

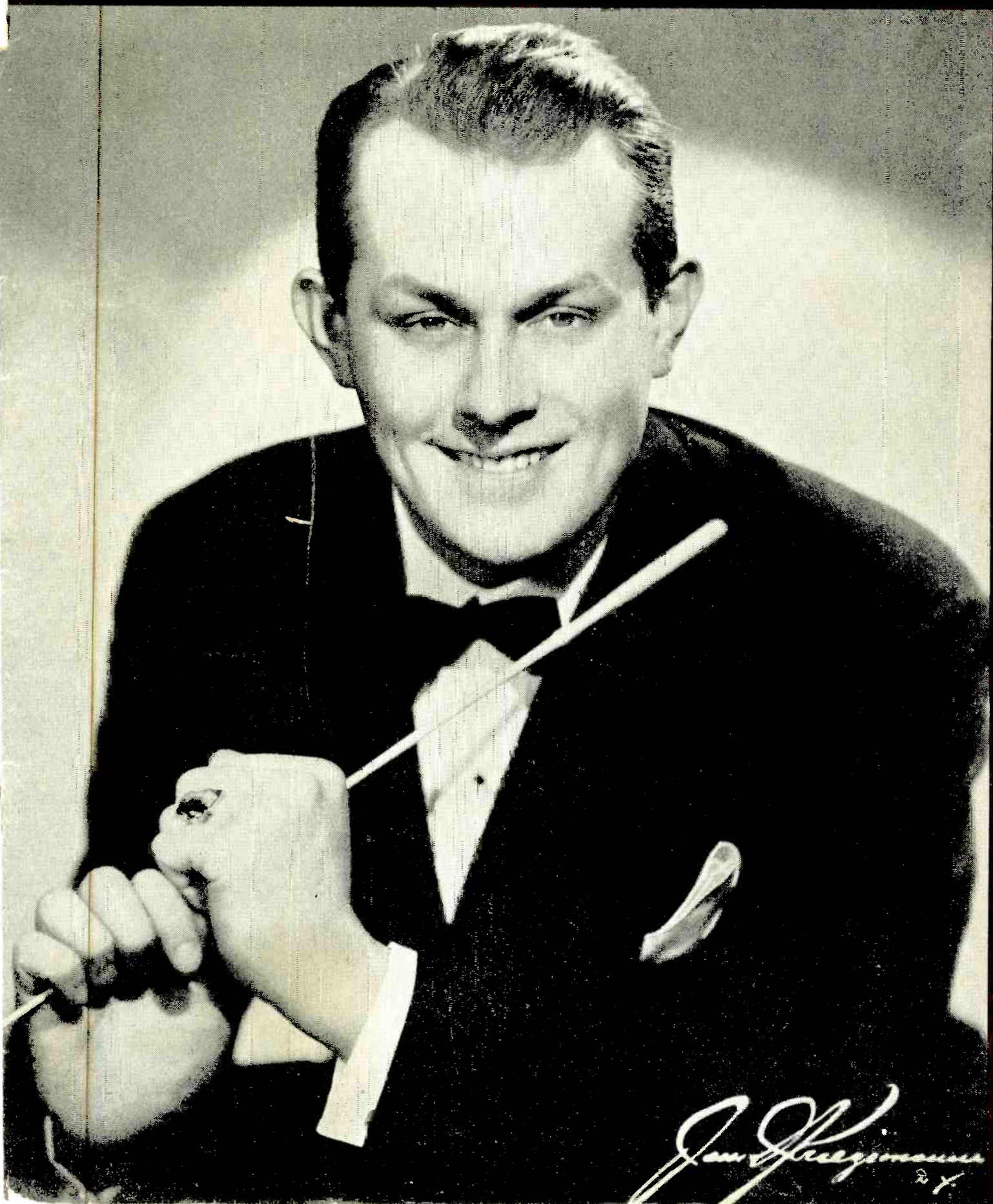
The Billboard

The World's Foremost Amusement Weekly

MAY 10, 1941

15 Cents

Vol. 53. No. 19



VAUGHN MONROE

And His Orchestra

Selected as the most outstanding and the most likely to reach the heights of success among the up-and-coming dance orchestras of the nation in the Fourth Annual College Music Survey conducted by The Billboard.

Exclusively

Victor-Bluebird Artist
Currently on Theater Tour

Direction:
William Morris Agency, Inc.

#1999
#51

How GALE blows up a cyclone of interest

in the recordings of

ELLA FITZGERALD

THE FOUR INK SPOTS • ERSKINE HAWKINS



FROM:
DOROTHY KILGALLEN
B'WAY COLUMNIST
N.Y. JOURNAL-AMERICAN
N. Y. C.

"A GOLD STAR TO
ELLA FITZGERALD'S
DECCA DISC NO. 3608
'The One I Love'
THE BEST RECORDING SHE EVER MADE"
BACKED BY "THREE LITTLE WORDS"

PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.

BAND leaders and their managers devote a great deal of time and effort to their recording activities. They battle for the tune they want to make; take pains to get a good arrangement of the tune; rehearse till the boys are blue in the face; cut and recut masters, etc., ad infinitum.

But too few recording artists or managers know anything about "follow-through."

MOE GALE, of Gale, Inc., does. He makes it a point to follow through on every good recording made by the Four Ink Spots, Ella Fitzgerald and her orchestra and Erskine Hawkins and his orchestra. He's stirred up a veritable cyclone of interest in every one of their recent tunes. How? Like this:



WHY GRANDMA
WHAT BIG EARS
YOU HAVE!

THE BETTER TO
HEAR
ERSKINE HAWKINS
and his Famous Orchestra
LATEST JUKE BOX FAVORITES
"KEEP COOL FOOL"
AND
"NO USE SQUAWKING"

BLUEBIRD VICTOR RECORD NO. 11019
PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.

HE SELECTS the one medium which is read every week by every important music machine operator—as well as by thousands of record retailers, by one-nighter dance promoters, ballroom owners and managers, theater owners and managers, band-buyers in all branches of the show business, indoor and outdoor.

The medium? The Billboard, of course.

HE GETS together with his advertising and publicity factotum, one Art Franklin, and carefully works out an advertising campaign which will catch the eye, will tell a brief and interesting story about his artists' records. Six sample ads in the series are shown on this page (original size in The Billboard of each ad was 5 inches deep, 2 columns wide).



CHARMING!
THE
FOUR
INK
SPOTS

NEW DECCA RECORDING OF
"YOU'RE LOOKING FOR ROMANCE"
BACKED BY
"WE'LL MEET AGAIN"
NO. 3636

PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.

THAT'S all record promotion (via trade papers) amounts to. Select the **right** medium, spend enough time on your advertising in that medium to make each of your ads distinctive, appealing to the eye and the buy-instinct of your audience.

If this was one of those correspondence school ads, we'd say: You too can sell more records!

Simply advertise your good records in The Billboard interestingly and consistently.

I KNEW HE COULDN'T RESIST STOPPING TO LISTEN TO THE SWELL RECORDING OF
"MUFFIN MAN"
BY ELLA FITZGERALD
AND HER FAMOUS ORCHESTRA



DECCA RECORD # 3666
BACKED BY
"I'M THE LONESOMEST GAL IN TOWN"
PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.

"YOU'LL NEVER FORGET,"
SAYS
WALTER WINCHEL
IN
630 NEWSPAPERS,
THE
FOUR
INK SPOTS
RECORDING OF
"PLEASE TAKE A LETTER, MISS BROWN"
DECCA RECORD #3626
BACKED BY "RING TELEPHONE RING"
PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.



"KEEP COOL FOOL"

LISTEN TO!
THE NEW BLUEBIRD—
VICTOR DISC NO. 11019
RECORDED BY
THE 20th CENTURY GABRIEL
ERSKINE HAWKINS
and his Famous Orchestra
BACKED BY "NO USE SQUAWKING"
PERSONAL MANAGEMENT GALE INC., 48 WEST 48TH ST. N. Y.



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May 10,
1941

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MONROE THE COMING BAND

RB Circus Take for N. Y. Run About \$1,200,000; \$2 Per Capita

NEW YORK, May 3.—When the Ringling show leaves town after tomorrow night's performance it will have drawn about 300,000 people who paid an average of \$2 a head to produce a box-office gross of \$1,200,000. This cancels last week's dope, which had the anticipated take past \$700,000. It seems a new statistical system has come to light by which the number of people is multiplied by \$2 per capita for the New York engagement. Those close to the box office say the two-buck average is hitting it practically on the nose. *The Billboard's* previous estimate was based on a little over \$1 per head, which happens to be the average on the road. New York prices range from \$3.50 to \$1 plus tax.

Whatever the official amount, it is safe to say that the four weeks' run is the best money stretch of all time. The old Garden had some pretty healthy grosses, but the seating capacity was less than 10,000. This Garden has about 14,500 pews for a circus showing.

The average is 11,000 customers per performance, 22,000 per day, or a yield of \$44,000 daily. The last two Saturdays have done better than \$50,000 each. Stretch is 27½ days or 55 showings.

Publicity reception has been little short of sensational with every conceivable medium turning handspins from the cover onward, not to mention the dailies, radio, window ballyhoo, circus-stanted department store advertising, etc. Roland Butler, press chief, left for Boston, then Philly. Frank Braden

went to Washington; Gardner Wilson to Baltimore, where the canvas tour begins, and Allen Lester, contracting p. a., splits between Boston and Quakertown and then joins the advance car for the one-day stands. F. Beverly Kelley and Frank Morrissey, of the radio plugging division, will split towns all down the line.

George W. Smith, general manager, was back in the saddle after being away from the scene for a few days. He is concentrating on getting things in shape for the opening stand under tops. Show opens in Boston Garden Tuesday afternoon for a five-day engagement.

FCC Calls Halt on NBC Blue; Plans Reforms for Net Operations

WASHINGTON, May 3.—Week-end lightning bolt from Federal Communication Commission has, in effect, ordered discontinuance of the Blue network by NBC and has also promulgated regulations designed to enforce a number of reforms in network operation. Decision to amend the Communications Act was voted at the conclusion of a study on the monopoly report, long discussed by the trade. Two commissioners, Norman S. Case and T. A. M. Craven, filed dissenting opinions.

New regulations are effective immediately, except with respect to existing

College Kids Select the Crown Prince of Dance Music Kingdom

Will Bradley, Charlie Spivak tied for second place—Byrne, Pastor, next orks most likely to reach the top—26 bands nominated in all

NEW YORK, May 3.—In an attempt to gauge the box-office value, real or potential, of the newer, up-and-coming dance orchestras trying to scale the heights of success, *The Billboard*, as part of its Fourth Annual College Music Survey, asked the campus editors of 171 college, school, and university papers thruout 46 States which band is considered on each particular campus as the one showing the greatest promise and the most likelihood of becoming a top name in the ork field. Emerging from the number of names, both nationally and only locally known, that were offered is that of Vaughn Monroe, upon whom was bestowed the accolade of the crown prince of swing, heir presumptive to the dance band throne presently occupied by Glenn Miller, as revealed in the first part of *The Billboard's* 1941 college poll two weeks ago.

Monroe's achievement in being nominated by 20 schools out of the 122 that cast votes in this part of the survey, giving him 40 points on a basis of two points for each vote (necessary for easier tabulation, since votes were split in a number of instances, one point apiece then going to each band), is extremely remarkable in that he has had a band only about a year, and in that time his personal appearances have been limited to Boston and the surrounding Massachusetts territory. The process of building this band, handled by Jack Marshall and Willard Alexander for the William Morris office, has been cautious, slow, and deliberate, and to all intents and purposes it has paid off to the point (See *Up-and-Coming Maestri* on page 10)

It is presumed that attempts will be made to test this all-important order in court, but if these fail, it is believed that NBC will contact one of the several groups who have already discussed purchase of the Blue.

FCC stated that there exist only two alternatives to competition as a means of protecting the public interest in radio. These are, the commission held, government ownership or the kind of government supervision usually given to gas and electric companies. "If the industry cannot go forward on a competitive (See *FCC Halts NBC Blue* on page 21)

Army Circles Expecting \$7,000,000 Morale Ante

Chicago to have four paid units in army stands—Billy Rose major-domoing big name motor units—appropriation to pave way for paid shows in July

NEW YORK, May 3.—Governmental appropriation of \$7,000,000 for the morale division of the U. S. Army and Navy is expected to be passed by Congress, now that the War Department seems sold on the necessity of entertainment and recreation for enlisted soldiers and draftees. This sum is under discussion as being adequate to supply the armed forces with recreational needs. How much of this melon will be sliced off for live entertainment is as yet secret. Meanwhile, Billy Rose has for the past month been working in the morale division with Robert E. Sherwood and George S. Kaufman, lining up entertainment fodder for the boys at the post. Plan under way is the U. S. Motor Carnival, which is to start May 15 and run until July 1. This provides for the playing of vaude shows on the backs of trucks—with only name performers like Al Jolson, Eddie Cantor, and artists of that stripe. The job is strictly cuff for everybody concerned, including Rose. Names playing the camps will travel by train to the army outposts and then perform on the make-shift truck tails.

The Rose office said that the Motor Carnival will be strictly a benefit proposition until July, when the anticipated appropriation is expected to come thru. At that time, it was stated, performers of all caliber would be hired at equitable prices and no one would work for nothing. Meantime, Rose's committee is underwriting the cost of the current gesture. They'll get it back, however.

No starting date has been set for the big name tab shows.

CHICAGO, May 3.—A paid entertainment plan announced by Maj. Gen. (See *UNITS TO TOUR* on page 23)

Russell Circus Off to Big Biz

ROLLA, Mo., May 3.—Favored by ideal weather and nearly capacity crowds at both afternoon and evening performances, Russell Bros.' Greater American Circus launched its 1941 season at the fairgrounds here Thursday with one of the most extensive and colorful two-hour programs presented by the show in the last several years.

Practically an all-new array of performing talent is being offered under the attractive big top which, instead of being the traditional white, is "cucumber green" with contrasting blue and red trimmings.

Following the night performance Thursday, the show moved to Fort Leonard Wood, a distance of 33 miles, and will complete its first week's tour at Lebanon, Jefferson City, Columbia, and Kirksville, all Missouri.

Change Law on Contracts for Minors in N. Y.

NEW YORK, May 3.—Contracts signed by minors 18 years of age are now legal in the State, an amendment to the infancy laws, introduced by State Senator Feinberg, becoming effective April 13 with the approval of Governor Lehman. The amendment came about after a senatorial law revision committee recommended lowering the legal age of consent to 18 instead of the customary 21.

The new law, however, does not affect contracts signed prior to that period. Foremost of the kid contracts now under litigation is that of Yvette, who is being sued by Maurice Duke for breach of contract. Yvette's plea for dismissal was denied Wednesday (30) by Justice Ferdinand Pecora, who upheld an argument presented by Bernard Miller, counsel for Duke, who alleges that Yvette's mother claimed she was the legal guardian for Yvette instead of only the natural guardian. Charge that Yvette's mother wrongfully induced her to repudiate her contract with Duke was dismissed.

Jack Goldberg, counsel for Yvette, will appeal the decision to a higher court. Should the Supreme Court uphold Pecora, the case will go to trial.

The Billboard, in its February 22 issue, brought up the question of infants' contracts, and the remedial legislation just passed by the New York Legislature was originated shortly thereafter.

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MORE CLUB ACTS AT FAIRS

Outdoor Market Booming for Acts From Theaters, Niteries; Name Bands Too; Plenty Employment

CHICAGO, May 3.—The extensive market for theater and night club acts which has developed in the outdoor entertainment field during the last few years will be still more active this season, according to all indications. Improved facilities for handling all types of acts and shows at fairs, parks, and celebrations and the inroads made on many acts by the draft have upped the demand sharply for good attractions. Another factor is the smart selling job the booking offices have done in educating the rural public to an appreciation of the better indoor attractions. While the outdoor market still is unexplored territory to many performers who have never ventured outside the larger cities, more and more of them are discovering that the outdoor field is a prolific source of jobs during a period of the year that is a slack season for the indoors, and that pay and working conditions are as good or better than in night spots.

Name bands, too, appear to have found a permanent place in the fairs' entertainment set-up. Comparatively new in that field, they started out a few years ago on a none too satisfactory basis, but after a couple of experimental seasons they caught on, and the demand for bands is steadily increasing. More name bands will be used by fairs this year than ever before.

Perfect sound systems, improved lighting, and adequate dressing rooms for performers have wrought a radical change in the character of entertainment presented to grandstand audiences at fairs. Crude public-address systems formerly accounted for the preponderance of novelty and acrobatic turns.

VAUGHN MONROE

(This Week's Cover Subject)

THE State of Wisconsin used to hold annual contests for young musicians. In 1926 an 11-year-old boy named Vaughn Monroe copped the trumpet solo prize. This week college editors throughout the country in The Billboard's annual poll selected Vaughn Monroe's band as the outstanding new dance orchestra of the year.

During the intervening years Vaughn played in local bands and orchestras throughout his high school and college career. A graduate of Carnegie Tech, Vaughn was trained to be an engineer, but decided to switch to music. He joined Austin Wylie's trumpet section in 1931, but left after six months to join Larry Funk. Featured as baritone vocalist and trumpet player, Vaughn remained with the Funk band three and one-half years.

Monroe joined Jack Marshard's band immediately thereafter, remaining with the Boston society band leader until June, 1937, when at Marshard's instigation he organized his own society band. The original Monroe band played alternately in Miami Beach and Boston for two seasons.

Vaughn first attracted national attention via his NBC broadcast from Seiler's Ten Acres near Boston.

In the spring of 1940 Monroe reorganized his band, casting aside his emphasis on society rhythms and striking out for the popular college trade. Almost immediately thereafter he moved into the big time.

Booked into the Hotel Statler, Boston, Vaughn remained on the air until May 3. His music carrying across the country via the air and Bluebird records finally earned the young leader top honors for new bands in The Billboard poll. New York will get its first glimpse at Vaughn Monroe when he opens at the Pammount Theater May 21.

These acts still are standard grandstand fare, but the programs now are varied to include many vocal soloists, choruses, singing combos; dance, talking, and novelty acts that for their effectiveness depend upon good p.-a. systems. It is estimated that fully 75 per cent of night club acts are now suitable for use in outdoor shows.

Many Employed

The phenomenal growth of musical revues for grandstand shows has provided work for hundreds of performers. At the larger State fairs it is no uncommon thing for a revue to employ anywhere from 60 to 80 people. Shows playing the county fairs are less elaborate. (See *Outdoor Amusement* on page 19)

Drop-In Trade

PROVIDENCE, May 3.—At the Empire Theater here during a tensely dramatic moment in a movie melo showing on the screen screams came from women in the orchestra. Investigating the disturbance, house manager George Cronin found that a male customer who had been dozing in the balcony had half wakened, started from his seat, marched down the aisle, over the balcony rail, and landed 20 feet below in the laps of three very surprised feminine customers. No one hurt and, after apologies, the chap beat a hasty exit.

Concert Group Folds

RICHMOND, Ky., May 3.—Expressing the belief "there is not sufficient interest to justify the continued existence of the Madison County Co-Operative Concert Association," the association, thru its executive committee, announced it would discontinue further efforts in behalf of concerts in Madison County.

A Golden Opportunity

THIS is the most propitious time in a decade to consolidate all kindred forces into a movement to repopulate the country's stages with living entertainment. None of us can predict with any degree of accuracy what will happen to a very sick world, even from day to day. Yet it is reasonably certain that never again in the lifetime of most of us will there be available a more fertile field for the implantation of the seeds of a revived stage than now—when the United States is still free from the immediate menace of aggression; when our peoples are still living, for these times, fairly normal lives, and when enough of us survive from the previous generations to lend our help toward bringing back one of the departed glories of a better, happier, and more secure day.

Industry is booming. Commerce, closely linked to heavy industry that is now being whipped into a frenzy by defense orders, is also jogging along on all six. John Public is making more money than at any time since the twin depressions prologed by President Roosevelt's first inaugural. He is spending considerably more, too. He would be willing to spend fabulous sums if the amusement industry would give him a modest little fun, laughs, maybe some thrills.

The average man, woman, and even the sophisticated and prematurely disillusioned child of today's storm-tossed world crave a few hours of escape and enchantment that only contact with a living stage can give them. They are amused and oftentimes thrilled by an erratic and undependable screen. They are helped in their efforts to flee occasionally from the spectacle of a world gone berserk by listening to the strident tones and bleatings of loud-speakers (if they are agile enough to tune out war news). But the screen is not enough; radio is not enough. Collectively they are insufficient.

The soul of man hungers for the surcease and balm that reside in human contact over the footlights. It is not important as to whether this human element adopts the playwrights' handsomely mounted efforts as a medium or whether it manifests itself thru the less intellectual informalities of the singer, dancer, acrobat, comedian, or smart-cracking emcee on what we like still to call a vaudeville stage. It matters not to the public that craves this pabulum nor to old-line amusement business that is as yet on the wrong side of the bottleneck leading from false and transient defense prosperity. From a commercial standpoint the revival of one will most assuredly bring about the revival of the other.

The stage revival must start some place and if those who are devoted to the living theater are alive to the times it will start soon—regardless of the atrophy that has set in from years of hibernation and regardless of the barriers erected by monopolistic theater chains controlled by Hollywood.

Thousands upon thousands of soldiers, workers in defense industries, and others attracted to new industrial and military centers and to towns and cities boomed to many times their size crave amusement as never before in their lives. The workers and soldiers must have amusement to relieve the monotony of assembly-line work over long hours and under trying surveillance and to relieve the tedium of army camp routine. The army is doing very little at this early stage to fill this important need. Show business can jump into this breach. Government will not put any obstacles in the way of private enterprise to provide shows for its hordes of soldiers and defense workers if an intelligent approach were made.

Regimented men represent only a small segment of the workers to whom protagonists of the living stage can appeal at this time. People of all walks of life still pursuing their accustomed lives in towns, cities, and

(See *A Golden Opportunity* on page 25)

New Allentown Arena Will Play Outdoor Vaude

ALLENTOWN, Pa., May 3.—Largest indoor and outdoor show place in Eastern Pennsylvania is under construction here, by the owners of the Empire Ballroom, at a cost of \$60,000. It will be known as the Empire Stadium.

Andrew J. Perry, director of the ballroom, a name band mecca for years, says the stadium will seat 15,000 people and go in for one and two-day stands of both indoor and outdoor entertainment. Perry's Stadium will open the end of May and run concurrent with the ballroom until June 15, when the dancery shutters for the season.

All attractions, said Perry, will be topflight. Plans call for vaude one night a week, amateur night once a week, rodeo and circus units, and midget auto racing.

The arena will have a racing track in the middle and stages in dead center for the vaude. Perry also plans to hold dance contests and championship meets during the summer. Admish will be 25 and 40 cents and \$1 for reserved seats.

Grand Forks Sets Concerts

GRAND FORKS, N. D., May 3.—The Community Music Association has signed up with Siegfried Hearst, of New York City, for five artists for the 1941-'42 winter season. Mischa Elman, November 18; Marian Anderson, December 2; Donald Dickson, January 13; Ruth Draper, March 4, and Oscar Levant, April 15. John E. Howard is association president and manager.

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

WALTER BURKE—juvenile who appeared recently in the Experimental Theater's single-performance tryout of *Not in Our Stars* at the Biltmore Theater, New York. Gave a quiet and tremendously effective performance as a young man having trouble with a parole board. Not a collar ad type, but would fit excellently into character juvenile roles that need steady and quietly powerful playing.

For LEGIT MUSICAL

ROBERTA WELCH—singer now at the Greenwich Village Inn, New York. Has a wide-range voice, a bright and arresting personality, and a solid delivery that is especially strong on show tunes and standards. Was understudy last year to Mill Montl in the ill-fated *The Little Dog Laughed*. Definitely rates a show spot of her own.

HELENA HORNE—smooth-looking copper-hued songstress currently at Downtown Cafe Society, New York night spot, and caught recently at the Carnegie Hall swing concert. Has a mellow voice and terrific delivery of blues songs, pop ballads, and rhythm numbers. Would be sock in a production number in a revue.

Chatterton Weak in Tenn.

KNOXVILLE, Tenn., May 3.—Ruth Chatterton in *Treat Her Gently* got pretty rough box-office treatment at Bijou here last week, with about 700 of the theater's 1,300 seats empty. The reviews next day weren't any too gentle, either.

SPECIAL PRINTED ROLL or MACHINE	100,000	RESERVED SEAT - PAD - STRIP COUPON BOOKS - RESTAURANT CHECKS - SALES BOOKS AND ALL ALLIED FORMS	TICKETS	STOCK ROLL TICKETS
				ONE ROLL \$ 50 TEN ROLLS 3 50 FIFTY ROLLS 15 00 ROLLS 2,000 EACH
FOR \$20.00		409 LAFAYETTE ST. N. Y. C. 52 W. WASHINGTON ST. CHICAGO 615 CHESTNUT ST. PHILA.		Double Coupons, Double Price No C. O. D. Orders Accepted
ELLIOTT TICKET CO.				

CHI RADIO BACKGROUND

GEORGE SPELVIN Patrols the BROADWAY BEAT

JOE E. LEWIS thinks he's probably the highest paid night club performer in the business. He says his federal income tax for 1940 was \$7,470.47. . . . Note on Newspaper Co-Operation: Recently a man phoned *The Sun's* night club department and asked to be given the name of a "romantic night club" where he could propose to a girl. *The Sun* suggested the Lexington Hotel's Hawaiian Room and then made the reservation, tipping off the hotel about the proposal. The hotel promotion department arranged a cozy nook for the couple, who came in at around 11:30; there was much serious tete-a-tete whispering; and at 12:03 precisely the lad planted a diamond ring on his gal's finger—whereat the manager rushed over with a gift to the happy couple, who were a bit nonplused as to how the management knew about their private lives. The gift contained a tag urging a Hawaiian honeymoon and a first anniversary celebration at the hotel. It would have been a lot of trouble gone to waste, tho, if the gal had turned him down. . . . The Harry James opening at the Lincoln Hotel last Friday drew practically every name band leader in Gotham at the moment. One of the pictures snapped was of a table group containing Benny Goodman, Artie Shaw, Blue Barron, Ben Bernie, and the hostelry's owner, Mrs. Maria Kramer—but just before the bulb flashed Mrs. Kramer moved a vase of roses from in front of her own visage and planked it in front of Shaw. Roses are red—and so was Artie's face. . . . A certain band manager is walking around town with a bandaged fist, following a finger operation. Actually, he was stabbed by a manicurist's cuticle scissors.

A NEW Tin Pan Alley wrinkle is the hiring of an outside press agent to publicize a song banned from the best publicity in the world, air performances. Roy Music Company took on Earl Foreman to exploit its new plug tune, *Dog House Polka*. Just one more case is needed to start a trend. . . . Downtown Cafe Society is suspending its series of Sunday afternoon jam sessions for the summer. The spot feels that "nobody in his right mind would devote a beautiful Sunday afternoon to the pursuit of hot jazz." Can it be that after all these years the spot doesn't know the lengths to which a jazz addict will go? Anyhow, the sessions will be resumed in the fall. . . . Vera Glimer, the gal on the front cover of last week's *Life*, must have a p. a. who's building her up into a femme Casanova. Last Monday (28) Winchell had her hooked up romantically with Bill St. John, while Ed Sullivan the same day linked her with Jerry Lavan. The p. a. is either trying to promote jealousy among her swains or make the columnists look silly. . . . Two years ago Harry Reso, who's now in *Hellzapoppin'*, had retired on his real estate investments in London. Came the war and he raced to bring his 9-year-old son back from Switzerland, and then volunteered to entertain soldiers. While he was thus engaged, all his property was destroyed in the air blitz. So now he's here with his son and very happy to be surrounded merely by the Winter Garden variety of gunfire and insanity. . . . Wesley's Hofbrau is one night club that is taking no chances on "visiting guest stars." It has a regular Bavarian floorshow and books a couple of outside acts three or four nights a week—introducing them as "guest stars" at each performance.

THERE'S a Presidential aura about the Count Basie band, at least insofar as the names of some of its members are concerned. Warren (Buster) Harding is the chief arranger; Jack Washington is a sax tooter; another Washington, George, is caretaker of the ork's instruments, and Tom Jefferson is one of Basie's valets. Another famous tag in the band, tho not along Chief Executive lines, is trumpeter Harry Edison. . . . Station WJLS, Beckley, W. Va., has call letters agreeing with the initials of the station manager—Joe L. Smith Jr. . . . Al Weisbrod, who used to be an organizer for the American Federation of Actors, is now working for Billy Rose as stage director of the Diamond Horseshoe. . . . There's one record reviewer around town who wants to know if he'll have to take out a card with the International Ladies' Garment Workers' Union. After all, he says, he's a needle worker.

Ice Follies-ASCAP Suit Asks Definition of Grand Rights

NEW YORK, May 3.—A suit that will, according to Louis D. Froelich, ASCAP attorney, call for the first definition of grand rights, in contradistinction to small rights, is currently being prepared against the American Society of Composers, Authors, and Publishers by Ice Follies, Inc. Gene Buck, as president of the Society, was served with papers Thursday (1).

As far as is known, according to performing rights executives, there is no legal definition of grand rights, and all previous suits calling for clarification of them have either been dropped or settled out of court.

The suit is a result of permission granted by ASCAP to use musical comedy numbers in the last edition of the *Ice Follies*. Sam Shayon, of Fanchon & Marco, which produced the show, claims that written permission was obtained from ASCAP for the use of all

music played in the show. The only stipulation made by ASCAP was the proviso that the music be played only in spots holding ASCAP licenses. This was put into the *Follies* contract.

After the show had been on the road for some time and had reached Madison Square Garden, representatives of Tams-Witmark objected to the use of *March of the Toys* from Victor Herbert's *Babes in Toyland*, and claimed that the method of presentation took it out of ASCAP jurisdiction. They claimed that grand rights were involved, whereas ASCAP is assigned the small rights.

After threats to hold up the show by an injunction, F&M, together with representatives of the show, planked down \$6,300 in settlement of a \$29,000 bill based upon \$100 for the first show and \$50 for every subsequent performance.

F&M claims that the music is being used only as accompaniment to skaters, and that parts of the operetta were not lifted bodily. They say this is construed as small rights.

Ice Follies, Inc., is asking for \$6,500, saying that erroneous permission to use the number caused the show to be placed in jeopardy.

According to F&M, its correspondence with ASCAP indicates that ASCAP itself is not clear as to what constitutes grand rights, and that a legal clarification will be necessary.

85% of Older Artists Graduates From Other Show Business Forms

CHICAGO, May 3.—While radio has opened new avenues of employment for many artists who have had no stage or screen experience, an overwhelming percentage on local stations have some sort of theatrical or show background, according to local radio officials.

It is estimated that, of the older artists on the air, more than 85 per cent are graduates of some branch of theatricals. And even among the younger radio recruits more than 70 per cent have had professional or semi-professional training. Many of the latter gained their start in civic and little theater groups.

A survey of shows originating in Chicago reveals that nearly all of the leading players have a theatrical background. Stock, vaude, the concert stage, and college dramatics all have contributed their quota.

How They Got Started

Here is how some of the leading NBO players on Chicago shows got started: Ransom Sherman, emcee of *Club Matinee*, was a "song starter" for banquets after he left college. Arthur Peterson, star of *The Guiding Light*, spent his spare time in school in dramatic work; went from school into stock, from there into the Federal Theater in Chicago, and then to radio work. Gladys Heens, of the same show, went into radio after three years in a Minneapolis stock company. Ken Griffin, star of *Road to Life*, drifted into announcing from radio engineering; went from there to acting. Lesley Woods, lead in the same show, began theater work in 1934 when she applied at the Hollywood exhibit at A Century of Progress; from there to radio. Virginia Payne, of *Ma Perkins*, made her first radio appearance on WLW while a student at a dramatic school. Charles Egelson, the other charter member of the *Perkins* cast, started in radio in 1929 after years in the theater. Beverly Younger, star of *Kitty Keene*, started in the theater at the age of 2 when she played Little Willie in *East Lynne*. Doris Rich, star of *Houseboat Hannah*, got her start in stock. Norman Gottschalk, male lead in the same show, was appearing in skits at A Century of Progress when WLW scouts auditioned him.

Percy Faith, *Carnation Contented Hour* conductor, began his career playing piano at the age of 11 for a silent movie in Toronto. Louise King, soprano soloist with *Carnation*, quit a stenographer's job to join a band. She went on to night club singing. Tony Wons, of *Radio Scrapbook*, transplanted his one-man tabloid versions of Shakespeare from vaude to radio. Pat Barrett and his wife, Nora Cunneen, of *Uncle Ezra*, went into radio from vaude. Sid Ellstrom, the Amos Q. Snood in *Tom Mix Straight Shooters*, was a jack-of-all trades before making his air debut over WTAY, Oak Park, Ill., in 1924. Everett Mitchell, emcee on

the *National Farm and Home Hour*, was an insurance salesman who accepted a dare to sing over the radio and made good. Nelson Olmsted, emcee on *What's Your Idea?*, started in high-school plays, starred in U. of Texas campus productions, and in 1934 joined staff of an Austin, Tex., station. Percy Hemus, Old Wrangler in the *Tom Mix Straight Shooters*, appeared Coast to Coast as a concert and oratorio artist, then became

RHEUMATISM SINUS, LUMBAGO

ARTHRITIS, NEURALGIA, MUSCULAR ACHES and similar pains relieved by our amazing Electric Therapeutic Heat Massager.

\$1.00 PREPAID



We don't care what you've tried before — patent medicines, hot-water bottles, heating pads, etc., our **ELECTRIC THERAPEUTIC MASSAGER** is guaranteed to help relieve the pains of RHEUMATISM, SINUS TROUBLE, LUMBAGO, ARTHRITIS, NEURALGIA, MUSCULAR ACHES—or we will refund your money. There is nothing mysterious about our unit. It is a well-known fact that heat will generally relieve the various pains described above. OUR THERAPEUTIC MASSAGER is the first heating unit ever made which enables you to MASSAGE the painful area at the same time that invigorating heat is applied. You will be amazed at the efficiency of this new instrument. Operates on any 110 volt line AC or DC. Send \$1.00 cash, check or Money Order and we will ship prepaid—or, if you wish, we will ship C. O. D. and you can pay Postman \$1.00 plus few cents postage.

THE EMSTIRE CO., DEPT. 233
1966 Broadway, New York, N. Y.

CORNEASE
25c means **HAPPY FEET**
OR YOUR QUARTER BACK
At Drug Stores
or Postpaid from CORNEASE, 71 Renwick, Newburgh, N.Y.

WESTERN UNION

OF COURSE! MOTHER'S DAY TELEGRAMS FOR MOTHER'S DAY! THESE BRIGHT AND COLORFUL TELEGRAMS COST ONLY 20c LOCALLY—25c TO DISTANT POINTS.

<p>STOCK TICKETS ONE ROLL . . . \$.50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . . . 15.00 100 ROLLS . . . 29.00 ROLLS 2,000 EACH Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1x2"</p>	<p>ASK US FOR QUOTATIONS ON TICKETS OF ANY DESCRIPTION We Give Quick Service and Guaranteed Workmanship</p> <p>50 Years' Experience</p> <p>THE TOLEDO TICKET CO. Toledo, Ohio (Where Good Tickets Are Made)</p>	<p>SPECIAL PRINTED Roll or Machine</p> <table border="1"> <tr><td>10,000</td><td>\$ 6.95</td></tr> <tr><td>30,000</td><td>9.85</td></tr> <tr><td>50,000</td><td>12.75</td></tr> <tr><td>100,000</td><td>20.00</td></tr> <tr><td>1,000,000</td><td>150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000	\$ 6.95	30,000	9.85	50,000	12.75	100,000	20.00	1,000,000	150.50
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1,000,000	150.50											

75G FOR E. T. WARBLING

Singing Sam's Earnings Given as Industry's No. 1 Success Story

NEW YORK, May 3.—No. 1 performer in the transcription business—from the standpoint of annual earnings—is reported to be Singing Sam (Harry Frankel), whose yearly take is estimated between \$75,000 and \$100,000. Frankel's agent, the Roy Wilson office, this week confirmed that the erstwhile minstrel man, vaudeville performer, and former warbler for Barbasol collects "considerably more" than \$75,000 annually for his transcriptions sponsored by Coca-Cola. Transcription company execs figure this is about tops in the business and the industry's best success story to date. Wilson has handled Frankel for years.

Frankel has been waxing for Coca-Cola for the past five years. D'Arcy agency, handling the Coca-Cola account, states that on a recent count the 15-minute transcriptions were going over 222 stations five times a week. The yearly average, according to the Wilson office, has hovered around 200 stations. A low of 60 stations was hit a few months ago owing to the ASCAP-BMI music fight, when only some 60 stations could carry the waxes because the tunes were ASCAP-controlled. Transcriptions were then re-made with BMI tunes and boomed to the approximately 200-station figure. According to D'Arcy, not more than 75 of the 222 stations now lined up have ASCAP licenses.

D'Arcy agency could not give the total cost of the air time, owing to the fact that air time is contracted for by independent bottlers throughout the country, and varies depending upon whether the bottler signs up for 13, 26, or 52 weeks. Cancellations, new business, and renewals make the total variable.

Frankel's waxes are cut by World Broadcasting, the sponsor supplying the transcriptions to the stations. For the recording dates, Frankel, who lives in Richmond, Ind., flies into New York once every two weeks and makes a series of five records (four tunes each) on his first day and another series of five the second day. He then scrams for Indiana.

Wilson office, figuring on the basis of four songs for each transcribed 15-minute show, estimates the warbler sings 1,040 tunes each year. Despite the rising competition of such soft drinks as Royal Crown, Pepsi-Cola, and others, the 200-station average has been main-

tained for years, with the exception of the drop owing to the ASCAP-radio fight.

Interesting sidelight on the situation is the matter of music royalties received by the music publishers controlling copyrights of the tunes. Royalties on tunes controlled by ASCAP publishers were paid on a 25-cent and 50-cent basis, depending upon whether tune was a pop or a production or film song. BMI is charging 2 cents a tune, comparable to royalty payments on phonograph records.

Nix Attempt To Return NAPA Case to Lower Court

PHILADELPHIA, May 3.—Attempt of the NAPA to return its suit against WPEN to the jurisdiction of the lower Court of Common Pleas here was ruled out in an opinion handed down last Saturday (26) by Judge Guy K. Bard in the U. S. District Court.

Action, filed last spring, seeks an injunction to restrain the station from playing phonograph records. Three local sponsors, using recorded shows on WPEN, are joined with the station as defendants.

Clamps on MBS Billings

NEW YORK, May 3.—Board of directors of the Mutual Broadcasting System this week decided to nix releases of monthly billings. This follows similar action taken by the National Broadcasting System and the Columbia Broadcasting System some months ago.

Mutual spokesmen stated there was no reason why the billings should be released, and pointed out that motion picture companies and other industries were very secretive about their business.

ASCAP To Hold NAB Responsible For MBS Pact Delay; Race Against Time; Convention Fireworks Seen

NEW YORK, May 3.—American Society of Composers, Authors, and Publishers late Friday night sent a wire to Neville Miller, president of the National Association of Broadcasters, pointing out that Miller and NAB would be held responsible for damages in the event their efforts to prevent return of ASCAP music to MBS before the NAB Convention May 12 were successful.

At press time, this was the latest development in the increasingly tense radio-music situation. MBS execs are making strong efforts to persuade their affiliates to okeh the ASCAP deal prior to May 12, the feeling being that, in event pact is not okeh'd by that time, "insidious influences might mow us down."

Both Miller and John Shepard III, latter the president of the Yankee and Colonial networks, have sent wires to MBS stations urging that they do not commit themselves to the ASCAP pact without waiting for an analysis of the pact at the NAB Convention.

These wires and tactics have given MBS execs a burn, and Fred Weber, general manager of MBS, on Friday parried with a wire to Miller charging the NAB with "attempts to coerce, influence, or restrain the free choice of action of independent broadcasting stations."

MBS, coming out very openly in its antagonism to NAB, states in its wire to Miller, "We are amazed that you should proffer an analysis of the ASCAP proposal while it is en route and before it is received by MBS stations. We wonder what circumstances prompted you to make such an analysis, since the Mutual copyright committee sent a complete analysis with the proposals. We understood that the NAB was an association supported by the entire radio industry. Recently the association has demonstrated an increasingly alarming

A Cutting Date!

NEW YORK, May 3.—Ben Selvin has finally found a use for the five electric razors which he has received as gifts and never used. While AMP studio recording execs were cutting a program they discovered the script called for sound effects of an electric razor. Selvin obliged.

P.S.—When the cutting date was over, Bill Russo of AMP, a sharp opportunist, shaved himself.

Pitts Dept. Stores Sponsor Five Shows

PITTSBURGH, May 3.—Department stores here are finally being cracked by radio.

Six-day-a-week half-hour show titled *Your Favorite Band* premed this week over WCAE for Joseph Horne Company, store that sponsored first commercial radio program 20 years ago over KDKA, then dropped air except for occasional spot shots.

Kaufmann's launched *Everything Under the Sun in Sports*, quarter-hour program six days weekly, over KQV. Store has sponsored *Beckley Smith Breaks the News* over WJAS for years.

Frank & Seder recently began *Show for Men* over WCAE, and Gimbels last fall started *Women's Board of the Air* over KQV, and pays for ball scores over WWSW.

Four A's Elects

HOT SPRINGS, Va., May 3.—Twenty-fourth annual meeting of the American Association of Advertising Agencies, held here Thursday, elected Guy C. Smith chairman of the board, and B. B. Geyer vice-president. Terms are for one year. E. DeWitt Hill was re-elected treasurer, and John Benson continues in president's office, having been elected in 1940 for a four-year term.

WCAU, Philly Station, Add Live Programs

PHILADELPHIA, May 3.—Abandoning play-by-play broadcasts of the baseball games in line with the CBS policy this season, Stan Lee Broza, program director of WCAU, has turned his attention to programs with live talent. Broza has had a hand during the past 10 years in the development of many theatrical and radio names, and, with programs demanded to fill the baseball gap, WCAU for the first time in years opens big for local talent. Apart from the importance of the 50,000-watt CBS outlet here, station is one of the few in town that pays for all of its talent, whether it be sustaining or commercial.

Broza has whipped together three new live shows and revamped two others. He has signed comedian Orth Bell and commentator Betty Hurd. Bell, who has already gained a rep at Gotham stations for being a one-man show, is set to conduct a daily *One Bell Show*. Miss Hurd, former writer on *The Philadelphia Record*, dishes out movie gossip as *Hurd in Hollywood* every day. In addition, lines are being drawn to the army encampment at Indiantown Gap, Pa., for a weekly *The Old Army Games* series, live talent audience participation show following the *Truth and Consequence* pattern. Powers Gouraud and Horace Feyhl, of the station staff, will make the camp treks.

Gouraud, who has been dishing out the man-about-town chatter for many years at midnight, has been pushed down to a daily 7:25 a.m. spot for General Mills. Laura May Stuart, conducting a *For Women Only* daily stanza for the past two years, gets her participating stanza upped from 15 to 25 minutes.

WCAU is backing up its program array with institutional advertising in the newspapers, using display ads in *The Philadelphia Inquirer* ballying live talent. Talent boom is also being felt at some of the other stations in town. Murray Arnold, WIP program director, has developed a new comedy stanza, *Jivin' With Jarvis*, to pep up the Sunday schedule, spotting comic Lee Vines, staff ord led by Joe Frassetto, and rotating the staff vocalists.

WDAS breaks up the heavy morning schedule of news and recordings by giving J. W. Stanistreet a quarter-hour for poetry readings. WPEN, except for foreign language stuff predominantly a record-playing factory for its full-time operations, is mulling a series of dramatic shows.

