTRIBUTORS OPERATORS

When you need ticket items of any kind, or a special job printed ticket, send us your inquiry.

In the past we have shipped to many jobbers, distributors and operators, so we feel sure you would be well satisfied with our service and the quality of the merchandise we manufacture.

Your requests will have our immediate attention, with a prompt reply giving price and detailed information.

## HOME TALLY CARD CO.

Box 245 YORKTOWN, INDIANA

Manufacturers of Baseball  
Daily Books, Tip Books,  
Jar and Carded Games.

## PETS

SILVER  
BRIGHT  
FOXES  
\$100 Ea.  
F.O.B.



WERTS FOX RANCH  
BOX 536, MUNCIE, IND.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.

**WE HAVE THEM—READY TO GO**

FREE PLAY	PAYTABLES	MISC.	SLOTS
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75 Wurlitzer 616A 15 Wurlitzer 600  
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IMMEDIATE DELIVERY ON POWER HOUSE, MASCOT, CONVENTION,  
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**BALLY TRIUMPH, \$64.50**

Exhibit Congos \$47.50 | Evans Ten Strike \$75.00  
Free Play, 1 or 5 Balls (1939 Models)

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**COIN OPERATED I. L. MITCHELL & CO.**

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**5-BALL FREE PLAY**

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Write us for your price on any brand-new coin-operated machine that has been released by the respective manufacturer. Also ask us to put you on our mailing list. 1/3 certified deposit with order, balance O. O. D. Above prices are effective June 22, 1940.

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MAJOR  
LEAGUE  
BASEBALL**

at your  
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**MILLS** PHONOGRAPHS  
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BELLS  
TABLES

**KEYSTONE NOVELTY & MFG. CO.**  
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# Selective WALL BOX SYSTEM

For Mills Throne of Music and  
Empress 1940 Models

The Selective Wall Box measures 9 inches wide, 11 inches high and 5½ inches from front to back, about the size of an electric light meter. A neutral color case causes the unit to harmonize with any decorative scheme.

These boxes are easily and quickly attached to walls or bracketed along bars and counters. Then the small connecting cable is strung along convenient cornices or mouldings (or inside walls). A simple and quickly accomplished job which any of your servicemen can perform.

The Throne of Music or Empress phonograph (if ordered so equipped from factory or distributor) is then hooked in. If one of these phonographs is already on the location, then full instructions for installing the adapter accompany wiring instructions for complete installation.

That is all there is to it. No delicate adjustments which only a radio or electrical engineer could execute. No wall chopping. No conduits. As simple as putting in door bells.

Any Mills Phonograph Distributor will be glad to show you or your serviceman just how it's done.



Mills Novelty Company  
4100 Fullerton Ave., Chicago, Ill.

## FREE WALL BOX DEAL!

PHONE! WIRE! WRITE QUICK!

*George Ponser*

P. S.: (This applies only to operators in our territory!)

YOU CAN'T LOSE WITH MARVEL  
WE GUARANTEE HALF YOUR PURCHASE  
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**MARVEL** 10 FOR  
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SAMPLE, \$32.50

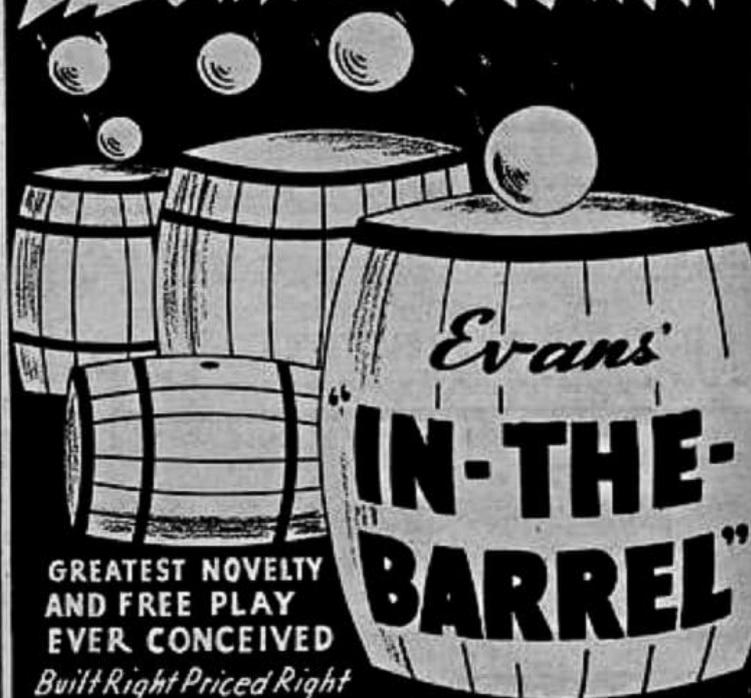
We will allow 50% of purchase price for all Marvels bought from us—90 days after purchase.