Proximity of army camps also provides program fodder for the local stations. In addition to WCAU's series, KYW has arranged to air the music of the 108th Field Artillery Band, composed principally of hometowners, at Indiantown Gap. In addition, WIP has completed construction of a mobile broadcast unit for airing programs from army camps in the vicinity.

Cantor to Emcee AFRA Ball

NEW YORK, May 3.—Annual ball of the American Federation of Radio Artists, to be held May 9 at the Waldorf-Astoria, will have Eddie Cantor as emcee and music by Oscar de la Rosa's rumba band. Of the proceeds, 50 per cent will go to AFRA's Sick and Benefit Fund, with the remaining 50 per cent divided up among British, Greek, and Chinese relief.

WMCA's 5,000 Watts

NEW YORK, May 3.—Federal Communications Commission yesterday authorized an increase to 5,000 watts day and night for Station WMCA, New York, effective immediately.

No transmitter modification will be necessary, as station had previously been operating 5,000 watts during the day and 1,000 watts at night. Recently a new transmitter, employing a directional antenna with three towers, was erected in Kearny, N. J. This fact, together with the boost in power for night operation, is expected to provide the station with one of the most powerful signals in New York.

Spielers Behind the Bar

CAMDEN, N. J., May 3.—Frankie Conway's Club, suburban roadhouse near here, has no floorshows to bring in the personalities for "personal appearances." But Conway has managed to make the bar serve a similar purpose. Cashing in on the popularity of the radio announcers in the territory, Conway has organized an 11 o'clock Club for the mike gabbers, and each Sunday night he advertises the personal appearance of an announcer as "guest bartender." Announcers are challenged to serve up the amber fluid with the wit and humor that characterizes their efforts on the air. Local club has already had Bill Markward, of WCAM, here, and from Philadelphia, WIP's Mort Lawrence and John Facenda.

Ah! Posthumous, We All Must Go . . .

LINCOLN, Neb., May 5.—Henrietta Dirks, who conducts KFOR's birthday club and gives away a cake each day to the oldest person honored, found upon making the presentation in the name of a 90-year-old man that he had died last October. Re-check showed that the letter asking for the entry of his name came last September.

Special Award...

"KOA, Denver, for most consistent exploitation"

WE SAY—

"Thank you, Billboard"

KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it's in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—
First in Denver in Everything!



REPRESENTED NATIONALLY BY  SPOT SALES OFFICES

Advertisers, Agencies, Stations Paid Listings in Boston Post Hitting \$150 Weekly; 15G Total

NEW YORK:

AL SOMMERFIELD, formerly with *Colliers*, has joined WNEW as promotion director. Andrew Stanton and James Coy added to station's announcing staff. Frank Crennan, of producing staff, resigned to join CBS. . . . Biow Company has appointed Bernard J. Prokter as head of station relations and Charles Martin as head of dramatic productions. . . . Philadelphia Scrapple's program, featuring yodeler Olivio Santoro, has been renewed thru the summer. . . . Packard Motor Car Company has signed a contract with WHN for spot announcements starting May 12. Set by Young & Rubicam. . . . Ethel Harris Gregory, formerly script writer with Lord & Thomas, has joined the radio department of Sherman K. Ellis & Company. . . . McKesson & Robbins, Inc., starting Monday (5), will sponsor news on CBS, 10:45-11 p.m., three times a week, in the interests of Calox Tooth Powder. J. D. Tarcher set the deal. . . . Ray Winters and Herlof Provenson are new announcers at WHN. Bill Bird has replaced Milton Kaye, who resigned from the copyright department, and Keith Gunther has become assistant night manager. . . . Mrs. William H. Corwith appointed assistant to Dr. James Rowland Angell, NBC public service counselor. . . . Firestone Tire & Rubber Company has renewed *The Voice of Firestone* for another year over the NBC-Red network.

PHILADELPHIA:

MICROPHONES installed within the sacred portals of the Federal Courts here for the first time in history on Wednesday (7) to enable WFIL to air naturalization proceedings. . . . Joseph M. DeLone Jr., formerly with Richard A. Foley agency, has joined Fawcett Publications as Eastern advertising manager. . . . Adrian Bauer agency adds two new accounts in Blagden Brothers, New York, for oil heating and air-conditioning, and the local Alex Kerr Brothers' salt company. . . . Bill McQuire joins the WIP staff to assist Mort Lawrence on the all-

night *Dawn Patrol* chores. . . . Jim McCann comes in from WINS, New York, for the WPEN announcing staff, along with Bob Roberts, from WDEL, Wilmington, Del., with Tom Livezy making his exit from the speling staff. . . . Nathan Fleischer returns his news commentations to WDAS after an extended illness. . . . Jim Begley, KYW program chief, holding open auditions for announcers for the first time in years. . . . Bill Dyer leaves WCAU to handle the ball games for Baltimore's WCBM. . . . Army called three engineers, Julius C. Geise Jr., WHAT; Alan Muncey, WCAU, and Willard Botts, WIP.

FROM ALL AROUND:

TURNER COOKE, program director at WMAS, Springfield, Mass., has been called to duty at the Newport (R. I.) naval base. . . . Si Westbrook and Zeke Beckman, KOA Sunshine Boys, now have a daily sponsored show on the station. . . . Bob Bradley, former KLZ staff tenor, makes Coast debut on *Hollywood Showcase* and wins week's engagement at Los Angeles theater. . . . Engineer Clint Overbaugh of KPFL proud father of a son. . . . Virgil Reames, of KLZ sales staff, captain in the reserves, ordered to duty at Presidio, Calif. Chief engineer Tom McClelland of the same station reports to Annapolis for duty. . . . Spielers Ed Brady, KVOZ; Mack Switzer, KFEL, and Charles Roberts and Matty McEniry, KLZ, slated to fire the words at contestants in *The Denver Rocky Mountain News* annual spelling bee. . . . Andy Gainey, KOA's Singing Page Boy, off on a four weeks' concert tour of the Deep South, which will also serve as a belated honeymoon. . . . Participation sponsorship on the *Art Baker Notebook* airing from Hollywood over NBC-Blue network from 10 to 10:30 a.m. PST, has been purchased by the Los Angeles Soap Company in the interest of Sierra Pine Soap. Raymond Morgan Agency handled the deal. . . . Station WRJN, Racine, Wis., has remodeled and enlarged its studios. . . . Edwin C. Allen, the past three years in charge of the radio division of Reynolds-Fitzgerald,

BOSTON, May 3.—Paid radio listings in *The Boston Post* have reached the point where they pay off at the rate of \$150 per week, according to Howard Fitzpatrick, *Post* radio editor.

The paid listings began in October, 1938, when they were first inserted by Esso to plug the Esso newscasts. Listings were inserted in *The Post* and *The Herald*. Ran six times weekly for two weeks and then were withdrawn. In the meantime John Shepard III, head of Yankee-Colonial nets, became interested in the idea and applied for permission to continue listings in *The Post*. Listings are in boldface and followed by an asterisk to denote they are paid advertisements. Shepard agreed to pay \$70 monthly for the service. Originally listed as "Yankee Network News Service," some of the listings, advertising sponsored newscasts, read "Mogibgas News Service."

Other sponsors became interested in the plan and the lineage grew. Under the paper's policy, sponsor's name is not mentioned unless the listing is a paid one. Thus Lux Radio Theater is listed simply as Radio Theater.

Paper has had admirable results with this policy during the political campaigns. Airings are listed merely as "Political Talks" unless paid for.

During the first 12 months the plan was in operation the income was \$6,230—an average of approximately \$120 per week. During the second year the income dropped. For the 12 months from October, 1939, to October, 1940, the net income totaled only \$5,270, or slightly more than \$100 a week.

In the 26-week period since October, 1940, the paid listing lineage has increased again, with \$3,900 since that time, an

average of \$150 per week. Paid listings have brought a total of \$15,400 into the paper since they were begun two and one-half years ago.

Paid listings are not used by any of the other Boston papers. News broadcasts, formerly ignored by most sheets, now are listed along with regular programs. Papers plug their own shots, arranged thru tie-ups with the local stations, but do not renege on the newscasts on other stations. *Transcript*, which folded Wednesday (30), used to carry a weekly section listing all radio programs, with the news shots under a separate head.

KMYR, Denver, Debuts

DENVER, May 3.—Formally dedicated Sunday (27), Denver's newest Station WMYR is now operating on a 24-hour schedule with 250 watts power on 1340 kilocycles. F. W. Meyer, former manager of KLZ here, is owner and general manager of KMYR; Al G. Meyer, business manager; Bob Lewis, chief engineer; Pat Kidder, formerly with WLZ and KTRH, Phoenix, production manager; Mark Schrieber, head salesman; J. A. Gertz, promotion and publicity manager; Earl McCain, news editor; Bill Ballance, traffic manager; Betty Stulla, continuity chief.

KMYR has both ASCAP and BMI licenses. United Press services news department. Present program format is recorded music and news each hour, with talent programs in the offing.

PITTSBURGH, May 3.—Announcing that it was now the third largest station in the country from the standpoint of amount of local business carried, KDKA released list of 18 program contracts signed within past several months, including six new ones. Station's new shows include Kroger Grocery, Dubois Brewing, Procter & Gamble, Joseph R. Tetley & Company, General Foods, and Carnation Milk Company.

Inc., Chicago, has been named general manager of Station WIBA, operated by the Badger Broadcasting Company. Allen succeeds W. E. Walker, resigned. . . .

"Spreading New England's Fame"

Reviewed Sunday, 6-6:30 p.m. Sponsor—Wrigley's. Style—Variety. Station—WICC (Bridgeport, Conn., Yankee network).

This half-hour stint is just fair. The local angle is stressed, program emanating from a different New England city each week and the talent on each show being recruited from that city. Billy B. Van, veteran stage performer and known as New England's Good Will Ambassador and also mayor of Newport, N. H., handles the program well and intersperses his work with comedy. Managers to get the mayor of each city he visits to give a short spiel.

Talent on this show was just so-so, with nothing outstanding. Commercials are rather long-winded. On this airing three spasms of them seemed just a little too much to take. Bill Elliot, of WICC, handled announcements excellently.

Lefkowitz.

"Colgate Spotlight"

Reviewed Thursday, 8-8:30 p.m. Style—Variety. Sponsor—Colgate-Palmolive-Peet Company. Agency—Ted Bates, Inc. Station—WABC (New York, CBS network).

Patterned after a vaude show, minus acrobats, *Spotlight* features singers, instrumentalists, and comedians. Each week four different professional entertainers are presented in a talent tournament. The radio audience is requested to vote by mail for one of the performers. The following week the performer receiving the most votes is recalled to receive an award of \$200. After five weekly winners have been selected, a final tournament decides the grand winner.

The orchestra, conducted by Charles Hathaway, opened the show with *Romantic Guy I*. This was followed by the

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.

In Chicago Tonight (WGN-Mutual, 7:30 p.m. CDST, Thursday) has been a sustainer since July 4 and despite the popularity of the show (particularly in the Chicago area), has failed to nab a sponsor. Because the show, under the direction of Bill Bacher, combs the town for the best visiting talent for this weekly half hour, the money angle will become a prime factor once it turns commercial. Top personalities have made appearances for \$23 (AFRA sustaining scale) but their commercial prices would reach a prohibitive figure.

The show for April 24 was both good and bad. The good was represented by two of the guest artists—John Hoysradt, impressionist, and Andy Andrews, singing comic. Hoysradt's impressions of laughs, sneezes, coughs, and opera singers are riotous over the air. Andrews did a couple of zany tunes which had commercial value.

Bonnie Baker, the third guest, let the show down because her personality and tiny voice failed to register without the background of Orrin Tucker's orchestra. She did *Betcha My Life* and *You Belong to Me* (latter with studio chorus) and both sounded flat.

The other guests were the Mills Brothers, who still do good vocal work.

Staff people round out the show. Robert Trendler directs the singing chorus. Jess Kirkpatrick emcees. And Harold Stokes leads the studio band.

An inducement for names to appear on this show is the publicity given their local cafe and theater engagements during the program and in *The Chicago Tribune*, owner of WGN. The plugs on the air are so frequent that they appear overdone.

The May 2 show, the last until fall, gave John Hoysradt a repeat engagement and also featured Gloria Gilbert, singer; Art Jarrett, singer and band leader; the Berry Sisters (3) and their "Vochestra," vocal outfit. *The Great Gunns* is taking this spot for the summer. S. H.

Program Reviews

EST Unless Otherwise Indicated

first contestant, Red Evans, a singer of Western songs, who rendered *Red River Valley* with fine voice. The next contestant, Sascha Leonoff, accordionist, drew considerable applause. Other contestants were Harriet Carr, singer, and the Ross Sisters Trio. Miss Carr's rendition of *My Sister and I* was pleasing, and the Ross Sisters were the outstanding act on the show. They did a swell job harmonizing *Shortnin' Bread*. Show closed with last week's winner, David Lawton, Negro singer, singing *Joshua Fit de Battle ob Jerico*. Lawton has a splendid voice that has both volume and quality.

Ed East emcees nicely. Colfer.

The Good-Will Forum

Reviewed Sunday, 9-9:30 p.m. Style—Musical and educational. Sponsor—Citizens & Southern Bank and Trust Company, Philadelphia. Agency—Placed direct. Station—WPEN (Philadelphia).

The only Negro-owned and operated bank in the city, Citizens & Southern, becomes the latest of the local banks to turn to radio. Weekly stanza aired from the bank boyer is designed primarily to highlight the progress of the Negro race in this country. Singing of Negro spirituals by the Vesper Glee Club and the solo soprano efforts of Miss Elsa Johnson are worth waiting for.

Apart from its obvious attempt to show-case the Negro, program has many showmanly attributes worthy of consideration. First, stanza is handled entirely by Major R. R. Wright Sr., president of the bank. Out-and-out commercial palaver is slanted at buying coffee from the Haitian Coffee Products Trading Company, which is owned by the bank. As for the bank itself, all the necessary plugging is forceably brought home by having an outsider talk on thrift. When caught, J. Paul Wilson, editorial writer of *The Philadelphia Record*, gave the thrift lesson.

Negro race leaders gather at the round table for a symposium of youth problems, which was the program theme caught. Also provided time for a social worker to talk on the race's child welfare problems.

For students of race problems the program is textbook material, and it's a worthy contribution to the cultural growth of the community. Orodener.

"Backgrounding World News"

Reviewed Monday, 10:15-10:30 p.m. (CST). Style—Talk. Sponsor—First National Bank & Trust Company of Minneapolis. Station—WCCO (Minneapolis-St. Paul).

Altho it started out as an experiment, this thrice-a-week program, featuring Dr. Harold Deutsch, of the University of Minnesota faculty, has become one of the most popular local shows. Having the benefit of considerable travel and study in Europe and Asia, Dr. Deutsch discusses his subjects with authority, his presentation being forceful and interesting.

During the program the sponsor's message breaks in once near the halfway mark and again at the conclusion of the broadcast. The commercial, handled by Clelland Card, is well done and fits into the theme of the broadcast.

Weinberg.

"College Humor"

Reviewed Tuesday, 9:30-10 p.m. Style—Variety. Sponsor—Brown & Williamson Tobacco Corporation. Agency—Russell M. Seeds Company. Station—WMAQ (NBC-Blue network).

Newest B. & W. show is strictly "high grass and gillpin," but is excellent entertainment for the average radio audience, particularly the younger element, at whom it is aimed. Featured are Virginia Verrill, songstress; Bob Strong's orchestra, Marlin Hurt in his character of Beulah, and Linn Borden, comedian, with Tom Wallace as emcee.

Show features three novelties. First is *1,001 Campus Nights*, in which a comedy idea culled from contributions from listeners is dramatized. Corny humor but good for plenty of laughs. Second is a "musical bow" to the universality or college sending in greatest vol-

ume of votes for the week's most popular campus tune. Third, *Private Borden Reports*, takes the last five minutes and is a comedy monolog by Linn Borden, deadpan comic, on a rookie's experiences. It, too, is corny but laughable.

Between these features Virginia Verrill does a nice singing job on a couple of numbers, Marlin Hurt amuses as Beulah, and Bob Strong's ork plays swiny tunes and college numbers. Tom Wallace, the Uncle Walter of *Uncle Walter's Dog House* program, capably emcees. Fred Kress is the scripter, Franklyn McCormack and Pierre Andre the announcers (show has two commercials; 25 minutes for Raleigh Cigarettes and five minutes for Sir Walter Raleigh smoking tobacco). Produced by the Seeds agency. A good commercial show that should click. Green.

"Ned Sparks Show"

Reviewed Sunday, 5:30-6 p.m. Style—Variety. Sponsor—Travel and Publicity Bureau of the Ontario Provincial Government. Agency—Walsh Advertising Company, Ltd., Toronto. Station—WABC (CBS network).

This series, featuring film comedian Ned Sparks, is part of a drum-beating campaign plugging Ontario as an ideal vacation land. Sparks emcees and throws out gags, remainder of the half hour being taken over by a couple of vocalists and Luigi Romanelli's band.

Program caught was a rather lackadaisical affair, outstanding in neither comedy nor music. Most urgent need seemed to be a sharp script with better gags for Sparks. Sparks' work on the screen is measurably heightened by a visual element totally lacking in radio, and his radio script writers must take this into consideration. Program's comedy reached a good level only once—the occasion being a hunting trip during which Sparks gets lost, gets his foot caught in an animal trap, etc.

Vocalists are Sair Lee and Dave Davies, with orchestral music by Romanelli. Tuneful enough, and not too much in the jive pattern.

Commercials very good, particularly those which briefly dramatize the ease with which American tourists can tour Canada despite the war.

Sparks produces the show.

Ackerman.

"Rendezvous in Rhythm"

Reviewed Thursday, 5:30-5:45 p.m. Style—Songs. Sustaining on WEEI (Boston).

Why some sponsor hasn't picked this one up is a mystery. For sheer entertainment, this daily 15-minute spot is a honey, with a rotating system of vocalists that gives variety. Entire show is studded with swell songs, both vocal and instrumental.

Charlie Hector's house ork provides the music. It's smooth, listenable, and is the best studio band in the city.

On show caught, Arthur Amadon was vocalist. Gave with a few numbers that were on the poor side from the standpoint of composition, but that is BMI's fault, not his. Amadon has a pleasing voice that oozes personality. Must stand solid with the female contingent which twitches dials at this time of day.

Easily a good bet for an alert sponsor, this show is one of the few bright spots in the locally originating live talent field.

Kaplan.

"The Challenge of the Yukon"

Reviewed Wednesday, 9-9:15 p.m. Style—Dramatic mystery. Sustaining. Station—WXYZ (Detroit).

This program, developed by the King-Trendle Broadcasting Corporation, which has such winners as *Lone Ranger* and *Green Hornet* to its credit, is back on the air here as a sustainer. The serial gains much of its effectiveness from a popularly romantic locale—the Canadian Northwest. Sound effects feature weird and appropriate music, with howling of dogs or wolves and high winds for atmosphere. Sound effects were too loud to permit listeners to hear the an-

nouncer, Myron Wallace, clearly, in his synopsis of preceding bits.

Story follows a Canadian Mountie sergeant, played by Sydney Mason, and his partner, a dog-sled driver, played by Frank Russell. Typical North Country adventures—in this case a robbery of gold from a mail driver and its recovery—form complete incidents in themselves.

Carryover is only thru the two main characters. Serial should attract a once-a-week sponsor seeking a new adventure show without too heavy air cost. Show is scripted by Tom Dougal, with Al Hodge producing. H. F. Reeves.

"Men About Town"

Reviewed Monday, 8-8:15 p.m. Style—Popular tunes. Sustaining on WMAS (Springfield, Mass.).

Paul Pelletier and his Four Men About Town are called by the announcer, Charles Hauser, the "biggest little band in town." They don't quit live up to this title, for the tunes they play are exactly as they are written, no color or expression. The music is enjoyable enough, but the listener is conscious of a definite lack of something in their way of playing.

The boys could stand new arrangements, and a good vocalist would lift the band a lot. As it is the program just rates average.

Hauser's announcing is extra special. Zack.

"The Playgoer"

Reviewed Tuesday, 2:30-2:45 p.m. Style—Drama commentary. Sustaining on WMEC (Boston).

John Huntington (Duryea Huntington Jones), one-time drama critic, actor, and summer theater owner, borrows a leaf from the book of Bide Dudley and gives out with drama criticism and theatrical notes and commentary.

Huntington has a nice voice, an easy style, and is widely known among the elite. On show caught he told of the sudden demise in New York of *Your Loving Son*, which he had panned on its Boston opening. To support himself Huntington read from the various reports of New York's drama critics. Mostly dry stuff, he managed to perk up the program a few minutes later with a brief blog of Paul Lukas, whom he plugged for his performance in Lillian Hellman's *Watch on the Rhine*. Show got a plug too.

For the most part, Huntington's air shot is easily listenable, altho at times not entirely believable. Is offering 25 pairs of ducats to his summer theater in Cambridge, Mass., for the best answers to "What show that played Boston this year did you like best and why?" and "What show would you like to see the Cambridge Summer Theater put on?"

Bet he gets some interesting answers. Kaplan.

Mars' New Quizzer

CHICAGO, May 3.—New summer quiz show sponsored by Mars, Inc., will go on the air May 11 for 13 weeks over 28 stations of the NBC Red network. Show succeeds *What's Your Idea?*, which did not come up to expectations, and will be spotted at 6:30 to 7 p.m., EDST, Sundays. Patterned after the successful *Dr. I. Q.*, it will be known as *Dr. I. Q. Junior*, and the emcee job will be handled by Jimmy McClain, who also will continue on the *Dr. I. Q.* stint.

Starting with the initial broadcast, which will be made from Washington, the show will tour for six weeks, playing towns already played by *Dr. I. Q.* Contestants, chosen from the audience, will be children from 6 to 16 years old, and prizes such as bicycles, cameras, etc., will be awarded. Show is handled by the Grant agency.

Correction

NEW YORK, May 3.—In last week's issue of *The Billboard*, a story relating to sheet music sales by ASCAP publishers inferred that ASCAP collected royalties on sheet music sales. The inference was erroneous. The figures released by ASCAP publishers represent the actual number of copies on which royalties were paid to authors and composers by the publishers. The figures were for the sales of 26 of the better known songs published during the past year. Total sheet music sales by ASCAP publishers for 1940 were in excess of 16,000,000 copies.

Radio Talent

New York

By IERRY LESSER

ROBERT MCKENZIE, character actor of the movies and father-in-law of **BILLY GILBERT**, is east for radio work. He is especially good on those quick-on-the-trigger comebacks on quiz shows. . . . **GEORGE MAYNARD**, production man at NBC, was married to **WINIFRED LOIS JORDAN** this week and is honeymooning at West Palm Beach, Fla. . . . **MANNY OPPER**, of the writing team of **OPPER** and **LEVIN**, was in town last week, and we had fun comparing notes on our respective babies. . . . **LOUIS SORRIN** portrays the role of Mr. Allison on *The Goldbergs*. The new announcer for **GERTRUDE BERG'S Goldbergs** is **JAMES FLEMING**. . . . **JOAN VITZ** has been cast to play an 80-year-old pioneer woman on *Sonny Tabor*. . . . **GEORGE BRYAN** is announcing the new CBS comedy drama, *Life of Riley*, aired Saturday at 10 a.m. . . . **MILDRED HUTCHERSON**, the Conover model, besides playing on four dramatic serials, will do a series of NBC television dates starting this month. She decorates the covers of two national magazines the same month. . . . **THE MARTINS** have just completed a series of transcriptions for Philco.

TED CORDAY, newest NBC production man, has quite a theatrical background. He has appeared in such plays as *Susan and the Elders*, *Tobacco Road*, and *I Must Love Someone*. . . . CBS's series *Friend in Deed*, with **RICHARD MAXWELL**, is too good a show not to have a sponsor. . . . There are two folds and a transfer this month when both *Small Town* and *Kitty Keen* fade and *Gasoline Alley* switches from New York to Chi. . . . **CHARLES PAUL**, musical director on the *Inner Sanctum Mystery* program, has been signed to accompany **JESSICA DRAGONETTE** on a series of transcriptions to be heard on the NBC-Blue chain. . . . When **EZRA STONE** visited Canada recently he asked an

RCAF flier if flying ever got on his nerves. "Yes," punned the pilot. "It makes me soar every time I take off."

DON'T miss the **AFRA BALL** at the **WALDORF** May 9. . . . Insiders are talking about the tiff between a radio exec and a leading man on a soap opera which may result in the latter being replaced. . . . about the possibility of a series tagged *Mr. and Mrs. North* moving in as a summer replacement for *Big Town*. . . . about **BEN BERNIE'S** jockey, **SWEENEY**, who says he won't need riding silks to ride **BEN'S** horse this year. He wants an overcoat because the horse won't finish until winter. . . . about the old **GOODMAN** trio—**GENE KRUPA**, **TEDDY WILSON**, and **BENNY GOODMAN**—on *Benny's What's New* show this week. . . . **DONALD WOODS**, one of the stars of CBS's *Those We Love* dramas, has a brand-new automobile, but it has already made a trip to the paint shop—and if **WOODS** is asked about the latest streamlining he'll say he likes it, but it has its drawbacks. It seems his young son, **CONRAD**, liked the streamlining down the back slope of the car and invited his friends for an afternoon of perfect sliding. Which is why the car is in the paint shop—and **CONRAD** is in the doghouse. . . . **MEYER DAVIS** knows a radio star who is so sure of herself that she writes her diary a week in advance. . . . **JAMES SNYDER** points out why that radio director was such a flop. He picked his actresses for the way they showed their lines instead of the way they read them. . . . A big bouquet to **BOB WHITE**, who gave a sterling performance on *Deadline Dramas* Sunday night after he had rushed one of his young sons via ambulance from up-State New York to the Ruptured and Crippled Hospital. The boy has a compound fracture of the right elbow (and serious).

Chicago

By NAT GREEN

GAIL HENSHAW, on *Road to Life* and *Woman in White*, has been cast for CBS's *The Romance of Helen Trent*. . . . **JOAN BLAINE** is set for a contract on a new half-hour night time series that will go on the air next fall. . . . **CHARLIE WILSON**, double-talk comedian, has nabbed the role of Mr. Queen, a new character, on the *Uncle Ezra* show. . . . **VIRGINIA DWYER**, local ingenue, landed her first permanent New York role last week with the assignment of Crystal in *Joyce Jordan, Girl Interne*. . . . **JOE DU MOND**, the Josh Higgins of Finchville on the air, is dickering for a 40-acre farm between Waterloo and Cedar Falls, Ia., adjacent to the Josh Higgins State Park. . . . Latest issue of *Who's Who in Chicago and Illinois* lists four WGN announcers—**Bob Elson**, **Quin Ryan**, **Guy Savage**, and **Spencer Allen**.

SONS OF PIONEERS will check out of the *Uncle Ezra* show following their May 19 broadcast, and will leave for Hollywood to begin work in Republic's *Down Mexico Way*, their first film in a five-picture contract. They will return to the program June 3. . . . **CLIFF MARQUETTE'S** Grandpa character and the **KING'S MEN**, quartet on the *Fibber McGee and Molly* show, have been signed by Alka Seltzer for a summer show. . . . **LEIGHTON CAREY**, who has been appearing in WBBM's *Story of Constance Worth*, sponsored by the Chicago Council of Social Agencies, has won a part in the CBS network series, *Right to Happiness*. . . . *Gasoline Alley* show switches from Chicago to New York for the summer. . . . **HELEN HIETT**, former Pekin, Ill., girl, is back from Europe's war zone and last week began a five-a-week news commentary on the NBC Blue network.

Hollywood

By SAM ABBOTT

COLUMBIA PICTURES has signed **BILL STERN**, NBC sports director, for a series of 12 *World of Sports* short features to be released this year and next. . . . Forty scribes from Los Angeles and Hollywood newspapers were the guests of **EDWARD G. ROBINSON** at his *Big Town* broadcast. . . . **FRANK GRAHAM**, of *Nightcap Yarns* on KNX, will build his May 7 program around army life. Story offered is an original by **JOEL MALONE** and titled *Pride of Company D*. . . . Something new in the way of a brochure on **ART BAKER'S Notebook** is being planned by the sales promotion department for the Western Divi-

sion of NBC. Book will be pocket size and carry a picture of Baker on the cover. Inside data to be tabbed and indexed. . . . **NAN GREY**, heard over CBS' on *Those We Love*, plans to accompany her husband, **JACK WESTROPE**, when he goes East to ride at the Atlantic Seaboard race tracks. . . . **STEPHEN MULLER**, heard on *Hollywood Smarty Party*, was born in Germany, despite his decided English accent. Educated in England, he came to this country only recently to escape air raids.

ANTHONY ROSS, of *Arsenic and Old Lace*, created such an impression on Helen Hayes recently when he appeared on her program, *Queen of the Comstock*, that she recalled him for *The Doctor Takes a Wife*. . . . After working in films with **ZITA JOHANN** a few years ago, **Boris Karloff** asked that she be given the lead in his recent radio appearance in *Smilin Thru*. . . . **JOHN CROMWELL**, legit player, has been cast for his first radio assignment in the *Uncle Natchel* series.

CHI RADIO BACKGROUND

(Continued from page 5)
a New York stage actor. Harvey Hays, Ranger Jim in *Uncle Sam's Forest Rangers* on the *Farm and Home Hour*, played on the stage for 25 years.

On CBS and WBBM shows the percentage of artists having had stage experience runs about the same as on NBC. Janet Logan, of the *Stepmother* show, was formerly a dancer. She made her theatrical debut in melodramas on the showboat which played Chicago a few years ago, followed it up with a couple of years in stock, and so to radio. **Barbara Luddy**, of *First Nighter*, got her training in stock and rep (*Duffy Players*) and the movies (*Christie Comedies*). **Joe Emerson**, baritone on *Hymns of All Churches*, was in chautauqua for many years. **Jess Pugh**, of *Scattergood Baines*, started in chautauqua at the age of 30 after having been a bank clerk for many years. **Virginia Clark**, of *Helen Trent* and other shows, had a limited stage experience, but her work has been mainly in radio. **Les Tremayne**, of *First Nighter*, had stock and movie experience.

Here's how some of the other players appearing in Chicago shows prepared for radio:

Pat O'Malley, of *Alec Templeton Time*, as a dance band vocalist; **Joan Winters**, of *Girl Alone, Road to Life*, and other shows, dramatic stock; **Arthur Lake**, of *Blondie*, stage and movies; **Vic and Sade**, no stage experience; **Finney Briggs**, vaude; **Betty Winkler**, Cleveland Repertory Theater; **Tobe Reed**, *Fitch Bandwagon*, newspaper reporter; **Don Merrifield**, in *Arnold Grimm's Daughter*, made stage debut over 50 years ago in *As You Like It* with **Julia Marlowe**; **Eddie** and **Fannie Cavanaugh**, *Gossip Club*, vaude in early '20s and in radio for 19 years; **Fran Carlon**, *Ma Perkins*, started theatrical career in *Uncle Tom's Cabin* with **De Wolf Hopper** at *Studebaker Theater*, Chicago, 1933; **Hugh Studebaker**, in *Bachelor's Children*, vaude singer; **Joe Kelly**, emcee on *Quiz Kids* and *National Barn Dance*, boy soprano in touring stock company; **Billy Idelson**, **Bernardine Flynn**, and **Art Van Harvey**, radio, theater, and vaude respectively; **Nelson Olmsted**, *Arnold Grimm's Daughter*, college drama; **Louise Barclay**, of same show, concert organist; **John Larkin**, *Girl Alone*, theater; **John Hodiak**, *Girl Alone* and *Wings of Destiny*, amateur theater;

Sponsor Gets Burn; Sues WIP

PHILADELPHIA, May 3.—Peeved because its *For Men Only* show had been canceled by WIP after the station linked with the Mutual network and the time was needed for a commercial net show, **P. B. White & Company**, local tailors, has filed suit against the station charging breach of contract.

Program had been running on the station for almost five years, using a quarter-hour daily and an hour on Sundays. Results from the music-chatter show had been so great that several years ago sponsor dispensed with every other type of advertising and used radio as the sole medium. Account is handled by the **Harry Feigenbaum Agency** here, which doesn't figure in the action.

Altho the P. B. White contract was cancellable, as were the contracts of other burning-like-mad sponsors yanked off the station to make way for Mutual, suit-bringing sponsors claims that the contract was not canceled in the right manner according to the terms of the binder. A trial by jury will be sought. No statement of claim was filed with the action, lawyers stating that they are in the process of ascertaining damages, which will be accumulative over a period of time, even years, that the sponsor is off the air.

Henry Hunter, *Wings of Destiny, Doctors at Work*, and *Girl Alone*, theater; **Vivian Fridell**, *Backstage Wife*, community theater; **Bob Griffin**, *Mary Marlin*, theater; **Don McNeill**, of *Breakfast Club*, and **Betty Lou Gerson**, of *Mary Martin*, no theatrical experience.



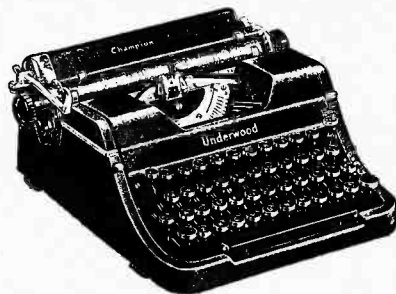
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UP-AND-COMING MAESTRI

51 Universities Divided Among Top Three Most Promising Orks

Alvino Rey, Johnny Long, Claude Thornhill show up among first 10—only four bands out of 26 selected without recording affiliation

(Continued from page 3) where after so short a time Monroe is acclaimed as the band most likely to reach the top by the greatest number of colleges asked the question.

The answer in Vaughn's case is month after month of air time from Seller's Ten Acres in Wayland, Mass., and some particularly good Bluebird recordings, a number of which have clicked in the coin phonos. Altho about the furthest the ork has strayed from its home territory has been Bridgeport, Conn.—it plays its first New York date at the Paramount Theater in June—records and radio have carried its work sufficiently well to bear out already among so large a part of the country's prom-trotters the glowing predictions made by the

Recording Affiliations

NEW YORK, May 3.—Of the 26 bands listed by college editors as their respective campuses' choice as the orchestras most likely to reach the top of the ladder, 21 at present are recording outfits, their waxed efforts released with varying degrees of regularity. And three of the remaining five—Tommy Reynolds, Matty Malneck, and Carl Ravazza—have made disks at one time or another. Only Joey Kearns, presently building his band on a Philadelphia radio station, and Cecil Golly have never set up before a recording studio mike.

Of the 21 orks either regularly or spasmodically recording, Bluebird has seven; Okeh, six; Columbia, four; Decca, three, and Victor, one. Reynolds recorded for Vocalion before it became the Okeh label, with several disks on the latter after the switch. Ravazza has made occasional platters for Bluebird, and Malneck has cut a few sides for Decca.

music trade when it first heard this band a year ago.

Tied for second place in the opinions of the collegians as to the brightest prospects among the rising orchestras are Will Bradley and Charlie Spivak, each netting 31 points. Taking nothing away from Bradley's achievement, Spivak's snaring of the co-runner-up position is the more amazing in that Charlie has not had the advantage of the factor that put Bradley so far up in young America's opinion—a hit record. Will's band is about a year-and-a-half old, and he has been recording since last fall. Among the Columbia disks made by him and his featured partner, Ray McKinley, was *Beat Me Daddy, Eight to a Bar*, which introduced eight-beat boogie-woogie to the mass of coin phono addicts. This disk, plus several good follow-ups, did more than its share toward lifting Bradley out of the obscure class.

Spivak, on the other hand, has been recording only for the past couple of months, and in that time he has not had even an approach to a hit platter. And while his band is a little over a year old, it wasn't until last fall, when he opened at Glen Island Casino, New Rochelle, N. Y., for a winter's run, that it was in shape to attract attention. It was a whole new outfit with which Charlie opened at Glen Island, and it was undoubtedly the constantly improving work of the band on its numerous weekly air shots from there that enabled it to make sufficient impression upon Joe and Jane College, hearing it on the air alone, for them to vote its chances for future success strong enough to tie for second.

More Indicative

The underlying purpose behind this particular facet of *The Billboard's* annual dissection of collegiate America's musical tastes is to render a service to band

management and booking offices, to show them that, despite the flurry of excitement that accompanies the Broadway or near-Broadway debut of a new ork, despite the appellations of "terrific" that are hurled indiscriminately by the music crowd at some especially good outfit embarking upon its career in a typical "trade spot," the final estimation of a band's potential box-office value lies in its acceptance by the public. And in the band world a great part of that public is made up of college kids.

While the results of this year's selections of most promising bands concur largely in the beliefs held by the trade, that fact would be more or less unknown without actually taking the pulse of the nation's campuses. The results revealed here are more indicative than the trade's estimations because they are based, not upon personal, biased, or ax-grinding foundations, but upon the unprejudiced opinions of orkdom's actual customers, the dancing crowd that buys bands, records, and music.

In order to make the distinction, sometimes more than a little subtle, between orchestras established in reputation and those coming up, the question involving up-and-coming bands was phrased, "Which of the newer crop of dance orchestras, etc." In the case of some of the outfits named for eventual hitdom the use of the word "newer" is perhaps wrong. Bob Chester, who finished sixth with 15 points, has had a band for more than a couple of years now, so have leaders like Dick Jurgens, Charlie Barnet, Mitchell Ayres, and Jan Savitt.

Woody Herman, who won the nod for the most promising ork in *The Billboard's* 1940 college poll, garnered 8 points this time; even when he copped first place last year he could hardly have been called a "new" band. His showing this year in comparison to last is less a reflection on his standing with the collegiate crowd than it is an indication that he is no longer considered a new band, but one already established.

In the instances of those bands listed in the accompanying table which have been storming the portals of complete

The Reasons Why—

NEW YORK, May 3.—Collegiate America doesn't just decide on its favorite bands, or the bands that it considers are the most likely to hit the heights, indiscriminately. Joe and Jane College have very definite ideas on these subjects, and, when they select Vaughn Monroe, Will Bradley, and Charlie Spivak as the top three most promising dance orchestras currently, they back up the nominations with specific reasons and thoughts. Following are some verbatim quotes from the college editors who acted as spokesmen for their particular schools:

In selecting Monroe as the most promising band of all, the United States Naval Academy claims that it did so "because of his recent recordings, and his 'young' style of music." Massachusetts Institute of Technology says Monroe plays "the kind of music the students like for dancing." Rutgers University is another school that likes his records, which are "very popular, and new releases are looked forward to," while Fordham University feels it's the "distinctiveness of his style." Tufts College is overwhelming in its praise, stating that Monroe has "an outstanding band, good arrangements, his personality is excellent, he puts on a wonderful show, and his music is danceable regardless of what he plays."

Colby College puts it a different way. Vaughn, it says, "has a solid outfit, and he himself is a good vocalist. He has plenty of personality, and his unassuming attitude makes him tops with us." Rhode Island State College says that his theme, "and arrangements of *Salud, Dinero y Amor*, and *There I Go* were perhaps his biggest boosters." "Distinctive style, splendid orchestra, well-balanced sections" impress Becker College, while it's his music and arrangements, "very smooth, easy to dance to or listen to," that gets Northeastern University. Manhattan College puts it concisely in saying Monroe is headed for the top "because of his band's new ideas with old tunes."

BRADLEY'S EIGHT BEATS

Yale University hedges a bit in its selection of Will Bradley by saying that he "hit the jackpot with his boogie-woogie arrangements which caught the public's eye, but his stock has dropped lately." Yale doesn't amplify the last part of that sentence, but goes on to split its nomination, with Les Brown getting the supplementary nod, because he "has a fresh young band which mixes its pops and swing well." Ball State College says Bradley has "a really fine big band that can cut hot and sweet stuff." Alleging that disks have done the trick for Will at the University of Kentucky, its editor goes on to say that he "is America's foremost exponent of the currently popular boogie-woogie music style." *Down the Road Apiece* and *Celery Stalks at Midnight* were the waxed tunes that made Bradley head man among the newcomers at Bethany College, while Williams College had the band at a prom, where he "proved very popular."

"Relaxed swing," says Oberlin College, while Madison College doesn't get as technical but contents itself with "we just like his general type of music, and expect him to go places." Santa Barbara State College gets in a plug for Ray McKinley, Bradley's partner and drummer-novely vocalist—"his unique (See *The Reasons Why*—on opposite page)

success for several years, it should be remembered that length of time an orchestra has been in existence is less a factor than the band's present position, from the standpoint of popularity and reputation, in the ork field.

The Young Bands

Among the winners this year, however, are, in addition to Monroe, Bradley, and Spivak, several aggregations that fit the qualifications of this question in every respect, including the "newness" angle. Bobby Byrne, in third place with 24 points, and Tony Pastor, fourth with 21, definitely can be called new, young bands, while Alvino Rey, Johnny Long, and Claude Thornhill fit the bill to perfection.

Byrne and Pastor have both had the advantage of considerable air time, the former from, among other locations, spots like Glen Island Casino and Frank Dailey's Meadowbrook in Cedar Grove, N. J., and the latter from New York's Hotel Lincoln over a long stretch. Both have also made a number of recordings, Pastor for Bluebird, Byrne for Decca. More surprising than the selection of these two outfits as potential Glenn Millers is the vote total rolled up by Rey, Long, and Thornhill.

Alvino's climb was largely begun at the Rustic Cabin in Englewood Cliffs, N. J., for during his only other location of importance, the Hotel Biltmore in New York last summer, he was playing a type of music not too conducive to making the college crowd conscious of his efforts. Ray's air shots from the Rustic Cabin have been displaying a solid, excellent swing and sweet-swing combo, and the impression has been furthered thru Bluebird records. But all this has been happening only in the past few months.

Much the same is true of Long and Thornhill. Long's Decca disks have not been many, and have not clicked like real smash platters, and his appearances have been confined largely to the East. But remotes from Roseland Ballroom, New York, have carried his work to collegiana, and the net result is his being returned in seventh place, with 12 points, one vote and one point behind Rey, in the college students' appraisal of most-likely-to-succeed outfits. Thornhill has had the band with which he is making his bid for the heights only for the past number of weeks, his present crew at Glen Island Casino being different from the one he fronted on the West Coast. And here, too, there have been only a few spasmodic recordings, none of them a hit.

Twenty-six qualifying bands were nominated by Mr. Wide Pants and his prom date as the outfits most likely to wear the royal purple of orkdom in a short time. In some instances orchestras other than the 26 listed in the accompanying table were named by the school editors, but these crews were tabulated as no choice because of their strictly local or territorial category. Only those orks whose set-ups are such that they are either now, or shortly will be, in a position of national prominence were listed.

(Continued next week)

COLLEGIATE CHOICE OF MOST PROMISING ORCHESTRAS

Following are the dance orchestras listed by the college editors, speaking for their respective student bodies, as the most promising and most likely to reach the top among the up-and-coming bands currently striving for No. 1 ranking in the ork field.

Votes were tabulated for only those bands whose careers and management have, or will, put them in a position of national prominence of varying degrees, with selections, by the editors, of strictly local or territorial orchestras listed as no choice.

For purposes of tabulation, two points were given for each selection, with proportionate division of points where the choice was divided between two bands.

Orchestra	Pts.	Orchestra	Pts.
Alvino Rey	13	Charlie Barnet	2
Johnny Long	12	Cecil Golly	2
Woody Herman	8	Erskine Hawkins	2
Gene Krupa	6	Harry James	2
Claude Thornhill	6	Joey Kearns	2
Les Brown	4	John Kirby	2
Ray Herbeck	4	Matty Malneck	2
Dick Jurgens	4	Carl Ravazza	2
Raymond Scott	3	Tommy Reynolds	2
Mitchell Ayres	2	Jan Savitt	2
NO CHOICE		49 schools	

NO CHOICE 49 schools

The Reasons Why---

(Continued from opposite page)

vocal numbers are popular." Noting what Bradley has done for boogie-woogie, Carleton College gives vent to an eyebrow-lifting statement, without amplification, in saying, "very popular with the men on this campus, altho few women like it."

SPIVAK'S TRUMPET

Georgia State College for Women picks Charlie Spivak as the most up-and-coming because he is "tops in sweet trumpet work, and equally good in jive." "A good style of music," says Georgia Tech about Spivak, while Case School of Applied Science lays Charlie's rising star at the door of "his air shots from Glen Island Casino," in which a number of other schools concur. To Davidson College Spivak has "a band with a new and different style . . . we think one of the sweetest trumpets on the air." North Georgia College calls it "his type of music, and the way he plays it," and Mars Hill College likes his "good rhythm and brass."

"A good style of music, and has a general good all-round band," is the way the University of Connecticut puts it, and the University of Virginia likes his "good balance of sweet music and swing. His trumpet is a popular feature." University of Illinois says essentially the same with "his band is solid, plays sweet as well as swing, and his trumpet is by far the sweetest in the business for carrying melody." "His trumpet and clever arrangements are proving very popular," echoes Indiana Technical College.

THE RUNNERS-UP

Bobby Byrne is liked by the University of Tennessee, among a number of varying reasons from other campuses, because of "his fine arrangements and his personality." A majority of the schools that voted for Byrne as the most outstanding among the up-and-coming orks stressed his trombone and the way it blends into his band's arrangements. Upsala College, nominating Tony Pastor, talks about the "precision in his outfit . . . will make him well liked by a majority of people."

University of Nebraska waxes enthusiastic about Alvino Rey's chances, because "his is a vital, new music, not too much swing and not too much sweet. His unit, including the King Sisters, is not only a good listening band, but has highly danceable music." Rey's "new, distinctive style, that appeals to listeners as well as dancers," gets New York University's vote, with that student body "bewitched by his guitar." NYU continues with a nod to his "flock of outstanding recordings, played constantly at fraternity houses, The King Sisters, as contrasted with the Andrews girls, have sweet harmony, and can sing a slow song with feeling, giving it lyrical quality." University of Santa Clara about sums up the way Johnny Long's constituents feel by saying "he seems to possess the versatility the students ask."

CAMPUS RAPS AND RAVES . . .

IN NEXT WEEK'S ISSUE The Billboard presents one of the most interesting—and informative—pects of its Fourth Annual College Music Survey. The campus editors, having been asked to tell which orchestras proved the MOST POPULAR with their respective student bodies when they played the particular schools during the current year, and those that proved the GREATEST DISAPPOINTMENT, really let fly with a barrage of pro and con comment that makes the most vehemently vitriolic dramatic critic look like a novice.

THE REASONS FOR AND AGAINST CERTAIN ORCHESTRAS, both name and unknown, reveal the critical attitude taken by the college kids, especially when they are paying out good money for a dance band. They are highly significant in that they set down, without prejudice, a rule book of dos and do nots for every band that seeks to build its popularity with young America by, among other things, direct contact thru college proms. Be sure to read these CAMPUS TOASTS AND ROASTS, RAPPINGS AND RAVINGS in next week's issue of The Billboard.

Name Line-Up Set At Eastwood Gardens

DETROIT, May 3.—Line-up of name bands that will play Eastwood Gardens, opening two days before Decoration Day at Eastwood Park, places the spot among the major summer spots of the country in name-pulling power. Schedule was completed this week by Manager Henry Wagner, and includes the following orks: Bob Chester, May 28; Charlie Barnet, June 6; Will Bradley, June 13; Woody Herman, June 20; Benny Goodman, June 27; Al Donahue, July 4; Glenn Miller, July 15; Tony Pastor, July 20; Bobby Byrne, July 27; Orrin Tucker and Bonnie Baker, August 1; Alvino Rey, August 8, and Jan Savitt, August 15.

Guy Lombardo and Jimmy Dorsey are tentatively set for August 22 and 29 respectively, and Jack Teagarden for September 5. Final week's booking, opening September 12, has not been set as yet.

Chi Sepia Musicians Getting Better Break

CHICAGO, May 3.—In keeping with the musicians' union campaign to give more local men work, the Negro branch here established a minimum scale of \$1 per hour per man in all cafes using Chicago members. Rule permits employment of an out-of-town leader for box-office purposes.

Action not only boosted employment of local Negro musikers, but also encouraged name maestri to organize crews here for engagements in this area. Stuff Smith used local men for his long run at the Capitol Lounge. Coleman Hawkins, who opened an indef run at Dave Heilig's Cafe (formerly Swingland), also picked his side men here.

Harold Gray, president of the Negro local, who was active in establishing this rule, also provided for the employment of a local band in every cafe using an out-of-town group. The 14-man road outfit fronted by Lionel Hampton at the Grand Terrace will be followed next month by a similar number of local musicians conducted by Walter Ford. Ford is now organizing the crew.

Shapiro, Bernstein Wins Philly Song Sheet Case

PHILADELPHIA, May 3.—Efforts of music publishers to curb sale of song sheets in drugstores and candy shops here has been crowned with initial success. Tuesday (29) Judge Harry E. Kalodner, in U. S. District Court, handed down a verdict in favor of Shapiro, Bernstein, New York pub, against William O. Frailey, who operates Frailey's Drugstore. Pub was awarded damages of \$250 and an injunction restraining the store from selling any illegal song sheets or keeping them in stock. Drugstore was charged with violating the copyright law.

There are several other cases awaiting decisions of the judges. Marked the first time here that the ASCAP pubs hit at retail sellers instead of dealers.

Miscalculation

NEW YORK, May 3.—Band leader Clyde Lucas has had a furrowed forehead the past few months over the possibility of losing some of his men to Uncle Sam's draft drive. But last week he had a moment to smile over when tenor saxist Dave Edelman popped up with the news that his frau had just given birth to a seven-pound son in Physicians Hospital.

Then a couple of cogs in Lucas' head made another revolution, and the maestro realized it was truly love's labor lost. Edelman isn't even 21 yet!

WINNER

THE BILLBOARD'S 4th ANNUAL POLL OF COLLEGES

NUMBER 1 MALE VOCALIST

FRANK SINATRA



says—
Thanks!

TO

AMERICA'S UNDERGRADUATES

and to

TOMMY DORSEY

AND THE BOYS IN THE ORCHESTRA WHO HAVE ALL MADE MY WINNING POSSIBLE

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

FRANK L. ANDREWS, president of the Hotel New Yorker, denied rumors that ABE LYMAN and a new edition of the ice show would open Wednesday (7) in the Terrace Room . . . reports had it the show would open without an IATSE man on the spotlights, which union jurisdictional battle was the reason Bobby Byrne did not open at the New Yorker several weeks ago . . . spot has been closed at supper ever since Local 802 stepped in, sided with the IATSE in the squabble over whether it or hotel union employees should operate the spots, and forbade the Byrne crew from showing. . . . MCA also denied any Lyman booking at the hotel. . . . Consolidate Radio Artists has been contacted on three bands by Monte Proser for his Madison Square Garden, dansant this summer, but CRA is acting cagey, refusing to close any deals until the office determines if the orks in question would be hurt in their subsequent New York theater date prices after tootling at the Garden. . . . MOE GALE added SISTER THARPE, noted spiritual singer, to his roster of artists . . . she will be featured with the Lucky Millinder band, another Gale attraction, in a similar set-up to the double-barreled combo Moe had in the late Chick Webb and Ella Fitzgerald. . . . HENRY NEMO, songwriter, wit, and Broadway figure, has his first band in rehearsal, with JACK PHILBIN on the managerial reins . . . ork will be ready to show in about a month. . . . SAM PRICE, pint-sized boogie-woogie expert, opened Friday (2) at downtown Cafe Society, replacing his rotund contemporaries, PETE JOHNSON and ALBERT AMMONS, who begin a two-week theater tour with Count Basie. . . . JOSE MORAND replaced GUY LOMBARDO in the Roosevelt Grill Monday (5). . . . Morand, who comes to New York following a successful stand at the Statler, Detroit, is set for an indef stand at the Roosevelt.

Midwest Murmurs

JOE REICHMAN closed the season for the Pavilion Caprice of the Netherland Plaza Hotel, Cincinnati, Wednesday (30), with BURT FARBER, local crew, moving into the hotel's Restaurant Continentale for the summer . . . Reichman one-nights it to Chicago for a record date, and then heads for a Memorial Day opening at the Baker in Dallas. . . . PHIL LEVANT opens at Jefferson Beach, Detroit, May 23 for four weeks, after a Day opening at the Baker in Dallas. . . . DUKES AND A DUCHESS moved from the Ambassador West to the Brown Derby, Chi, replacing the King's Jesters. . . . Sherman Hotel's, Chi, revised bookings for the summer, brings in CAB CALLOWAY in June, JIMMY DORSEY for July, LIONEL HAMPTON in August, and WOODY HERMAN for September or October . . . hotel's Panther Room will stay closed Monday nights, the jazz concert experiment tried with Paul Jordan's ork April 28 not having pulled enough receipts to warrant continuation of the policy. . . . JERRY BURKE, singer and organist with Lawrence Welk, will be in the army in a couple of weeks. . . . TINY HILL returns to Melody Mill, Chi, May 16 for the summer. . . . BILLY SNIDER'S Kentucky Colonels follow Rudy Bundy into the Hotel Gibson Rathskeller, Cincinnati, May

Of Maestri and Men

JOE MARSALA went into the El Rancho, Chester, Pa., Friday (2) for eight days, and follows with a four-weeker at the Capitol Bar, Chi . . . he'll be back at the Hickory House, New York, June 13 for the nth time . . . the SMOOTHIES TRIO returns to the ork with which it once sang, the late Hal Kemp's crew, which starts out again under ART JARRETT May 14 at the Blackhawk in Chi. . . . Band will resume making disks for Victor. . . . DUKE DALY into Playland, Rye, N. Y., May 17 for the summer.



The Billboard

WEEK ENDING
MAY 2, 1941

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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 for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in that section.

GOING STRONG

THERE'LL BE SOME CHANGES MADE. (7th Week) Benny Goodman, Vaughn Monroe, Ted Weems.

IT ALL COMES BACK TO ME NOW. (6th Week) Gene Krupa, Hal Kemp, Ted Weems.

AMAPOLA. (5th Week) Jimmy Dorsey, Sammy Kaye, Connie Boswell.

OH, LOOK AT ME NOW. (2d Week) Tommy Dorsey.

THE WISE OLD OWL. (2d Week) Al Donahue, Joe Reichman, Dick Robertson, Teddy Powell.

DOLORES. (1st Week) Tommy Dorsey, Bing Crosby.

THE BAND PLAYED ON. (1st Week) Guy Lombardo.

COMING UP

FRIENDLY TAVERN POLKA. Horace Heidt.

C'BYE NOW. Horace Heidt.

DO I WORRY? Tommy Dorsey, Ink Spots.

I'LL BE WITH YOU IN APPLE BLOSSOM TIME. Andrews Sisters.

INTERMEZZO. Guy Lombardo, Benny Goodman.

MY SISTER AND I. Jimmy Dorsey, King Sisters.

I, YI, YI, YI, YI. Andrews Sisters.

I UNDERSTAND. Jimmy Dorsey.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop; Galety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store, Downtown Record Shop, Alex A. Gettlin. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co. Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McGrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. AMAPOLA —JIMMY DORSEY	1	1. Amapola —Jimmy Dorsey	1	1. Amapola —Jimmy Dorsey
2	2. DOLORES —BING CROSBY	4	2. Dolores —Bing Crosby	2	2. Dolores —Bing Crosby
3	3. OH, LOOK AT ME NOW —TOMMY DORSEY	3	3. Apple Blossom Time —Andrews Sisters	10	3. Apple Blossom Time —Andrews Sisters
4	4. C'BYE NOW —HORACE HEIDT	7	4. I Understand —Jimmy Dorsey	2	4. New San Antonio Rose —Bing Crosby
5	5. APPLE BLOSSOM TIME —ANDREWS SISTERS	2	5. Oh, Look at Me Now —Tommy Dorsey	3	5. Oh, Look at Me Now —Tommy Dorsey
6	6. ALEXANDER THE SWOOSE —KAY KYSER	5	6. C'bye Now —Horace Heidt	—	6. Alexander the Swoose —Kay Kyser
7	7. LET'S GET AWAY FROM IT ALL —TOMMY DORSEY	8	7. Tonight —Xavier Cugat	—	7. Dolores —Tommy Dorsey
8	8. DOLORES —TOMMY DORSEY	9	8. Let's Get Away From It All —Tommy Dorsey	—	8. Intermezzo —Freddy Martin
9	9. INTERMEZZO —WAYNE KING	—	9. Wise Old Owl —Kay Kyser	—	9. New San Antonio Rose —Bob Willis
10	10. TONIGHT —XAVIER CUGAT	6	10. Intermezzo —Wayne King	—	10. Tonight —Xavier Cugat

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. AMAPOLA	1	1. Amapola	1	1. Amapola
2	2. WISE OLD OWL	4	2. No. 10 Lullaby Lane	2	2. Wise Old Owl
3	3. WALKING BY THE RIVER	5	3. Do I Worry?	6	3. Walking by the River
4	4. MY SISTER AND I	2	4. Wise Old Owl	4	4. My Sister and I
5	5. NO. 10 LULLABY LANE	12	5. Intermezzo	5	5. Oh, Look at Me Now
6	6. DO I WORRY?	8	6. My Sister and I	—	6. The Hut Sut Song
7	7. OH, LOOK AT ME NOW	3	7. Walking by the River	3	7. New San Antonio Rose
8	8. INTERMEZZO	6	8. Oh, Look at Me Now	—	8. Do I Worry?
9	9. THERE'LL BE SOME CHANGES MADE	7	9. I'll Be With You in Apple Blossom Time	10	9. There'll Be Some Changes Made
10	10. MARIA ELENA	14	10. The Things I Love	13	10. I'll Be With You in Apple Blossom Time
11	11. DOLORES	9	11. Dolores	7	11. Georgia on My Mind
12	12. NEW SAN ANTONIO ROSE	—	12. I Understand	15	12. Maria Elena
13	13. GEORGIA ON MY MIND	—	13. C'bye Now	—	13. C'bye Now
14	14. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	10	14. Georgia on My Mind	12	14. You Walk By
15	15. THE HUT SUT SONG	—	15. Just a Little Bit South of North Carolina	—	15. No. 10 Lullaby Lane

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, May 2. Independent plugs are those recorded on WOR, WNEW, WMCA, WHN. Film tunes are designated as "F." musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs Net Indie
4	1. AMAPOLA	E. B. Marks	28 19
4	2. MY SISTER AND I	BMI	25 9
1	3. DO I WORRY?	Melody Lane	24 3
5	4. TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	21 5
6	4. THINGS I LOVE	Campbell	21 3
9	5. WALKING BY THE RIVER	BMI	20 8
2	5. MARIA ELENA	Southern	20 3
6	6. THERE'LL BE SOME CHANGES MADE	E. B. Marks	18 8
9	7. OH, LOOK AT ME NOW	Embassy	16 18
7	8. IT ALL COMES BACK TO ME NOW	BMI	15 3
—	9. LET'S GET AWAY FROM IT ALL	Embassy	14 11
3	9. WISE OLD OWL	BMI	14 10
11	10. TONIGHT	Scuthern	13 10
13	10. YOU WALK BY	BMI	13 5
10	10. HIGH ON A WINDY HILL	BMI	13 3
—	11. EVERYTHING HAPPENS TO ME	Embassy	12 9
—	11. WITH A TWIST OF THE WRIST	BMI	12 3
10	11. SOUTH OF NORTH CAROLINA	Porgie	12 1
—	12. GEORGIA ON MY MIND	Southern	11 4
12	12. SO YOU'RE THE ONE	BMI	11 1

AFM WINS FEDERAL SS CASE

T. Dorsey, Heidt May Do Second Pix

PHILADELPHIA, May 3.—The Hollywood bug has given both Tommy Dorsey and Horace Heidt healthy bites, and both are figuring on second turns at the movie lots. Dorsey, during a date here, disclosed that he was in receipt of a wire from Buddy De Sylva, Paramount producer, stating that the studio is interested in having the band do another picture. His *Las Vegas Nights* was recently released.

Heidt, who got his flicker baptism in *Pot o' Gold*, said he would be back in Hollywood within six months for a second picture assignment.

Petrillo-Supported Chi Concerts Out

CHICAGO, May 3.—Grant Park summer concerts here, an annual feature supported by James C. Petrillo, head of the AFM, will be discontinued this year due to the "vastly curtailed recreational program," Robert J. Dunham, president of the park board, stated. Elimination of the concerts will save the district about \$100,000 a year.

About 40 to 50 men from the local musicians' union were used at scale. Guest concert artists contributed their services gratis, at the invitation of Petrillo and Edward J. Kelly, Chicago's mayor.

At a hastily summoned directors' meeting of the Chicago Federation of Musicians the local decided to let Petrillo, now in New York, do all he can to remedy the situation. He originated the idea in 1935. Last year the free open-air concerts attracted 3,551,000 patrons.

Winton's Guitarist Takes Over at N. Y. Rainbow Grill

NEW YORK, May 3.—Russ Smith, former guitar man with the Barry Winton ork, has struck out on his own, forming a nine-piece outfit which makes its debut next Wednesday (7) in the Rainbow Grill here. Smith's band will re-

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Wildwood Sets Names Again; Herman First

WILDWOOD, N. J., May 3.—Starlit Ballroom, of Hunt's Ocean Pier, will again buy traveling names, according to managers Bill Gerst and Guy Hunt, and account will again be serviced by General Amusement Company. Woody Herman is set for the Memorial Day weekend, and spot will operate week-ends from then until June 28, when the bands come in for full-week stands. Herby Woods is set for the first full week. Dansant will have four territorial radio shots weekly, WFIL, Philadelphia, feeding to its Quaker State regional network.

Policy at Danceland, Willow Grove (Pa.) Amusement Park, gives the nod to the territorial bands, and, instead of assigning the season to one or two bands as in former years, stand will change weekly. Herby Woods teed off Saturday (19), with successive Saturday openings set for George Sommer, Bill Hall, Chuck Gordon, Joe Frassetto, Bill Honey, the Las Vegas Orchestra, and Clarence Fuhrman. Stand is a week-ender until Memorial Day, when the park goes into full-time operation.

place Winton, who winds up a two-year engagement in the Grill.

Johnny Ingram, Jack Tarr, Carl Shaw, Paul Thompson, Sid Stanley, Sy Sugar, Charlie Burnett, and Saul Grant make up the roster with Smith.

Barnet, Dorsey, Stabile Good In Philadelphia; Other Grosses

PHILADELPHIA, May 3.—Charlie Barnet has definitely put Jimmy Martin, operator of the Swing Club, jitterbug palace, in the name band dance promotion field by putting the box-office out ahead Thursday (24). Martin moved the dance from his own spot to Town Hall, and the 1,003 dancers turning out sold Martin on dance promotions, in spite of three less fortunate tries the month previous.

Total take hit \$714.81. In advance, 104 paired tickets were sold at \$1.14 a couple to start off with \$118.56. Remaining 795 dancers paid 75 cents straight at the door to account for \$596.25. Band well received in spite of no vocals. Mary Ann McCall on hand, but remained off stage, with the Quintones set to join Barnet following day.

PHILADELPHIA, May 3.—Tommy Dorsey proved box-office dynamite April 18 at the third annual dance sponsored by the Philadelphia Press Photographers' Association at the Bellevue-Stratford Hotel. While only 1,700 tickets were taken in at the door, newspaper photographers sold a total of 2,100, and, at the \$2.50 figure per single admission, hit a heavy gross of \$3,150.

PHILADELPHIA, May 3.—For its annual Spring Hop, Eta chapter of Sigma Alpha Rho, inter-scholastic high school fraternity, chalked up a successful promotion Saturday (26) with Dick Stabile at the Brookline Country Club. Of the 937 clocked at the door, 850 were cash customers at \$1 per head. The \$850 gross means that the bid will go to the traveling tootlers for all other dances sponsored by the group during the year.

DETROIT, May 3.—Larry Clinton, at Graystone Ballroom here for a one-

nighter, drew only a fair attendance of about 1,200, considered low for a band in the name category. With advance sale 55 cents and door sale 75 cents, gross was around \$750 to \$800, indicating a probable loss of about \$300.

DETROIT, May 3.—One-nighter played by Henry Busse at Eastwood Park Ballroom on Sunday (27) drew about 1,600 people at 75 cents per head, a gross of about \$1,200. In view of warm weather, indoor ballrooms generally anticipated depleted crowds, but Eastwood drew very nicely with this band.

LINCOLN, Neb., May 3.—Woody Wilson, with a price range of 40-55 cents at the Turnpike Casino (25-27), did very nicely, packing up with \$700 in R. H. Pauley's till, an excellent showing considering a first appearance here and in the face of excellent weather.

This was Pauley's last week of Sunday night operations, and he'll only run Fridays and Saturdays thru May, then fold for the summer on a regular basis, taking only names when they're offered him.

Skippy Anderson, at 25 cents straight, got \$300 on two days (26-27) at the Plamor for Mrs. Matt Kobalter. That's good enough, but the spot has been suffering on Sundays lately.

REGINA, Sask., May 3.—Mart Kenny played to 500 couples at \$2 per couple at the Trianon Ballroom here April 15 under sponsorship of the Regina Kinsmen Club. Ticket sales stopped when the hall was packed, and over 100 couples had to be turned away.

Kenny was on his way to Vancouver, B. C., for a holiday before starting the summer season at the Banff Springs Hotel, Banff, Alta.

Williams Called a Contractor In Test Suit; Govt. Is Taking Case to U. S. Court of Appeals

CHICAGO, May 3.—The first national test case filed in Federal District Court here to determine who in orkdom is to pay the Social Security tax was decided in favor of the leader. Judge Charles E. Woodward, who presided over the case filed by Griff Williams against the U. S. Government for a refund of \$536.04 (and interest) he paid in 1938 under the Social

Security Act, ruled yesterday that the establishment engaging a band, whether in the name of non-name class, is the employer and, therefore, must pay the SS tax.

The case was backed by the American Federation of Musicians and was argued by General Samuel T. Ansell, AFM's general counsel in Washington; I. B. Kirkland Jr., an AFM attorney, and Charles O. Rundall, local attorney for the plaintiff.

Paul Ziffirin and Carl Marold, U. S. attorneys who represented the government, indicated that the case will be taken to the U. S. Court of Appeals. It will eventually reach the U. S. Supreme Court for a final, standing decision.

NBC Starts Airing Remotes to S. A.; Messner on First

NEW YORK, May 3.—Name band remote pick-ups exclusively short-waved to South America as part of the National Broadcasting Company's Latin American good-will campaign were started Wednesday (30) after a slight delay caused by what an NBC spokesman termed "a band manager trying to shake us down for the privilege of airing his band."

Rumored reason for the pause in piping name bands into the Latin countries was that the musicians' union nixed the plan because of intended commercial plugs. NBC, however, denied this, and stated that commercials were never intended to go out from the wires of the eight bands with NBC remote time playing out of New York hotels.

Spokesman said that the only trouble occasioned in the preparation of the good-will broadcasts was the approach of the manager of one of the eight bands, who allegedly said he wouldn't let the band broadcast unless he was taken care of on his end. Broadcasts are to be extra-curricular activity, scheduled for two half hours a week, with the hotels paying the \$3 union tax per man.

Plan got under way with the initial broadcast of Johnny Messner's band on Wednesday from the Hotel McAlpin. Messner will also broadcast Saturdays on a regular twice-weekly schedule. Machinery is being worked out for the other seven hotels, whereby NBC will carry the short-wave broadcasts every night in the week.

Only Spanish will be spoken on the broadcasts, except for the announcements of song titles. Idea is to have the particular leader also say a few words of good cheer and have them interpreted over the air. Alfredo Gander, NBC announcer, has taken over the Spanish verbal chores, and for window dressing a female announcer, Rosita de la Fuente, announces a few numbers in Spanish.

Broadcasts are picked up by the Pan-American network, composed of 26 stations with 50,000-watt power. Musical shows are then rebroadcast over a stardard wave band. No commercials are used, just a plug for the hotel from which the band is playing.

Idea is an outgrowth of a program of recordings that NBC was piping into the South American countries. Since last August an average of 600 letters a month have been coming in asking for live performances and "no rumbas, please."

Use of other live talent, like top-notch singers and actors, is also under discussion, but nothing has been definitely set on that score.

NBC spokesman also said that these broadcasts would hypo the record sales in South America of the bands being heard on these programs. Ironically enough, none of the bands scheduled to make the broadcasts are contracted to Victor or Bluebird, affiliates of NBC.

In rendering his decision, Judge Woodward pointed out that in the individual case of Griff Williams, as brought out during the trial week of March 24 and during the findings of facts discussions and conclusions heard this week, Williams was an employer in the periods involved in the suit. However, for practical reasons, Judge Woodward felt that it would be more practical for the more permanent establishment (hotel and cafe) to deduct 1 per cent from the salaries of musicians and add another 1 per cent of those salaries, as provided by the Social Security Act.

This point was strongly emphasized by Attorney Rundall in his concluding argument yesterday. He said that the leader (whom he called a contractor) is not a good business man and travels from one part of the country to another thruout his career. The hotel, on the other hand, is an establishment of a more permanent nature and can be depended upon to collect such taxes with regularity if so assigned.

Both the government and the AFM want this matter to reach the U. S. Supreme Court, since both pro and con decisions in Social Security cases involving leaders and establishments have been rendered in various State supreme courts since the act became a law.

Local army draft boards have been watching this case with interest. The leader can no longer call himself an employer and claim certain exemptions under the draft law if the court rules him a contractor.

NATIONAL ENTERPRISES, Denver booking agency, will have exclusive booking for Hlawatha Gardens, top dancery at Colorado Springs, Colo., according to Marvin Goldfarb, head of the agency. Spot opens May 15 with Chuck Bennett and a 10-piece college combo first in. New policy includes names, with Fats Waller tentatively set for July 22. Charles Sarconi will manage the ballroom.

No More J-bugging

BRIDGEPORT, Conn., May 3.—Shaggers, Lindy Hoppers, and other forms of the jitterbug will no longer be allowed at the Ritz Ballroom here, this city's largest dance hall, which plays the biggest name bands weekly.

Henceforth only straight dancing will be permitted, for after polling their patrons, George McCormack and Joe Barry, operators of the Ritz, found consensus of the dancers is that jitterbug steps are not the most popular, and that a few jitterbugs can upset the rhythm of the dance floor.

ROLL TICKETS

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Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

	10,000	\$9.00
	20,000	7.25
	50,000	4.75

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

Orchestra Routes



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

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

A
Abbs, Vic: (Congress) Chi, h.
Adams, Charlie: (Bonanni) Trenton, N. J., c.
Akin, Bill: (Tampa Terrace) Tampa, Fla., h.
Alberto, Don: (El Chico) NYC, nc.
Allen, Bob: (Arcadia Grill) Canton, O., nc.
Allen, Henry "Red": (Cafe Society) NYC, nc.
Arnheim, Gus: (Gay White Way) NYC, nc.
Austin, Gene: (Muehlebach) Kansas City, 9-22, h.

B
Baer, Billy: (Orpheum) Madison, Wis., 13-14, t.
Banket, Joe: (Mickey's Bar) Detroit, nc.
Barker, Art: (Warwick) NYC, h.
Barnet, Charles: (Sherman) Chi, h.
Barnett, Arne: (Harry's New Yorker) Chi, nc.
Barnon, Paul: (Essex House) NYC, h.
Barron, Blue: (Edison) NYC, h.
Basile, Joe: (Montreal, Que., Can.
Bates, Richard: (Bill & Virginia's) Inglewood, Calif., res.

C
Beck, Buddy: (Deming) Terre Haute, Ind., h.
Becker, Bubbles: (Merry-Go-Round) Pittsburgh, nc.
Becker, Howard (Madura's) Chi, b.
Beckner, Denny: (Chanticleer) Madison, Wis., nc.
Bell, Ding: (Graemere) Chi, h.
Benson, Ray: (Stork) NYC, nc.
Bergere, Maximilian: (Versailles) NYC, nc.
Blaine, Jerry: (Lowry) St. Paul, h.
Bowman, Charley: (Wivel) NYC, nc.
Bradd, Eddy: (Seaside) Atlantic City, h.
Brandwynne, Nat: (Copacabana) NYC, nc.
Brashears, Don: (Beckerles) Evansville, Ind., nc.

D
Breese, Lou: (Chez Paree) Chi, nc.
Brigode, Ace: (Melody Mill) Chi, b.
Broderick, Jan: (Old Vienna) Cincinnati, nc.
Brown, Les: (Todd's Theater Cafe) Chi, c.
Bundy, Rudy: (Gibson) Cincinnati, h.
Burke, Ceelle: (Bal Tabarin) Los Angeles, nc.
Busse, Henry: (Coronado) Rockford, Ill., 10-11, t; (Fair Grounds) Detroit, 17.
Byrne, Bobby: (Duke Univ.) Durham, N.C., 10.

E
Cabin Boys: (Cellar Club) Warren, O., r.
Cabot, Tony: (885 Club) Chi, nc.
Cabral, Sai: (Forbidden City) NYC, nc.
Calloway, Cab: (Fair) Dallas, Tex., 7, p; (City) Houston 8, a; (City) San Antonio 9, a.
Calvet, Oscar: (Casa Marta) NYC, nc.
Camden, Eddie: (Grande) Detroit, b.
Campbell, Jan: (Danceteria) Miami, Fla., nc.
Canary, Fernando: (Colony) Chi, nc.
Candullo, Joe: (Latin Quarter) Boston, nc.
Cappello, Joe: (Jimmy Kelly's) NYC, nc.
Carlyle, Lyle: (Saks Show Bar) Detroit, c.
Carper, Don, Foursome: (Roger Smith) Washington, D. C., h.
Carroll, John: (Casa Manana) Boston, nc.
Carter, Bob: (The Tavern) Reno, Nev., nc.
Carter, Benny: (Castle Farm) Cincinnati 10, nc.

F
Casino, Del: (Nicollet) Minneapolis, h.
Cavallaro, Carmen: (Cosmos) Washington, D. C., nc.
Chard, Al: (Renna) Syracuse, h.
Chavez: (Beachcomber) NYC, nc.
Chiesta, Don: (Ye Olde Cellar) Chi, c.
Claridge, Gay: (Merry Garden) Chi, b.
Clark, Ozzie: (Club 100) Des Moines, Ia., nc.
Clarke, Buddy: (Park Central) NYC, h.
Coe, Ray: (La Guardia Airport) NYC.
Comfort, Roy: (Claridge) Atlantic City, h.
Costello, Charles: (Olde Wayne) Detroit, nc.
Courtney, Del: (Stevens) Chi, h.
Crosby, Bob: (Shubert) Cincinnati, t.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cunningham, Tommy: (Casino Gardens) Santa Monica, Calif, b.

G
Davis, Eddie: (La Rue) NYC, nc.
Davis, Milton: (Rainbow Room) Washington, D. C., nc.
Daw, Freddy: (Merry Gardens) Chi, b.
Day, Bobby: (Arcadia) NYC, b.
Devodi, Don: (El Morocco) NYC, nc.
Dominguez, Jose: (Park Central) NYC, h.
Don Jose: (Cuban Village) Chi, nc.
Donahue, Al: (Roosevelt) New Orleans, h.
Donahue, Sam: (Coral Gables) E. Lansing, Mich., b.
Dorsey, Jimmy: (Strand) NYC, t.
Dorsey, Tommy: (Coney Island) Cincinnati 11, p.

H
Dowell, Saxie: (Geo. Washington) Jacksonville, Fla., h.
Dreyer, Leo: (Pierre) NYC, h.
Duffy, Johnny: (Blackstone) Chi, h.
Dukes and a Duchess: (Brown Derby) Chi, nc.
Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, b.

I
Eckles, Charlie: (Rainbow Room) Long Beach, Calif., h.
Ennis, Skinnay: (Wilshire Bowl) Los Angeles, nc.
Everett, Jack: (Ritz) Springfield, Mo., nc.

J
Fabian, Teddy: (Park Recreation Parlor) St. Paul, nc.
Faggio, Louis: (Morocco) Detroit, nc.
Falcey, Jack: (Jack & Bob's) Trenton, N.J., nc.
Farber, Burt: (Netherland Plaza) Cincinnati, h.
Fens, Eddie: (Hi Hat) Chi, nc.
Fio Rito, Ted: (Blackhawk) Chi, re.
Fisher, Freddy: (Blatz Palm Garden) Milwaukee, nc.
Fisk, Charlie: (Black & Gold Inn) Columbia, Mo., nc.
Fitzpatrick, Ed: (Plantation) Houston, Tex., nc.
Flindt, Emil: (Paradise) Chi, b.
Fontaine, Sonny: (Walton) Phila, h.
Foster, Chuck: (Biltmore Bowl) Los Angeles, h.

K
Fowler, Mike, Cascades of Melody: (Tropics) El Paso, Tex., nc.
Freeman, Bud: (Brass Rail) Chi, nc.
Furman, Clarence: (Benj. Franklin) Phila 10, h.

L
Garber, Jan: (Palmer House) Chi, h.
Garr, Glenn: (O Henry) Chi, b.
Gasparre, Dick: (Plaza) NYC, h.
Golly, Cecil: (Claridge) Memphis, Tenn., h.
Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., nc.
Gordon, Gray: (Log Cabin) Armonk, N. Y., r.
Gorham, Jimmy: (Club Embassy) Phila, nc.
Gowry, Cecil: (Schroeder) Milwaukee, h.
Grant, Bob: (Savoy Plaza) NYC, h.
Gray, Lew: (Rustic Cabin) Englewood Cliffs, N. J., ro.
Grey, Tony: (Bal Tabarin) NYC, nc.
Griffin, Art: (Midnight Sun) Dayton, O., nc.

M
Hale, Tige: New Albany, Ind.
Hallett, Mal: (Metropolitan) Morgantown, W. Va., 6; (Basle) Washington, Pa., 7; (Park) Meadville 8, t.
Hamilton, Bob: (Majestic) Long Beach, Calif., b.
Hampton, Lionel: (Grand Terrace) Chi, nc.
Haney, Myron: (Child's Spanish Gardens) NYC, re.
Harris, Jack: (La Conga) NYC, nc.
Harrison, Ford: (St. Moritz) NYC, h.
Hart, Joe: (Anglesey) Minneapolis, c.
Hawkins, Coleman: (Dave's) Chi, c.
Hayes, Sherman: (Casa Loma) St. Louis, b.
Heath, Andy: (Fitch's Cafe) Wilmington, Del., nc.
Heidt, Horace: (Stanley) Pittsburgh 2-8, t.
Herman, Sylvan: (Barclay) Phila, h.
Herman, Woody: (Orpheum) Minneapolis 2-8, t.
Hill, Dick: (Hi-De-Ho) Phila, c.
Hill, Eddie: (Penn) Trenton, N. J., h.
Himber, Richard: (Pacific Square) San Diego, Calif., 9-10; (Paramount) Los Angeles 15-28, t.
Hines, Earl: (Olympia) Pittsburgh 12, p.
Holst, Ernie: (El Morocco) NYC, nc.

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

O
Jacks, Don, & His Musical Waves: (Orlando) Decatur, Ill., h.
Jackson, Jimmy: (Casino Moderne) Chi, b.
James, Harry: (Paramount) NYC, t.
Jarretts, Ted: (Westfield) Westfield, Mass., h.
Jelensnik, Eugene: (Iroquois Gardens) Louisville, Ky., nc.
Jerome, Henry: (Child's Paramount) NYC, re.
Johnson, C. P.: (Rhumbogee) Los Angeles, nc.
Johnson, Johnny: (Shelton) NYC, h.
Jones, Isham: (Henry Grady) Atlanta, Ga., h.
Jones, John Paul: (400 Club) Ft. Worth, Tex., nc.
Jordan, Paul: (Skylite) Chi, nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Orpheum) Madison, Wis., 6; (Capitol) Manitowoc 7; (Lyric) Indianapolis, 9-15, t.

P
Kain, Paul: (Mayfair) Washington, D. C., nc.
Kaspar, Gordon: (Blue Mirror) Baltimore, nc.
Kay, Herbie: (Trociadero) Henderson, Ky., nc.
Kay, Kris: (Casino Russe) NYC, nc.
Kaye, Sammy: (Meadowbrook) Cedar Grove, N. J., ro.
Kendis, Sonny: (Stork) NYC, nc.
Kent, Peter: (New Yorker) NYC, h.
Kent, Roger: (The Embassy) Brooklyn, re.
King, Eddie: (Di Pinto's) Phila, c.
King, Teddy: (Maple Grove) Harrisburg, Pa., nc.
King, Wayne: (Chicago) Chi, t.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Cafe Society Uptown) NYC, nc.
Klyde, Harvey: (Chateau) Chi, b.

Q
Kole, Shelley: (Butler's Tap Room) NYC, nc.
Kolkor Bros.: (Piccadilly) Baltimore, nc.
Korn Kobbler: (Flagship) Union City, N. J., nc.
Krupa, Gene: (Pennsylvania) NYC, h.
Kuhn, Dick: (Astor) NYC, h.
Kyser, Roy: (Club Charles) Baltimore, nc.

R
Lake, Sol: (806 Club) Chi, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Lou: (Sheraton) NYC, h.
Laporte, Joe: (Old Roumanian) NYC, nc.
LaRue, Raymond: (Little Harlem) Los Angeles, nc.
Latin Kings: (Rancho Grande) Chi, nc.
Lauro Bros.: (Oakes) Phila, b.
Le Baron, Eddie: (Beverly Hills) Newport, Ky., cc.
Leighton, Joe: (John Marshall) Richmond, Va., h.
LeRoy, Howard: (Ohio Youngstown, O., h.
Little, Little Jack: (Edgewater Beach) Chi, h.
Lombardo, Guy: (Roosevelt) NYC, h.
Long, Jimmie: (St. James) Reading, Pa., h.
Lopez, Vincent: (State Armory) Westfield, Mass., 7.
Loring, Michael: (Beachcomber) NYC, nc.
Lucas, Clyde: (Biltmore) NYC, h.
Lunceford, Jimmie: (Labor Temple) Louisville 6, b; (Palais Royale) South Bend, Ind., 7; (Riverview) Des Moines, Ia., 9, p; (Turnpike Casino) Lincoln, Neb., 10; (Auditorium) Omaha 11; (Rainbow) Denver 12, b.

S
Lynn, Sammy: (Bomb Shelter) Dallas, nc.

T
McBride, Eddie: (Bonanni's) Trenton, N.J., c.
McCune, Bill: (Statler) Buffalo, h.
McFarland Twins: (Syracuse) Syracuse, N.Y., h.
McLean, Connie: (Mimo) NYC, nc.
McPartland, Jimmy: (Nick's) NYC, nc.
Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
Madden, Bill: (Traymore) Atlantic City, h.
Majors, Three: (Diamond Mirror) Passaic, N. J., nc.
Malneck, Matty: (Rainbow Room) NYC, nc.
Marlowe, Tone: (Keating's) Clarence, N. Y., nc.

U
Marsala, Joe: (Capitol Bar) Chi, c.
Marshall, Mary: (Al Remler's) Savannah, Ga., c.
Martl, Frank: (Copacabana) NYC, nc.
Martin, Bobby: (The Place) NYC, nc.
Martin, Dave: (St. George) Brooklyn, h.
Martin, Joe: (Club Morocco) Phila, nc.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Red: (Frank's Casa Nova) Buffalo, nc.
Marvin, Mel: (Blue Gardens) Armonk, N.Y., ro.
Masters, Frankie: (Taft) NYC, h.
Maya, Froilan: (Havana-Madrid) NYC, nc.
Melvin, Jack: (Crooked Lake) Averill Park, N. Y., h.
Messner, Johnny: (McAlpin) NYC, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Herman: (Abraham Lincoln) Reading, Pa., h.
Miller, Ted: (Hardy) Greenville, Mich., h.
Miller, Walter: (Cavaller) Virginia Beach, Va., h.
Monchita: (Colony) Chi, nc.
Monroe, Vaughn: (Plymouth) Worcester, Mass., 5-7; (Metropolitan) Providence, R. I., 9-11, t.
Moorehead, Baron: (Club Alabam) Los Angeles, nc.

V
Morales, Nino: (La Conga) NYC, nc.
Morris, George: (Armando) NYC, nc.
Morton, Ray: (Warwick) Phila, h.
Mundy, Bill: (Nu-Elms) Youngstown, O., b.

W
Nagel, Freddie: (Del Mar Club) Santa Monica, Calif., nc.
Noble, Ray: (Orpheum) Omaha 2-8, t.
Nodell, Harold: (Lafayette) Cambridge, Mass., nc.
Norris, Stan: (Royale) Detroit, nc.

X
Oger, Bill: (Lawrence) Erie, Pa., h.
Olman, Val: (Ambassador East) Chi, h.

Y
Olson, Hem: (Hollywood Beach) Hollywood, Fla., h.
Onesko, Senya: (Commodore) NYC, h.
Orlando, Don: (Chez Paree) Chi, nc.
Otte & Fields: (Vendome) Evansville, Ind., h.

Z
Page, Paul: (Heidelberg) Jackson, Miss., h.
Panchito: (Versailles) NYC, nc.
Panchito: (Ben Marden's) Fort Lee, N. J., ro.
Farfury, Joe: (Belmont Plaza) NYC, h.
Parodi, Wilbur: (Le Montparnasse) NYC, nc.
Parrish, Charlie: (Harbor Club) Muirkirk, Md., nc.
Parsons, Lorin: (Book-Cadillac) Detroit, h.
Pastor, Tony: (Lakewood) Mahanoy City, Pa., 8, p; (Brown Univ.) Providence, R. I., 9; (Hershey) Hershey, Pa., 10, p; (Univ. of N. C.) Chapel Hill 16-17.
Pearl, Ray: (Arcadia) NYC, b.
Pencil, Charles: (Zimmerman's Hungaria) NYC, re.
Perez, Milo: (Palmer House) Chi, h.
Peters, Oscar: (Senator) Atlantic City, h.
Petti, Emile: (Savoy-Flaza) NYC, h.
Pollack, Ben: (Sherman's) San Diego, Calif., c.
Powell, Walter: (Lantz's Merry-Go-Round) Dayton, O., nc.
Prussin, Sid: (Diamond Horseshoe) NYC, nc.

AA
Quartell, Frank: (Colosimo's) Chi, nc.

AB
Ramos, Bobby: (Colony) Chi, nc.
Ramos, Ramon: (Drake) Chi, h.
Ravel, Arthur: (Belmont Plaza) NYC, h.
Read, Kemp: (Radio Sta. WNBH) New Bedford, Mass.
Resh, Benny: (Bowery) Detroit, nc.
Riley, Mike: (Hout Glass) Newark, N. J., nc.
Rizzo, Vincent: (Walton) Phila, h.
Roberts, Red: (Wayside Inn) West Springfield, Mass., ro.
Rocky River Ramblers: (Country Kitchen) Glenwood, N. Y., nc.
Rogers, Dick: (Roseland) NYC, b.
Rosello, Jack: (Monte Carlo) NYC, nc.
Roth, Eddie: (Alabam) Chi, nc.
Russin, Babe: (Hickory House) NYC, nc.