GRAND NATIONAL SALES CO.  
2304 W. Armitage Ave. Chicago, Ill.



ADVERTISE IN THE BILLBOARD — YOU'LL BE  
SATISFIED WITH RESULTS

*Barrels* — OF FUN FOR PLAYERS!  
— OF PROFITS FOR OPS!



GREATEST NOVELTY  
AND FREE PLAY  
EVER CONCEIVED  
*Built Right Priced Right*

ALL SKILL! MANIKIN PLAY! CUMULATIVE FREE PLAY!

Amazing new sensation by Evans—even greater than Ten Strike!  
Scores a hit wherever seen! Any way you look at it—it's in the Barrel!  
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H C EVANS & CO 1520-1530 W ADAMS ST CHICAGO

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BY *Bally*

**GLAMOUR:** Tops in high-score class. Convertible free play or novelty.

**MASCOT:** Combination high-score and feature with clever new Mystery-Mascot feature. Convertible free play or novelty.

**SPORT SPECIAL:** 4-multiple de luxe free play; 1-shot or 5-ball play; console or table.

**SPORT EVENT:** Same as Sport Special, but with baseball atmosphere, instead of race track.

**BALLY ALLEY:** Legal bowling game.

**SPORT KING:** 4-multiple one-shot payout with \$45 top reserve.

**ROYAL DRAW:** The 5-reel electric bell that plays Draw Poker according to Hoyle. Automatic Payout, with or without Check Separator, or Ticket Model.

**BALLY BELL:** Double coin-chute 3-reel bell.

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Write for descriptive folders

**BALLY MFG. COMPANY**

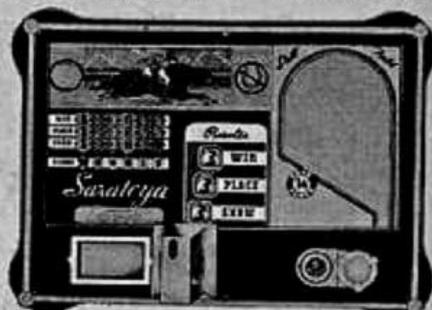
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The Industry's Sensational Money Makers!

NEW FREE PLAY MODEL PACE SARATOGA, REGULAR SARATOGA and REELS with skill feature, JUNIOR MODEL SARATOGA and REELS with-out skill feature. New Improved 1940 model PACE Slug Receptor BELLS—the finest bell machine of all time!

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Keeney's  
**ANTI-AIRCRAFT MACHINE GUN**  
Fastest LEGAL Money Maker in History!

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1,000 Used Free Play Games. Highest cash prices paid. Send complete list lowdown price.

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### You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!

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**BERT LANE Says:**

IT'S STILL **POWER HOUSE** BY A MILE OF NICKELS!

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Mills Dance Matiers Deluxe .. \$15.00
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Rockola Imperial 20i .. 69.50
Seaburg Rex .. 85.00
Seaburg Royals .. 110.00
Seaburg Gems .. 134.50
Seaburg Casino .. 135.50
Seaburg Plaza .. 145.50
Wurlitzer 500s .. 154.50
Seaburg Regals .. 155.00
Wurlitzer 500s .. 159.50
Seaburg Rex .. 169.50
Seaburg 1939's Vogue Marj-Glo .. 185.00
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You're Guaranteed **50% BACK IN 90 DAYS** ONLY ON ...

# MARVEL

CLEAN UP with MARVEL for 90 Days! If you don't want to trade it in we'll gladly give you 50% of your original purchase in trade-in value against other equipment! TAKE ADVANTAGE OF THIS OPPORTUNITY! ORDER NOW!!