AC
Sanabria, Juanito: (Havana-Madrid) NYC c.
Saunders, Hal: (St. Regis) NYC, h.
Saunders, Red: (Club DeLisa) Chi, nc.
Schooler, Dave: (Rogers Corner) NYC, nc.
Scott, Raymond: (Earle) Phila, t.
Senators, Four: (Onondaga) Syracuse, N. Y., h.
Shaw, Maurice: (Chateau Moderne) NYC; nc.
Shelton, Dick: (Van Cleve) Dayton, O., h.
Shepard, Eddie: (Park Casino) Phila, nc.
Shevlin, Pat: (Evergreen) Phila, nc.
Siegel, Irving: (Nathel Hall) Medford, Wis., b.
Silhouettes, Four: (DeWitt Clinton) Albany, N. Y., h.
Siry, Larry: (Ambassador) NYC, h.
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.
Sless, Alvin: (Embassy Club) Albany, N.Y., nc.
Smith, Joe: (La Rue) NYC, nc.
Smith, Stuff: (Kelly Stables) NYC, nc.
South, Eddie: (Cafe Society Uptown) NYC, nc.
Splier, Harold: (Park Lane) NYC, h.
Spirits of Rhythm, Four: (Recreation Center) Hollywood Calif., nc.
Spivak, Charlie: (Empire) Allentown, Pa., 7, b; (Loyala College) Baltimore 8; (Earle) Washington 9-15, t.
Stable, Dick: (Brunswick) Boston, h.
Stamois, Spiros: (L'Aiglon) Chi, re.
Sterling, Frank: (Alpine Tavern) Atlantic City, nc.
Sterney, George: (Coq Rouge) NYC, nc.
Stoefler, Wally: (Belvedere) Baltimore, h.
Story, Lew: (Graemere) Chi, h.
Straeter, Ted: (Monte Carlo) NYC, nc.
Strong, Benny: (Mayflower) Akron, O., h.
Sylvester, Bob: (Hollywood) Kalamazoo, Mich., nc.

AD
Sylvio, Don: (Bertolotti's) NYC, nc.
AE
Tan, Jimmie: (Kaufman's) Buffalo, nc.
Teagarden, Jack: (Casa Manana) Los Angeles, b.
Terry, Frank: (McVeen's) Buffalo, nc.
Thompson, Ken: (Villa Moderne) Chi, r.
Trace, Al: (Ivanhoe) Chi, nc.
Treater, "Pappy": (Blackhawk Grill) Chi, c.
Trini, Anthony: (Greenwich Village Inn) NYC, nc.
Tucker, Orrin: (Aragon) Chi, b.

AF
Unell, Dave: (Alabam) Chi, nc.

AG
Valero Sisters: (Rainbow Room) NYC, nc.
Varrol, Tommy: (Club Ball) Brooklyn, nc.
Varz, Eddie: (Providence Biltmore) Providence, R. I., h.
Venuti, Jimmy: (Hopkins Rathskeller) Phila, nc.

AH
Walters, Lee: (Casanova) Detroit, nc.
Weeks, Anson: (Queens Ball, Strawberry Festival) Humboldt, Tenn., 8.
Wendell, Connie: (Gormly) Lake Charles, La., nc.
Wesley, Leon: (Conga Club) Los Angeles, nc.
Williams, Sander: (Astor) NYC, h.
Wilton, Barry: (Rainbow Grill) NYC, nc.
(DuPont) Wilmington, Del., 6, h.

AI
Young, Eddie: (Greystone) Detroit, b.

BA
Young, Eddie: (Greystone) Detroit, b.

BB
Young, Eddie: (Greystone) Detroit, b.

BC
Young, Eddie: (Greystone) Detroit, b.

BD
Young, Eddie: (Greystone) Detroit, b.

BE
Young, Eddie: (Greystone) Detroit, b.

BF
Young, Eddie: (Greystone) Detroit, b.

BG
Young, Eddie: (Greystone) Detroit, b.

BH
Young, Eddie: (Greystone) Detroit, b.

BI
Young, Eddie: (Greystone) Detroit, b.

BJ
Young, Eddie: (Greystone) Detroit, b.

BK
Young, Eddie: (Greystone) Detroit, b.

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

Bands on Tour--Advance Dates

AL KAVELIN: Riverside Park, Dayton, O., May 9-11; Coliseum, Uniontown, Pa., 13; Rialto, Greensburg, Pa., 15; Capitol Theater, Franklin, Pa., 16; Oberlin University, Oberlin, O., 17; Palisades (N. J.) Park, 24-25.

BOB CROSBY: Hershey Park, Hershey, Pa., May 30; Sunnybrook Park, Pottstown, Pa., 31; Steel Pier, Atlantic City, June 1.

JOHNNY HAMP: Palisades (N. J.) Park, May 5 (week).

BUNNY BERIGAN: Palisades (N. J.) Park, May 17-18.

TOMMY TUCKER: Palisades (N. J.) Park, May 30 (week).

RAYMOND SCOTT: Luna Park, Coney Island, N. Y., May 29 (week).

ANSON WEEKS: Strawberry Festival Ball, Humboldt, Tenn., May 8; Club Trocadero, Henderson, Ky., 10-23; Turner Hall, Belleville, Ill., 24.

BILLY BAER: Madison Theater, Madison, Wis., May 13-14; Capitol Theater, Davenport, Ia., 16-19; Paramount Theater, Cedar Rapids, Ia., 23.

TED WEEMS: Meadowbrook Country Club, St. Louis, May 23 (two weeks); Spring Lake Park, Oklahoma City, June 7 (two weeks); Blue Moon Cafe, Wichita, Kan., June 21 (two weeks); Lakeside Park, Denver, July 7 (three weeks).

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Olson, Hem: (Hollywood Beach) Hollywood, Fla., h.
Onesko, Senya: (Commodore) NYC, h.
Orlando, Don: (Chez Paree) Chi, nc.
Otte & Fields: (Vendome) Evansville, Ind., h.

P
Page, Paul: (Heidelberg) Jackson, Miss., h.
Panchito: (Versailles) NYC, nc.
Panchito: (Ben Marden's) Fort Lee, N. J., ro.
Farfury, Joe: (Belmont Plaza) NYC, h.
Parodi, Wilbur: (Le Montparnasse) NYC, nc.
Parrish, Charlie: (Harbor Club) Muirkirk, Md., nc.
Parsons, Lorin: (Book-Cadillac) Detroit, h.
Pastor, Tony: (Lakewood) Mahanoy City, Pa., 8, p; (Brown Univ.) Providence, R. I., 9; (Hershey) Hershey, Pa., 10, p; (Univ. of N. C.) Chapel Hill 16-17.
Pearl, Ray: (Arcadia) NYC, b.
Pencil, Charles: (Zimmerman's Hungaria) NYC, re.

Q
Perez, Milo: (Palmer House) Chi, h.
Peters, Oscar: (Senator) Atlantic City, h.
Petti, Emile: (Savoy-Flaza) NYC, h.
Pollack, Ben: (Sherman's) San Diego, Calif., c.
Powell, Walter: (Lantz's Merry-Go-Round) Dayton, O., nc.
Prussin, Sid: (Diamond Horseshoe) NYC, nc.

R
Quartell, Frank: (Colosimo's) Chi, nc.

S
Ramos, Bobby: (Colony) Chi, nc.
Ramos, Ramon: (Drake) Chi, h.
Ravel, Arthur: (Belmont Plaza) NYC, h.
Read, Kemp: (Radio Sta. WNBH) New Bedford, Mass.
Resh, Benny: (Bowery) Detroit, nc.
Riley, Mike: (Hout Glass) Newark, N. J., nc.
Rizzo, Vincent: (Walton) Phila, h.
Roberts, Red: (Wayside Inn) West Springfield, Mass., ro.

T
Rocky River Ramblers: (Country Kitchen) Glenwood, N. Y., nc.
Rogers, Dick: (Roseland) NYC, b.
Rosello, Jack: (Monte Carlo) NYC, nc.
Roth, Eddie: (Alabam) Chi, nc.
Russin, Babe: (Hickory House) NYC, nc.

U
Sanabria, Juanito: (Havana-Madrid) NYC c.
Saunders, Hal: (St. Regis) NYC, h.
Saunders, Red: (Club DeLisa) Chi, nc.
Schooler, Dave: (Rogers Corner) NYC, nc.
Scott, Raymond: (Earle) Phila, t.
Senators, Four: (Onondaga) Syracuse, N. Y., h.

V
Shaw, Maurice: (Chateau Moderne) NYC; nc.
Shelton, Dick: (Van Cleve) Dayton, O., h.
Shepard, Eddie: (Park Casino) Phila, nc.
Shevlin, Pat: (Evergreen) Phila, nc.
Siegel, Irving: (Nathel Hall) Medford, Wis., b.
Silhouettes, Four: (DeWitt Clinton) Albany, N. Y., h.

W
Siry, Larry: (Ambassador) NYC, h.
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.
Sless, Alvin: (Embassy Club) Albany, N.Y., nc.
Smith, Joe: (La Rue) NYC, nc.
Smith, Stuff: (Kelly Stables) NYC, nc.
South, Eddie: (Cafe Society Uptown) NYC, nc.
Splier, Harold: (Park Lane) NYC, h.
Spirits of Rhythm, Four: (Recreation Center) Hollywood Calif., nc.

X
Spivak, Charlie: (Empire) Allentown, Pa., 7, b; (Loyala College) Baltimore 8; (Earle) Washington 9-15, t.
Stable, Dick: (Brunswick) Boston, h.
Stamois, Spiros: (L'Aiglon) Chi, re.
Sterling, Frank: (Alpine Tavern) Atlantic City, nc.

Y
Sterney, George: (Coq Rouge) NYC, nc.
Stoefler, Wally: (Belvedere) Baltimore, h.
Story, Lew: (Graemere) Chi, h.
Straeter, Ted: (Monte Carlo) NYC, nc.
Strong, Benny: (Mayflower) Akron, O., h.
Sylvester, Bob: (Hollywood) Kalamazoo, Mich., nc.

Z
Sylvio, Don: (Bertolotti's) NYC, nc.

AA
Tan, Jimmie: (Kaufman's) Buffalo, nc.
Teagarden, Jack: (Casa Manana) Los Angeles, b.
Terry, Frank: (McVeen's) Buffalo, nc.
Thompson, Ken: (Villa Moderne) Chi, r.
Trace, Al: (Ivanhoe) Chi, nc.
Treater, "Pappy": (Blackhawk Grill) Chi, c.
Trini, Anthony: (Greenwich Village Inn) NYC, nc.

AB
Tucker, Orrin: (Aragon) Chi, b.

AC
Unell, Dave: (Alabam) Chi, nc.

AD
Valero Sisters: (Rainbow Room) NYC, nc.
Varrol, Tommy: (Club Ball) Brooklyn, nc.
Varz, Eddie: (Providence Biltmore) Providence, R. I., h.
Venuti, Jimmy: (Hopkins Rathskeller) Phila, nc.

AE
Walters, Lee: (Casanova) Detroit, nc.
Weeks, Anson: (Queens Ball, Strawberry Festival) Humboldt, Tenn., 8.
Wendell, Connie: (Gormly) Lake Charles, La., nc.
Wesley, Leon: (Conga Club) Los Angeles, nc.
Williams, Sander: (Astor) NYC, h.
Wilton, Barry: (Rainbow Grill) NYC, nc.
(DuPont) Wilmington, Del., 6, h.

AF
Young, Eddie: (Greystone) Detroit, b.

On the Records

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.

By DANIEL RICHMAN

JAN SAVITT (Victor 27382)

We Go Well Together—FT; VC. Horizon—FT.

SAVITT returns to the Victor label with this release after a lengthy period of time spent cutting sides for Decca. And with his return to his former waxing affiliation is a noticeable reverting back to the style that Savitt originally emphasized some time ago, but which he had been foregoing of late, at least insofar as his last Decca pressings were concerned. The style, of course, is the shuffle rhythm that has been limited to only a couple of other bands besides Jan's, Henry Busse and Lou Breese.

The shuffle beat is emphasized on side A here, and as always, it's a strong invitation to roll back the rug and dance. The band, which is billed on this label as Jan Savitt and His Top Hatters (another return to a previous format), as against the Decca "and his orchestra" tag, sounds solid and expert, and an imposing vocal department consisting of Jack Palmer and the Toppers does a couple of choruses in Tommy Dorsey-Pied Pipers style. Reverse offers no wordage, but follows an interestingly scored and well-played manuscript thru three instrumental minutes. Shuffle isn't as pronounced here, with conventional swing figures and solos alternating with weird, effective arranging touches.

It's a bit questionable whether or not Savitt's current standing with dance band fans is strong enough to carry a 50-cent label, inasmuch as Jan has not had a great deal of consistent air time of late. Perhaps with records containing as much quality as this initial platter does he will be able to build with disk buyers to the point where the half-dollar tariff will not matter.

SONNY DUNHAM (Bluebird B-11124)

Might Lak' a Rose—FT. I Understand—FT; VC.

ANOTHER new addition to the Victor roster, this time on the 35-cent Bluebird label is Sonny Dunham, trumpet star about whose new band the music trade is showing signs of enthusiasm. This first disk showcases the leader's horn virtuosity on both sides, with his ability particularly highlighted on the A side semi-classic. The high, rich tone and flawless instrumental technique Dunham brings to his instrument will undoubtedly attract attention to his recorded work, but unfortunately the band performance here will let down the favorable impression engendered by the solo trumpet.

Especially on the second side are things messed up thru an arrangement that tries so mightily to be different and unusual that it falls flat on its face from the exertion. Scoring can make its presence felt without striving to be so out of the ordinary that it's disconcerting; one modulation in particular on this side is eyebrow-lifting in its attempt to create interest thru doing the unexpected. Best part of the band, at least judging from this first recorded effort, is its beat; there's much danceability in the tempos Dunham sets.

Ray Kellogg, making his recording along with the band, does his regulation vocalist chore on the B side in regulation manner. Singer doesn't show much from this initial hearing, but, as in the case of the whole crew, the material seems to be there with which to do things. But it will take much more cogent handling to bring it out to its fullest advantage than is shown here. As it stands now, it's Dunham's trumpet alone that rates a second hearing.

DICK KUHN (Decca 3723)

Wild Flower—FT; VC. Bambalina—FT; VC.

KUHN has one of the finest small aggregations in the band field, and his work with a five-piece combination has long been appreciated as some of the best of its kind emanating from cocktail lounges and spots of that category. His has been one of the few small outfits of its type to play dance remote broadcasts, and now he achieves the added distinction of becoming a recording leader.

Which makes it all the more unfortunate that these first two sides don't half do justice to this miniature ork. Selection of two outmoded songs—both of which were fine in their own day and age, but which have since become distinctly corny—is largely to blame, for even a full-size swing outfit would run into difficulties making these old-fashioned musical comedy tunes sound like 1941 dance music. Kuhn plays them rhythmically, brightly, and interestingly for a small combo, but the ditties are too much for him, and his band fails to show up in the favorable light that has illuminated it in person and on the air.

Leader plays tenor sax, and well, and other solos on these sides include piano, accordion, and guitar. All are nicely done, except for a recurrent piano break on side A that is far too repetitious, but the out-dated rhythm inherent in the songs militates greatly against the band's performance. A vocal trio takes both lyrics adequately.

AL DONAHUE (Okeh 6159)

Torna a Surriento—FT; VC. You're a Double Lovely—FT; VC.

Donahue attacks the familiar Italian song on side A in a different way than that used by Woody Herman on a recent release. Whereas Herman sang a new Tin Pan Alley lyric, Donahue has his vocalist, Phil Brito, warbling the original Italian words, and the result is highly effective. Tempo is slow, and both Brito's interpretation of the words and the band's delineation of the melody are done with considerable warmth and feeling. Contrast is supplied by the backing whereon Donahue does a medium jump tune cleanly and well, and Dee Keating sings an okeh swing vocal. There's a lot on this disk for everyone's 35 cents.

TOMMY DORSEY (Victor 27392)

I Love It So—FT; VC. You Betcha My Life—FT; VC.

Dorsey brings forth another in his increasingly long string of extremely listenable recordings. Side A is all vocal, Paul Mason wailing in a corn-fed voice about his inability to sing licks like the Pied Pipers; lyric has some clever patter stuff, particularly the bit that has Mason trying to imitate the Pipers. Plattermate is a rhythmic ditty that highlights Connie Haines in a well delivered vocal. Song itself is only fair, but the Dorsey-ites and Miss Haines make it sound excellent.

(See ON THE RECORDS on page 75)

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Claude Thornhill

(Reviewed at Glen Island Casino, New Rochelle, N. Y.)

AFTER engagements on the Coast, Thornhill has his first major location at this band-building spot, and the favorable comment evoked within the trade by the new crew with which he opened here is definitely justified. As one of the top arrangers in the business, Claude would be expected to head an outfit whose prime qualities are musicianship and an unsteretyped style, and it is these things, particularly the latter, that have produced the lavish trade encomiums.

The one question-mark, however, in any appraisal of the outfit's future is based upon just that virtue of distinction that has the music crowd enthusiastic. The excellence of the musical output and the admirable (from an artistic standpoint) desire to avoid unoriginal, conventional scoring are so highly developed that they may be entirely lost upon the cash customers who in the final analysis determine a band's future. The dance devotees who lifted Glenn Miller to the heights may not have understood at first just how he got his reeds to sound the way they do, but it was a solid, easily recognizable, and constant style that was potentially listenable.

Thornhill's musical virtue, which might be his commercial drawback, lies in far more subtle, technical scoring touches that at times are over the heads of the average dance band fan. Using six reeds, three trumpets, two trombones, drums, bass, and guitar, with himself at the piano thruout, Claude stresses an abrupt, now-soft-now-loud style, tossing the melodic lines from the brasses to the reeds to his own piano and back again with a precision and a cleanliness that are surprising in a new band (and that could happen only in a crew headed by an arranger). And to emphasize the musicianly quotient, many of the ork's specials are dance arrangements of things like *Traumeret*, *O Sole Mio*, and *Glow-Worm*, rather than original swingers.

There's no question of the band's listenability—the six clarinets in particular are ear-compelling in their almost symphonic proportions—and its danceability, achieved thru fine beat and drive. Thornhill's keyboard work is superb, and Irving Fazola's featured clary stands out as always. Vocal department is the weakest link, Betty Claire doing a nice enough job of rhythm warbling, but held down because of most of the wordage going to balladeer Dick Harding. Latter has a pleasant voice, but sings with absolutely no expression or personality.

thus rendering his choruses entirely meaningless.

From a musician's viewpoint, this band is one of the finest to come along in the past year, but the musician's viewpoint isn't always enough. Showmanship and a certain percentage of conventional, commercial swing and sweet are needed so that the j-bugs and their saner dancing colleagues can ascertain thru comparison if a band is better than its competitors, and then react accordingly. Thornhill's is unquestionably better than a lot of its competitors, but it's to be wondered whether or not the boys and girls are going to appreciate that fact behind all the unorthodox subtleties.

Richman.

Hank Winder

(Reviewed at the Pla-Mor Ballroom, Lincoln, Neb.)

PATTERNED after his old boss's unit, Winder ork specializes in music of the Russ Morgan style. It's only a fortnight old and is the newest offering in this territory by the Vic Schroeder office.

Winder is quite different from most of the territorial men in that he's loaded with waltzy, moderate tempoed sway music, and has little to give in the jump bracket. His own trombone is a sweet, moaning instrument which traces the Morgan wall almost to perfection.

Lot is made of Winder's two-bass arrangement, and it does a great deal toward underlining the rhythm. Pud Moel is on the bass horn and fiddle, with backing by Ken Kenneth, on a sax bass. The regular set-up has four saxes (including the bass), two brass, and three rhythm. Winder makes it almost solidly three brass by horning in with his slide all the time. Songs are by Moel, who has a gentle voice, with lulling quality.

Comment from dancers in this spot, which is long on patronage from the jump preference, was mixed on the first hour, but once used to the style a definite pick-up in approval was noted. It was Winder's first night here, and he is on trial in the territory at the moment. Looks as tho he's going to make it easily and become standard hereabouts.

Oldfeld.

Benny Strong

(Reviewed at Hotel Gibson Rathskeller, Cincinnati)

STRESSING four-point harmony with lots of body, the band's sweet style and precision rhythm are ideally adapted for this type hotel room, which, due to its meager acoustical qualities, does not permit blastings of noisy brass.

Coming here originally for four weeks with options, the Strong lads caught on in a hurry, with the result that they remained 15 weeks, ending April 18, the longest stay ever enjoyed by a traveling band in this spot.

Toting sound arrangements, crew sports a varied library, including a liberal smattering of the Latin tunes and oldies. Boys also contribute good glee club work. Instrumentation is three brass, three sax, and three rhythm, with the celeste and electric guitar as extras. Good balance is noticeable in all departments.

Personable Strong shows up well on the front, not only with his handling of the band but with the attention given the customers. Also does a satisfactory job on the warble end. Other straight vocals are handled by Elwood Carl, Ben Ribble, and Vernon Lodge, all of whom do an acceptable job. Bernie Press handles the comic lyrics ably and takes the stick during the floorshows when Strong emsees.

All in all, it's a sound, all-round combo that Strong has whipped up.

Sachs.

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation, and general listening appeal, rather than the musical ability of the bands reviewed.

By HAROLD HUMPHREY

Chuck Foster

(Hotel Biltmore, Los Angeles, NBC Blue Network, Sunday (27), 12:05-12:30 a.m.)

SHOT was set off from the run of the remotes by a versatile library, and, on top of that, was conducted by maestro Foster in an unorthodox fashion. Leader does most of his own announcing of the tunes, usually waiting until the first few bars have been knocked off by the ork, then bringing it in as a straight announcement. His manner is offhand and okeh because of it.

Band is sweet and smooth in its renditions. Stress is given the reed section in nearly all of the arrangements. A nice rhythmic beat saves it from the saccharine groove usually prevalent with such orks. Gal vocalist Dorothy Brandon h'ts off a good job on the song end. Sax man Jimmy Castle came in for a couple of songs, too. On one ditty, *Friendly Tavern Polka*, the Three D's (Dick, Don, and Dot) warbled the lyrics.

Foster didn't hew to the pop line, but threw in *Mexicali Rose*; his own composition, *I've Been Drafted*, and the novelty,

Chopsticks, played by Hal Pruden, the pianist. Also tossed off a rumba. Hepsters would push off this remote as corny, but commercially it was good.

Charlie Teagarden

(Donahue's, Mountain View, N. J., Mutual Network, Tuesday (29), 11:45-12 a.m.)

BROTHER Teagarden was a brave boy to preem his new band in a spot with important net air time, but evidently he knew what he was about. Ork listened well thruout the 15-minute shot. Usually it's a half-hour remote, but on eve caught CBS must have slipped somewhere on its scheduling.

Band started off with a composition titled *Gone With What Wind*, a hot number which showed off the Teagarden trumpet and the entire aggregation to great advantage. Ork plays a real driving rhythm on this kind of stuff. Remaining three numbers were pop ballads, all well done, but sort of a let-down to the listener after the first arrangement. Band is solid and full thruout, however, and, after a big library is built

up, it will no doubt smooth out such situations.

Gloria Faye is the vocalist, and handles her duties with all the necessary requirements. Standout feature of her delivery of the lyrics is her distinct enunciation. Gives 'em plenty of oomph, rather than the slurry torch schmaltz.

League Backs Down on Suit Against Dramatists; Basic Agreement Talks Re-Opened

NEW YORK, May 3.—The monopoly suit instituted by the League of New York Theaters against the Dramatists' Guild has been withdrawn from the Supreme Court. Instead, conferences will be held between the League and the Guild in order to iron out existing disagreements on the basic agreement between these two organizations.

The decision on the part of the League to discontinue the suit was made at a League meeting on April 21 on the condition that the Guild would agree by April 28 to fix a date for a conference to reopen negotiations on the basic agreement. On Thursday (8) representatives of both organizations will meet and reopen discussions.

This decision of the League was made at the same meeting (April 21) at which the petition, drawn up by Herman Shumlin and supported by Sam H.

Harris, Max Gordon, and others, was brought up. This petition requested the discontinuance of the monopoly suit on the ground that it was filed without the consent of the majority of the members of the League.

Immediately after the suit was filed the Playwrights Company, Howard Lindsay and Russel Crouse, and George Abbott all resigned from the League, since they were also members of the Guild. At press time none had yet indicated whether or not they intend rejoining the League now that the suit is a thing of the past.

According to a release issued by the League, it is "pleased to be able to report that resort will be made to discussion rather than litigation, as it is felt that this medium is the one more likely to bring about a lasting agreement between members of both groups."

Boland Weak on Coast

SAN FRANCISCO, May 3.—Meet the Wife, with Mary Boland, rang up a poor \$14,000 for the Curran at close of two weeks' run (26). Show left for a series of one-night stands in other California cities.

House is preparing to open the annual spring light opera festival produced by the Los Angeles Civic Light Opera Association with *Naughty Marietta* May 19. Other operettas are *Rito Rito*, *The Chocolate Soldier*, and *Cabin in the Sky* with Ethel Waters and her New York company.

Joe E. Brown will have the leading comic role in *Rito Rito*.

Critics Get a Law

ALBANY, N. Y., May 3.—Governor Lehman this week put his stamp of approval on the Davidson Bill, which forbids the proprietor of a legitimate theater, burlesque theater, music hall, opera house, or circus to refuse admittance to or eject patrons from their houses except on the ground of disorderly conduct. The law is intended to remove restriction of critics placed by some theater managers. It provides civil penalty, fine, and imprisonment for violation.

Cowbarns Start Slowly; Org of Mgrs. Formed

NEW YORK, May 3.—With all indications pointing to a slow summer theater season as compared with last year, managers of a number of cowbarn theaters have banded to form an organization to protect the mutual interests of the various companies.

The organization, according to reports, will be strictly a group to promote cooperation. There will be no rules laid down as to how the playhouses are to be run, and, according to present claims, the outfit is definitely not out to get changes in Actors' Equity cowbarn rulings.

Among the reasons why cowbarns will not be as plentiful this year as last is the fact that so much money was lost last year. Also, rentals being asked by the owners of the playhouses are way beyond reach this year, it is claimed.

There is one theater in a small town in Pennsylvania, seating 500 people, with the top price scale set at \$1.10, for which the owner is asking \$250 per week with a 12-week guarantee. The Deertrees Theater in Harrison, Me., operated last year by the late Bela Blau, according to reports is asking \$5,000 rental for the season. However, it is understood that the owners would prefer to sell the house, with the sale price set at \$70,000.

Milton Stiefel, operator of the Ivoryton (Conn.) Playhouse, was elected president of the cowbarn managers' organization; Richard Aldrich, operator of Cape Players, Dennis, Mass., vice-president; William C. Miles, treasurer, and John J. Wildberg, secretary and counsel. As yet the group has not chosen a name, but it will be incorporated some time next week. The board of directors includes Virginia Dean, Theron Bamberger, Mrs. Walter Hartwig, John C. Wilson, and Guy Palmerton.

BOSTON, May 3.—Total of approximately 35 cowbarns expected to be in operation in New England this summer, most of them repeaters. Altho plans of some spots are not known yet, generally understood management in most cases will be the same.

As in the past, accent is expected to be on names—at least among the more established cowbarns. Pic names and legit stars were all over the section last year, and consensus is that most of them will be asked to repeat.

Most houses will commence operations on either June 23 or June 30.

Scrubbed 'Road' OK in Spfd.

SPRINGFIELD, Mass., May 3.—A much cleaned up version of *Tobacco Road* drew "very nicely" during the three days (28 to 30) it played at E. M. Loew's Court Square Theater here, House Manager Fred Marshall said. At the instigation of Mayor Roger L. Putnam, the script was purged after the Boston showing.

Police threatened to arrest any actor who uttered profanity in public on a stage and, after seeing the first performance here, cut the script again. The cast took the hurdles nicely and the show ran smoothly over the spots where the official blue pencil had scratched.

Advance sale was quite heavy, Marshall reporting \$3,000 worth of sales the day before the first performance. All four performances drew well, he said, with the matinee on Wednesday particularly pleasing.

Shuberts Lease Detroit House

DETROIT, May 3.—Lease on the long-dark Lafayette Theater by the Shuberts was confirmed this week, with possibility that the house may open for legitimate early this summer if local business and available attractions warrant.

Move is apparently based on the prospect of additional revenue from defense expenditures in this section, altho to date night clubs catering to potential legit patronage have not felt any important upswing of business.

SALISBURY, N. C., May 3.—Noel Houston's *The Marauder* has set the University of North Carolina campus and village a-buzzing. The psychological conflict between a daughter and father who are too much alike is the essence of the play, which portrays a rich part-Indian Oklahoma family facing present-day problems.

Philly Kid Try Looks Successful

PHILADELPHIA, May 3.—For the closing weeks of *Life With Father* at the Locust Street Theater management is continuing to set aside blocks of tickets in the orchestra on Monday and Tuesday nights for the pupils at the city's various high schools, sold at the balcony scale. Success of the experiment, reported earlier, finds the Philadelphia Theatergoers' Council placing the plan in the group's top plank for next season's planning.

Oscar Serlin, play's producer, encouraging the council in the plan, pointed out that there were approximately 250,000 young people of theater-going age in the metropolitan area of this city who had never had an opportunity to observe at first hand the qualities of the stage as a form of entertainment.

Coast Cowbarn Set

SAN FRANCISCO, May 3.—Charles O'Neal has taken over the Del Monte Hotel Theater for a summer season, pointed, of course, at Camp Ord attendance.

The first play will be given May 17—*The Road to Rome*, with Helen Gahagen and Henry Brendon in the starring roles. Other stars have promised to give time to the new venture, which may develop into a State summer circuit.

More Swung Shakespeare

PHILADELPHIA, May 3.—Another Shakespeare classic has been set to music, *Merry Wives of Windsor* getting a new lease as a modern musical comedy, *When the Cat's Away*. Adaptation is by Dr. Beaumont Bruestle, drama prof at Temple University here, with Charles Swier fashioning the score. Has its try-out at the hands of the Neighborhood Players, little theater group.

Alden, Pa., Cowbarn

PHILADELPHIA, May 3.—Territory here gains a new cowbarn this season. Instead of shuttering as usual in June, the Colonial Players at suburban Alden voted to continue activities thru the summer months, with shows to be staged during July and August. National defense needs, which may curtail vacation schedules, are advanced by the management as reasons for keeping the Colonial Playhouse in continuous operation.

Ams' Uncut "Hamlet" Clicks

ORONO, Me., May 3.—Maine Masque Theater production of *Hamlet*, presented in its uncut version in the Little Theater of the University of Maine here, had a phenomenally successful run.

At present there is no other legit theater in Maine, and the demand for tickets made it necessary for the show to be held over two weeks. Interest in legit has not died in this State; many people traveled over 200 miles to see the play.

Cowbarn Casting List

The following is a listing of summer theaters with Equity bonds posted:

Cape May Theater	Cape May, N. J., T. C. Upham
Drama Festival	Ann Arbor, Mich., Valentine Windt
Elitch's Gardens	Denver, Arnold Guertler
Hall Shelton Players	Cedarhurst, L. I., Hall Shelton
Indianapolis Stock Company	Indianapolis, Martin Burton
Lake Whalom	Fitchburg, Mass., Guy Palmerton
Lakewood Players	Showhegan, Me., Melville Burke
Mountain Park Casino	Holyoke, Mass., Carlton Guild
Red Barn Theater	Westboro, Mass., Rose Dresser and Robert Daggett

St. Louis Opera Company	St. Louis, Arthur Siegel
Sayville Theater	Sayville, L. I., Edith Gordon
Skaneateles Summer Theater	Skaneateles, N. Y., Virginia L. E. Franke
Stony Creek Players	Stony Creek, Conn., Ronald T. Hammond
Tamarack Players	Lake Pleasant, N. Y., Malcolm Aterbury
Theater-in-the-Dale	New Milford, Conn., Louis T. Toutsaint Jr.

Woodstock Players..... Woodstock, N. Y., Robert Elwyn

Jules Leventhal will operate the Windsor Theater, Bronx, New York; Flatbush Theater, Brooklyn, and possibly a theater in Newark.

The following theaters have been negotiating with Equity. Even tho at press time they had not yet posted bond, they definitely will operate.

Bass Rocks Theater	Glooucester, Mass., Martin E. Manulis and Henry Levin
Bucks County Playhouse	New Hope, Pa., Kenyon Nicholson and Theron Bamberger
Cape Players	Dennis, Mass., Richard Aldrich
County Theater	Suffern, N. Y., Jean Muir and Sanford Meisner
Hilltop Theater	Ellicott City, Md., Don Swann Jr.
Ivoryton Players	Ivoryton, Conn., Milton Stiefel
Lyric Theater	Richmond, Va., Hall Shelton
Maplewood Theater	Maplewood, N. J., Cheryl Crawford
Michiana Shores Theater Colony, Inc.	New Buffalo, Mich., John McMahill Jr.
Nuanguola Players	Nuanguola, Pa., Royal Stout
Ridgeway Theater Players	White Plains, N. Y., Julian Olney
Starlight Theater	Pawling, N. Y., Teddy and Isobel Jones

"Hellza" Road Company Pulls Big Grosses on "Dead" Road

CHICAGO, May 3.—*Hellzapoppin* road company headed by Billy House and Eddie Garr at the end of its 23d week had grossed more than \$650,000. It opens at the Auditorium here May 11. When the company started out on Election Night at Hartford, Conn., it was predicted that without Olsen and Johnson it would be a flop. The first night at Hartford drew \$3,791, the second \$6,417.

Outstanding example of the show's drawing power was the Louisville engagement. Show was booked into the Memorial Auditorium for Friday night and Saturday matinee and night. The President's Ball, sponsored by *The Courier-Journal* and starring Kay Kyser and his band, was held on Saturday night. In the face of this stiff opposition, *Hellzapoppin* played to \$11,627 for the three performances, and did \$4,622 the night of the ball. At the Coliseum, Evansville, Ind., the house scales \$4,302, but by placing circus blues in the auditorium to provide extra seats the show played to \$4,955 for one performance. In Pittsburgh, with Billy House working from a wheel chair because of illness, the show did \$28,986 on the first week and \$31,490 on the second.

Heavy publicity and exploitation have been handled by Sam Stratton, traveling three weeks ahead of the show; Edward

A. Johnson, advance agent, and Saul Richman.

Grosses for 35 of the towns played during the show's 23 weeks on the road are as follows: Hartford, Conn., two days, \$10,208; New Haven, three days, \$11,192; Montreal, one week, \$20,364; Toronto, one week, \$24,329; Worcester, Mass., one night, \$5,155; Utica, N. Y., one night, \$5,841; Rochester, two nights and one matinee, \$11,683; Detroit, 13 days, \$54,937; Toledo, one night, \$6,681; Saginaw, Mich., matinee and night, \$5,500; Flint, Mich., two days, \$8,148; Lansing, matinee and night, \$6,505; Indianapolis, three days (four performances), \$12,205; Evansville, one night, \$4,955; Louisville, two days (three performances), \$11,627; Cincinnati, one week, \$32,767; Pittsburgh, two weeks, \$60,478; Charleston, W. Va., two days, \$9,500; Nashville, one night, \$5,600; Atlanta, three days, \$13,000; Montgomery, Ala., one day, \$4,511; Birmingham, two days, \$10,075; Memphis, three days, \$18,000; Little Rock, one day, \$6,075 (house record); week which included Little Rock, Tulsa, Oklahoma City, and Wichita, over \$36,000; Amarillo, Tex., one day, \$4,008; Dallas, four days, \$17,411; Austin, San Antonio, Houston, and Beaumont, six days, over \$29,000; Shreveport, Jackson, Miss., and New Orleans, one week, over \$36,000.

FROM OUT FRONT

Extra! Critics' Circle Picks Good Play!

BY EUGENE BURR

THE news that the august Critics' Circle, in conclave duly assembled, picked Lillian Hellman's *Watch on the Rhine* as the best American play of the season was received with mingled emotions in this corner. It so happens that Miss Hellman's drama, despite the weak construction that marks all her work and the fact that its first two acts are made up mostly of boredom, is on the whole an excellent and powerful drama, sincere in purpose, honest in thought, and vividly exciting in its excellent last act. Thus, for the first time since they gave their original award to *Winterset* back in 1938, the critics have been guilty of naming as the best play of the season a drama that is really admirable—which is a cause for rejoicing as well as astonishment. But the critics have so constantly picked stupid, pretentious, and self-conscious hunks of egoistic schweinerel that the choice of *Watch on the Rhine* takes away one of life's comfortable props and causes me to suspect that something must be wrong either with Miss Hellman's play or my reaction to it.

If the Critics' Circle is going to start giving its award to really good plays, how can we be sure that tomorrow morning the sun won't rise in the west?

NOT that this corner, if it had had a say in the Circle's deliberations, would have voted for *Watch on the Rhine*. Tho I vastly admire its sincerity and the tremendous power of its last act, I feel that its lack of adequate construction disastrously weakens it as a play, and that even its message is somewhat clouded for one reason or another—some of them beyond Miss Hellman's power to correct, since they have to do with the penalties of speaking freely in a country "dedicated" by its officials to the task of bringing freedom of speech to all the world.

As a matter of fact, it would be unpleasant to be pinned down to naming the one best play of the current season—a season that has had no really outstanding play presented. If I had to name one I suppose it would be *Arsenic and Old Lace*, a finely written and certainly terrifically effective farce. *Arsenic*, of course, played no important part in the deliberations of the Critics' Circle; the boys, it seems, are a bit self-conscious about even suggesting the type of play that might conceivably dent their stuffy egoism. A self-conscious Jove would obviously feel foolish if he used his thunderbolts to honor mere laughter.

Arsenic and Old Lace, tho, probably carried out more successfully than any other play of the season the job it set for itself—and an entirely successful farce is, to this recalcitrant corner, a better play than a not-quite-successful tragedy. For that matter, true farce is infinitely harder to write than tragedy.

IN ANY case, tho, the naming of *Watch on the Rhine* indicates either that the Critics' Circle is getting smarter or that this corner has made a mistake about the play. For the sake of the critics and Miss Hellman, as well as myself, I sincerely hope it's the former.

The citation that accompanied the award, however, puts us back on more familiar ground. It says astoundingly little—merely, "To Lillian Hellman for *Watch on the Rhine*, a vital, eloquent, and compassionate play about an American family suddenly awakened to the danger threatening its liberty." Then, amplifying, most of those who voted for it described the drama as an anti-Nazi document. That it is anti-Nazi no one could possibly deny; but anti-Nazism is not its point. Its point is anti-totalitarianism and anti-oppression, whether that totalitarianism be found in Germany, Spain, Italy, Russia, England, India, or as a growing force in the government of the United States. And this last point is what makes the critics' citation so inadequate; for, if you read the rather obvious overtones of Miss Hellman's dialog, the danger threatening the liberty of her American family stems not so much from alien ideologies across the sea as from so-called American ideologies cropping up disastrously here at home.

That, is seems, is why she was so brilliantly right in placing the locale of her play just a few miles away from Washington.

There are other things in the play, too, that escaped the critics but seemed rather important to Miss Hellman. When notified of the award, her first comment was, "I'm glad this play is being done now, because there are things in it that I wanted to say. One of them is that there should not be any hatred for the German people as a people." It is precisely this attitude that shines like a cleansing flame thruout the drama—and it is precisely this that sets the play so far apart from such a hymn of hate as, say, *Flight to the West*.

IN CHOOSING the foreign play of the season the Critics' Circle grew more embarrassing than ever by choosing precisely the play that I'd have voted for. In this category, however, the vote was hardly a matter of choice—Evelyn Williams' *The Corn Is Green* was about the only foreign play produced here during the season that rose even to the level of competence. It's not of prize-play caliber by any stretch of the imagination; but because it possesses competence and intelligence it stands out like a mountain peak as the best of a bad lot.

Of reassurance to those who felt that the critics were overturning the established order of things was the announcement of the runner-up to *Watch on the Rhine*. This was William Saroyan's *The Beautiful People*, which, believe it or not, received six votes even on the seventh and final ballot. That's like the old days. A more incoherent, stupid, incompetent, and ineffective play than *The Beautiful People* should be hard for even Saroyan himself to conceive. I hope.

Incidentally, no one has yet explained to me how a "critic" who thinks one play the best of the season can, five minutes later, think an entirely different play the best of the season. Thruout the seven ballots, votes were switched from one play to another. It's all a bit confusing.

"Hellza" 9G in D. M. One-Nighter

DES MOINES, Ia., May 3.—*Hellzapoppin* grossed nearly \$9,000 at the Shrine Auditorium here April 27. Mrs. George F. Clark, manager of the Shrine, said almost 4,000 of the 4,200 seats in the house were sold for the single performance. Main floor was scaled at \$3.36 and was nearly sold out. Balconies ranged down to \$1.12, and extra chairs were added.

Only *The Time of Your Life* remains on the Shrine schedule, bringing to a close a successful season with record one-nighters for a number of shows.

Alfred Lunt and Lynn Fontanne hit the season tops with a near capacity of 4,200 on March 15, with gross estimated at close to \$10,000. *DuBarry Was a Lady*

played on Palm Sunday but still had a take in excess of \$7,000, according to Mrs. Clark.

Hedgerow Tryout

PHILADELPHIA, May 3.—Hedgerow Theater at suburban Moylan-Rose Valley lands a world preem for the opening of the cowban season. Has Henry Allen Vaux's new comedy, *Bride of the Moon*, on the boards for a May 19 unveiling. The opening and second night were completely sold out by April 29.

Atlanta Plans Big Season

ATLANTA, May 3.—As Ruth Chatterton closed the legit season for this year here Monday and Tuesday in *Treat Her Gently* Manager W. F. Winecuff has signed the Lunts, Al Jolson, a Ziegfeld revival, and a return engagement for *Hellzapoppin* for next season. It promises to be the best in local modern history.

American Actors' Co. Offers "Texas Town"

NEW YORK, May 3.—The American Actors' Company, a group of young players that presents a number of plays to subscribers each spring, started its 1941 season Tuesday night (29) by offering Horton Foote's *Texas Town* in a little theater back of a laundry on 16th Street. Last year the group operated in the West 60s, over a garage.

Texas Town, whose author is one of the members of the company, is a confused little play that shows flashes of keen observation and not much else. Based on the old, old theme of the muffling effects of a small town and the efforts of one dreaming lad to get away from them, it centers its three acts in the village drugstore and makes cutting observations upon the various types that pass thru. Mr. Foote grows effectively vicious at times, when he is dissecting a sex-crazy Southern belle, a possessive mother, or a drugstore cowboy, and, unlike most authors who treat of his theme, he also sees the human and sometimes kindly aspects of stagnant small-town life. But in presenting his various types he covers the warp and woof of his play with loose ends of plot-threads.

His central character, the lad who gets away, is straight from the stock room. He tries to convince his gal, who shares many of his ideas, that she should go away with him; his possessive mother ruins his chances for a job; the girl decides to stay at home and marry the loving and steady young drug clerk who loves her and believes in getting ahead in life, and the boy finally decides to go away anyhow. He goes, but almost immediately gets himself killed in an auto accident. This somehow convinces the girl that he was right and, at the same time, allows her to make a free choice between leaving the town and staying—just why is never made clear. And the death also has the effect of making an old doctor who advised the lad to go feel that he was wrong to so advise him, which adds an additional note of confusion to Mr. Foote's theme.

The direction of Mary Hunter is strangely uneven, being at its worst when it allows flagrant overplaying in a number of the character parts, and at a very excellent best when it brings sympathy, understanding, and tenuously quiet yet gripping effect to some of the more intimate scenes. The playing follows the same general lines, with a number of the young actors called on to fill the numerous character roles going painfully haywire, and with a number of others doing beautiful jobs. Among the latter are Dwight Marfield, who does excellent work as a defeated oldster; Casey Walters, as a drugstore cowboy, and Fredrick Campbell, as a pop-drinking judge. Bettina Prescott is pretty as one of the belles, but insists on speaking in an almost constant squeal. Roland Wood hurts the effect of his old doctor by turning it almost into a vocal impersonation of Lionel Barrymore.

Two of the three chief parts are excel-

BROADWAY RUNS		Performances to May 3 Inclusive.
Dramatic		Opened Perf.
Arsenic and Old Lace (Fulton)	Jan. 10	131
Beautiful People, The (Lyceum)	Apr. 21	16
Charley's Aunt (revival) (Cort)	Oct. 17	228
Claudia (Booth)	Feb. 12	94
Corn Is Green, The (National)	Nov. 26	183
Doctor's Dilemma, The (Shubert)	Mar. 11	68
Johnny Belinda (Longacre)	Sept. 18	262
Life With Father (Empire)	Nov. 8, '39	622
Man Who Came to Dinner, The (Music Box)	Oct. 16, '39	648
Mr. and Mrs. North (Belasco)	Jan. 12	128
My Sister Eileen (Biltmore)	Dec. 26	148
Native Son (St. James)	Mar. 24	48
Old Acquaintance (Morosco)	Dec. 23	152
Out of the Frying Pan (Windsor)	Feb. 11	95
Separate Rooms (Plymouth)	Mar. 28, '40	485
Tobacco Road (Forest)	Dec. 4, '38	3141
Watch on the Rhine (Beck)	Apr. 1	39
Musical Comedy		
Lady in the Dark (Alvin)	Jan. 23	116
Louisiana Purchase (Imperial)	May 28	391
Meet the People (Manfield)	Dec. 25	149
New Hellzapoppin (Winter Garden)	Dec. 11, '39	584
Pal Joey (Barrymore)	Dec. 25	149
Panama Hattie (46th St.)	Oct. 30	214

Take Action To Prevent More Bans by Minneapolis Mayor

MINNEAPOLIS, May 3.—Minneapolis Junior Association of Commerce was asked to use its influence to prevent Minneapolis officials from banning shows from the city, following a meeting with the JAC board of directors at which excerpts from the boudoir scene of *DuBarry Was a Lady* were read. *DuBarry* was banned here several weeks ago on order of Mayor George E. Leach.

George E. Murk, Minneapolis Musicians' Union president, spoke. Board members present indicated the only fair thing to do would be to notify shows which were to be banned far enough in advance so that they would not incur expenses here. The motion was referred to the association's music and drama committee.

Very Gently Indeed

NASHVILLE, Tenn., May 3.—Local theatergoers took Ruth Chatterton at her word April 25 and treated her very gently, to the tune of slightly over \$400 gross for a one-night performance of *Treat Her Gently*, at Ryman Auditorium. Top was \$2.75.

lently played, William Hare offering such an understanding and straightforward performance as the drug clerk that he almost overbalances the play's values by corraling all the audience sympathy, and Loraine Stuart, a charming actress with a beautiful speaking voice, playing the girl with delicacy, insight, and great honesty. Author Foote himself tackles the role of the lad who wants to leave town and does no better with it in the acting than in the writing.

Eugene Burr.

AUTHORS AND ARTISTS GUILD

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Director-General

BEN JACOBSON
President

RUTH SIMON
Authors and Artists
Representative

1650 Broadway
New York City

Suite 506-07

Phone: Circle 5-9730

Registration for membership begins May 9, 1941. NO FEE.

All performers at that time will receive a membership card entitling them to preference for all shows, plays and units produced through this office.

Our affiliations are with SCREEN, STAGE, RADIO and NIGHT CLUBS.

Out of town talent please communicate at once.

Garden Pier Theater, Atlantic City, N. J., under lease by this Guild to and including April, 1942, and to be operated by Mr. Ben Jacobson, will open about the middle of June playing all Broadway productions.

The first production presented by the A. & A. Guild will be *The Green Cup*, under direction of Mr. George Roland, opening early in September, 1941.

FEWER SUMMER SHUTTERS

Clubs Thruout Country Plan To Beat Seasonal Lull and Operate Year Round; Defense Dough Helps

NEW YORK, May 3.—A survey of the night clubs thruout the country indicates that the nitery industry is assuming year-round proportions, with fewer niteries shuttering for the summer this year than ever before.

One of the first to feel the effects of this revival is Miami, where approximately 15 clubs are planning to stay open thruout the season. The trend there became noticeable last year when an unprecedented influx of summer visitors kept many hotels and clubs open. It is expected that this summer's trade will exceed that of the preceding season, following an extensive campaign by Florida hotels and chambers of commerce to make the State an all-year-round resort.

Following the successful lead of Miami, the Broadway Association here has opened a campaign calling for nationwide exploitation with the slogan "Make New York Your Vacation City." Plans have been discussed by Robert K. Christenberry, president of the group and managing director of the Hotel Astor, with Mayor Fiorello La Guardia.

They plan to have 2,000,000 labels carrying the slogan distributed nationally. In addition, railroads and local theaters, night clubs, and organizations have agreed to include the slogan on all metered mail. There may also be a radio campaign.

The trend is also noticeable in the Midwest, especially in the industrial areas. Minneapolis, Cincinnati, Chicago, and other cities are hopeful that a sufficient amount of defense coin will be filtering thru to make summer stands profitable.

In Philadelphia several spots have already announced a determination to hold out for the summer.

Local operators are counting upon a sufficient influx to make a summer stay worth while. They also point out that, in contrast with the previous two summers, there will be no fair at Flushing to lure out-of-towners away from the Main Stem. Last year it was found that the fair lowered grosses at night

Barstow Associate Producer

CHICAGO, May 3. — Dick Barstow, formerly of the dance team of Dick and Edith Barstow, has been named associate producer of the Merriel Abbott Studios. Barstow has been a dance instructor and production assistant in the studios for over a year.

This puts him in charge of dance routines in the Palmer House shows, under Miss Abbott's direction. He is readying line numbers for the new revue, opening June 19, including a Spanish idea featuring Rosario and Antonio.

T. Loughran EMA Head

PHILADELPHIA, May 3. — Tommy Loughran was appointed president of the Entertainment Managers' Association, local org of licensed agents, to finish out the term of Jack Maser, resigned. Maser took over management of Jack's Restaurant here due to the ill health of his father, resigning as well from activity in the Lipschutz & Maser Theatrical Agency. His wife, Florence, fills his post in the booking office.

Enough All Day

CHICAGO, May 3.—Clubs and theaters here are frowning on Hitler and Mussolini impersonations, whether in straight or burlesque form. Managers say that customers hear enough of them all day without having to see them during their hours of pleasure. When Jack Marshall moved into the Chicago Theater the first things out from the act were his comical versions of the dictators.

clubs and theaters, since most of the visitors made a beeline for the fair.

They feel that the present campaign, while it may not create the focal point that the fair provided, is better for their purposes, since the accent is on Manhattan.

PHILADELPHIA, May 3.—Warm weather season has taken only one after-dark spot in its toll so far. Seasonal closing of only the supper room of the Hotel Philadelphia is in marked contrast to former seasons, when the hot spell signaled general shutdowns. Present indications are that every other in-town nitery will keep on going thru the summer.

Several of the bigger spots, such as Carroll's Cafe and Benjamin Franklin Hotel, normally shuttering in the summer, have installed air-conditioning to brave the heat waves. Summer activity is expected to gain impetus if present plans go thru for Joe Moss to take over the operation of the Park Casino. Deal is still hot, only money matters remaining to be settled.

Fire Pursues Unit— But Audience Laughs

NEWPORT NEWS, Va., May 3.—The jinx that pursued Sollie Childs thru an Atlanta hotel fire, destroying his personal possessions and hexing his new auto so it wouldn't run, was on his trail at the James Theater, where his *Femmes 'n' Fun* Company was in the midst of a two-day run recently.

The company's curtain caught fire during the show. Bus Riddick, stage carpenter, and Eddie Saunders, stage manager, saw the flame aloft just as a chorus girl glimpsed it, too. There was much scurrying about while the outer curtain came down with a rush.

With pandemonium backstage, Ross Lewis hurried out in front to try to calm the audience. But he might have saved himself the trouble, for the audience was cool. It thought it was all in the show.

The fire was extinguished in a few minutes.

Washington, New Boom Town, Keeps Sidewalks Out After 10; Nitery Business Up; Plenty Talent Used

WASHINGTON, May 3.—Strain on amusement places is being felt here since defense boom started. Downtown eating and drinking places are operating at capacity, and waiting lines of customers are frequently observed. No promise of relief can be seen, however, since government is gobbling up all available commercial space, taking over empty stores, apartment houses, and hotel floors for offices. Just this week W. & J. Sloane, exclusive furniture house, announced that it was turning over its five-story building to Uncle Sam, and that it would try to locate elsewhere in the city.

Building is going full steam, and tenants sign leases before the bricklayers quit working. It is difficult to see where new enterprise can locate without building. Resulting squeeze has benefited spots already established, and these are now cashing in. Before the boom it was rare to see people on downtown streets after 10 p.m. Now one can observe people in pairs or groups looking for amusement at midnight or later.

Theater box offices are showing better figures than formerly, but most noticeable pick-up has been reflected in the night clubs. Floor shows are now featured at the Shoreham Hotel, Helen Hamilton's Troika, La Salle Versailles,

First Nitery for Planes

HOUSTON, Tex., May 3.—Hubbard's is one of the unique night clubs in the United States. It is the only drive-in club which caters to airplanes.

The airplane taxis to a stop and a very lovely airplane-hop snappily supplies the viands and drinks, and away the plane taxis for another ride in the clouds.

Four A Employment Census; May Ask For Camp Project

NEW YORK, May 3.—The Four A's, thru its attorney, Paul N. Turner, has communicated with its affiliates to take a census of employment and unemployment.

It is believed that the results of this census may be used to ask Congress to provide a set-up similar to the Federal Theater Project. The argument may be that such a set-up could be used advantageously to provide free entertainment in army camps.

At Summer Casino, Havana

HAVANA, May 3. — Two new acts have been set for the Summer Casino, which takes the place of the Winter Casino, which closed in March. Contralto Ann Whitney will appear twice nightly thruout the summer.

Dance team, Cisille and Christian, who just arrived after a long season in Buenos Aires, will work the season at the Summer Casino.

Lancaster Club Budget Up

LANCASTER, Pa., May 3.—With a seasonal business pick-up during warm weather, Jack Greenfield and Bucky Shay, operating the suburban Green-Shay nitery, have upped floorshow budgets. New show is headed by Cass Franklin and includes Barry, Prince, and Clarke; Bartell Twins, and Grace Collins. Spot booked by Jolly Joyce, Philadelphia agency.

WILLIAM MORRIS AGENCY signed Judy Starr to a personal management contract in Chicago recently.

ARA Board To Mull Decision Limiting %

NEW YORK, May 3.—A special meeting of the board of governors of the Artists' Representatives' Association will be held Monday (5) to determine upon a course of action to offset Monday's (28) decision of the United States Supreme Court, which upheld the right of the State to limit commissions of employment agencies.

The ARA feels that the incomes of agents are jeopardized by this ruling. License Commissioner Paul Moss is now in a position to enforce the State law which limits fees to 5 per cent.

The Supreme Court decision is a reversal of a 12-year-old ruling which held that employment agencies can charge any commission agreed upon. The new ruling upheld a Nebraska law which limits the fee charged by an employment agency to \$2 registration and 10 per cent of the first month's earnings.

Yocum Denies Parent Tie

CINCINNATI, May 10.—Rube Yocum, of the Lamb-Yocum *Ice Revue*, in a phone call Thursday to *The Billboard* from Milwaukee, where the icer is current at the Schroeder Hotel, denied that Bill Parent, of the Frederick Bros.' Music Corporation, Chicago, has the Lamb-Yocum *Ice Revue* under contract for hotel bookings, as reported last week. "Parent has no connection whatsoever with the Lamb-Yocum unit," Yocum said.

Apollon-Shore Unit Set

CHICAGO, May 3.—A new unit featuring Dave Apollon and Willie Shore, emcee who recently played in *See My Lawyer* here, goes into the State-Lake week of May 9. Show is produced by Al Borde and, in addition to Apollon, will use other acts from the recently folded Ed Wynn show, *Boys and Girls Together*, among them Dick and Dot Remy and Lucienne and Ashour. Ruth Petty has the singing spot.

New Club—For Officers

HATTIESBURG, Miss., May 3.—Guy Landsdale and Herbert Katt are operating the new Flame night club. Owners says that club will be for civilians and officers only, despite fact that spot is within a few miles of Camp Shelby, "largest city in Mississippi." Bert D'Orsay and ork are on daily; Jean Kissinger is soloist.

Franklin Hotel All Year

PHILADELPHIA, May 3. — Garden Terrace of the Benjamin Franklin Hotel becomes the latest spot planning year-round operation. A contract was let out this week to air-condition the room.

This is the first season that a floor-show has been added.

George H. O'Neil, new hotel manager, is also using local bands instead of traveling.

Camp Show Petitions

INDIANAPOLIS, May 3. — Petitions signed by local performers are being circulated here asking the federal government to consider booking live talent into army camps either along with films or as independent shows.

The petitions were started by Miss Kay Keiser, a local booker.

St. Paul Clubs Change

ST. PAUL, May 3.—Al Coleman has taken over the Zephyr Cafe here and changed its name to Coleman's Bar and Cafe, following remodeling. Features floorshow and Paul Cooper's Rhythm Rascals, ork.

James O'Gara has taken over ownership of Rendezvous Cafe. Plans floor-show and music.

CLARIFY CANADA PAYOFFS

U. S. Consulate Advises Acts on Can. Contracts

NEW YORK, May 3.—The problem of American acts working in smaller spots around Montreal and Ottawa is becoming increasingly serious, with the registering of many beefs in regard to pay-offs, length of engagements, and working conditions. License Commissioner Paul Moss held a hearing at his office last month to air a complaint brought up by an act booked to Canada by a local agent but refused to make the hearing public.

A communication to *The Billboard* from Homer M. Byington, American consul general at Montreal, verifies the fact that numerous complaints are being received by his office from American performers. Byington points out that the troubles arise from the contracts which the performer gets from agents in New York. "The basis of the difficulty," he said, "lies with the person issuing the so-called contract in New York rather than with the night club in Montreal to which the performer is sent. There have been instances when the arrival of a performer has been a complete surprise to the owner of the night club in Montreal, since his agent in New York has not consulted with his principal in Montreal prior to sending the performer to this city."

Byington also revealed that the basis of most complaints is the absence of a binding contract. "The documents which are given to performers are invariably headed 'Contract,' but a careful reading of the document reveals that all parties waive responsibility for the fulfillment of the contract—except the performer."

The consul said that the "contract" often calls for an unlimited engagement, which the performer takes to mean several weeks of consecutive work. However, from the employer's point of view, the "unlimited engagement" contract may be fulfilled after one night's performance. The night club operator may therefore cancel the act within the terms of the contract.

Procedure Suggested

Byington suggested the following procedure so that a more satisfactory relationship can be maintained between American performers and Canadian employers:

1. Engagements in Montreal should be made thru reputable agents in New York.
2. The contract should be binding on all parties and should bear the signature not only of the performer and the New York agent but also of the employer in Montreal.
3. Contracts should be written in ink or on the typewriter and should be legal documents.
4. The contract should contain all clauses regarding the definiteness of the period of the engagement; whether it may be renewed at the option of either or both parties; whether payment is to be made in United States or Canadian currency; and the liability of the performer or the employer to pay for travel expenses to and from Montreal.

The consul points out that his office has tried to be of assistance to performers who have brought complaints to him, but little can be done in a majority of cases due to the absence of a binding contract. The performers have been referred to local attorneys, who charge a reasonable enough fee of 10 per cent of the moneys collected. Their success, in most cases, is the result of threats of lawsuits rather than of a sound legal basis.

Performer complaints have been lodged against a handful of smaller spots. No beefs have been lodged against spots like Tic Toc Club, Chez Maurice, Esquire, and Mount Royal Hotel.

The Montreal local of the American Guild of Variety Artists was recently suspended, the announced reason being that the local was not self-sustaining. Gerald Griffin, administrative chairman of AGVA, said that there were not enough American acts in need of servicing to warrant maintaining the local thru funds from the national office.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Thomson Gets Free Hand in Los Angeles Local of AGVA

HOLLYWOOD, May 3.—Kenneth Thomson, executive secretary of the Screen Actors' Guild, has been given permission by the executive board of the Four A's to take any action he sees fit regarding the administration of AGVA's local here. Present executive secretary of the local is Ken Howard, who was appointed by Hoyt Haddock.

Thomson, after he had received a petition that he take over, signed by 12 members of the AGVA board and Cliff Nazarro, president of the local, wired the Four A's board in New York advising them of the situation, and received the go-sign to proceed as he saw fit.

Several months ago similar permission was granted Thomson to investigate the San Francisco local, which was in financial difficulties and had failed to forward its per capita tax to the New York AGVA office. Thomson asked extension of these

powers to apply to the Los Angeles local. A constitutional point developed when it was discovered that action by the AGVA board in New York was necessary to certify Howard's appointment. An investigation is now being made to determine if such action was taken.

NEW YORK.—Four A's spokesman here affirmed the fact that permission had been given Thomson to take any action he saw fit regarding AGVA's Hollywood local, at a special meeting of the Four A's held Wednesday (30). It was said here that Howard's dismissal is imminent.

Okla. Outlaws' Bookings

CINCINNATI, May 3.—John Spears, who recently left the WLW Boone County Jamboree to pilot Al Clauser's Oklahoma Outlaws on theater dates, has the Outlaws set for the Rand Theater, Lynchburg, O., May 4; Grand, Georgetown, O., May 11; Crist, Loveland, O., May 13, and Pastime Theater, Owenton, Ky., May 21. The Clauser lads are heard twice daily over WCKY here. Other theater dates are being set in this area by Spears. In most houses the Oklahoma Outlaws appear in conjunction with the Gene Autry pic, *Rootin' Tootin' Rhythm*, in which they also appear. In a deal consummated by Spears today, the Clauser Outlaws will be a CBS shot via WCKY each Wednesday, beginning May 5, from 8:15 to 8:30 a.m.

WINNIPEG, May 3.—Beacon Theater here is continuing to use American acts. Esters and Esters, John Kanerva, Parker and Ardelle, and the Wittman Sisters have just concluded an engagement there.

Ice for S. A. But Not for Vaude

NEW YORK, May 3.—The first ice show to be booked in a South American casino is sailing May 9 to open at the Urca, Rio de Janeiro, May 24. The troupe will include Alex Hurd, Bill and Betty Wade, Douglas Duffy, Guy Owen and Maribel Vinson, and a line of seven.

The Casino is installing a rink 11 by 12 metres, using the refrigeration from the kitchen ice plant.

The show is estimated to sell for around \$1,600 weekly. The engagement is for six weeks. Set by the William Morris Agency.

Meanwhile it has been found impractical to send ice shows out to vaude houses. The Bill O'Brien show, *Ice Vanities*, which was to have been shayed down to vaude proportions, has called off its proposed vaude tour. One of the major reasons is the fact that the operation of the portable ice plant would have cost approximately \$2,500 weekly.

Another item causing cancellation of vaude plans is the fact that the show needs several days to make a jump and cannot be booked for consecutive weeks. It requires seven hours to freeze a surface sufficient for skating purposes. Additional time is also required to melt the ice and bring the tank into condition for transportation.

The unit was to have sold for \$6,500 weekly.

Liquor Board Hits 3 Phila Niteries

PHILADELPHIA, May 3.—State Liquor Control Board has cracked down, but hard, against three of the biggest niteries in town, in addition to almost a dozen of the smaller spots. Club Ball was cited to show cause why its licenses should not be revoked, with hearing set for May 6. Thomas F. O'Boyle and D. F. Scanlan, operators of the Cadillac Tavern, were ordered to pay a \$900 fine or forfeit liquor license for 90 days, starting April 30. Irvin Wolf's Rendezvous in the Hotel Senator was at the same time clipped for 45 days, lifted upon payment of a \$450 fine. All charged with after-hour sales.

Performers suffer most in the crusade, because ops usually have to shave down talent budget to cover the stiff fines or else shut doors entirely. No limit to the number of times a spot can be cited by the board.

Outdoor Amusement Field Boom Market for Theater, Club Acts

(Continued from page 3)

rate, but in the aggregate a tremendous number of people is employed. Season for an act may range anywhere from 8 to 20 weeks. Bulk of the talent for fairs is booked thru half a dozen offices, altho many other offices do a large business with the county fairs. Thruout the Middle West, where many of the larger fairs are located, the Barnes-Carruthers Fair Booking Association dominates the field. During the last few years the Music Corporation of America has operated in the outdoor field and each year has increased its bookings. In the East the George A. Hamid office, Frank Wirth, the William Morris agency, and various other offices provide considerable talent. In Chicago there are several offices that are active in the fair field, among them the Boyle Woolfolk-B. Ward Beam office, Charlie Zemater, Tommy Sacco, and Performers' Consolidated Attractions. The Gus Sun Agency, Springfield, O., serves a wide territory, catering mostly to the county fairs. Lew Rosenthal in Waterloo, Ia.; J. C. Michaels in Kansas City, and Jule Miller in St. Paul, all do an extensive regional business. A number of radio station artists' bureaus also book many attractions at fairs. Among the most active are WLS, Chicago; WHO, Des Moines; WLW, Cincinnati, and WTMJ, Milwaukee.

Most of the fairs, especially the larger ones, buy the greater part of their grandstand attractions as "package shows," obtaining the revue and acts from one office. Often, however, they purchase additional independent acts, and some fairs book their entire shows independently.

The number of night club and theater acts that will play fairs this season is large. The Barnes-Carruthers office will give employment to several hundred performers in its numerous revues, among which are *State Fair Revue*, *Americana*, *Belles of Liberty*, *Music on Wings*, and *Star Brigade*. Three producers—Ainslee Lambert, Dorothy Hild, and Dorothy Carlson—soon will be busy rehearsing talent for the shows.

Three producers will stage MCA's 1941 fair units. They are Sammy Rose, Dorothy Byton, and Edgar I. Schooley, all of whom have had extensive experience in producing for night clubs and theaters as well as outdoor shows. Among the innovations MCA will introduce is

a treadmill idea to be used in one of the Rose units. The office will have more bands and indoor acts at fairs this year than ever before. At the peak of the fair season MCA will have three units on tour—*Stars Over America*, *Cavalcade of Stars*, and the Sally Rand unit. Rand will tour with her own show and on certain dates will headline the *Stars Over America* show, which opens its season at the Tri-State Fair, Superior, Wis. A number of movie names will be set for single dates during the season. *Grandfather's Follies*, cafe unit now at the Blackhawk, Chicago, is being submitted for smaller fairs.

The Frederick Bros.' office will have a number of bands on the fairs. June Darling, of the Frederick Bros.' office, is booking talent for fairs and celebrations.

All of the William Morris agency's fair bookings are made from the New York office.

The Boyle Woolfolk-B. Ward Beam office will have two or three revues in the field, with Woolfolk and Beam as the producers. One revue will be titled *Hooray America*. Woolfolk will also book the Whitey Ford Radio Revue.

Tommy Sacco states that 90 per cent of his cafe acts, most of them novelties, will work fairs this year. Sacco's revue, *Fiesta*, will have several dancing and singing acts.

Radio's Contribution

Radio's main contribution to the fairs has been hillbilly acts, and in this field WLS, Chicago, and WHO, Des Moines, are among the leaders. Smaller units have proved effective at the county fairs.

Popularity of Latin American dance music has led revue producers to introduce the Latin angle into their 1941 shows to a greater extent than heretofore, and the trend may be expected to continue for several years. The patriotic angle also is being more strongly stressed, both in revue titles and in the shows.

With industrial plants thruout the country working at near capacity, fairs anticipate a record season, and most of them have increased their entertainment budgets and plan augmented grandstand shows. This will mean a largely increased market for acts, and indications are that performers will have one of the best seasons in years.

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SOCIETY SHOPS, 1053 Third Ave., New York City

Colosimo's, Chicago

Talent policy: Production floorshows at 8:30, 12, and 2; shows and dance band; relief band. Management: Dan Barone, manager; Geroge Pronath, producer; Paul Bergamini, host. Prices: \$2 minimum nightly; dinner from \$1.50; drinks from 60 cents.

No let-up in talent quantity in this old South Side nitery. The customers, particularly the week-end parties, have been trained to expect 80 and 90-minute revues and they never fail to get them. No less than nine acts are spotted on the new bill, augmented with a line of 12 girls in opening and closing production numbers.

Current line-up has Ralph (Cookie) Cook, Margo, Blake and Lambert, the Six Brucettes, Peppy and Peanuts, Frank Evers and Dolores, Phil and Penny Tucker, Marvella Myler, and Don Carini.

Evers and Dolores follow the opening line routine with a novel wire-walking act—an unusual night club sight. Once the contraption is set up, the turn moves with speed. Evers dances rumba, soft-shoe, and Russian numbers. Dolores, young and shapely, is seen in a barefoot hula and toe number.

Marvella Myler, swing singer and strutter, works in two spots. Ordinarily vocalist. Works with more rhythm as a dancer.

Phil and Penny Tucker are a cute, young, swing dance pair. Cash in on the modern jitterbug style. Okeh for niteries.

Blake and Lambert, young musical comedy singers, did *Sweetheart* and a medley of Strauss waltzes. Stayed over from the last show and doubled in the productions.

The Six Brucettes are alert girl acrobats, exhibiting flashily designed routines. Open with a military 'bit in briefs, two girls follow with a control specialty, and all return for a circusy finish.

Don Carini, operatic singer, dishes out a few semi-classical tunes in stock fashion. Peppy and Peanuts, nondescript jitterbug team, follow with equally nondescript dance and song caricatures. Man is tall and works in dead pan, and his partner, a diminutive blonde, is the more active assistant.

Cook, nut emcee, offers an eccentric soft-shoe turn with freakish high kicks. He, too, is a holdover. The customers go

Night Club Reviews

for his lunatic style.

Margo, nude dancer, appears in the finale in an effective radium number which is the highlight of a well-staged butterfly parade. The opening sees the girls in a spring routine, fittingly costumed.

Frankie Quartell continues to play dance and show music. The Harry Pooley band assists at intermissions.

Sam Honigberg.

Iceland, New York

Talent policy: Dance and relief bands. Floorshows at 8, 11:30, and 1:30. Management: Mike Larson, operator; Irving Zussman, press agent; Jack Mandel and Senia Gamsa, bookers; Sidney Sprague, producer. Prices: Dinners at 99 cents; drinks from 30 cents. No cover or minimum.

The new edition of the show here is a tremendous improvement over the previous ice show. The pacing by Sidney Sprague is smooth, and the talent, while kept within a not too generous budget, is well selected and makes for an entertaining display.

Danny White emsees, and contributes a special material number on finance firms. In his second spot he floored the house with a bit of comedy dancing which resulted in a big hand.

Leda and Paul Leshay are a good-looking ballroom pair, but unspectacular. All that is needed is a few sock tricks and some sharp editing in their waltz routine. Their carloca in native costume is a stand-out.

The Benton Twins offer an energetic song recital. Okeh on personality, voice, and looks, and got a nice reception with a trio of rhythm numbers.

Marcelle Clare in a flamenco costume does a cape number interspersed with Latin heel clicking. Registered well. Her cakewalk, done immediately after, is not only inappropriate for her get-up, but is also a weaker routine.

Jack Lane offers a refreshing novelty in his bird act. The birds push a miniature baby carriage, pull a chariot, revolve on a wheel, and finally spin a

merry-go-round. Lane works smoothly and nets a nice hand.

The Sprague line is one of the best around town. Six of the pretties are from the late *Hold On to Your Hats*. Their routines are polished and well executed. Do three numbers, all of them okeh. Their waltz with ostrich fans is a big applause builder. Their finale in Scotch rigs is a cute item and builds up to a flag-waver, with White singing *There'll Always be an England*. Ted Eddy does the show backing.

Joe Cohen.

Latin Quarter, Boston

Talent policy: Dance and show band, relief band. Floorshows at 7:30 and 11:30. Management: Lou Walters, proprietor; Eddie Risman, manager; Frank Cronin, publicity; Buster Kiem, producer. Prices: Dinners from \$1.50; drinks, from 40 cents. No cover.

What could have been a disappointing show was turned into a gem by the sparkling work of Emsee Harry Spear, aided by one good production number. Members of the show are doubling from the RKO-Boston Theater, where Proprietor Lou Walters had booked them as a unit.

An established fave in the Hub night field, Spear introduces the acts, clowns, imitates, gags, sings, and ad libs into a terrific performance. He is a capable, talented emsee who has the class and polish to carry off any situation. In the opening production, a minstrel number, he stops the show cold with an imitation of Eddie Cantor.

On next is Audrey Palmer, whose tapping gets attention. Her first number ended on an offbeat, and she immediately went into a slinky routine to the tune of *Begin the Beguine*.

In they were the Three Chords, who use gestures to keep up their sound impressions of bands and musicians. To this end they employ some violent calisthenics to simulate a bass player, etc. Boys work well and get a great hand, coming back for two encores.

Line comes back with a *Waltz in Springtime* routine and slides off leaving top-billed Mary Jane Moore and Billy

Revel front and centre. Their stint at show caught was far from good.

Spear comes on next-to-closing to hold down the spotlight for almost 15 minutes. Could have gone on and on. The finale which finds him singing *Mac-Namara's Band*, is this production number that rates a plug. With Spear dressed in a circus band leader's jacket leading the band around the stage, the line comes on in drum major costumes and each girl carrying a drum. Slightly military routine is used, with chorus boys carrying flags. It makes for a smash finish.

Music by Tony Bruno. Don Dudley plays relief. Mike Kaplan.

Butler's Tap Room, New York

Talent Policy: Show and dance band; floorshows at 11:30 p.m. and 2 a.m. Management: Harry Butler, owner; Frank J. Spoto, manager; Seth Babitt, press agent. Prices: Dinner, 85 cents to \$1.50; drinks from 35 cents; weekday minimum, 75 cents; week-end minimum, \$1.

For strictly a neighborhood dine-and-dancery, this spot manages to work up a fairly snappy floorshow that appeals to the burghers residing in the West 80's. Harry Butler has tried his best to pattern the spot after the more transient bistros downtown, and succeeds in a measure. But the entertainment appeal is purely local.

Spot employs the conventional bill of dancer, singer, emsee, and a line of six Boots McKenna girls. Edna Joyce, acro dancer, has an easy style and performs some nice leg work. Chirper Frances Leslie goes thru the paces with three songs delivered in average fashion.

Lenny Kent, who has been working this place off and on for the past three years, breaks his neck for laughs and works like a killer from the Catskills with songs, imitations, gags, and comedy bits. His material is predominantly blue and manages to draw some belly laughs. Florette Gilbert, a line gal, works in one number with him. Tony Knapp's four-piece ork dishes out the music.

Sol Zatt.

NICK LUCAS opens at the Golden Gate Theater, San Francisco, for a run with the Orson Wells picture, *Citizen Kane*, beginning May 14.

Short Follow-Up Club Reviews

WARWICK HOTEL, RALEIGH ROOM, NEW YORK.—This class room can customarily be depended upon for smart divertissement, and the current show is no exception. Actually, it's a one-man entertainment, with Russell Swann carrying more than a half hour. (He followed Billy De Wolfe several weeks ago.)

Only addition to Swann's performance is the Art Barker Trio, which steps down from the bandstand for a couple of numbers highlighting Barker's accordion playing and the bass slapping of Jole (Mrs. Barker). Working self-effacingly, but nonetheless expertly, the trio establishes itself as one of the best combos of its size and type.

Swann holds forth at great length, the intimacy of the room permitting him more latitude for informal gagging and ad libbing. Not a moment is wasted and he could work double the time and still avoid being tiresome. Magician-comedian's greatest asset lies in not taking himself too seriously, and the "snake charming" bit is hilarious, being a subtle satire of all heavy-handed magic acts and Indian fakirs.

Despite the simulated air of uncertainty before doing a stunt, and the "surprise" when it comes off successfully, Swann's magic tricks are uncommonly good, particularly the transference of bills into a lemon. The effect of the stunts is heightened by lack of seriousness with which they're executed. Patter is continually good. Entertainment of the highest caliber.

Barker outfit expands to five pieces for the dancing, and carries fox-trot, waltz, and Latin beats off exceptionally well for a small combo that must play along society lines. Danceability is particularly good for a set-up of this type.

Food, drinks, and service match the quality of the entertainment.

Richman.

CLARK'S OASIS, BUFFALO.—Edna Clark's Oasis nitery is enjoying good patronage with innovation of name tal-

ent, currently headlining Stepin Fetchit.

Eddie Rogers' band (piano, sax, trumpet, and drums) does a pleasing job of show and dance music. Rita Raul executes a neat yet torrid rumba which got a good hand. Lee Anderson, a sweet-voiced gal, scores with two pops, doing well with the oldies, too.

Dorothy Marlow offers a smooth soft shoe and high-kick number sprinkled with semi-acro turns, and follows with a swell acro number. Neat looking Birch Sheperd does nicely as straight emsee, while his brother, George, comes thru with exhilarating taps.

Standouts were Captain Dixon and Suzie, the latter a well trained, applause-provoking seal. Stopped the show. Fetchit supplies little amusement. Lazy antics and a hard-to-understand drawl were all he offered. Only disappointing feature in show. Eva Warner.



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Reviews of Units

"One Night of Horror"

(Reviewed Friday, May 2, at the Oriental Theater, Chicago)

The weak production work and corny attempts to create horror mark this one for the smaller towns where Bela Lugosi, the unit's featured performer, should still command some box-office appeal. The acts on the bill are supposed to be attending a party where a murder is committed, and Stuart and Taylor, as a couple of dicks, have them do their turns while they attempt to solve the crime. But don't fear: Lugosi is behind all this and all he did was hypnotize the victim. And to produce more of the advertised "shudders," a man dressed in a gorilla outfit marches in and out of the stage and aisles for no good reason.

Some five acts get their innings between "horror" bits. The Youngman Sisters (2) open with an acrobatic specialty and one of them follows with a series of good contortion tricks on a long-legged table contraption. Neat little act.

Diane Moore, comedienne, does carbons of various eccentric characters but with little polish.

Marie Bartell and Company, two men and a girl, do a funny adagio number that winds up with a series of straight tricks. One of the best bits is the opening which sees Miss Bartell as a store window dummy molested by the men as a couple of drunks.

Jack Morrison, impersonator, creates scary impressions of Boris Karloff and Lon Chaney as the hunchback and contributes effective take-offs of a scarecrow and a toy soldier.

Stuart and Martin (the latter doubling as emcee) are the backbone of the show. Contribute contagious comedy patter routines at periodic intervals which lighten many a dull spot in the show. Charlie Stuart, in particular, is an engaging personality who keeps the customers entertained. One of his best bits is an endurance-kiss scene with Patricia Kennedy. Lugosi's willowy straight woman, in what appears to be the show's masterpiece.

As for Lugosi, he is on three times, twice as Dracula and once as himself, a pleasant-mannered chap. Belongs on the screen as entertainer. (At this house, he was featured in the accompanying film *Invisible Ghost*.) Sam Honigberg.

Zasu Pitts and Patsy Kelly

Reviewed at the Chicago Theater, Chicago. Style: Comedy. Setting: In front of band. Time: 10 minutes.

Another Hollywood importation that depends on the reputation of its participants. Misses Pitts and Kelly are not as popular on the screen as they were several years ago and can hardly afford to get away with as little material and as little effort as in this turn.

Both act their screen characters—Miss Pitts the timid soul with the twitching hands, and Miss Kelly the good-natured, pugnacious Irish lass. If they only had an act it would not be half bad, for they command attention. They have a listless chatter turn, then do the conga, and finally Miss Pitts tries to sing and can't, and the other attempts to steal the spotlight with a dance. In the finale they mess up several musicians.

Audience, small when caught, was very good to the pair. Honigberg.

Maid 'N America

(Reviewed at the State-Lake, Chicago, Friday Afternoon, May 2)

Maid 'n America carries eight acts, 16 line girls, and eight shapely paraders. It is lavishly produced, fast-moving and entertaining thruout. Several acts were changed for the Chicago engagement. The Rio Brothers, Paul Sydell and Spotty, and Denny and Edith replaced Dot, Dash, and Dusk; Don Popikoff Tannen, and Herman Timberg and Judy Kelly reviewed last week.

A gorgeous airline production number brings on Katherine Perry as opener. Pretty and graceful, Miss Perry offers a lively acro routine. The Three Mack Brothers, in gob attire, please with their comedy acrobatics. A Latin dance session by the Conrads, formerly of the La Playa Dancers, is fairly entertaining.

Maurice and Betty Whelan have a splendid adagio act heightened by an elaborate production number, and their graceful performance wins a big hand. The Rio Brothers offer a couple of comedy skits and songs that register well, but

their forte is comedy dancing and their eccentric stepping puts them over solidly.

Danny and Edith, colored dancers, score nicely with a fast stepping session, best part of which is a great rope-skipping routine. The girls on again in a colorful nautical number, followed by Paul Sydell and Spotty. Spotty is a well-trained pooch who does flips and footstands with ease. An applause winner. Entire company on for a flash finish, with Staples and Cerney vocalizing.

Picture is *You're the One*, with Orrin Tucker and Bonnie Baker. *Nat Green*.

Little Jack Little

(Reviewed Thursday Evening, March 27, at Columbia Theater, Alliance, O.)

This diminutive maestro displays plenty of showmanship in presenting his 12-piece band and revue, as good a stagershow as this house has played in some time.

Combo rates high in musicianship and appearance and leans to sweet, mostly subdued. Little is a smooth baton waver, clown a little, but doesn't overdo it. Audience response here was terrific. Little's band sticks mostly to ASCAP tunes, but his own compositions are highlighted. Supporting acts are the tops.

Parting of the curtain follows the band's theme, *Jealous*, then it goes to work on a medley of pops, with Little taking over the mike for all choruses. A swell novelty is then introduced, *Howya, Bud*, by Jack and the ensemble. Mary Lynne is on for a fast rhythm tap, finishing strong. Gal has a good voice too.

Band follows with a take-off of famous band themes, one of its best efforts.

Kathleen Quinn has plenty of personality and knows how to sell a song, doing two in great style.

An unusual novelty is *Cecelia*, with Little doing capable vocalizing.

Bogosh and Bardine, knockabout acrobats in full dress, really do some slam-bang tumbling that garners a lot of laughs. The best turn of its kind ever seen here. Miss Quinn returns to do two more ballads. Band follows with *Frenest*, lone BMI tune of the show.

For a wind-up Little and the band offer a medley of the maestro's compositions, with Little doing the chorus vocalizing on each. Audience wouldn't let up with applause, so curtain parted again to allow band to repeat with *Jealous*.

Packed house with plenty of standees first show at night. Unit could have remained a second day and did well despite Lent.

Screen, *Meet the Chump*, Univ. Rex McConnell.

Major Bowes Talent Parade

(Reviewed Stuart Theater, Lincoln, Neb., Sunday Evening, March 30)

A lame starter, this unit finally manages to struggle its way to fair reception. Some of the acts must have edged by while the Major was drowsing. Business, however, was very good, and all due to the unit, because *Great Mr. Nobody* (Warner), the picture, was no help.

Three acts were standouts. For speed and pick-up the Rolling Rockets (Charles Elliott, Harry Holeman, and Arlene Bradt), skaters, lifted the show from the midway doldrums. Elroy Peace, diminutive colored boy of Calloway inclinations, dishes out all the 10-year-old dancing enthusiasm that could be asked for. And the Micromaniacs, who by song and mimicry do their trio bit, have finesse enough to take club dates and regular vaude assignments.

Dicky Ludwig, a ventriloquist dubbed the amateur Bergen, has a pretty fair type routine, but he's too slow about it. Instead of instantaneous dummy response, he allows detracting waits. Henry Allen, singer of deep throaters, has good voice, but is a little grand operaish with his gestures.

Other turns include Sonya and Alex (Sonya Ludwig and Alex Micucci), accordionists; George and Betty Baker, tap, and Flora Fleming, novelty musician. Last is a weak act most of the way.

Emsee, long on applause for the Major, is Robert Minor, of the Micromaniacs, who joins his partners, Oscar and Bob Gomberg, for the finale.

Company manager is Charles Lee. Running time is 49 minutes.

Vada Oldfield.

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Major Bowes' 1941 All-Star Revue

(Reviewed at Tower Theater, Kansas City, Mo.)

The Bowes units invariably seem designed for corn-fed audiences and present show is no exception. But the hinterland theaters are kept well-sugared at the b. o. by these revues, so nobody is kicking. The *All-Star* unit is doing okeh and its acts are no better, or worse, than others the Major ever offered. In fact, one or two of the entertainers deserve a stab at pro vaude.

Stan Early emsees and handles intros. First are Four Harmonica Esquires, instrumental quartet, and scat-singing vocalists for novelty. Steven Phillips, acro tapster, dances a la Paul Draper and is followed by the Brandt Sisters, so-so vocal trio.

Show stopper is 11-year-old Windy Cook, who offers sound effects imitations with his vocal cords and some remarkably effective mimicking. The lad is a stage natural.

Tommy Russell does a clarinet and alto sax novelty bit and reverts to playing three clarys at once, imitating a pipe organ. Wanda Gibson, house band piano accompanist, renders several solos. Emsee Early then does imitations of Wilkie, Dead End Kids, Boyer, Stewart, and others. Danny Drayton did a comedy tap, and show closes with the Three Charms, girl acro trio, one member wearing roller skates, in several tumbling feats. Bob Locke.

FCC HALTS NBC BLUE

(Continued from page 3)

basis," it was said, "if the substantial restraints upon competition which we seek to eliminate are indispensable to the industry, then we must frankly concede that broadcasting is not properly a competitive industry." Continuing, FCC declared, "If this be the case, we recommend that Congress should amend the Communications Act to authorize and direct regulations appropriate to a non-competitive industry with adequate safeguards to protect listeners, advertisers, and consumers." However, the agency concluded that competition, if given a fair test, would work out best. Other rules adopted would (1) prevent

affiliation contracts from restraining stations in carrying programs originating with any other chain; (2) restrict network to one station within an area; (3) limit chain affiliation pacts to one year; (4) leave each station free to make its own choice of public service programs; (5) ban option clauses requiring stations to cancel other shows in favor of the chains; (6) leave final decision to broadcast or not in the hands of each station; (7) prevent affiliation contracts from having any control over station rates, and (8) allow the stations to compete freely with the chains for any business.

In describing the effects of the monopoly report and the resulting new rules Chairman James Lawrence Fly said that the regulations might properly be called a "magna carta" for American broadcasting stations. Thruout the report there was continual reference to the dominant position given chains by existence of the web contracts. Mention of RCA in radio was couched in tart phrases which ended in statement that the FCC is calling to attention of Congress the "broader problems raised by this concentration of power in the hands of a single group." It was explained that RCA was originally founded to utilize wireless techniques for transmission of messages. "Today," said the report, "it (RCA) bestrides whole industries, dwarfing its competitors in each."

It was added that approximately the same restraints are found among some regional as well as among national networks, and hence the new regulations cover regional operations. Regional webs got one break, however, in acknowledgment they are in state of more rapid "flux" than national chains, and that careful consideration would be given particular instances.

Anticipating a singing of blues by radio men, the FCC stated:

"The prophecy that regulations such as we are adopting will 'destroy the American system of network broadcasting is, we believe, the exaggeration of advocacy." In any event it was decided to give the new rules a trial and take stock again a little later. As to transcriptions and other activities of webs, such as artist bureaus, it was decided that there should be a wait to see what effect the present order will have on public service.

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

A

Adaire Sisters (Tower) Kansas City, t. Adalita, Los (Havana-Madrid) NYC, nc.

B

Babette (Bernhardt) (Star Theater) Brooklyn 2-8. Baker, Madelon (Morocco) Detroit, nc.

C

Calgary Bros. (Hi Hat) Chi, nc. Calvin, Henry (Music Hall) NYC, t.

D

Dillard, Bill (St. George) Brooklyn, h. Donahue, Walter (Sherman) Chi, h.

E

Edwards & Dolores (Colosimo's) Chi, nc. Esquires, Twelve (Rox) NYC, t.