**10 FOR ONLY \$275.00**

SAMPLE \$32.50

BALL GUM MODEL \$2.00 EXTRA

BALL GUM

15c per Box of 100 pieces. Case of 100 Boxes, \$12.75. 1/3 Deposit, Bal. C. O. D.

**QUICK! ORDER NOW!**

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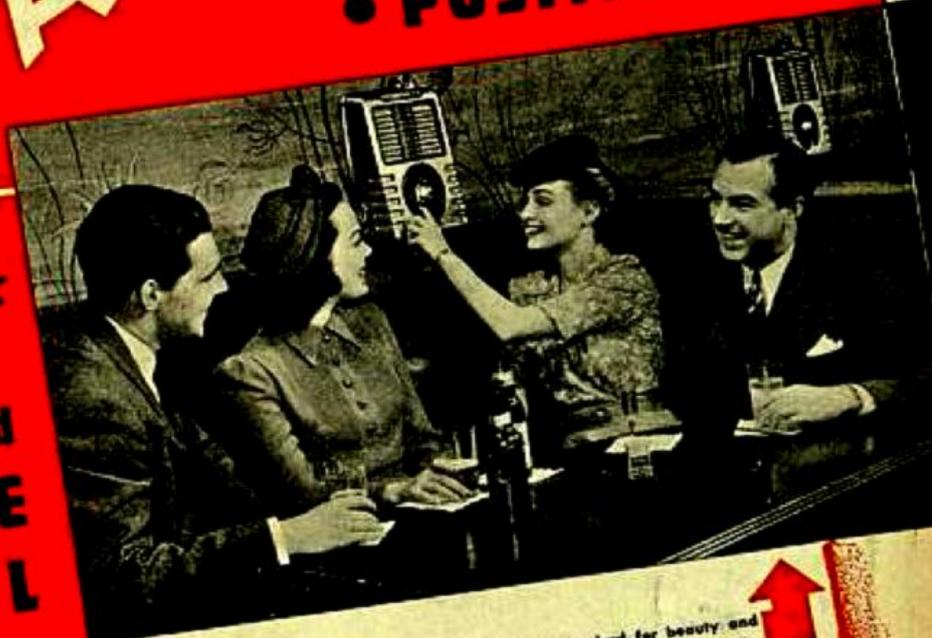
Tell the Advertiser in The Billboard Where You Got His Address.



# DIAL-A-TUNE

- FASCINATING
- PRACTICAL
- POSITIVE

*Rock-Ola's*  
**perfected  
 REMOTE  
 CONTROL**



Rock-Ola's Dial-A-Tune Wall Box sets a new standard for beauty and play appeal. Wall space only 13 x 9 1/4 inches. Depth only 4 inches. The highly attractive Dial-A-Tune Bar Box takes only small space on bar. 7 1/2 inches high. Positive action.

## CHOOSE DIAL-A-TUNE FOR A MOST PROFITABLE BUSINESS-BUILDING REMOTE CONTROL INSTALLATION

Easily and economically installed. Acclaimed by leading operators in all parts of the country as the Remote Control with the most positive action. Beautifully designed. Sturdily constructed. Low voltage "wire-thin" cable. No running of heavy conduit to carry 110 volt electric line to each Wall Box. Foolproof, fireproof, moistureproof. No free music resulting from outside electrical interference. Simply and quickly installed.

Progressive operators everywhere are sold on Rock-Ola's Dial-A-Tune because of its many extra features. Fascinating . . . illuminated, easy-to-see selection numbers . . . famous Rock-Ola drop style 99% slug-proof coin chute . . . simplified, easy-to-change program holder. All these important features plus many more are standard equipment and make Dial-A-Tune a highly profitable installation for both operator and location-owner. Yes, Rock-Ola's Dial-A-Tune IS your answer to Remote Control equipment!

*Rock-Ola*  
 MANUFACTURING CORP.

300 NORTH KEDZIE AVENUE, CHICAGO

# Install WURLITZER EQUIPMENT

## WIRELESS REMOTE CONTROL

**Increase Your Profits in TOP LOCATIONS  
As Much As Several Hundred Percent**

Wherever installed, Wurlitzer Wireless Remote Control Equipment has boosted Music Merchant profits—in some locations several hundred percent!