F

Fabares, Nanette (Pierre) NYC, h. Finnell, Carrie (606) Chi, nc.

G

Gale, Alan (Lido Venice) Phila, nc. Gallucci, Nicki (Finocchio) San Francisco, nc.

H

Haakon, Paul (Plaza) NYC, h. Hacker, Dave (365) San Francisco, nc.

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Cook, Joe, & Co. (Earle) Washington, t. Cook, Ralph (Colosimo's) Chi, c. Copacabana Revue (Paramount) NYC, t.

Daley, Cass (Shubert) Cincinnati, t. Dale, Ivy (Music Hall) NYC, t. Daniels, Gergette (Bertolotti's) NYC, nc.

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

Dillard, Bill (St. George) Brooklyn, h. Donahue, Walter (Sherman) Chi, h. Dorben Daners, Dorothy (Edgewater Beach) Chi, h.

Edwards & Dolores (Colosimo's) Chi, nc. Esquires, Twelve (Rox) NYC, t. Estes, Del (Minuet) Chi, nc.

Gale, Alan (Lido Venice) Phila, nc. Gallucci, Nicki (Finocchio) San Francisco, nc. Gallus, John (Capitol) Washington, t.

Hadley Dancers (Bismark) Chi, h. Haggart, Bobby (Shubert) Cincinnati, t. Hague, Evelyn (Greenwich Village Inn) NYC, nc.

Ies, Steven (Weylin) NYC, h. Inge, Adele (New Yorker) NYC, h. Ivanova, Olga (Russian Kretchma) NYC, re.

Jarrott, Lucile (Chateau Moderne) NYC, nc. Jarvis Lillian (Gayety) Baltimore, nc.

POLLY JENKINS And Her MUSICAL PLOWBOYS Fri., Sat., May 9-10, Capitol Theatre, Waverly, N. Y. For Dates and Terms: JOHN SINGER, Mayfair Bldg., 701 Seventh Ave., New York City.

Johnson Judith, Show (Teckwood) Atlanta, Ga., 8-9; (West End) Atlanta 10-11; (Casca) Atlanta 13-14, t.

PRESENTING HEADLINERS At The FOLLOWING PARKS SLEEPY HOLLOW PARK, Pennsburg, Pa. HIMMELREICH'S GROVE, Womelsdorf, Pa. BLUE RIDGE PARK, Summit Station, Pa. JOLLY JOYCE Earle Theater Bldg. Philadelphia, Penna.

Jones, Owen (Leone's) NYC, re. Jose & Paquita (Salle Versailles) Washington, D. C., nc.

Kaahue's Johnny, Hawaiians (Gibson) Cincinnati, h. Kaison, Maria (Mitzger) Salem, O., h.

Kennedy, Bill (Boulevard) La Prairie, Que., Can., h. Kennedy, Zoe (Oriental) Chi, t.

Lalage (Mike Todd's Theater Cafe) Chi, nc. LaMonte, Delores (Mickey's Bar) Detroit, nc.

Lee, Arlene (Gayety) Baltimore, nc. Lee, Bob (Wivel) NYC, re. Lemmo, Jerry (Arcadia Grill) Canton, O., nc.

McCormick, Frank (Greenwich Village Inn) NYC, nc. McCoy, Frances (Royale) Detroit, nc.

Marshall & Shields (Gibson) Cincinnati, h. Matthews, Babe (Jimmie Daniels') NYC, nc.

Milles, Joseph "Taps" (Cafe Society) NYC, nc. Mills Bros. (Capitol Cocktail Lounge) Chi.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Arsenic and Old Lace: (Grand O. H.) Chi. Blossom Time: (Forrest) Phila. Cabin in the Sky: (Selwyn) Chi.

Ice-Capades of 1941: (Pan-Pacific Arena) Los Angeles 1-11. Lamb-Yocum Ice Revue: (Hotel Schroeder) Milwaukee 1-24.

Two New Niteries Open; Three Exit During Hot Spell

NEW YORK, May 3.—Events of the week in the night club field here were climaxed by a slight rise in business, due to the change to cooler weather, but three clubs nonetheless announced closings in the anticipation of the seasonal hot-weather drop.

La Martinique, one of the top clicks of the season, will close around the end of May, but the operators will open a branch in New Jersey. Former dancers Darlo (and Diane) and Jimmy Verson will open their summer La Martinique early in June in Long Branch-West End, N. J. Johnny Greenhut will book the new spot.

Viennese Roof of the St. Regis Hotel opens early this season with its annual tee-off shindig for the benefit of the Musicians' Emergency Fund on May 6. Opening to general public is on May 8. Because of unsettled world conditions, according to the announcement, talent will be curtailed. Only entertainment will be the dance music by Hal Saunders and Martel's Gauchos.

Cora and Irene Stephens, former operators of the Whirling Top, opened a new nitery, "18 W. 52d Street," May 1. New spot is on the site of the late Bowery and Torch clubs. Talent signed for the new spot by Jack Mandel and Senla Gamsa includes Wilma Kurer, Betty Fross, and Joe Ellis.

Another new club, Don Julio's, is opening in Greenwich Village on the site of the old Troc Club.

Greenwich Village Inn and the Russian Kretchma will close for the summer soon. George White's Gay White Way, which has been feeling the pinch of poor business, will shut down every Monday night during the summer. El Chico will darken on Sundays.

Nitery for Newport, R. I.

NEWPORT, R. I., May 3.—This summer society capital may have its first night club if the plans of Bernardo Alemany, composer, and a group of wealthy friends are consummated.

Idea is not to compete with the private entertaining that goes on, but to operate after 10 p.m. with music, talent, liquor, and eats.

Talent Agencies

AFFILIATED THEATRICAL Enterprises, new Cincinnati booking office, has Al Dauro as field man, with Fred Hoagans and Bob Tranter, the latter formerly with Jack Middleton office, as associates. In addition to booking clubs, they plan a circuit of theaters to play small units.

JOLLY JOYCE, Philadelphia, has added Stamp's Cafe, Philadelphia, to his books, and has also signed to represent Gene Autry for personal appearances at Eastern Pennsylvania amusement parks during the early summer. . . . WILLIAM MORRIS AGENCY has signed Estelle Sloan, Philadelphia dancer. . . . BURT EARLE, vaude unit producer, admitted to Jefferson Hospital, Philadelphia, where his condition is cataloged as serious. . . . FANNIE MASER joins the Philadelphia talent firm of Lipschutz & Maser, with hubby Jack Maser taking over the operation of a local restaurant.

RICHARDS ENTERPRISES, Buffalo, headed by William Richards, has several new accounts, including McVan's night club, Ray-Ott's, Niagara Falls; Liebler's, Ryan's, Clark's, Deckhand's Buffet, Kaiser's, Larry's Grill, and Coconut Grove, here; Palka's, Tonawanda, and Prison Inn, Syracuse. . . . RAY S. KNEELAND, Buffalo, has added the Casino, Olean, N. Y., to his books. . . . WALTER J. GLUCK, Buffalo, is enjoying the visit of his brother Sidney, of the Jack Barry Agency, New York.

FRANK'S THEATRICAL AGENCY, Chicago, is continuing to book Dutch's, suburban spot, Friday to Sunday. Spot may go full week for the summer.

SAM ROSEY AGENCY, San Francisco, has booked Al Zimney, emcee, into the Club Moderne. Other Rosey bookings include Joaquin Grill into the State Line Country Club; Tahoe, with the June 26 opening, and Ran Wilde's orchestra into Cal-Neva, starting June 28. . . . EDDIE BURKE, of Weston and Burke, has returned to his San Francisco office after a swing thruout the West to check on fair bookings. He reports the season ahead looks good.

HARRY KILBY, of General Amusement Corporation, booking the Embassy Club, Philadelphia. . . . MAX RICHARDS, Columbia short subjects casting director, takes Alan Gale under personal management, sharing management with JOLLY JOYCE, Philadelphia. . . . LEE BIBEN (Mrs. Harry Biben) enters the booking field as manager of the Harry Biben Agency in Philadelphia.

Todd Out of Chi's Theater-Cafe; Remains Mgr. of Oriental Which Reverts to Straight Pix May 16

CHICAGO, May 3.—Michael Todd is out of the local Theater-Cafe carrying his name, following a disagreement on the entertainment policy with the financial syndicate operating this 3,200-seat spot. The nitery will still be known as Theater-Cafe and will be operated by a group headed by Peter C. Tremond, local auto dealer, and Joe Miller, manager of the 885 Club. Todd came in Christmas week to open the club and acted as producer and director of the entertainment policy at a reported salary of \$500 per week.

According to Todd, the money-men of the club insisted on certain changes in methods of operation which drew his protest. He was against all types of gambling in the room, against mixing, and in favor of low prices for drinks, he says.

A meeting of the crop of operators of the club is set for today to determine the future policy of the club. In the meantime it was decided to keep the spot open all summer and instead of name bands use two local bands for dance and

show music, starting with the new revue May 23. Headliners already set for the new show include Maxie Rosenbloom and Yvette Dare, parrot dancer, who will be featured in a production number.

In a story in *The Billboard* last week, Todd revealed that the club has been making money from the start, and while the last few weeks have seen a drop in receipts, the spot was still in the black.

Todd remains as manager of the Oriental Theater, which goes back to a straight picture policy May 16. Double-features will be used thruout the summer and stagershows will be resumed in September, unless A-1 pictures will be made available to the house. Todd made money for the Oriental with a combo policy until the warm season crept in.

Vaude veterans here claim that Chicago is no longer a good enough city to support three vaude houses thruout the summer. The Oriental dropped \$60,000 last summer with a stagershow policy. The Balaban & Katz Chicago and State-Lake theaters will be the only two flesh houses in the Loop after next week.

Club Talent

New York:

ANNE DARLING, of the Darling Sisters, is in Israel-Zion Hospital under treatment for appendicitis.

MARA makes her bow at the Rainbow Room May 21. Set by Charles Yates office. . . . NORDSTROM SISTERS currently at the Clichy. . . . ROLY ROLLS will follow Hildegard into the Savoy-Plaza. . . . ADEL MARA will be in the Copacabana show May 8.

CARMEN AMAYA leaves the Beachcomber May 8 for an assignment in Hollywood, with her Flamenco dancing troupe. . . . GLORIA BELMONTIE returns to Benito Collada's El Chico May 5. . . . FRANCIS RENAULT has been held over a fifth week at Jimmie Dwyer's Saw Dust Trail.

Chicago:

DEAN MURPHY moved into the Brown Hotel, Louisville, Ky., last week and follows this run with a fortnight at the Mounds Country Club, Cleveland, before opening at the Waldorf Astoria, New York.

EVELYN FARNEY set back at the Chez Paree. Will open with the July 4 show. . . . LESTER WHITSON, of the Whitson Brothers, now at the Palmer House, is taking him family to Rio when the act sails June 20. . . . COLEMAN CLARK, with Billy Willard and Bob Larimer Jr., opened with a table tennis act at the Sherman Hotel Friday (2) for four weeks.

Philadelphia:

FRANK PARIS, Leonore Sola, and Mata and Harl, newcomers to Jack Lynch's Walton Roof revue. . . . EDDIE FOX, male half of the Chaney and Fox terp twain, returned to this city after weeks in a seashore nursing home. . . . CARLOS AND CHITA and Diane Denise added at Embassy Club. . . . BEN PERRY takes over the emcee controls at Cadillac Tavern, coming in with Judith Manners and the Feranti Trio. . . . VERA FERN and Grayce and Graham new at Benjamin Franklin Hotel. . . . JOHNNY LEARY back at Frank Palumbo's Cafe, with Bereneice Foley an added starter. . . . VIC EARLSON returns to Stamp's Cafe. . . . THREE PEPPERS take over at the New 20th Century Club. . . . FIVE BALABANOS top the new revue at Weber's Hofbräu, newcomers including Foran Sisters and Tom, Susanne Brown, and Dave Pierson.

Boston:

JOE ROSS has been held over at the Tic Toc. . . . SALLY KEITH drew record crowds to the Crawford House in her return engagement which ended Saturday (3). . . . MISS DINORAH, Ramon Talavera Dancers, and Diane and Del Campo are current at the local Beachcomber. . . . AUDREY PALMER, the Three Chords, Mary Jane Moore, and Billy Revel, and the Four Gentlemen are featured at the Latin Quarter. . . . PAT ROONEY II now appearing at Cappy's,

North Easton, Mass., nitery, on his swing around the New England night club circuit.

. . . EDWARD AND MARION NOLAN, Large and Morgner, Yvonne York, and Mickey Alpert head the Coconut Grove revue. Billy Payne, vocalist at the Grove for 14 years, is recovering from an operation. . . . MURIEL WELCH featured at the Circus Room of the Hotel Bradford. . . . HOOKEY MURPHY heads the show at Ribby's in Allston. . . . ARTINIE AND CONSUELO, Lewis and DeLita, and Jacqueline Hurley back up Boyd Heathen at Blinstrub's Village, the Hub's largest nitery. . . . DIXIE FAYE gets top billing at Ort's El Tropic Room. . . . EDDIE AND LUCILLE ROBERTS at the Hotel Westminster Blue Room. . . . NEWELL AND STIEGER and Rita Coughlin in their third month at the Coconut Grove Melody Lounge.

Atlantic City:

LLOYD WOODS, newcomer at Gables Inn. . . . TOM ENDICOTT due in from Los Angeles early this month to begin preparations for the reopening of his Dude Ranch nitery. . . . OLGA LOWE steps out of the line at Babetta's to introduce the Samba.

Los Angeles:

FAITH BACON is opening a four-week run, with monthly options, at the Stairway to the Stars, theater-restaurant, May 14. States that she will receive a third-of-her-salary increase every time an option is picked up.

Here and There:

RAY WENCIL, recently forced to cancel an extended engagement at the Town and Country Club, Milwaukee, to be inducted into the army, has been made a corporal. He's with the 29th Medical Training Corps at Camp Grant, Ill. . . . LEON SISTERS are in for two weeks at the Peacock Room, Rochester, N. Y., set thru the Arthur Argyries office. . . . LUND AND LUND have returned to Jimmie's Bar and Grill, Miami. . . . GUY GIBBY, Rose Marie, and Virginia Holden are current at the Idle Hour nitery, Dayton, O.

GALE SEXTET at the Mayfair, Boston, after four weeks at Leon & Eddie's, New York. . . . DEANA AND DEL CAMPO went to the Beachcomber, Boston, Monday (28). . . . BROWN-LEE'S unit is in for a two-week date at the Redman Club, Rochester, N. Y. . . . JEANNE FRANCIS, along with Jerry Grey and Rose Marie, are current at the Villa Madrid, Pittsburgh. . . . MARLYN AND MARTINEZ opened at the Hildebrecht Hotel, Trenton, N. J.

Units To Tour Army Camps; 4 From Chi; Motorcade Planned

(Continued from page 3)

Charles H. Bonesteel, of the Sixth Corps Area, here this week will open a market for four organized units, each consisting of five to six acts, which will make a three-week tour of nine camps around this vicinity. The plan is being sponsored by *The Herald-American* (Hearst), which guarantees to make good all losses, if any, involved in the venture. Profits, if any, will be split between the Theater Authority and the respective camp funds.

TA participates because it authorized Hollywood stars to make free personal appearances with these units. From time to time names will be ushered in for one-night engagements. No salary will be paid to them, but they will get expense money (hotel, transportation, etc.).

The Hearst plan, as it now stands, is eventually to organize similar units thruout the country to play the nation's 140 camps. Each paper will guarantee salaries and expenses in its area.

David P. O'Malley, local booker, has been named producer of the shows. He will book and stage each unit. The first show will have a line of six to eight girls and about five acts and will break in at Fort Sheridan, Ill., May 11.

The route will include one, two, and three-night stands at Camp Grant, Rockford, Ill.; Savanna Ordnance Depot, Savanna, Ill.; Rock Island Arsenal, Rock Island, Ill.; Scott Field, Belleville, Ill.; Chanute Field, Rantoul, Ill.; Fort Custer, Battle Creek, Mich.; Selfridge Field, Mt. Clemens, Mich.; and Camp Forrest, Tullahoma, Tenn. All but the last-named camp belong to the Sixth Corps Area. The number of nights spent in each camp will depend on the size of the camp and the demand for the show. As many as three shows a night will be

given if business warrants.

Prices will range from 15 to 25 cents, depending on the decision of the colonel in each camp. He will also designate the nights the show will play and the time. Shows will run from 80 to 75 minutes. Accompanying music will be furnished by the army camp bands.

O'Malley explains that shows will be clean, and that religious, racial, and dictator gags, among others, will be taboo. Magic, ventriloquist, and novelty dance acts will be welcome.

No Salary Scales

While no set salary scales have been announced, acts will be paid about 75 to 80 per cent of their established salaries. Acts will be asked to look at the cut as their contribution to the general defense program. They will be furnished transportation on busses, but will pay for food and hotel expenses. Each act selected will be furnished with a complete list of army camp regulations. No act will be allowed on camp grounds after the final performance.

CHICAGO, May 3.—Jack Irving, local head of the American Guild of Variety Artists, announces that he has reached an agreement with John Malloy, managing editor of Hearst's *Herald-American*, whereby all acts to be employed in the four army camp units to tour the Sixth Corps Area will be members of AGVA. Similar co-operation, he says, will be given him by David P. O'Malley, booker of the units, and the Entertainment Managers' Association here.

Irving states that AGVA members who have not paid up their dues will be permitted to work these shows and will be given an opportunity to catch up on back payments during the course of the tour.

ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10; 60 RED HOT PARODIES, \$1; 120 GAGS and JOKES, \$1; 48 COMIC RECITATIONS, \$1; 36 BITS and BLACKOUTS, \$3; 100 FUNNY MONOLOGUES, \$3; 100 SKITS and STUNTS, \$3. E. L. GAMBLE, Playwright, East Liverpool, O.

Paramount, New York

(Reviewed Thursday Evening, May 1)

Only change in the line-up here this week is the inclusion of Harry James and his ork to replace Benny Goodman, who had previous one-night commitments which prevented him from playing the fourth week. The Monte Proser Copacabana Revue (Bernice Parks, Lyda Sue, Fernando Alvarez, and line of six), Gil Lamb, and Tommy Sanford are in their fourth week, as is the Paramount pic, *Road to Zanzibar*. Biz was not terrific at show caught, but was holding up.

The James band has developed into a sock outfit, and competes musically with the very best in the business. James recently added three fiddles and a cello, running it up to a 17-piece aggregation besides the maestro's trumpet. On some arrangements the celloist and one fiddler double on sax. For the stomp stuff one of the reedists blows brass. Standard instrumentation is six brass (with James), four reed, four rhythm, and four strings. The flexibility attained and the unique arrangements in the band's books make for a real standout performance.

Featured band numbers included *Intermezzo*, *Music Makers*, James' *Flight of the Bumblebees*, and a blues spotting tenor sax man, Vido Musso. Vocalist Dick Haymes won over the audience with his neat delivery of *It All Comes Back to Me Now, I'll Get By*, and a swing arrangement of *Ol' Man River*. Lad has a good set of pipes backed by a good style and personality. James' work on the horn is as good as ever, which is tops. Blends his stuff in with side men in a nifty manner, rather than trying to impress individually.

Alvino Rey, King Sisters, Jack Leonard, and Eddie Bracken for next show. Pic, *Reaching for the Sun*.

Harold Humphrey.

Orpheum, Los Angeles

(Reviewed Wednesday Evening April 30)

The Orpheum has a bang-up vaudeville menu this week that keeps the audience applauding overtime. Bill starts fast and ends the same way, never losing its tempo at any time.

The Three Winters open the bill following the opening number by Al Lyons and his Orpheum orchestra. Act consists of three pretty blondes who do acrobatic dancing and then go into a series of tumbles. As a finale two of the girls get on top of a table to do some excellent

Vaudeville Reviews

balancing. Act closes with a series of mid-air somersaults and handsprings.

A gab fest between Brookins and Van is entertaining. These two colored boys put their material across in fine fashion. Brookins sings *Trees*, and Van comes on with a few Harlem steps. Brookins does a brief boogie number on the piano. He could do more of this. Van's dancing is most entertaining.

Scotty Harrell, winner of this week's *Hollywood Showcase* radio program, sang *Out On the Texas Range* and *Give Me My Boots and Saddle*. The boy's from Texas and really has cowboy singing and "guitar" playing down pat.

Lyon's orchestra gets a chance to do *Amapola* up brown. First brass section is featured, then Eddie Even at the electric organ, and then the reed section. Pleased no end.

Al Norman's imitations of a nervous man, an usher, a wrestler, an old maid, and a Scotchman sleeping are good. His old-fashioned soft-shoe with a jigger of jitterbugging is a show-stop.

Sid Tomack and Reis Brothers offer imitations of the Mills Brothers, three old-time vaudevillians, and later a sister-trio singing *Tell Them All I Love You*. Done well. Their take-off on Jolson singing *Sonny Boy* got applause.

The Andrews Sisters open up a terrific act with *Beer Barrel Polka*. Follow with *Mean to Me*, *Boogie Woogie Bugle Boy*, *Apple Blossom Time*, *Rhumbogie*, and *Bounce Me, Brother, With a Solid Four*. The audience lustily yelled for more.

Pic, *Mr. District Attorney*.

Sam Abbott.

Roxy, New York

(Reviewed Thursday Evening, May 1)

Current layout goes overboard on production. It's a patriotic item with a flag-waving finale that incites the citizens to prolific applause, and by splicing the show in between newsreel clips its topical content is accentuated.

Layout is divided into sections, including Greece, England, South America, and the draftee encampments here. Subtitles are flashed on a ribbon on the drop. A backstage mike is used on the intros.

Opener has the Gae Foster girls in Evzone costumes doing a precision tap and drill including a manual of arms display. Went over big.

The production number also serves as an intro for Jack Powell, working without his usual blackface in Evzone garb. The audience liked his skin sonatas and his drumming on the back of a chair, walls, and every other available solid surface. Got many laughs and a good hand.

A new Ben Yost group, the Militaires (12), with Yost fronting, gives out with *There'll Always Be an England*, with a shelter atmosphere. Group is good tonally and gets a good hand aided by the production, which has a Union Jack flashed on the drop backstage. Group also contributes a patriotic number in the finale.

The Good Neighbor sequence has Marty May doing effective comedy with a nice selection of gags and a bit of fiddling. Walked off to much applause.

Marion Bellet and the English Brothers do their always efficient knockabout and acro work. Good for many laughs and a good hand.

Another line contribution has the gals dressed as army hostesses, with one of them, Marion Redman, surrounded by the male section of the line doing a fine semi-recitative job of *You're a Lucky Fellow, Mr. Smith*. The routine is similarly sprightly.

Pic is *Great American Broadcast*. Biz fair.

Joe Cohen.

Harper, Detroit

(Reviewed Friday Evening, May 2)

Show booked by Sol Berns for this neighborhood house operated by Wisper & Wetsman Theaters relies upon high-

quality vaudeville with standard-type acts. Archie Dane's band, working on stage, are a nicely-balanced five-man combination for the musical background.

Tom and Joe Gabby open with Indian club and Mexican hat juggling. Hat tricks are good and their incidental patter is smooth and humorous. Finale is a bit too ambitious on double exchange of clubs and needs smoothing out.

Dick Worthington, besides doing a wholehearted job as emcee, does a couple of vocals, putting a lot of deep-toned drama into *Old Man River*, and doing the *Vagabonds' Song* in a more restrained style.

Warren and Phyllis open with a tap duet, each contributing solos, too, notably acrobatic, with Warren doing some spectacular leaps and eccentric tap bits. Their footwork is perfect and gains plenty of plaudits.

St. Claire Sisters and O'Day open with the two girls in some neat unicycle work. O'Day comes on for some crazy bicycle bits, then turns acrobatic, carrying the two girls in difficult holds on his wheel. Midget bicycles and trick work follow, and in the finale all three work 10-foot perch unicycles. O'Day's balance and control especially are tops in skill and presentation.

Al Verdi and Company, musical novelty, with Verdi dressed as an overstuffed Boy Scout in shorts and his dinner-gowned partner assisting on the violin, get some skillful craziness out of a cello. Some pure hokum, including firecrackers, and a dog that shows up when he plays *Trees*, get deserved popular relief when he does *Kiss Me Agdin* straight for an encore.

The Karoles get extra dramatic effect from the shadow effect on the curtain, as the girl does a high perch number on her partner's shoulders, following with a ladder number, balancing the ladder on the soles of his shoes. To close he whirls the girl around the pole as she does a handstand at the top. A perfect climax for a well-balanced variety show.

H. F. Reeves.

Music Hall, New York

(Reviewed Thursday Evening, May 1)

Abandoning its standard vaude and super-production policy for the first time in six years, the Music Hall this week gave to its patrons instead an hour's introduction to culture with the presentation of an abbreviated version of Puccini's *Madame Butterfly*.

While projects like these are intended to reflect their success at the box office, it doesn't matter much with this particular attempt, because the film fare, *That Uncertain Feeling*, will keep the house full.

The culture vultures will probably do nip-ups at the very idea of this production, but the Music Hall audience gave it plenty of cold shoulder on its opening night. Not that *Butterfly* isn't braced with beautiful music and production (the settings offer some of the most gorgeous displays of scenic designing ever shown at this mammoth showplace), but the pruning of the opera has left this version with the warm quality of a row of icicles.

Story form was pretty close followed in the unveiling of the tale of the American naval officer (Lieut. Pinkerton) who, while stationed in Japan, took unto himself a Nipponese bride (Cho-Cho-San), only to leave her when his ship set sail again.

Cho-Cho-San for three years nurses a broken heart and a child he left behind, and rejoices at the news of his return. He is, however, accompanied by an American wife, which drives the broken-hearted Cho-Cho to suicide. A very sympathetic tale when properly told, but cumbersome with performers of limited operatic talents.

Because of the heavy production schedule, *Butterfly* is played by a rotating cast including Anne Roselle, Enya Gonzales, and Josepha Checkova as Cho-Cho; Jan Pearce and Mario Berini as Pinkerton; Edwina Eustis and Ivy Dale as Suzuki; Earl Wrightson and Earl Lippy as Sharpless; Anthony Marlow and Louis Purdey as Goro; Clare Foley and Barbara De Silvia as Trouble. George Meyer, Henry Calvin, Dora Rinehart play thruout the roles of Butterfly's uncle, The Imperial Commissioner, and Kate Pinkerton, respectively.

On the night caught Jan Pearce and Enya Gonzales sang the leading roles of Pinkerton and Cho-Cho. Both do exceptionally well. Edwina Eustis, as Suzuki,

gave by far the best and most cleanly consistent performance of them all.

Sol Zatt.

Jamaica, Jamaica, Long Island, N. Y.

(Reviewed Friday Evening, May 2)

The showmanship of Benny Fields, down at this nabe spot breaking in new material, makes the layout look like big-time stuff. The stagershow goes off in unit style, with the acts sitting around tables in front of the ork. The combo, with some minor changes, has been playing the Loew time in this area.

Fields does an affable emcee and, in the finale, socks across *On Fifth Avenue* with a different arrangement than that heard recently at the State; *A Nightingale Sang in Berkeley Square*, and *You're a Lucky Fellow, Mr. Smith*. He encored with an intricate arrangement of *I Hear Music*. Its reception here indicates that it should be a permanent part of his repertoire.

Openers were Joseph and Ernestine Leighton doing a ballroom tap. The routines contain dull spots, but with some good editing the act can be pepped for the better spots. Their last number, a rumba bolero, has some flash, but also needs pruning. Got a good hand. Costuming is nice.

In the deuce spot, Carol Lynn does impersonations. Her mimicry is just fair, and she is further handicapped by poorly written continuity. Best of her impersonations was that of Bette Davis.

The Sophisticated Ladies (3) are a young and good-looking group indulging in knockabout comedy and acro work. Their work is okeh, and they have a good sense of comedy. Got a big hand.

The Three Heat Waves also indulge in knockabout and comedy. Ordinarily it would be bad booking to have them follow the femme trio, but their opening with song and instrumental work gives them some variety before they go into their antics. Their lunacies register best and got a good supply of laughs. Encored.

Fields drummed up a warm atmosphere for the acts and paved the way for the rest of the bill.

Pix were *Flight From Destiny* and *She Couldn't Say No*. A 7 o'clock rain didn't help biz at show caught. Joe Cohen.

Finsbury Park Empire, London

(Reviewed Monday Afternoon, March 31)

With Vic Oliver as prime draw, business was much better than that of previous Mondays since this Moss London nabe house reopened four weeks ago. Oliver makes two appearances, the first being taken up largely with piano rendering of Liszt's *Hungarian Rhapsody No. 3*, in which comic business gives way to straight playing. Second made up of fiddle and chatter plugged by Oliver in vaude and over the air for some years almost without change.

Another double appearance is that of Jimmy Jewell and Ren Warris, whose zany line gets as many laughs as Oliver. Vocal male trio, Three Admirals, gets biggest hand for comedy twists to *Love Marches* on theme, tho their singing proves pleasing enough.

Bill completed by standard acts—Frank Boston juggling with clubs, plates, and parts of his wearing apparel; Navarre Dancers, duo worth noting only for adagio version of fan dance; Reading and Grant, single-bar trampolinists inclined to work too hard for laughs; El Granadas, cracking whips and spinning ropes, and Eddie Stanley and Mae, American aerialists, with the man putting over some good outswing catches. Edward Graves.

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Vaudefilm Grosses

Holdovers Dull Broadway Takes as MH Gets 90G, Roxy 38G, Para 27G

NEW YORK. — Holdovers dulled the Broadway box-office take this week. Spring weather didn't help either.

The Paramount (3,664 seats; \$37,000 house average) substituted Harry James for Benjy Goodman for the fourth and final week of the current bill when Goodman couldn't cancel out on a pair of one-nighters. Take will probably amount to \$27,000. Last week, ended Tuesday (29), the gross was \$35,000. Previous stanzas did \$68,000, and \$55,000. Rest of the bill includes the Copacabana Revue, Gil Lamb, and *Road to Zanibar*.

The Strand (2,758 seats; \$33,500 house average), now in fourth and final inning with Jimmy Dorsey's ork and the Bette Davis film, *The Great Lie*, is set to do around \$19,000 for its bow-out session. Last week, ended Thursday (1), the combo pulled \$25,000. Other stanzas pulled \$42,000 and \$40,000.

The Music Hall (6,200 seats; \$84,000 house average), with a new bill consisting of *Madame Butterfly* in a condensed version on stage and *That Uncertain Feeling* on the screen, should do around \$90,000 for the opening week. The fourth week of *That Hamilton Woman*, which exited Wednesday (30), pulled an okeh \$70,000.

The Roxy (5,835 seats; \$36,000 house average) opened Thursday (1) with *Great American Broadcast* and stage production with Jack Powell, Marty May, and Marion Bellett and English Brothers. Opening week should go to \$38,000. Last week, the second and final inning of *Lady From Cheyenne* and stagershow with Three Pitchmen, Estelle and Leroy, and Johnny Howard fell to

\$18,000 after an opener of \$35,000.

Loew's State (3,327 seats; \$22,500 house average), with the second week of Ed Sullivan's *Crazy With the Heat*, should go to \$19,000, after a first inning of \$28,000. Pic was changed to *So Ends Our Night* after opening week with *Andy Hardy's Private Secretary*.

Hub Vaude Takes Weak 40G in April

BOSTON, May 3.—The RKO-Boston (3,212-seater), sole local house using vaude, grossed \$40,600 for live shows during the month of April. Used vaude 22 days during the month.

Last 22-day vaude month was September, when the house took in \$62,500. With the exception of last August when the season started and when the house used vaude only 16 days to draw \$39,000, the April gross is the lowest so far this year.

Grosses for the month were as follows: April 3—Five-act bill, no names. Stayed four days and drew average \$7,000. Pic, *Footlight Fever* and *Sign of the Wolf*.

April 10—Milt Britton band. Full week stand. Business hit by Holy Week. Drew \$9,200. Pic, *Mr. Dynamite*.

April 17—Earl Carroll's *Vanities* unit in for one week. Take was \$16,800, weak considering night admish was upped to 65 cents. Pic, *Ride Vaquero*.

April 24—Edith Fellows headlined five-act bill in for four days. Drew average \$7,600. Pic, *Dark Streets of Cairo* and *Great Train Robbery*.

Regular house scale is 33, 44, 55 cents.

Buffalo Biz Perks After Lull; Bowes 12G; "Casino" 15G

BUFFALO.—Summer weather the past week was responsible for a decided lack of enthusiasm on the part of theatergoers. Current week opened big, despite continued bright skies.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for pix only) opened well week of May 2. *International Casino Revue* expected to go big and house is looking toward a fat \$15,000. Cast includes the following acts: Sibyl Bowman, Gautiers "Bricklayers," Lew Hoffman, Reynolds and White, Gordon Trio, Stanley Kozloff Dancers, Bette North, and Lee Kelson. Film, *Melody for Three*. May 9 week brings in *Stars Over Hollywood* unit, and May 16 is set aside for Bob Crosby's band and acts. Crosby got a bit of advance publicity thru his pic, *Rookies On Parade*, which closed a six-day run at the Century May 1. Coupled with it was the second-run comedy, *Bringing Up Baby*. Layout gathered a satisfactory \$6,000.

The Hippodrome (seating capacity, 2,090; house average for straight films, \$6,700) is back in the vaudefilm category after a long lapse, and is featuring Major Bowes' 1941 *Prize Winners* for week of May 2. Bowes' line-up includes Bernie West, emcee; Jack Carter, Minda Land, the Three Tops, Curley Williams, George Gillette, the Andrews Trio, Wayne Mills, Ross and West, Dorothy Lang. Film, *The People vs. Dr. Kildare*. Gross should reach \$12,000.

The Buffalo (seating capacity, 3,500; house average for pix only, \$11,500) is bidding its time with double pix until Horace Heidt's band plus acts open another series of flesh dates May 9. Current layout headlines the screen musical, *The Great American Broadcast*. Expected to take \$12,500, but house will be lucky to break even. Co-feature is *Cowboy and the Blonde* plus new *March of Time*. For week ended May 1 the Buffalo scraped together a below-average \$10,800 with double pix, *The Great Lie* and *Round-Up*.

The Erlanger, featuring four weeks of Walt Disney's *Fantasia*, is complaining already after the third week. It isn't getting the desired results. First week grossed a good \$12,000 with 16 performances, while second week dropped to \$7,000 with 10 showings. Third week ended May 3 dug up a measly \$4,000.

Wayne King Leads Chi With 37Gs; Bela Lugosi Fair 12½Gs; 15Gs for S-L Unit

CHICAGO.—Due to a \$60,000 loss suffered with a combo policy last summer under the Jones, Linick & Schaefer regime, Mike Todd, manager of the Oriental, under the advisement of the landlords, is pulling stagershow a week from Thursday (15) in favor of double bills during the warm weather months. House will be managed by Todd, but the operation is still in the hands of Harold Costello, of the Iroquois Management Corporation, and Robert O. Farrell, attorney and rep of the estate controlling the property. The 28-cent (matinee) and 44-cent admission policy will remain in effect.

Current bill (May 2-8) at the Oriental (3,200 seats, \$13,000 house average) has Bela Lugosi on screen in *Invisible Ghost* and on stage in *One Night of Horror*. Weak all around but exploitation of combo may draw \$12,500. Last week, ended May 1, house dropped to \$10,500 with a revue topped by Dick Todd and Eddie Peabody and revival of *Vivacious Lady* on screen.

Chicago (4,000 seats, \$32,000 house average) had a good opening Friday (2) with Wayne King's band unit and the film *That Night in Rio*. Good \$37,000 for the week is a strong possibility, due

to King's local draw. Week of April 25, combo of *The Sea Wolf* and presentation bill with Morton Downey wound up with a so-so \$35,000.

State-Lake (3,700 seats, \$15,000 house average) is holding its own week in and week out and seldom drops below its average. Week of May 2, *Maid 'n America* stage unit and *You're the One* on screen is not faring too well, due to weak draw of second-run film featuring Orrin Tucker and Bonnie Baker. Picture is now a too well-known lemon; \$15,000 in sight. Last week, ended May 1, a stage unit *We're in the Army Now* and *The Penalty* on the screen grossed \$16,000.

Philly Earle Grabs Sock \$20,000 With Heidt; Fay's \$6,400

PHILADELPHIA.—Starting slow but picking up on the weekdays, and with favorable weather breaks prevailing, Horace Heidt's orchestra provided a sock \$20,700 for the week ended Thursday (1) at the Earle Theater (seating capacity, 4,000; house average on straight picture booking, \$14,000). Heidt provided the entire program with Larry Cotton, Frankie Carle, Fred Lowery, Burton Pierce, Red Ferrington and Ollie O'Tooler, Donna and Her Don Juans, Ronnie Kemper, Jerry Bowne, Mimi Cabanne, Bernie Mattison, Buddy Saffer, Buzz Adlam, and Frank Devol. *Blondie Goes Latin* was on the screen.

New bill opened Friday (2) doesn't figure as strong, but if it hits the expected \$18,000 it will be considered plenty satisfactory. Raymond Scott's orchestra and quintet get entire billing. Ania Louise was originally set for the stand, but the screen star canceled out and no substitution was made. Jimmy Byrnes, Gloria Hart, Clyde Burke, Al Bernie, and Gil and Bernice Malson round out the bill, with *There's Magic in Music* on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) with Dagnar and Ermain Parker for the burly flasher, finished the week ended Wednesday (30) with a neat \$6,400, considering that these are the closing weeks for the West Philly house. Act interpolations included Dooley and Audrey Evans, Jack Holtz and Milday, and Demay, Moore, and Martin with Jimmy Lonnergan's house line and Billy Klais's band. *Scotland Yard* was the pic.

New bill opened Thursday (1), as the case of the Downtown Earle, also was hit by a cancellation. Up to opening day, entire billing was turned over to Faith Bacon, with last-minute fill-in in Budan and Evette. House will call the week complete with \$6,000. Remaining bill provides for Christy and Brown, Mardo and Kaye with Roger, the Dancing Starrs, and Tom Barry. *Ellery Queen's Penthouse Mystery* is on the screen.

MAX FREEBORN TRIO, after vaude dates in Detroit, Cleveland, and Buffalo, have invaded the Boston sector, where they expect to remain until late in June.

WLW Jamboree Sets Record in Dayton, O.

DAYTON, O., May 3.—As was expected, the WLW Boone County Jamboree at the Colonial last week pulled down the season's record. In fact, with a box-office of \$12,100, in comparison with an average of around \$7,500, the jamboree topped any week since the Colonial has offered stagershow.

Patrons included hundreds who never go to any other show of the year and in scores of instances they came not only once but two, three, and four times during the week to see their radio favorites.

Earle, Wash., Big 19G; Capitol 17G

WASHINGTON.—Dip in temperature should help downtown theater business this week, but holdovers dominate most theaters here. Loew's Capitol showing *Doctor Kildare vs. People* for week ending May 7 expects only \$16,000. Patricia Bowman, Arren and Broderick, John Gallus, Hollywood Canines, and Rockets are on the stage. Last week Lew Parker, with *Night in Rio* on screen, did a fair \$17,000.

Warner's Earle is holding over the Joe Cook unit on stage with *Penny Serenade* on the screen for the week ending May 8. Expected gross is \$15,000 as against a big \$19,000 last week. Cook is getting a publicity break due to Catholic University's original production *Cook Book*, which is reflecting in Earle box office. Warner management featured Catholic University members some nights on stage with Joe Cook.

"Waikiki" 65C In Detroit

DETROIT.—Dropping of stagershow by all downtown theaters except Raymond Schreiber's Colonial brought the total of local vaude grosses way down this week, with no prospects of important pick-up until the Fox resumes a stagershow policy.

The Colonial (1,500 seats, house average \$6,500) just hit around average business of \$6,500 for the second successive week, with *Waikiki Nights* unit on the stage. Week-end of unusually good weather hurt the normal draw.

King Hits Strong 135C in Minne

MINNEAPOLIS.—Wayne King's ork, making its first appearance at the Orpheum here in several years, drew a strong \$13,500 for the week of April 25-May 1. Good weather breaks helped. Pic was *The Trial of Mary Dugan*. Currently at the Orpheum is Woody Herman and his ork, to be followed the week of May 9 by a Major Bowes unit.

At the Alvin, burly house here, Charmaine, strip-tease headliner, grossed a fair \$4,100 for the week of April 25-May 1. Heading the cast this week is Tirza, wine-bath girl.

"Habana" Good In Atlanta

ATLANTA.—*Casa Habana*, last stage revue, teamed with *A Man Betrayed* film, will do a fair business at the Capitol Theater this week.

Rita Marquita, the Arnaut Brothers, Kirk and Lawrence, Carl Randall, Peggy Cornell, and other acts made the stage offering a better bet than the film.

Ray Herbeck Average \$8,000 in Ind'p'lis

INDIANAPOLIS.—Unknown here, Ray Herbeck and his orchestra could entice only an average \$8,500 into the Lyric (1,892 seats) box-office for the week ended May 1.

Part of the draw has to be attributed to Judy Canova, whose pic, *Sis Hopkins*, was on the screen.

A Golden Opportunity

(Continued from page 4)

on farms are ready, with money in their pockets and a growing fear of doom in their hearts, to patronize living entertainment handsomely.

Labor will have to help or be damned. The actors will help if their unions will see the light while resting from their little game of leader bite leader. Theaters, so important in a revival, will join the parade as soon as the men who run them come to the realization that double and triple features, dishes, money games, and amateur nights are the cake they are trying to sell when the people are yelling for bread.

Let's open up theaters to actors, stagehands, electricians. Let's start money rolling into the coffers of supply firms, of hotels, railroads, and merchants. While there is still some light on the horizon of America's future prosperity and peace let's revive an industry that will help to lessen the shock when the day of economic reckoning dawns. If it's peace we will have, such planning is tremendously important. If war is to come, the morale feature of a revived stage will be of tremendous import.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

RHYTHM BROWN, roller skating dancer, planning the opening about June 1 of the Tippa-Tappa club in Harlem. . . . FRANCINE DAYTON elevated from usheress to an Allen Gilbert show girl at the Republic last week. . . . DONNA DARNELL opened at the Eltinge May 2. . . . MERVIN GREENSTEIN, of the Eltinge, is organizing a soft-ball team among the attaches and performers. Out to challenge other burly theater teams. . . . PATRICIA PATTERSON is another Manhattan newcomer at the Galety. Did strips part of the season in Midwest Circuit shows. . . . RITA DEVERE, dancer, received an unusual request for a photo all the way from Chile, S. A. In the envelope was a \$10 bill. . . . JOE SCHOENFELDER, Republic stagehand, is in the Madison Park Hospital recovering from an appendicitis operation performed April 20. . . . JESSICA ROGERS moved from the Eltinge to the Monte Carlo nitery May 1.

MARLENE celebrated a birthday April 23 backstage of the Republic. Joined the stock show at Grand, Canton, O., May 2. . . . GEORGE CORWIN is doing straights for Harry Savoy in *Waikiki Nights*, which opened April 27 in Detroit. . . . ROSALIE GORE, dancer and stripper, wound up a year at the Miami Club, Baltimore, Md., recently and opened a week later at the Earl Club in the same city. . . . DOROTHY LAWRENCE shifted from the Republic to the Hudson, Union City, N. J., May 4. . . . IRVING KARO, singer, is ill in Ward 11, Veterans' Hospital, Dayton, O., from old injuries sustained in an auto accident. . . . PAT PAREE opened April 30 in Johnstown, Pa., with a Warner unit. . . . VAL deVAL, Betty DuVal and Paula Lind were new principals at the Star, Brooklyn, April 25.

MAX RUDNICK has rented an office in the 40s from which to conduct operations of the Lyric, Bridgeport, Conn.; the Gayety, Norfolk, Va., and a hotel in Bridgeport. He is negotiating for three other out-of-town burly houses in which he will be partnered with Izzy Hirst. . . . JERYL DEAN helped her parents celebrate a 26th wedding anniversary in Brooklyn last week. . . . GEORGE A. HUNTER, ex-burly straight man, is now a telegrapher for the B.&O. Railroad. . . . DIXIE SULLIVAN closed on the Midwest Circuit April 24 in Chicago and opened the day following in stock at the Fox, Indianapolis, where other Arthur Clamage principals are Lew Fine, Artie Lloyd, Ned Welsh, June Marshall, and Roberta and Helena. . . . ISABELLE WALSH, formerly booking assistant to James J. Victor, is now in Starke, Fla., promoting entertainment for Camp Blanding draftees and writing for local papers. . . . DIMPLES DELITE and Maxine DuShon new principals at the Eltinge, April 25.

HELEN JOHNSON, dancing chorine of the Eltinge, is in Bellevue Hospital after an accident. . . . JEANNE ROCHELLE is at the Club Nomad, Atlantic City. . . .

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BOBBOE PARKER, show girl with the Mike Sachs company, Hirst Circuit, comes to the Galety when the tour ends to double in parades and strip specialties. . . . C. G. TRACY, of St. Paul, sends a rhymed rave of the show at the New Alvin (formerly the Shubert) there, operated by Harry D. Hirsch and Harry Katz. Show was principalled by Peaches, Marie Cord, Bobby Morris, Charles Country, Claire Hayes, Jack Buckley, Billy and Mary Hill, Ione O'Donnell, Cameron Watson, Winifred Hoppe, Bert Grant, and Betty Beh, and was produced by Bobbie Pegrim. . . . ANOTHER baseball faction uniformed at Ann Corio's expense are nine youngsters in Hartford, Conn., Ann's home town. . . . UNO.

CHICAGO:

TIRZA, who closed at Colosimo's, will play theater engagements in Minneapolis, Milwaukee, and Cleveland, then go to New York to pick up her family and drive to California, where she opens in San Francisco early in July. . . . THE POWERS that be have ruled out strip show in the Midwestern army camps. . . . FRANCES ABRAMS, secretary to Milton Schuster, is away on a two-week vacation. . . . JUNE ST. CLAIR returns to the Rialto Friday (9).

PHILADELPHIA:

PHI BETA GAMMA fraternity at University of Pennsylvania has selected Waneta Bates (Miss St. Louis) as this season's "Ideal Companion to Take With on a Desert Island." . . . JOHNNY KANE, Izzy Hirst producer at the Troc Theater, stepped into Bob Alda's part when the straight man suddenly took ill. . . . MARNEE last in for the season at the Orpheum Theater at near-by Reading, Pa., April 30, with a new Hirst unit including Hal Weber, Jack (Tiny) Fuller, Winnie Garrett, Betty Coette, and the Three Sheldons. . . . At the near-by New Jersey niteries, Rita Burke holds forth at Baddonfield's Smart Spot, GLORIA REED at Clementon's Twin Cedar Inn, and Ginger Lee at Marlton's Holloway's Inn.

FROM ALL AROUND:

JIMMY JUKES has returned to Houston, Tex., as manager of the Joy, stock burly house, after a year's absence. Doyle Davenport, former Joy manager, has entered a welding school in preparation for Uncle Sam. In the Joy cast are Frank (Red) Fletcher, Lettie Lorre, Honey Harris, Sid Winters, Jack McClaskey, Ida Mae Cantrell, Cecilia Wolfe, Kay Ackley, Louise McClusky, Delores Franz, Virginia Franz, and Mary Bradley.

Detroit Biz Still Weak

DETROIT, May 3.—Detroit burlesque business, instead of enjoying an anticipated pick-up after Easter, has dropped even below Lenten figures on grosses. Local houses are repeating the experience of every other branch of indoor show business, from legitimate to night clubs, that national defense spending does not mean more money for amusements in this town yet. Evidence of acts and showmen coming in here from elsewhere is that Detroit has developed a reputation as a bonanza town for heavy industrial employment in recent months, but midweek audiences that may be counted off in dozens. Fairly good week-end business, especially the Saturday midnight show, enables the burly houses to keep going.

Both major Detroit shows shift to stock this week. At the Avenue, Arthur Clamage and Charles Rothstein are putting in a cast that headlines Parker Gee, straight; Leon DeVoe, straight; Tommy (Scurvy) Miller, comic, and Louis Rogers and Renee; Others were not set at this writing. Lillian Hunt remains as producer. Felix Marshick's band also stays. At the National, manager Dave King is putting in a stock cast featuring Ceil Von Dell, George Murray, Eleanor Cody, Eileen Hubert, Paddy Cliff, Bert Carr, Alice Jewell, and Vicki Thompson. Natallena Catiere is producer.

The National is using one act of vaude in addition to the straight burlesque. Local burlesque operators feel that strikes, fear of future developments,

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worry of younger workers over the draft, and the current competition of good weather have all combined to keep business from staging any comeback, aside from the basic fact that local business is still very backward generally.

Cleve Starts Stock Policy

CLEVELAND, May 3.—George Young, resident manager of the Roxy, has set the cast for the opening week of summer stock. Featured will be Joan Carroll and Chiquita Garcia; comics, Manny King and Irving Harmon; straight, Al Golden Jr.; house singer, Barry Houston.

Others will be Joe Sterling, Lorraine King, Helen Colby, Belva Williams, and Jean Carter. Russell LaVallee, producer. Second week's feature, Amy Fong.

Canton Burly Extended

CANTON, O., May 3.—Frank Bryan's stock burlesque scheduled for 10 weeks at the Grand Theater here, will extend its run till Sunday, June 1, an extra month.

More Pruned Legits, Big Cafe Shows With Names for Vaude

NEW YORK, May 3.—The practice of shaving down legit shows into vaude units is being revived, with the Buddy De Sylva legit, *DuBarry Was a Lady*, the latest to be pruned to vaude dimensions at the conclusion of its Boston run.

DuBarry is the fourth musical that will hit the vaudefilmers. The others are *Crazy With the Heat*, which will follow its two-week engagement at the State here with the State, Hartford; George White's *Scandals*, and *Streets of Paris*. The two last have already completed profitable vaude runs.

The same trend is also shown among established night club shows. The club field has already provided the *Latin Quarter Revue*, from Lou Walter's Latin Quarter, Miami, and Mike Todd's cafe unit, *Gay New Orleans*, with Gypsy Rose Lee.

The revival of the practice was apparently brought about by the quick saleability of any show that already has a reputation, and the ability of the minnie legit and cafe shows to provide names. One of the major difficulties in producing units recently has been the problem of getting names. In the case of the legit and night club shows, most of the names are already assembled, and the only difficulty involved is getting them to take a wage slice. The prospect of additional work usually accomplishes this, tho some continue at their regular salaries.

Major obstacle in getting the legit shows to turn to vaude is the problem of getting guarantees. With the approach of summer few houses are willing to take the gamble of putting up a sum from

Magic

By BILL SACHS

LORING AND KATHRYNE CAMPBELL closed their season at Wickenburg, Ariz., April 30, and jumped immediately to their home in Burbank, Calif., for a few weeks' rest before beginning their summer trek. Since leaving Burbank last June 28 the Campbells covered 40,000 miles, giving some 400 performances in 46 States and parts of Canada and Mexico. This was Campbell's 16th year as a pro magish. . . . WILL ROCK made his annual return to Philadelphia with his *Thurston's Mysteries of India*, again playing the Carman Theater for three days ended May 1. . . . JUDITH JOHNSON, mentalist, has been handed three more Atlanta theaters by the Lucas & Jenkins chain, after which she moves into South Georgia to play the Duncan chain of houses out of West Point, Ga. . . . MAGRUM THE MAGICIAN is now Private C. Thomas Magrum, Battery A, 8th Battalion, 3d Regiment, Field Artillery Replacement Center, Fort Bragg, N. C. . . . THE TWO MYSTICS have moved their magical feats to Wilson's Cafe, Philadelphia, where they are set for an extended stay. . . . DELL O'DELL appeared at the Hotel Netherland Plaza, Cincinnati, Monday of last week (28) for the Mining Congress's King Coal Party. Accompanying her to Cincy were her hubby, Charles Carrier, juggler, and Roland Travers, former vaude magician. They were guests of John Snyder Jr., president of the International Brotherhood of Magicians, during their stay in Cincinnati. . . . EVANS BROWN has opened for a fortnight at the Circle night club, East Dubuque, Ia., set by the Chicago William Morris office. He's working the floorshow with his magic and swing harp. . . . LITTLE JOHNNY JONES has been held another week at the Lark Club, Milwaukee. . . . PRINCE HASSAN, who has just concluded a stand at House of Murphy, Beverly Hills, Calif., is negotiating for a flicker job. He's being represented in Hollywood by Monte Blue, former movie star. . . . LESTER LAKE has taken an apartment in Cincinnati and is still dividing the time between the big town and his home village, New Trenton, Ind., while working an occasional date in the territory. . . . PERCY ABBOTT, the magic maker, has just released a new illusion that should prove an especial nifty for carnival magickers. Light in weight and easy to cart, the new fooler goes at a low price. Abbott reports the best spring business in years.

\$5,500 to \$8,500. Most deals are based on 50 per cent from the first dollar, and grosses during the heat often dwindle below the point where half the gate covers the expenses.

Average running expenses for a unit with names is around \$5,000, and unless a house grosses on the average of \$10,000 weekly both the agent and the operator are unwilling to risk the hazard.

Miles Ingalls, Charles V. Yates, and Bill Miller have been agenting the night club and legit units.

Defense Ups Minne Grosses

MINNEAPOLIS, May 3.—Niteries in the Twin City area, after a lull in trade during and shortly after the Lenten period, suddenly found themselves jam-packed with customers during the past fortnight. From practically every night club in the Twin Cities came reports that gross receipts had shown marked increases.

Principal factor in the upward trend of biz is the national defense program, which is beginning to take hold in this area with a vengeance. Predictions of big biz in the night clubs during the summer months is based on the expectation of defense workers' patronage.

SHIRLEY DEANE goes into the Century, Buffalo, Friday (9) for a week, and follows with theater dates in Erie (19-21) and Johnstown (22-24).

Billroy Comedians Heading Northward; Ohio Stands Booked

CALHOUN, Ga., May 3.—Billroy's Comedians, Billy Wehle, manager, finished its tour of this State here last Saturday night (26) and Monday moved into Tennessee at Chattanooga, where the show has a week of one-nighters before hopping into Kentucky for an extensive swing around that State. The Billroy troupe opened the season at Brunswick, Ga., April 14 and moved rapidly across the State, making the better spots.

The Billroy organization pulled a three-quarter house on its stopover here. Admissions are 15 and 25 cents, with 20 cents additional for reserves. A woman is admitted free with a paid male admission. Concert goes for 25 cents.

Among the featured acts with the show are Kaye Turner, dancer; Al Pitcaithley, contortionist; Jimmy Heffner, comedian and a big favorite here, and Luewanna and Her Savagettes. Concert feature is Ming Toy, Chinese strip artist. Some 400 people remained for the concert here.

Show makes a flashy appearance and all equipment and motor stock is spick and span. Advance department is headed by Sid Lovett, with three assistants. The show encountered two nights of rain recently at Newman and Cartersville, Ga., but pulled full houses despite the inclemency.

CANTON, O., May 3.—Billy Wehle's Billroy Comedians tent show will play two weeks of Ohio territory late in May and early June, according to Billy Wagoner, agent, who was here recently mapping out the itinerary for the show.

Under present plans, show will appear here June 2, with Massillon to follow next day. Show will also play Chillicothe, Cambridge, Wooster, New Philadelphia, and other Ohio towns before moving into Michigan. Route will not take the show any farther east than Canton, thereby avoiding the many circuits that will play that territory in the early summer. Wehle show has not played Canton for several years.

Ellis "Rip" in Flint, Mich.

FLINT, Mich., May 3.—After working Lansing, Mich., schools from February 24 to April 4, John Ellis's *Rip Van Winkle* Company opened in schools here April 16 and will remain thru May 29. The Ellis company played the same schools here four years ago. Prior to moving to Lansing the troupe played Chicago schools, its fourth season in the Windy City.

King Cole Circle Winds Up

BRIGHTON, Ia., May 3.—King Cole Players closed a successful circle here recently. King Cole joined the Guthrie Players in Iowa. Clyde and Mina Cole have signed with the Roberson Players in Illinois, and Vera and Fern De Cuir have lined up with an orchestra playing this State. Harry and Eva La Reane, character team, will spend the summer here. They are mourning the loss of their wire-haired fox terrier, Rags, who had tramped with them the last 11 years.

Foster Gray in Baltimore

BALTIMORE, Md., May 3.—Foster Gray, former rep performer, has a combo vaude-pic-magic trick playing under auspices in the Baltimore area. Gray came here recently from Florida, where he played a string of church dates with the religious bill *The Road to the Right*, by E. F. Hannan. For several years Gray produced amateur bills under religious and merchants' sponsorship.

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Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Soldiers Fail To Patronize Tenter; Macon Finale Stand

MACON, Ga., May 3.—*Star-Spangled Jamboree*, featuring Johnny Hamp's orchestra and Wally Wanger Girls, designed especially for the soldier trade, flopped in a three-day engagement here. Show was presented in a tent at Central City Park. Caliber of entertainment was high and show received good newspaper notices, but lot location was considered unfavorable.

Joseph N. Neel Jr. Post of the American Legion, which sponsored the three-day engagement, announced total gross was only \$135. Expenses here were announced as about \$400, not including pay roll.

Same show had played Fort Benning, Ga., and Fort McClellan, Ala., to disappointing results, according to reports.

Johnny Hamp's orchestra formed the backbone of the show, with specialists including Honey Haynes, vocalist, and Vincent James, scat singer. The Wanger

Girls (12) were attractive and good dancers.

Wesley Frazer, company manager, said the show, which came direct from New York for the Southern bookings, would close here, returning east.

Rep Ripples

DON AND JEAN HARVEY, in radio the last two and a half years, will be with the Zarrington Show in Tennessee this season. They are scheduled to return to Station KSOO, Sioux Falls, S. D., November 15. . . . STEVENS & MACK SHOW is readying for the summer trek at Perryville, Mo. . . . SLY AND COOMS, who closed their school show at Easter, are working niteries in the Dallas and Fort Worth, Tex., section. . . . RAY JOHNSON, veteran trouper, and the Sheridan Sisters are on a 10-day fishing trip to Lake Hodges in California. . . . HABEKORN AND DENTON, en route from Florida to Akron, O., for a club date, stopped off for a visit with John Willis Walters in Columbus, O. They have a string of Pennsylvania clubs to follow Akron. . . . CAL AND BONNIE WEST, for many years with the Billroy show and late of the WLW Boone County Jamboree, are still working niteries in the Detroit area. . . . CHARLES C. POWERS, who has been engaged in the mercantile business in Miami Beach, Fla., all winter, will have a pic trick and Indian museum layout in Northern Mississippi halls until the fair season opens. Powers, who formerly advanced various reps, will be assisted by his wife and son. . . . M. H. GRIFFIN, of Sugar Valley, Ga., was a visitor on the Billroy Comedians tenter at Calhoun, Ga., April 26.

Dorothy Lewis Inked for Pix

NEW YORK, May 3.—Dorothy Lewis, who closes tonight at the St. Regis Hotel here after a three-year run in the spot's ice shows, has signed a long-term contract with Republic Pictures. She will make three pictures during the first year and four a year thereafter. Is scheduled to start work in Hollywood on May 31 on her first picture, *Ice-Capades*, which will be completed some time in July. Picture will also feature the entire cast of the *Ice-Capades*, now playing Los Angeles.

Due to a previous commitment, soon after completion of *Ice-Capades* she will play the Nicollet Hotel in Minneapolis.

restaurant in Chicago. Maybe I can furnish the chickens and eggs. Let's hear from the various shows now running and let's see how many old-timers are still in the business."

AL ZUCKERMAN posts in to inquire about Johnny Russo, Billy Steele, Maxine Long, Billy Cane, Jackie Anderson, Jerry Mortons, Bud Gannon, Betty Lauck, Skippy Skidmore, Pete Wilson, Sammy Lee, Frenchie Bolsjoile, Lee Sullivan, Jackie Richards, Chad Alviso, Eddie Brown, Jack (Dead Pan) Kelly, Larry Cappo, Dong Burgonne, Tuffy Tarantino, Clifford Shaw, Larry Kendall, Wiggles Royce, Toots Miller, Jackie Miller, Harry Smyth, and Betty Davis. Al says a show is slated to get under way soon in St. Louis.

BUSINESS CONTINUES GOOD with the Speed Derby at the Stadium, Pine Bluff, Ark., with seven teams and two solos still in the running there.

INQUIRIES have been received during the past week on Thillie Sweet and Gladys Maddox. Shoot in a line, girls, and let's know what's what.

JIMMY BURKE is sojourning in San Diego, Calif., awaiting the opening of the new show there soon. He's anxious to know what's become of Eddie Leonard, Eddie Begley, and Wiggles Royce.

MR. AND MRS. LEO SCHOEMER, enthusiastic followers of the recent Chicago walkathon, are en route to Kansas City, Mo., from Tacoma, Wash., to visit with Pete Carillo and Harriet Blurton, contestants in the current contest in the latter city.

GORDON HARING, well-known contestant, is now Pvt. R. Gordon Haring, 3d Ordnance Service Co., Fort Story, Va. He has been in the army since February 5. Says army life is o.k., but that he would appreciate hearing from his old friends in the business.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Washington Contest Pulls 50,000 Payees in 17 Days

WASHINGTON, May 3.—Having already played to over 50,000 paid admissions in the last 17 days, the All-American Amateur Walkathon now in progress at Riverside Stadium here has the earmarks of being one of the most successful endurance contests ever presented in the capital. The Riverside event opened with 30 amateur or near amateur teams April 14. Of this number over two-thirds were local boys and girls.

At this writing 16 couples are still in competition, and all but two teams are sponsored by local merchants. Jerry Green is promotion and publicity director. A strong advertising program is responsible for much of the show's success. In addition to radio, newspapers and street cars are used to publicize the show.

Phil Murphy is master of ceremonies. Nightly features are presented and treadmills are now in progress, with sprints due to be inaugurated next week. Doing a capable job as air man is Chuck Payne, who handles three 15-minute periods daily over WINX. He also works the stand. Art Wolf is back again and is just as popular as ever with the localites.

The floor crew lists the following: Ernie Bernard and Jim Coffey, judges; George Woods and Chuck Lombardo, trainers; Vina Walker and Millie Lombardo, nurses; "Popeye" Knight, chief dietitian. Teams remaining are Bill Harris and Helen Custer; "Fuzzy" Furr and Mary Sutphin, Roy Bell and Jerry Thomson, George Guthrie and Eileen Retter, Kid Alexander and Pauline Jones, Johnny Henderson and Jean Retter, Johnny Hughes and Joan Geiger, Earl Harrington and Betty Bussart, Charlie Barron and Sally Shultz, Fred Young and Frances Walton, Phil Arnold and JoJo Sperach, Jack Kearns and Hazel Dietrich, Don Donnison and Thillie Danish, Red Monroe and Flay Moran, Eddie Blessing and Jeannie Bush, and Archie Hern and Emma Campbell.

CARL HOLT is in Honolulu making preparations for the contest which he will launch at Civic Auditorium there late this month. The auditorium has accommodations for 6,000 people. Holt is using 10 teams from the West Coast, with the remainder being gathered in Honolulu. Writing from Honolulu under date of April 26, Holt says: "This has been a kind of dream of various promoters to put on a show over here. In fact, if I am not mistaken, one time

when I was in your office with Charlie Hayden he mentioned the fact then that he would like to have a show here, but in those days it was impossible to get a permit. However, now they have over 100,000 army and navy men and no entertainment, so they have welcomed me with open arms."

DANNY BRAMMER, Lenny Paige, and Jimmy Gable are slated to handle emcee duties for the forthcoming Carl Holt contest in Honolulu. Contestants already engaged to make the trip are Joe and Margie Van Raam, Billy and Maxine Lang, Eileen and Mickey Thayer, Hughie Hendrixson, Porky Jacobs, Mickey Brittain, Stan and Margie West, and Chad and Louie Meredith. Troupe is slated to sail on the S. S. Matsonia May 22.

JOHN L. MODE JR., forced out of the recent Ray C. Alvis contest in Washington by a throat infection, is still in the nation's capital scouting around for a partner for another contest. If he doesn't connect he plans to join a small circus or orchestra as drummer.

MR. AND MRS. R. E. (BOB) GILSON are still working in San Francisco, where they celebrated their second wedding anniversary April 28. Bob was with the Charles Walpert shows and various West Coast carnivals the last few years. Mrs. Gilson was the former Sally Banknight, nurse with Hal J. Ross contests for a number of years.

JR. JACK KELLEY scribbles from Slippery Rock, Pa., where he is now engaged in raising chickens: "Read the piece by Marge Sheffield about me being one of the oldest walkers in the business. Maybe Marge is correct, and maybe not. One of the first shows I was on was in Cleveland around 1923. The first marathon I recall was held in the Coliseum in Des Moines, Ia., in 1892 or thereabouts. Marge Sheffield was my partner in several contests, and I just had word from her that she and another of my former partners, Toni Krause, are opening a

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STARTING
MAY 23
IN DOWNTOWN
COLISEUM
Sponsors guaranteed for all Teams accepted. Contestants and all staff air mail
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Coliseum, San Diego

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In the Beautiful 6000 Seat Coliseum
OPENS THURSDAY, MAY 8
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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Public Interest Increases Demand for War Newsreels

NEW YORK, May 3.—Roadshowmen are reporting an ever-increasing demand for war pictures. Programs incorporating newsreel shots about the conflicts in Europe, Africa, and Asia are highly popular. Public interest is particularly strong when the films shown deal with comparatively recent happenings.

The tempo of war interest is quickening and the marked increase in demand for war pictures is directly traceable to several factors. Outstanding in importance is the fact that the average American, in city and rural districts alike, is daily growing more aware of this government's concern in events abroad. The amazing national interest in war films can also be attributed to the Selective Service Act. There is scarcely a home today that has not some menfolk in service.

Producers are offering first-hand camera-witness motion pictures of the current ever-spreading conflict. Pictorial surveys of the war situation are available in the 16mm. field, both silent and sound films. Invaluable as these films are today—history may now be seen as it is made—they will be priceless as pictorial fact records in the years to come.

While complete movie records of the war from Germany's march on Austria

are available, some films command greater audience attention than others. Motion pictures of Japan's invasion of China are in demand because the Far East is a war theater of action that may erupt in full fury soon. On the other hand, old shots dealing with the German invasion of Austria, the heroic stand of Finland, the scuttling of the Graf Spee, etc., are obviously dated, and little, if any, interest in them is shown.

Roadshowmen who desire to add newsreel films to their programs should pay particular care in selecting timely subjects. Obviously films picturing the evacuation of Dunkerque or the crumbling of Mussolini's Libyan army under British attack earlier this year have no value at this time. However, it is reported audiences are still impressed by films showing half of France's naval strength destroyed by the British fleet at Oran.

One roadshowman, returning from a two months' tour of Eastern territory, reported that churches are particularly eager for current newsreel pictures. However, he cautioned against showing films about Hitler. Audiences don't like the German dictator and don't hesitate to voice violent protests, in some cases creating disturbances.

Interest at present is strong for films about the bombardment of London, attacks on convoys, the recent struggle in Yugoslavia and Greece, and films showing how American facilities are being rushed for lease-lend aid to Britain.

Schools also offer a wide field for films covering the European war. In this case timeliness need not be stressed, for teachers use the films as visual aids in the teaching of current history.

Operators interested in building and retaining audience good will should plan to include current newsreels in all future film schedules.

\$100,000 Gross Predicted For Stanton's Travel Film

PHILADELPHIA, May 3.—Pat Stanton's travelog, *Here Is Ireland*, made during a vacation abroad two years ago, may become one of the biggest non-theatrical grossers in the 16mm. field. Initially successful in churches, schools, and halls, the film is now playing theaters and can gross around \$100,000.

Record non-theatrical film gross mark was achieved by Robert Flaherty's *Nanook of the North*. Produced for the Hudson's Bay Company back in 1922, the film grossed in the neighborhood of \$500,000.

Cutting It Short

By THE ROADSHOWMAN

Jack Butler, of Butler Movie Service, Danville, Ill., started the firm's 10th consecutive season at Allerton, Ill., April 16. Warm temperatures caused break-up of usual May 1 opening tradition. William Saunders, business manager, will not be on the road this season, as Uncle Sam's draft has called him up for service. Butler and Saunders went to Chicago some time ago and closed a deal for \$2,000 worth of pictures. According to an arrangement made with Roshon Films, all Butler pictures will be protected within a 100-mile radius of Danville.

No business expansion is planned this year, due to uncertain conditions. However, a larger and more successful year is anticipated. It seems there will be many new faces in the Butler line-up this year because of the draft.

Business for this year will remain much the same as last. However, more Drive-Ins are planned, having become extremely popular in the Midwest. Show line-up includes many new releases, some of which are majors with big stars.

F. Seymour Wright, of Wright Projection Service, has returned to New York

after two months on the road. He had a successful season with a Passion Play produced by Hemingway Film Company. The film, said to be one of the best of this type, met with favorable response from the public, with many repeat performances, it is reported. Wright reported demand for comedies, cartoons, and Westerns for youngsters. Love-interest films are favored by ladies' auxiliary organizations.

Roadshowmen who want to snare factory hands who go to work on a 4 p.m. shift might try a new wrinkle—a "defense worker's matinee," run early enough to give the worker time to see the show before checking into the factory.

ROUTES

(Continued from page 22)

- Montoya, Carlos (El Chico) NYC, nc.
 - Moods, Three Musical (Harry's New Yorker) Chi, nc.
 - Moore, Diane (Oriental) Chi, t.
 - Moore, Peaches (French Monte Carlo) NYC, nc.
 - Morgan Helen (Hi-Hat) Chi, nc.
 - Mura, Corinna (Biltmore Bowl) Los Angeles, h.
 - Murphy, Dean (Brown) Louisville, h.
 - Murray, Dorothy (Fifth Avenue) NYC, h.
 - Murray, Mae (Diamond Horseshoe) NYC, nc.
 - Myrus (Edgewater Beach) Chi, h.
- N**
- Naldi, Nita (Diamond Horseshoe) NYC, nc.
 - Na Pua (Lexington) NYC, h.
 - Nielsen, Gertrude (Chez Paree) Chi, nc.
 - Nielsen, George (Airport Inn) Hagerstown, Md., nc.
 - Norella, Dacia & Delle (La Conga) NYC, nc.
 - Norman, Karyl (Finocchio) San Francisco, nc.
 - Norman, Lucille (Netherland Plaza) Cincinnati, h.
 - Norre, Kay (Primrose) Newport, Ky., cc.
 - Northwest Mounties and a Lady (Edgewater Beach) Chi, h.

- O**
- Olympicos, The (Atlantico) Rio de Janeiro, S. A., nc.
 - One Night of Horror (Oriental) Chi, t.
 - Orelia, Princess (Latin Quarter) Boston, nc.
 - Ortega, Rosita (Havana-Madrid) NYC, nc.
 - Overman, Wally (Columbia, Mo., 8-10; Cincinnati, O., 11-17, t.

- P**
- Pansy the Horse (Riverside) Milwaukee, t.
 - Parks, Barbara (Brown Derby) Chi, nc.
 - Patricia (885 Club) Chi, nc.
 - Patterson, Trent (Park Lane) Buffalo, h.
 - Paul & Paulette (Mayfair) West Orange, N. J., nc.
 - Pedro & Rafael (Ray Ott Club) Niagara Falls, N. Y., nc.
 - Peerce, Jan (Music Hall) NYC, t.
 - Penman, Blondy (Puritan Klub) Mendota, Ill., nc.
 - Penton, Kay (Gay White Way) NYC, nc.
 - Peppers, Three (New 20th Century) Phila, nc.
 - Perel, Alex (Harry's New Yorker) Chi, nc.
 - Perrell, Alice, Glris (Brown Derby) Chi, nc.
 - Perry, Katherine (State-Lake) Chi, t.
 - Pierce's, George, Stop, Look, and Listen, with Joan Maller, Loretta Grey, Masters & Young, Shaw & King, Murray & Raymond (Wilmington) Wilmington, N. C., 7; (Augusta) Augusta, Ga., 8-10; (Capitol) Atlanta 11-17, t.
 - Pierce & Roland (Colony) Chi, nc.
 - Pope, Glenn (Palmer House) Chi, h.
 - Powell, Ethel (Chateau Moderne) NYC, nc.
 - Powell, Jack (Rocky) NYC, t.
 - Powers, Paulette (Jaak & Bob's) Trenton, N. J., nc.
 - Purcell, Pat (Yacht Club) Phila, nc.
 - Purdey, Louis (Music Hall) NYC, t.

- R**
- Radio Aces (Club Ball) Phila, nc.
 - Rand, Sally (Latin Quarter) Boston, nc.
 - Randall Sisters (Chicago) Chi, t.
 - Ray, Jimmy (606 Club) Chi, nc.
 - Rayes, Isa (Colony) Chi, nc.
 - Reid & Mack (Jeff's) Miami, Fla., nc.
 - Reinhart, Bob (Rainbow Grill) NYC, nc.
 - Remos, Paul, & Toy Boys (Mike Todd's Theater Cafe) Chi, nc.
 - Renault, Francis (Sawdust Trail) NYC, nc.
 - Renee & Root (Ball) Miami, Fla., nc.
 - Rhythm Rockets (Capitol) Washington, t.
 - Ribakova, Rita (Russian Yar) NYC, nc.
 - Rinehart, Dora (Music Hall) NYC, t.
 - Rio Bros. (State-Lake) Chi, t.
 - Rios, Rosita (Beverly Hills) Newport, Ky., 25-May 7, cc.
 - Rita & Reuben (Casa Manana) Culver City, Calif., nc.
 - Ritz Bros. (Riverside) Milwaukee, t.
 - Rivera, Andree (Le Montparnasse) NYC, nc.
 - Roberts & Farley (New Yorker) NYC, h.
 - Rogers & Morris (885 Club) Chi, nc.
 - Rooney, Pat (Hofbrau) Lawrence, Mass., nc.
 - Rosario & Antonio (Waldorf-Astoria) NYC, h.
 - Rose Marie (Silver Slipper) Louisville, Ky., nc.
 - Roselle, Anna (Music Hall) NYC, t.
 - Ross, Annette (Nomad) Atlantic City, nc.
 - Ross, Stuart (Le Ruban Bleu) NYC, nc.
 - Rossilianos, The (Edgewater Beach) Chi, h.

- S**
- St. Clair & Durant (Iceland) NYC, re.
 - Sanchi, Lorraine (Royale) Detroit, nc.
 - Sanoff, Vera (Spivy's) NYC, nc.
 - Scott, Hazel (Cafe Society Uptown) NYC, nc.
 - Scott, Margaret (Brevoort) NYC, h.
 - Shea, Bob (Gay White Way) NYC, nc.
 - Shea & Raymond (Biltmore Bowl) Los Angeles, h.
 - Sheldon Gene (Orpheum) Minneapolis, t.
 - Sheman Bros. & Tessie (Wilson's) Phila, c.
 - Shuman, Frank (Spivy's) NYC, nc.
 - Siegel, Albert (Rhumba Club) Keansburg, N. J., May 1-7.
 - Silber, Sam (Embassy) Phila, nc.
 - Sims & Bailey (Riverside) Milwaukee, t.
 - Spear, Harry (Latin Quarter) Boston, nc.
 - Spencer, Kenneth (Cafe Society Downtown) NYC, nc.
 - Spot, Jack (Shoreham) Washington, h.
 - Stacy, Jess (Shubert) Cincinnati, t.
 - Stadlers, The (San Souci) Havana, Cuba, nc.
 - Stanley, Bob (Silver Slipper) Louisville, Ky., nc.

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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. 53 MAY 10, 1941 No. 19

Staples & Cerny (State-Lake) Chi, t.

Starr, Rollo, & Ditsen (Tic Toc) Milwaukee, nc.

Stella, George (Mickey's Bar) Detroit, nc.

Sterners Sisters (Riverside) Milwaukee, t.

Stevens, Harry (Royale) Detroit, nc.

Stewart, Jaqueline (Sutton) NYC, h.

Stirling & Rubia (Beachcomber) Baltimore, nc.

Stone, Al (Kalliner's Little Rathskeller) Phila., nc.

Stuart, Gene (Pioneer Club) NYC, nc.

Stuart & Taylor (Oriental) Chi, t.

Sue, Lyda (Paramount) NYC, t.

Sullivan, Joe (Sutton) NYC, h.

Sumner, Helen (Ivanhoe) Chi, re.

Suzanne & Christine (Maxim's) Bronx, N. Y., nc.

Swann, Russell (Warwick) NYC, nc.

(See ROUTES on page 34)

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Dept. BB-22

The Final Curtain

BARTON—George L., former manager and agent for traveling attractions, April 27 in St. Joseph's Hospital, Hot Springs, Ark., of a heart attack. He was advance man and manager for Kilroy & Britten, Chicago, playing both the Klaw & Erlanger and the Stair & Havlin circuits years ago. From 1902 to 1907 he was with Billy Kersand's Minstrels; later with Mutt and Jeff for Jack Hoskins, after which he took out the Nay Brothers in *Shufflin' Sam From Alabama*. After the World War he organized the *Uncle Sammys Minstrels*. Barton was well known in the Midwest because of his one-nighters and especially his production of *The Girl and the Tramp*. He was a member of the Heart of America Showmen's Club, Veterans of Foreign Wars, and Spanish War Veterans. Services in Hot Springs, with burial in the family lot at Springfield, Mass.

BERGERE—Ramona, 39, actress, writer, and former wife of Cliff Berger, racing driver, in Glendale, Calif., April 26. Services April 28 at the Wee Kirk of the Heather, Hollywood.

BLINN—Benjamin Franklin, 69, character actor, in Los Angeles April 28. Entombment at Hollywood Memorial Park Mausoleum May 2.

BRAHAM—William, 80, former musician, May 2 at the Briar Hill Welfare Home in Freehold, N. J. He was at one time with the Boston Symphony Orchestra.

BRANNAN—T. J., 25, rodeo performer, at his ranch in Del Rio, Tex., April 23 after a brief illness. Brannan participated in rodeos throughout the country, including those at Madison Square Garden and on the Coast. A native of Bynum, Tex., he is survived by his parents and a brother, Leo.

BRICE—Rose, 73, mother of Fanny Brice, comedienne of films, stage, and radio, April 29 at Cedars of Lebanon Hospital, Los Angeles. Surviving are two other children, Lew and Carolyn, both of Hollywood. Interment May 2 in the mausoleum at the Home of Peace Cemetery, Los Angeles.

CAPELL—Mrs. M. E., 87, well known in outdoor show circles, April 17 at her home in Hugo, Okla. Three sons, Doc H. Capell, carnival agent; Dee, pitchman, and Buck, picture show operator, survive. Burial in City Cemetery, Hugo.

CARR—Michael J., 72, former actor and singer, at his home in St. Paul April 25 following a long illness. He operated a tavern in pre-prohibition days and entered politics in 1914. Survivors are a daughter and son, of St. Paul; two sisters, and two brothers. Services and burial in St. Paul.

CLAFFEY—Peter T., musician, in Franklin, N. H., recently after a short illness. He toured the country with a number of shows during his career. Survived by a daughter and two sons, Francis and William, all musicians. Services in Franklin and interment in Holy Cross Cemetery, that city.

CLICKARD—Bart, 55, employed for the past 20 years by *The Peru Daily Tribune* and for many years *The Billboard* correspondent, of coronary embolism April 28 in Peru, Ind. Clickard was well known among circus people. Survived by his widow, Georgia; a half-sister, Mrs. Mary Smart, Detroit, and two half-brothers, George Gilliam, Detroit, and John Gilliam, South Bend,

Ind. Services May 1 at St. Charles Catholic Church, Peru, with burial in that city.

COLGATE—William A., 64, former ride owner and concessionaire, in Shreveport, La., April 23 after a long illness. He retired 10 years ago. Survived by his widow, Lilly S. Colgate.

COMBS—Robert H., radio pioneer who organized the Toronto Radio Research Society, in Toronto April 25.

CONRAD—Edward (Eddie), 50, character actor and former vaude performer, April 27 at his home in Hollywood of a heart attack. During the '20s he toured in vaude with his wife in the act of Conrad and Eddy. He also appeared on Broadway in *Passing Show*. His film appearances included *Foreign Correspondent*, *Murder Among Friends*, and *Lucky Partners*.

DAVIS—Laurice A., 5, daughter of Mr. and Mrs. Maurice A. Davis, after being struck by an auto April 10 in New Durham, N. H. Mother is well-known bag puncher and father is ticket seller. Burial in Riverside Cemetery, Alton, N. H.

DEW—Frank Y., 47, director of the Rodeo Association of America and vice-president and promoter of the annual Houston (Tex.) Fat Stock Show and Livestock Exposition, shot fatally by a rodeo performer while visiting in Houston April 28. Dew was nationally known in rodeo and horse show circles. A resident of De Walt, Tex., he is survived by his mother and two sisters.

ELLIS—Mrs. Eva Lloyd, 69, former vaude performer, in St. Luke's Hospital, New York. She had been a partner with her sister, Anna, in the vaude team known as the Lloyd Sisters. Her husband, Col. George E. Ellis, U. S. Army (retired), was a vaude performer before he joined the army. Besides her husband she leaves a son and daughter, of the vaude team of Rose and Buddy, and another son.

FAUCHER—William J., 52, theater orchestra leader, April 25 at his home in Providence, R. I., after a short illness. Survived by his mother, his widow, a son, and five daughters. Interment in St. Anne's Cemetery, Providence, April 28.

FRANCIS—Elizabeth, 88, mother of Leo (Pop) Francis, prominent showman, April 13 in Staten Island, N. Y.

FRANKLIN—Harold B., 51, motion picture executive, in Mexico City recently of a heart attack. Franklin was formerly manager of Shea's Hippodrome, Buffalo; director of the Famous Players-Lasky Corporation, president of the Fox-West Coast Theaters, president of the Keith-Albee-Orpheum Corporation and Orpheum Circuit, Inc., and president of Radio City Theaters. He was the author of *Motion Picture Theater Management* and *Sound Motion Pictures*. Survived by his widow, Mrs. Anna May Franklin.

GOODWIN—James Joseph, 29, widely known parachute jumper and stunt flier, killed May 3 when his racing plane crashed and burned at the All-America Air Show in Richmond, Va. When not traveling with shows, Goodwin made his home in Newport, Ky. Survived by his widow, Margaret; two sons; his parents, Mr. and Mrs. Roland Goodwin, Columbus, Miss.; a brother, J. W. Goodwin, Jackson, Tenn., and two sisters, Mrs. Myrtle Arnett, Fitzgerald, Ga., and Mrs. Agnes Hutchinson, Philadelphia, Miss. Burial in Newport.

HANSON—Arnold P., 84, former band leader, April 28 in Detroit after three weeks' illness. He was formerly an officer of the Detroit Federation of Musicians, but retired several years ago. His widow survives. Interment in Detroit.

HARKINS—James E., 81, former singer, impersonator, ventriloquist, and dancer, in Ann Arbor, Mich., April 21. Harkins served two terms as county clerk and two as city clerk in Ann Arbor. He also developed a subdivision in that city. He retired in 1930. Survived by his widow and a son, Bernard. Services at St. Thomas Catholic Church, Ann Arbor, April 28.

HARRIS—Jesse J., 70, former theatrical advance man, April 29 at the Hotel Langwell, New York. For years he was advance booking agent and press agent for theatrical enterprises. At one time he was associated with Cohan & Harris. He leaves a son.

HOFF—Max (Boo-Boo), 48, Philadelphia night club operator and promoter, suddenly April 27 at his home in Philadelphia. He formerly operated the Ship and the Piccadilly Cafe, Philadelphia, later the 1214 Club and the 21 Club there. At the time of his death he operated the Village Barn. Surviving are his widow, Margaret, and two sons,

Edward, by his first marriage, and Harry, by his second.

HOYT—Charles L., musician, in Springfield, Mass., April 26 after a brief illness. Hoyt for many years was clarinetist with the A. F. Jacob Philharmonic Orchestra at the Court Square Theater, Springfield. Survived by his widow and a son.

HUMPHRIES—Mrs. Albert, 75, mother of Mrs. Guy Dodson, of Dodson World's Fair Shows, at her home in Chicago May 1. Burial in Oak Ridge Cemetery, that city, May 3.

JEFFERY—Earl K., 23, announcer and control operator at Station CJLS, Yarmouth, N. S., recently after a kidney operation. Surviving are his parents and a sister.

KONDZIELLA—Frank, 45, carnival trouper, in a Tucson, Ariz., hospital April 30 after a lengthy illness. He was a member of the Masons and American Legion Post in Dallas. His widow, a daughter, and a sister, Mrs. Tony Spring, Albuquerque, N. M., survive. Burial in soldiers' plot, Evergreen Cemetery, Tucson, May 3.

LENOVER—Earl, outdoor showman, in Fairfield, O., April 21. Engaged in outdoor show business 15 years, he was one of the first to introduce the "Guess Your Age" at Ohio fairs. Survived by his mother; a brother, Russell, and a sister, Loretta.

LIBERTY—Mrs. Charlotte, 53, wife of J. S. Liberty, outdoor show trouper, in Chesterfield, S. C., April 2. Besides her husband, survived by two brothers and a sister, Mrs. Sadie Fraser, of Troy, N. Y., and an uncle, George Perry, tattooed man of Cohoes, N. Y. Burial in Woodland Cemetery, Chesterfield.

LICHTENSTEIN—Ronald Jan, infant son of Mr. and Mrs. Bernie Lit (Lichtenstein), at Sinai Hospital, Baltimore, Md., April 21. Lit is emcee at the Gayety night club, Baltimore, and mother is Evelyn King, radio singer.

LYLE—Frank, father of Fred (Jo Jo) Lyle, clown with Dodson World's Fair Shows, in Lima, O., April 30. Burial in that city May 1.

MILLER—George E., 78, former head of the Miller Amusement Company and retired the last 18 years, at his home in Hammond, La., April 26 after a prolonged illness. The Millers were associated with carnivals and circuses for about 40 years and at one time their shows were said to be the largest of their kind in the country. Miller maintained part of his show on a lot adjacent to his Hammond home for several years until he disposed of it a few years ago. He was a native of Martinsburg, W. Va. Survived by his widow, two sons, and three daughters.

NEWMAN—Albert (Doc), April 27 in Kansas City, Mo. Newman, who was executive vice-president of the Commerce Trust Company, Kansas City, was a brother of J. D. Newman, general agent of Cole Bros.' Circus, and was well known among outdoor show people.

O'LOGHLEN—Clement, 45, actor, May 1 in Roosevelt Hospital, New York, after being stricken while riding in a taxicab. He appeared on Broadway in *Parnell*, *Cymara*, *Storm Over Patsy*, *Father Malachy's Miracle*, and *The Road to Rome*. More recently he had been seen in the Experimental Theater production of *Not in Our Stars*. He leaves his wife, Cathleen Barrett, actress and writer; his mother; a sister, and five brothers.

PALASH—Charles, former concessionaire at the Golden City Park, Brooklyn, April 25 at the Crown Heights Hospital, Brooklyn, after an operation. Burial in Bayside Cemetery, Queens, N. Y.

PALMA—Dominic, 60, musician with the San Carlo Opera Company, April 21 of a heart attack on a train while en route to fill an engagement at the Pabst Theater, Milwaukee.

PATTERSON—Rector, 60, colored comedian and singer, formerly with Harry E. Daly Med Company in Bradenton, Fla., March 11. His home was in Dallas. Survived by his widow, a sister, and a daughter. Burial in Bradenton.