Get these extra earnings coming your way, too. Make it easier for people to buy your music with Wurlitzer Wireless Bar and Wall Boxes, Portable Units and Speakers.

All have 24 record selectivity, are adaptable to any 24 record Wurlitzer phonograph.

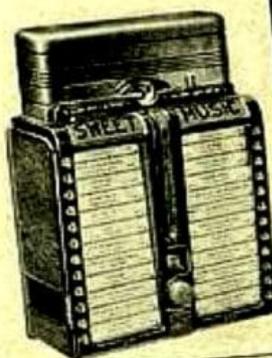
### MOST FLEXIBLE REMOTE CONTROL EQUIPMENT MADE!

Only Wurlitzer offers Wireless, Two-Wire and Thirty-Wire Remote Control Systems. Each is designed for inter-use with prior Wurlitzer remote control equipment. Each system can be converted to one of the others without obsoleting wall or bar boxes.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**

## WALL BOX



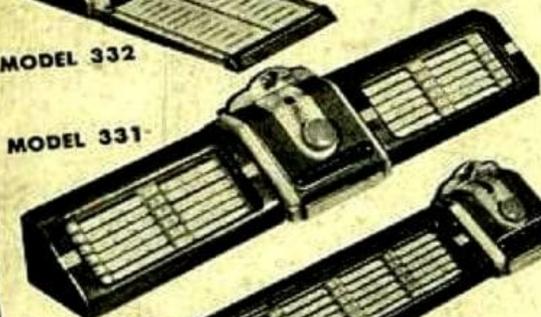
Makes it easy for people to buy your music at any booth, table or spot in the location. Beautiful unbreakable polished metal case. Red lacquer trim. Illuminated dial, coin entry and 24 record program. May be readily converted from wireless to two-wire and vice-versa. Adaptable to any 24 record Wurlitzer.

## BAR BOXES

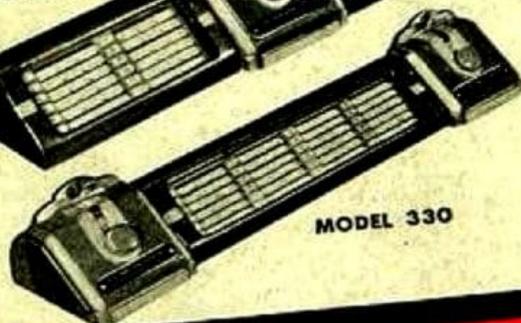
**THE ONLY WIRELESS BAR BOXES THAT ENABLE YOU TO SELECT EVERY RECORD ON THE PHONOGRAPH**



MODEL 332



MODEL 331



MODEL 330



Make Wurlitzer music available at the bar where traffic is heavy and odd change handy. All three models have illuminated dials. 24 record selection...are finished in attractive walnut with red plastic dial

knobs. Will clamp on bar, counter or soda fountain without mutilation. Model 330 has coin entry, magnetic coin selector and 24 record program selector at either end. Models 331 and 332 are single units.

## SPEAKERS

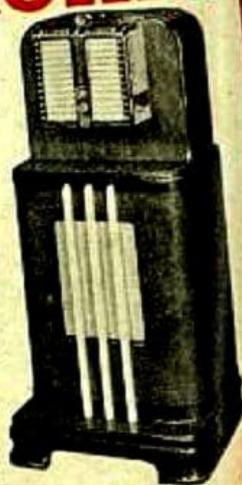
Wurlitzer Model 350 Wireless Speaker enables better distribution of Wurlitzer Music to all parts of a location. It houses a quality wireless receiver and speaker in a colorful deluxe cabinet of dark wood with red grille columns and blue and silver trim. This speaker also has an illuminated Wurlitzer name panel. Its smart design harmonizes with the decorative scheme of any location whether placed on the wall, back bar or shelf.



## PORTABLE CONSOLE STROLLER



Moves Wurlitzer music to any spot in the location. Combines coin mechanism, 24 record program selector and sound system in one self-contained portable wireless unit. Illuminated coin entry, selector dial and program holder. Polished metal case with red trim mounted on walnut and maple veneer cabinet.



**ORDER NOW FOR IMMEDIATE DELIVERY... SOLD ONLY TO MUSIC MERCHANT!**