RIDDICK—Clarence T., 51, treasurer and assistant general manager of Virginia State Fair Association, at his home in Richmond, Va., April 29 of heart disease after a short illness. He had been connected with the State Fair since 1909. He was a member of the entertainment committee of W. W. Workman Tent, Circus Saints and Sinners. A native of Richmond, he was with a grocery company for many years. Survived by his widow, Rose Dillon Riddick. Funeral services May 1 at the Christian Funeral Home were attended by delegations from

the W. W. Workman Tent and John H. Marks Shows. Active pallbearers were A. D. Watson, J. J. Lyons, Max Linderman, Dennis Coffey, Emmett Cottrill, Landon Christian, Joe Kass, and A. J. Askew. Interment in Mount Calvary Cemetery, Richmond.

SCHICK—Charles J., at Los Angeles April 26. Survived by his widow, Rachel; parents, Mr. and Mrs. Morris Schick, and sister, Lillian Schick Webb.

TOWNE—C. W. (Boston), 45, widely known carnival and circus side-show talker and operator, this season with Wallace Bros.' Circus, killed April 27 when the truck in which he was riding collided with another truck on U. S. Route 23 three miles north of Delaware, O. Towne was en route to Marion from Lancaster, O. He had the side show on the Cole Bros.' Circus last season and previous to that had been with a number of other carnivals and circuses.

WATT—G. B., 57, hotel manager and former minstrel performer, in Monroe, La., April 24 after a short illness. Watt was with Primrose & West, Dockstader's, Al G. Field, and Honey Boy Evans minstrels. Survived by a sister and two brothers. Services and burial in Terre Haute, Ind.

WILSON—Ben D., 62, former vaude performer and stock company manager, at his home in Fort Worth, Tex., April 22 after a heart attack. Wilson toured here and abroad in an act with his wife. He later entered the real estate business in Fort Worth. Survived by his widow. Services held in Fort Worth April 28, with burial in Garden of Memories, Memorial Park that city.

Marriages

ADAMS-PULLEN—Leon Adams Jr., publicity director of Station WWL, New Orleans, and Ruth Pullen, nonpro, April 19 in Shreveport, La.

ANTONELLI-KLEMONZ—Tony Antonelli, musician with Jack Teagarden's band, and Helen Klemonz, nonpro, in Memphis, Tenn., April 1.

BARRY-WOOD—Kai Barry, of the team of Barry, Prince, and Clark, and Elenore Wood, dancer, in Paterson, N. J., April 28.

BLASCHKA-EIDSAUNE—Gerald Blaschka, member of the Esmbing Mountaineers Orchestra, and Harriet Eidsaune April 19 at Marathon, Wis.

BOODMAN-NELSON—Al Boodman, office manager of Dezel Roadshows, Detroit, and son of Jacob Boodman, founder of Detroit Film Cleaning Service, and Ray Nelson, nonpro, April 27 in Detroit.

BOURAS-AARON—Jimmy (Dago) Bouras, concessionaire on Dee Lang's Famous Shows, and Penny Aaron, with the Blue Hawaii Show on the same organization, recently in Columbia, Mo.

CUSHMAN-PHALEN—William Cushman and Carol Jane Phalen, employees of the Strand Theater, Manitowoc, Wis., March 22 in Dubuque, Ia.

GREAVES-CARTER—Ernest Greaves and Betty Carter, with Carl J. Lauther's Side Show on the Cetlin & Wilson Shows, in Petersburg, Va., April 16.

MAFF-HAMPTON—Jack Maff and Della Hampton, of Mel-Roi's Side Show on Byers Bros.' Shows, in Kirksville, Mo., April 28.

MARKS-WILSON—Bill Marks, Hollywood musician, and Denny Wilson, member of Sweethearts Sextet featured on the Al Pearce radio program, in Little Church of the Flowers, Glendale, Calif., April 19.

MITCHELL-CALDWELL—Michael Mitchell and Dorothy Caldwell, of Ves's Five Queens Act, free attraction on the Cetlin & Wilson Shows, in Baltimore, Md., April 25.

OLIN-WATSON—Jimmie Olin, on the front of Bill Kemp's Motordrome on Hennies Bros.' Shows, and Judith Watson, member of the Red, Hot, and Blue show on the same organization, in Birmingham, Ala., April 25.

ROBBINS-SHAMITZ—Dick Robbins, of the Jack Robbins Novelty Company, carnival supply house, Pittsburgh, and Ruth Shamitz, daughter of a resort hotel operator in Atlantic City and Miami, April 27 in Philadelphia.

SEYMOUR-DAY—Bill Seymour, CBS announcer, and Mildred Day, of Monroe, La., April 30 in Chicago.

SUSAMI-NELSON—Jack Susami, booker for Universal Pictures in Detroit, and Betty Nelson, nonpro, April 17 in Detroit.

TUPPER-PRYOR—John I. Tupper, nonpro, and "Penny" Pryor, vocalist with Ray Keating's orchestra, recently in Pennsylvania.

WERNER-KLUEVER—Erwin Werner and Dolores Kluever, cashier at the West (See Marriages on page 33)

Howard E. Johnson

Howard E. Johnson, 53, song lyric writer, suddenly May 1 at Park West Hospital, New York.

Johnson started writing songs after graduating from high school and later signed with Leo Felst, Inc. One of the first hits he wrote for them was *Mother*.

Among the lyrics he wrote were *When the Moon Comes Over the Mountain*, *Ireland Must Be Heaven*, *There's a Broken Heart for Every Light on Broadway*; *Dew, Dew, Dewy Day*; *What Do You Want to Make Those Eyes at Me For*; *I Scream, You Scream, We All Scream for Ice Cream*; *Oh, Those Sunday Drivers*, and *Every Night I Cry Myself to Sleep Over You*.

During the World War he wrote *Just Like Washington Crossed the Delaware*, *General Pershing Will Cross the Rhine*, and recently he wrote the words to *If They Feel Like a War, Let Them Keep It Over There*. In 1927, after Lindbergh's Atlantic flight, Johnson wrote *Lindy, the Eagle of the U. S. A.*

He was a member of the American Society of Composers, Authors, and Publishers.

Survived by his widow, father, and a sister.

BETTER BIZ HOLDS AT BOWS

Fanfare Marks Conklin Opener

10,000 at Hamilton, Ont., inaugural sets record — midway spending booms

HAMILTON, Ont., May 3.—Perfect weather plus a month's advance newspaper and radio publicity and advertising resulted in a record opening for the Conklin Shows at their bow in Hanover Park under auspices of the Lion's Club, annual sponsor of an underprivileged children's summer camp, with proceeds derived from the carnival tie-up. With lot space restricted, because of building operations, the nearly 10,000 paid admissions resulted in an almost unprecedented jam on the midway.

J. W. (Patty) Conklin and his brother, Frank, operating manager, predicted (See *Fanfare for Conklin on page 64*)

Curtain Raiser Click for RAS

ST. LOUIS, May 3.—Making a determined bid to top their achievements of 1937, Royal American Shows got off to a flying start on the 1941 season the first two days of their 10-day stand at Grand and Laclede avenues here. Elmer C. Velare, business manager, said the April 26 opening was 20 per cent ahead of the inaugural here a year ago, with the second day topping the 1940 figure by 50 per cent. Sunday's attendance exceeded 30,000 paid admissions and visitors formed a veritable bottleneck for hours altho in some instances three ticket sellers worked from the same boxes.

Ideal weather and an extensive radio advertising campaign launched the engagement, with newspaper publicity and advertising designed to step-up the remaining days of the stand. A large business firm and *The St. Louis Post-Dispatch* combined to sponsor a Kid's Day today.

Shows' attractions, which were well received, include Leon Claxton's Colored Show with 60 people on stage and a dancing line of 30. Costumes are a kaleidoscope of color. Claxton emcees. Two bands, including a six-piece Cuban ensemble, are presented. Attraction is equipped with a 150-foot front with overhead band platform. Al Carsky, well-known candy concessionaire, is talker.

Raynell's Nudes and Dudes Show presents 28 people on the bally and three horses and 40 performers in the production. Ginger Ray is featured. Tent (See *RAS START CLICKS on page 67*)

Bantly Ushers in 1941 Tour To Big Crowds at Du Bois

DU BOIS, Pa., May 3. — Bantly's All-American Shows' opening stand here proved one of the greatest in shows' history. Cool weather did not affect the gate and last Saturday saw more than 4,000 children at the matinee, while 6,341 paid admissions were registered that night. Spending on shows, rides, and concessions showed a 50 per cent better average per person than that of the best year of the five shows have opened here. Steel and other manufacturing plants working on defense programs were credited with the increase.

The Du Bois Express, Courier, and Profile, as well as Station WCED gave good co-operation. Mayor W. L. Hoover presided at opening ceremonies, which were held after a two-mile parade. Shows' band gave a concert at the front gate for two hours.

Staff includes Herman Bantly, man- (See *BANTLY OPENING on page 64*)



MONA VAUGHN, who is producer and featured dancer on Clark Willey's Hollywood Follies, newest Girl Show attraction on Golden State Shows. She opened with the organization at its inaugural stand in San Fernando, Calif., after a successful 10-week engagement in Washington and a vacation in San Diego, Calif.

Port Reading Date Potent Shove-Off Stand for Williams

PORT READING, N. J., May 3.—Despite cool weather, Ben Williams's Shows scored a creditable shove-off stand here. Business was exceptionally good and, altho some of the shows were not ready, all which were set up garnered satisfactory results. Shows' line-up this year includes a Ten-in-One and a Freeze 'Em Alive from the New York World's Fair with new tops, fronts, and equipment. Parisian Revue is owned and operated by Monte Navarro, and is clicking, as is Bill Purchase's Funhouse, Unborn Show, and Glamour Girls Revue. Hank Silo is with it and framing a new show. Also new to the midway are Sid Goodwall's Cookhouse and Tom Williams's new shooting gallery. Rides and their foremen include Gus Kennedy, Merry-Go-Round; Brownie Furbush, Dual Ferris Wheels; Pete Green, Scooter; Baldy Baldrige, Whip; Alex Torkos, Ridee-O; Al LaFrance, Streamline Train, and Tom O'Connor, Chairplane.

Staff includes Matthew J. Riley, general manager; Louis King, advance agent; Clyde Van Voost, ride superin-

Art Lewis Is Big Draw at Official Opener in Norfolk

NORFOLK, Va., May 3.—Drawing an estimated 7,742 patrons, believed to be a record opening crowd for the organization, Art Lewis Shows got away to a flying start on their 1941 trek at their official bow-in here at the 20th Circus Grounds. A preliminary nine-day engagement in South Norfolk, with only a portion of the shows set up, proved successful. City and county officials and several notables from the Chamber of Commerce were on hand at opening, and Owner Lewis was congratulated on all sides on the attractiveness of his midway. He received numerous telegrams and the office was banked with flowers. The midway presents a lavish display of neon lighting, and the two new fronts on the Follies and Cotton Club Revue are attracting much attention.

Staff includes Art Lewis, president; Charles Lewis, general manager; Howard Ingram, general superintendent; Eddie Delmont, assistant manager; Percy Morency, secretary-treasurer; E. B. Braden, business manager; Dr. J. K. Bozeman, physician; Morris Stokes, concession agent; Aileen Morency, mail and *The Billboard* sales agent, and Roy B. Jones, publicity. Advertising crew has Ted Woods, billposter; Jim Harris, lithographer; Smilo, street clown, and Ford (*BIG DRAW FOR LEWIS on page 59*)

Page's Expo Scores Strong Getaway Biz At Tennessee Debut

JOHNSON CITY, Tenn., May 3.—Helped by weather and with 3,800 passing thru the front gate, J. J. Page Exposition Shows registered one of their biggest openings in their history here last Saturday. All received their share of business, with rides operating to near-capacity opening night. Owner Page was greeted by city and county officials, who congratulated him on shows' appearance and wished him success on the season. William R. (Red) Hicks did a good job. Radio Station WJHL co-operated, as did *The Times*. Dorothy Lee Page left during the week on an educational tour of the nation's capital in company of a number of other local high school students. Frank Goings (See *Page Getaway Strong on page 66*)

tendent and electrician; Jess Trout, lot man, and E. Solomon, ground superintendent.

Hennies Shoves Off in Gadsden

Midway plays to near-capacity crowd at curtain raiser in Alabama

GADSDEN, Ala., May 3.—Hennies Bros.' Shows, an Amusement Corporation of America unit, successfully inaugurated their season here last Saturday to ideal weather and a crowd which filled the midway to near capacity. Transported on 40 cars, including 9 sleepers, 5 baggage cars, and 26 flats, shows set up two miles east of town under American Legion Post auspices. Shows have been repainted thruout, fronts are flashy, and plenty of neon is being used.

Operating staff has Harry W. Hennies, general manager; Ralph J. Clawson, manager; Walter White, assistant manager; Earl Lindsay, treasurer; Sam Gordon, superintendent of concessions; Nate (See *Hennies in Gadsden on page 66*)

First Two Are Big For Prell's Combo; Staff, Roster Set

FAYETTEVILLE, N. C., May 3.—Samuel E. Prell's World's Fair Shows' debut here, under the local Greek War Relief Committee auspices, gave shows one of their best openings since Prell's connection with the organization. Sponsors, under Chairman Steve Fasul, and city's co-operation turned the date into what was said to be one of the most successful played here. The Junior Chamber of Commerce, also co-operated, and, in addition to providing the use (See *TWO BIG FOR PRELL on page 42*)

Pioneer Ready for Opener

TOWANDA, Pa., May 3.—Having added several attractions, bringing the total to seven rides and nine shows, Mickey Percell's Pioneer Shows this week made final preparations for their opening here next Saturday. Organization also has added a new marquee, three new trailers, and a new bingo stand. George Barton's Society Circus, with six free acts, will be a feature. Ed Jackson is en route with his Animal Show and concessions, as is Tom Fallon with shows and concessions. L. Van booked his concessions, and the Fowlers signed their candy apple and taffy stands.



WHEN MEMBERS OF PACIFIC COAST SHOWMEN'S ASSOCIATION AND LADIES' AUXILIARY visited the National Orange Show, San Bernardino, Calif., this photo was taken after women of Crafts 20 Big Shows had served a sumptuous feed in picnic style. Visitors were guests of General Manager William Starke of the Orange Show and of O. N. Crafts on a special Showmen's Day. Among those in the foreground are Ruth Korte, John L. (Spot) Ragland, Harry W. Hennies, J. Ed Brown, Ted LeFors, Ruth McMahon, O. N. Crafts, Roy E. Ludington, general manager of the shows, and Mrs. Ludington.

WANT
FERRIS WHEEL OPERATOR
OCTOPUS OPERATOR
FOR SALE
 One 10x20 Concession, complete.
 One 16x10 Devil's Bowling Alley, complete.
 One 14x14 Cook House, complete.
CHAS. OLIVER
 1417 GRATTAN ST. ST. LOUIS, MO.

WANTED
 Side Show People. Can place Mental Act that can get money. Magician that pitches and lectures inside. Also Glass Blower and Man to make second openings. All to join at once.
AL TOMAINI
 JAMES E. STRATES SHOWS
 Chester, Pa.

C. W. NAIL SHOWS
 Crossett, Ark., May 5-10
 Want Wheel Operator to join on wire. Also Ride Help on other Rides. Want Pitt Show or any Grind Show. Few Concessions left. Cullendale, Ark., 12-17.

SHOWMEN, NOTICE. Something new for your show. The Giraffe Neck Girl from Burma, with a 28-inch neck. An illusion so cleverly presented can be used in floor shows. She talks, entertains. The special constructed Wheeling Chair and Device, complete, price \$150. Shooting real bullets through the body of a woman, then showing the bullet holes by throwing beams of light through the body. The entire twelve-minute act is the same that created a sensation the world over. For sale cheap. **FRANK LEFFELL**, 804 N. Calvert St., Baltimore, Md.

DYER'S GREATER SHOWS
 Want Shows—Silodrome, Monkey Drome, Working World, Illusion Shows, Platform Shows, Fun House, 25% Wisconsin, Missouri, Mississippi fair route booked. Place legitimate Concessions, Concession Agents, Cook House Help, Manager and Crew for Athletic Show. Marked Tree, Ark., this week.

WANTED
 Posing Girls for Posing Show and Manager to handle same. Salary out of office. Long season. Can place good-looking Penny Arcade. Want first-class Electrician at once. Wire or call.
PREL'S WORLD'S FAIR SHOWS, INC.
 Week of May 5, Baltimore, Md.; week of May 12, Philadelphia, Pa.

SUNSET AMUSEMENT CO.
WANTS
 Capable Athletic Show Manager, Acts for Side Show and Geek. Richmond, Mo., this week; Excelsior Springs next.

JONES GREATER SHOWS
 Wanted—Ferris Wheel for season. 25 per cent gross. Can place Hula, Geek, Athletic, legitimate Concessions, Mitt Camp open, Bingo and Ride Help. Jim Kinney, Joe Jackson, come on. Bud Mason, write. Opening May 15, Pattonburg, Mo.

SMITH'S GREATER SHOWS
 WANT Griddle Man and Cook House Help. Will turn complete outfit over to the right party; man and wife preferred. Concessions of all kind open. Need Minstrel Show (Colored); have complete outfit. Also Talkers and Grinders, Girls for Girl Show.
 Chesham, Va., this week. **K. F. SMITH.**

JEAN MERCER AND DOC LeROY
WANT
 For No. 1 and No. 2 newly framed Sideshows—Working Acts, Ticket Sellers, Working Men, Mentalist and Fat Girl. All those having worked for us before, write. All letters answered. Address:
TIVOLI EXPOSITION SHOWS as per route

SECOND-HAND SHOW PROPERTY FOR SALE
 \$5.00—Electric Peanut Warmer. New condition.
 \$12.50—Genuine Ambulance Gong. Perfect condition.
 \$5.00—New Government Field Desk Trunks.
 Cost \$30.00. \$80.00—Eugen Sound System, Amplifier, Horn, Microphone. 15¢ Each.—Pennants, Flags, Streamers. Send list. We buy Candy Floss Machines and Unborn Shows. Pay Cash. **WELL'S CURICITY SHOP**, 20 S. Second St., Phila., Pa.

KEENE AMUSEMENT CO.
 will book Ferris Wheel and Rides except Jenny-Loop and Kiddy. Also Curiosity and 5-in-1 Shows with own transportation. Want legitimate Concessions of all kinds. Only one of a kind booked. Ace King, Harry Nuttenmeier, write.
 918 Main St., Watsonville, Calif.

Franks' Greater Shows
 Want Ride Help. Top salary. No brass. Bob Smallwood and wife, Lew Travis, wire. Good proposition for you. Can place Ball Game and Penny Pitch Agents. All wire.
BILL FRANKS, Foundry Lot, Macon, Ga.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Margarine, Vt.
 Week ended May 3, 1941.

Dear Editor:

The past week found the show playing on the outskirts of Margarine and billed for the town. Its twin city, Mares Nest, Vt., was less than half a block on the other side of the lot. We were surprised to learn that Drawhead Sisters' Cultured Carnival was billed to play the latter town and was contracted to play on the same lot as our show. Both of the shows' lot superintendents arrived to lay out their lots at the same time and both started to work upon their arrival. As it happened, we were using white lumber for layout stakes and our competitor was using blue lumber, having made his stakes from an old concession frame.

Our man started first and as fast as he laid out a show their man followed up by placing a blue stake alongside of our white one. Seeing that he was doing all of the measuring and all of the work, our lot man switched his laying out to some property alongside the lot that was not rentable and kept going until he was far into the city limits of Mares Nest. Our opposition followed closely at his heels with the blue stakes. With the lot laid out, both men retired to their hotels. After dark our man sneaked back and laid out our show in the proper location.

At 4 a.m. the opposition lotman returned to the lot and changed our stakes, thinking that he was right on the first layout. This threw our layout far into the city limits of Margarine. Both shows arrived simultaneously Sunday afternoon and unloaded. Their wagons went one way and ours the other. It wasn't until late on Monday that both shows discovered that they had set up in the towns that they had billed. This called for them to either pay the city readers or tear down and move to the original grounds. So as not to miss the opening night, both

shows paid off and opened.

Quick-thinking Pete Ballyhoo started the opposition by spotting our empty baggage wagons around the edge of the original lot, forming a solid ring and leaving only enough open space for cars to pass thru. A tractor was parked in the entrance to serve as a gate. A sign was erected over the gate reading, "Free parking. Buy a gate ticket to Ballyhoo Bros.' Show and park free." This being the only available parking space, we stole a jump on the opposition. Every time a car arrived the tractor was moved to let it in.

Claiming that they, too, had rented the lot, the sisters got an injunction restraining us from using the lot. So the bosses got a counter injunction against the sisters from using the lot, as we, too, had paid the rent on it. Tuesday night both shows opened with no parking space. When our fixer learned that Mares Nest was closed and that the city treasurer had no right to issue a license, he had their show closed. They retaliated by getting the neighbors around our lot to sign a petition claiming that the midway was too noisy and we had to fold until this was straightened out.

Now the heat was on. Our sound truck ballyhooed their town. They broadcast in our town. We used their town's newspapers and they used our town's papers. They got injunctions and we took out counter injunctions. We blasted them on the streets and they gave it to us in the stores. This went on for five days while both midways stayed dark. The bosses got an injunction to prevent them from loading out on Sunday. They gave us the same dose. Saturday found both shows tearing down at fever heat to beat the midnight deadline.

Kindly mention in your columns that we bested them at every turn. The secret weapon we used to beat them was that we had all of our people check into hotels as members of Drawhead Sisters' show and then heel, letting them hold the bag. We have been invited to return and play the date in 1942.
MAJOR PRIVILEGE

Marks Shows Want

Special Agent, not a high pressure banner man. Want experienced, capable Office Secretary. Must stand bonding. **JOHN H. MARKS SHOWS**, Newport News, Va.

J. R. Edwards Shows

Opening Wooster, Ohio, May 17
 Wanted—Corn Game on account of disappointment. Wire

J. R. EDWARDS SHOWS
 Wooster, Ohio

PAN-AMERICAN SHOWS

WANT

Shows: Monkey Circus, Revue, Wild West. Can place Side-Show Manager with acts and feature for annex. Will furnish complete outfit for Snake Show. Want Girls for Hula Show. Concessions: Want Penny Arcade, Custard, Floss, Fish Pond, Long Range, Short Range and any Concessions that work for Stock. Can place Foremen for Chairplane and other Rides. Good proposition for Special Agent with car that can post. Address: This week, Marion, Ind.; week May 12, Muncie, Ind.

SANTA FE EXPO. SHOWS

WANT

Girl Show, Geek, Athletic and Side Show Attractions.
R. V. Ray wants Concession Agents.
 Crossbeck, Tex., May 5 to 10.

NEW SENSATIONAL

Original Side Show Freak Illusion
 Light weight. Cost less than a double sawbuck.
 RUSH letter, sure money maker. Particulars free.
ABBOTT'S, Colon, Michigan
 World's Largest Illusion Builders

St. Louis

ST. LOUIS, May 3.—With ideal weather all week all shows here had good business. Royal American Shows broke all opening records at their gate. Show will remain on the same location, Grand and LaClede, all of next week. Louis Berger, general agent, and Joseph A. Rowan, special agent of Goodman Wonder Shows, have been in the city all week, preparing for the show's opening on Tom W. Allen's new lot at Kingshighway and Chippewa. This lot in South St. Louis is in a thickly populated section.

Doc Waddell spent several days this week hobnobbing with John Hcuchin, sound wagon expert; Maurice Koeningberg, St. Louis Sticker Company, and the "Cowboy Kid" on the Buffalo Bill Wild West years ago, and his many friends on Royal American Shows. Saturday night, April 26, Waddell addressed an assembly of Eastern Star members in the Masonic Temple as a past grand patron of Ohio. Sunday morning he gave a message to the Men's Bible Class of Centenary Methodist Church. He also took in the St. Louis Police Circus.

Bill Carskey, Casey Concession Company, was here several days visiting the outfits in this vicinity. Dee Lang and Noble C. Fairly, Dee Lang Famous Shows, playing in Granite City, Ill., were among other visitors on Wednesday. Bobbie Barrow, who has been sojourning here all winter, left yesterday to join Endy Bros.' Shows in Philadelphia. She will stop over in Cleveland en route to visit relatives. George (Nervo) Thompkins joined Dick Best's Side Show on Royal American Shows, reporting a pleasant engagement all winter and spring with Floyd King's Museum. L. (Crazy Ray) Choisser, noted callope player, was among visitors on Tuesday, when he visited friends at the St. Louis Police Circus and on Royal American Shows. Carey C. Emrie, former showman, Cincinnati, passed thru en route to Rolla, Mo., where he attended the opening of Russell Bros.' Circus, an annual event with him. Hymie Schreiber, B. & N. Sales Company, is visiting friends here. Ned Torti, Wisconsin De Luxe Corporation, was around on the show lots here several days this week.

WANT --- PENN PREMIER SHOWS --- WANT

Diggers, Lead Gallery, Scales. Will book or buy Merry-Go-Round. **ROOCO** wants Working Men in all departments that can drive. Man to take charge of Geek Show, Talkers for 10-1, Monkey Circus, Girl Show, Minstrel and Lion Arena. Blackie Miller or anyone else that has worked for **Soi Nuger**, answer: Capt. Lewis, Hazon Dog Act, Tommy McClelland and Ruth. Also outstanding Freaks, write **Lew Alter's 10-1**. **Reid McDonald** wants Girls for Revue and Posing, highest salary paid. This show has 11 outstanding Fairs. Address all mail to **LLOYD D. SERFASS**, Manager, Stratton, Pa.

Keystone Modern Shows

Want capable, sober Roll-o-Plane Foreman, also Second Men for Twin Ferris Wheels, and Ride Help that drive trucks. Boozers, save your time. Can place legitimate Concessions and Shows not conflicting with what we have. **Mr. E. O. Richardson** wants Working Acts for Ten-in-One Show and Girls for Girl Show. Want to join at once party for up-to-date Penny Arcade that can keep Machines in repair; salary or percentage. All address:
 Christiansburg, Va., this week; Radford, Va., week May 12th to 17th.

CLYDE'S UNITED SHOWS

Wants the following Concessions: Frozen Custard, Candy Apples, Candy Floss, Bowling Alley, Fish Pond, Scales, High Striker, Penny Arcade, String Game. Wanted—Crime Show, Monkey Circus, Girl Show, Mechanical City. Wanted—Loop-o-Plane, Tilt-a-Whirl, Pony Ride. Wants to buy—Merry-Go-Round. Wire all communications to **GEORGE O. SMITH**, Mgr., Holidaysburg, Penna., this week; Ridgely, W. Va., week of May 12 to May 17.

W. C. KAUS SHOWS, Inc.

Want for Circus date in Baltimore, Maryland. Playing opposite Ringling. Legitimate Concessions of all kinds. Shows with own outfits. Side Show with own outfit, will book very reasonable. Girls for Posing Show. Jimmy Baker wants Girls for Girl Show. Salaries positively guaranteed. All kinds of Ride Help wanted, Ferris Wheel First and Second Men who can drive semi. Monkey Trainer and Talker wanted. Address: Norfolk, Va., this week.

L. J. HETH SHOWS

Want Side Show with or without own outfit, attractive percentage; Geek Show, Grind Shows. Rides—Roll-o-Plane or Loop-o-Plane. Help—Experienced Ride Help. Jimmie Davidson wants Grind Show Agents, also Agent for Pan Game. Concessions—Exclusive open on Snow Ball, Lead Gallery, Frozen Custard, Novelties, Scales, Candy Floss, Candy Apples. Want American or English Mitt Camp.
JOE J. FONTANA, CENTRAL CITY, KY.

FERRIS WHEEL AND KIDDIE AUTO RIDE WANTED AT ONCE

Will buy, book or lease, Number Five Ell preferred. Have for Sale—Three new eight by ten Minstrel Banners. First forty dollars takes them. All communications to

JOHN B. DAVIS, Mgr.

Southern States Shows Hastings, Fla.

SIEBRAND BROS.' SHOWS CAN PLACE

Girl Show. Have outfit. Opening for other Shows with own outfit. Want Concession Agents for legitimate. Concessions. Address Carson City, Nevada.

WANTED

Ride Help—Dual Loop Foreman, \$25.00 a week; Merry-Go-Round Foreman, \$25.00 a week. Also bonus. Second Men for Wheel, Tilt. No brass. Boozers, save stamps.

FRANK MILLER

118 Davenport, Apt. 38 Detroit, Mich.

C.-L. SHOWS

Want to book at once—Cookhouse, \$15.00 per week. Concessions open—Lead Gallery, Floss, American Palmist. Wanted—Ride Help. Shows with own outfits—Girl, Monkey, Mechanical, Big Snake. Whitey Nolté, wire. This week, Mansfield, Mo.

WANTED

Rides and Concessions. Musicians and Performers for Minstrel Show. Office owned. Salary sure. Also Concession Agents. **ART HINNANT, Mgr.**, Antique Amusement Co., Great Falls, S. C.

CARNIVAL

Wanted—Legitimate Concessions. North Wales, Pa., May 9th to 17th. Souderton Fire Co., May 23rd to 31st. Bingo open. Ride Help wanted. Free acts, write. **D. J. VAN BILLIARD, North Wales, Pa.**

WANTED

Coupon Agents for Bowling Alley, Clothes Pins. Also Grind Store Agents.

S. B. WEINTROUB

Boonsboro, Maryland

O'STEEN, OF DIXIE BELLE SHOWS, WANTS

Slum Store Agents that are sober and who can stand prosperity for Fish Pond, Bumper Joint, Cigarette Gallery, Clothes Pin Pitch, String Game. Also Man to work Percentage. Write, wire or come on. **J. L. O'STEEN, care Dixie Belle Shows, New Harmony, Ind., this week; Crossville, Ill., next week.**

6 DAYS-----CELEBRATION-----6 NIGHTS

POTTSVILLE, PENN.

SCHUYLKILL COUNTY MASTER SCHOOL BAND. MAY 19-24, INC. 12TH ST. CIRCUS GROUNDS

WANTED • WANTED • WANTED

Flat Rides, one Show to feature, 10-in-1, clean Girl Show (Sailor White, wire), Monkey Circus (Brian Woods, wire), Motordrome, Grind Shows. Concessions all open except Popcorn and P. O. O'Brien, wire. Want large Cookhouse for balance of season. Contact **SILVER JACKSON, Care of Pottsville Evening Republican.**

PIERCE GREATER SHOWS

ON THE MIDWAY LEAKSVILLE SPRAY, N. C., THIS WEEK

FAIR-AT-HOME SHOWS WANT

Legitimate Concessions of all kinds except Cook House, Popcorn, Custard and Shooting Gallery. Everybody working here. Bingo open. Good proposition for Shows with or without outfits. Write or wire **FRED PHILIPS, Manager** May 6 to 17, Sayreville, New Jersey, care Carnival.

FRED ALLEN SHOWS

OPENING SOLVAY, N. Y., May 19

Industry going 24 hours daily. Boom days are here again. Get your B. R. early.

Wanted—High Net Fire Dive. State lowest for season's work. Wanted—Ride Help for Merry, Single Loop, Chair Plane, Wheel. Best, sure wages from office. Will book flashy Girl Show with own equipment, 25 per cent. Also Penny Arcade, Flat Rate. Also Fun House, 25 per cent. Notice, Concessionaires! All clean 10-Cent Stock Grind Stores, \$15.00 each. No racket. Also want Custard and American Palmistry, or anything clean and legit. Notice to all people holding contracts! Lot will be open May 14. **FRED ALLEN, 107 OBERST STREET, SYRACUSE, N. Y.**

Gruberg Gets Fair Beginner in Salem Despite Rain, Cold

SALEM, N. J., May 3.—Cold and rainy weather greeted Max Gruberg's World's Famous Shows at their opening here Saturday. The few hundred that braved the elements were good spenders, however, and the initial day gave shows a good send-off. Opening hindrances kept shows from presenting a complete line-up, but Monday brought good weather and the week started in good fashion, with a big crowd on the midway until near midnight. All reported satisfactory business.

Manager Gruberg was complimented by visiting showmen on the general appearance of the paraphernalia, and particularly the new modernistic fronts, built by W. H. McNeely, general superintendent, with artistic arrangement and painting under direction of Glenn McCall. In the midway line-up are nine shows, nine rides, free act, and numerous concessions. Local stand was under Veterans of Foreign Wars Post auspices, with Sam Burgdorff and George Smith devoting several weeks in advance to promoting a baby show and other features. Leona Young's Monkey and Ape Hippodrome opened well, despite the rain and cold, as did Bob Flynn with his Iona Jungle Show. Another addition is Jackson's Jitterbugs, and the reconditioned and rebuilt Whip also will be ready for operation soon. Eddie Crowell, privilege operator and caterer with circuses, has his new midway cafe with it. Management announced it will feature advance promotions at every engagement and a full staff of promoters are already working. They are Sam Burgdorff and Jack Purcell, and Eugene J. Murphy, who has been contracted to handle a few.

Staff includes Max Gruberg, general manager; Sam Burgdorff, general representative; Tommy Carson, concession manager; Jack Purcell, Eugene J. Murphy, James J. Boyd, and George Smith, advance advertising; Nat Morgan, secretary; Barney Williams, chief electrician and lot man; Henry Allison, assistant; William H. McNeely, general superintendent and master builder; Eddie Crowell, commissary department; Glenn McCall, artist and designer; Bill McNeely, mail and *The Billboard* sales agent; Mrs. Patricia Williams, promotion secretary and office correspondence.

Rides

Merry-Go-Round, Clarence St. Germain, foreman; Ted Simmons, assistant; Henry Stewart and Will Baxley. Twin Ferris Wheels, Billy Ricks, foreman; Claude Slavin, second man; Chester Henderson, Will Parker, Bert Dickson, assistants. Octopus, Morris Hannum, owner; Roy Hilderbrand, foreman; Bob

Wescott, Frank Radford, Steve Duparto, assistants. Rolloplane, Spike Kerr, foreman; Ted Pitts, Al Sanders, assistants. Chairplane, Walter Johnson, foreman; Fred Rising, assistant; John Rowe, tickets. Whip, John Pesecki, foreman; Joe Sutton, Bob Rowe, and Harry Peiffer, assistants. Tilt-a-Whirl, Sam Chapman, foreman; Eric Barton, Clarence Peterson, Floyd Boatwright, assistants. Kiddie Ride, Simon Krause.

Shows

French Casino, Bill Denson, manager and front, assisted by Shirley Denson; Henry Strong, and Vince Cappa, tickets; Stephen Morley, equipment; Helen McCann, dancer; Penny Stewart, Jane McLaughlin, Lilly Furman, Jerry Monohan, Daisy Farrell, Sidney Clay, and Helen McCroy, chorus. Circus Side Show and Mystery Palace, Mr. and Mrs. Jack Mandryk, mentalists-managers, assisted by Preacher Mandryk, front talker; Mrs. Jean Puckett, mystery girl; William Sandow, strong man; Chuck Mason, yodeling cowboy; Agco, pain-proof man; Juanita Wells, vanishing Venus; Harry Devit, human hairpin; Caroline Lawson, miracle woman; Clark Bable, smile-proof man; Professor Blackbone, magician; Leona, mentalist; Roy Puckett and William McDonald, tickets; Mrs. Adams, cook and wardrobe mistress; Miss New Orleans; Big Jumbo Jim, canvas.

Motordrome, Ernest and Vivian Slavin, managers; James and Dorothy Allen and Saul Kendrick, riders; Richard Giese, tickets; Will Melton, Carl Spears, Abbie Cook, equipment. Monkey and Ape Hippodrome, Leona Young, manager-trainer; Baby Lorraine, educated chimp; Tex Smith, talker; Ray High, Paul Peters, equipment; Ted Wright, tickets. Nature's Mistakes, Tex Zell, manager; Henry Dickson, tickets; Stephan Quinn, lecturer. Iona Jungland, Mr. and Mrs. Bob Flynn, managers; Marty Steel, tickets. Devil's Garden, John (Otis) Aidukonis, manager front; Prof. Otto Stenson, lecturer; Joe Sacks, tickets; Mike Madigan, equipment; Charlotte Aidukonis, Zelma Flynn, Arlene Rich, and Marge Vinson, subjects. Jerry Jackson's Jitterbugs. Free act is the Sensational Eatons.

Concessions

Bingo, Ralph Goldstone and Murray Polans, operators; Cliff Jarvis, Joe Cename, Al Goldstone. Cookhouse, Eddie Crowell, owner-manager; Charles Rappenecker, Matthew Kuber, Harry Slifkin, William and Edward Quigley, Benny Levin, Albert Zulschoff, Johnny Foranelli, Fred Bennett, and John Kottea. Albert Del Tufo has two; Simon Krause, three, managed by Mr. and Mrs. Dewey Stubbs; F. Dickson, popcorn, candy apples, and snow cones; Miller and Evans, palmistry booth; Joe Aarons, one; Harry D. Webb, three; Morris Levy, four, management Sammy Cohen; Sam Levy, three; Morris Hannum, Penny Arcade and diggers; Irving Udowitz, three; Al Katzen, one; A. Messias, ball and rat games; Joe Serrat, one; Joe Aarons, one; Capple, one, and Firpo, one.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 3.—During the past few weeks the question of federal taxes has occupied the public prints to considerable extent. It is evident that federal taxes will be considerably higher, altho it is virtually impossible to determine the exact form which increases will take. One plan was submitted by United States Treasury Department experts and another by congressional committee experts. Undoubtedly other plans will be submitted and amendments suggested.

It is entirely possible that whatever plan is adopted may include increases which will vitally affect the carnival industry. This may be by way of an increase in admission taxes, either by increasing the rate of existing admission taxes or by lowering the exemption, or by both. Should such an increase become effective it would mean that operating overhead of each carnival would be increased to the extent of the increase in taxes.

While we feel confident that our members are ready and willing to go along with any program the government may propose in aid of national defense, we are pointing out possibilities of the program insofar as its effect upon activities of the association's membership. We call this matter to the attention of members so that in preparation of contracts for exhibitions each may give due consideration to the possibility of increased overhead.

Cold Weather Hurts West Bros.' Start; Midway Impressive

ST. JOSEPH, Mo., May 3.—Presenting a well-illuminated and attractive midway, West Bros.' Shows opened their 1941 trek here Monday night after cold weather set the original opening date back three days. Located in the heart of the city, opening ceremonies were hampered by a penetrating north wind, which also cut attendance.

With a new array of shows in the line-up, the bow was one of the most impressive in years for the show, however. Manager J. W. Laughlin said: "I expect 1941 to be shows' greatest year and plan to expand accordingly." Tuesday night proved to be the only one of the week when anything near moderate weather prevailed and a good crowd turned out. The following three nights were anything but warm and patrons toured the midway in topcoats. On Saturday, Kids' Day, 200 orphans were shows' guests, and were given free rides, pop, and candy. Saturday night a big crowd was on hand, and shows, rides, and concessions reported fair play.

Rolloplane led rides, with the Scooter second. Barney Lamb's Dope Show forged ahead of Sonny Sharpe's Minstrel Show for top honors among shows. City officials gave good co-operation, and frequent visitors at the office wagon included City Prosecutor A. J. Bielby and Sergeant Dyer, the latter a former showman. Other visitors included Mr. and Mrs. Noll and Mr. and Mrs. Nickerson, Clyde and John McMahon, and Jimmy Morrissey, of Baker-Lockwood Company.

WANT

Ride Help, Side Show Manager with Acts. Furnish new outfit. Also Snake Show and Girls for Hawaiian and Oriental. Photos and Frozen Custard open. Book legitimate Concessions. Paris, Illinois, this week; week May 12th, Kokomo, Indiana.

ROGERS GREATER SHOWS

WANTS WANTS J. F. SPARKS SHOWS

Manager and Wrestlers for Athletic Show. Manager and Girls for Big Show, new outfit. Have new frame-up for Girl Snake. Want any good Grind Shows with or without own equipment. Sell exclusive Long Range Lead Gallery, Frozen Custard, Guess Your Weight and Age. Book any legitimate Concessions, rates reasonable. Especially want American Palmistry. All replies to **J. F. SPARKS SHOWS, Guntersville, Ala., this week.**

CENTRAL STATE SHOWS WANT AT ONCE

Athletic Show Manager, Grind Show People. We have equipment. Come on, don't write. Want Pop Corn, Candy Floss, String, Lead, Cigarette Gallery, Fish Pond, any Stock Joint. Fifteen Fairs, Celebrations—Kansas, Nebraska, Colorado, Oklahoma. For Sale—Tilt and transportation. Meade, Kansas, May 8th-10th.

ATHLETIC SHOW OPEN

Wire. Legitimate Concessions and Grind Show open.

W. A. GIBBS SHOWS

Coffeyville, Kan.

WANT HELP

in all departments. Pete Wheeler wants Wheel and Grind Store Agents. Wilmington, Ill., opening May 7th, one-week engagement.

FIDLER UNITED SHOWS

Firemen's Celebration

In City Park, All Next Week Place Shows. Rides and Concessions of all kinds. Second Man, Sterling, answer. Write or wire

BRIGHT LIGHTS EXPO SHOWS

Boonsboro, Md., this week

FOR SALE

Eli #5 Wheel, Smith and Smith Chairplane. Will lease or book with reliable party. Rides, perfect conditions.

J. Lacey Smith

La Crosse, Va.

BG Off in Black At Wichita Bow

WICHITA, Kan., May 3.—Beckmann & Gerety Shows opened their 1941 jaunt here Wednesday night to good crowds, altho hampered somewhat by showers. A big turnout on Thursday was driven home by rain shortly after 9 p.m. Friday, with more favorable weather, saw the shows play to big attendance and business, which were duplicated Saturday afternoon and night. All rides and shows did good business on both days.

New shows, including Zorina Nudist Camp, Mrs. Rose's Midget Village, and Wilson's Monsters, make for a much stronger show line-up than that presented last year. These, in addition to South of the Border Revue, Gay Old New Orleans, Zeke Shumway's Motordrome, Hollywood Monkey Circus, Pete Kortez Freak Show, Illusion Show, Wilson's Fun-house, and the Ice Frolics, give the midway a strong variety of attractions.

Shows remain here until May 10, when they make a long jump into Decatur, Ill.

Philadelphia

PHILADELPHIA, May 3.—Business was good for World of Mirth Shows, which opened an eight-day engagement at G and Luzerne streets on April 25, weather having been unusually fair for this time of year. Not all shows were ready for the opening, but others opened from day to day, so that at close of the engagement all shows and rides were in operation. Concessions were limited in number.

Max Linderman and Frank Bergen were much in evidence. Eddie Karn has a fine fat show and did business. Carl Turquist reported better business than last year at the same stand with his Arcade. Mrs. Jimmie Simpson has two palmistry concessions.

Mike Zeiger opened his unit in Jersey to good business.

Louis Kane took his eating concessions to the Apple Blossom Festival, Winchester, Va.

Danny Defoe, who wintered here, did nicely with his flower stands.

All shows are looking for a big season and opening dates are reported to be best in many years in this section.

MADISON, Wis.—The Padruitt amendment has been offered to bill No. 290A, now pending in the State Assembly, and which would prohibit any "caravan, circus, menagerie, or other tented show from operating in the same county as a fair being held within 14 days prior to the fair opening." Amendment would change the provision "in the same county," as set forth in the bill, to "within 30 miles of any State, district, or county fair, receiving or drawing State aid, is being held, for a period of 14 days prior to or during the operation of said fair except on the grounds of such fair and with its consent." Various fair associations in the State have endorsed the bill, which has been recommended for passage by the committee on agriculture.

Ohio Valley Registers At Charlestown Take-Off

CHARLESTOWN, Ind., May 3.—Garnering outstanding patronage from workers at the huge government plant here, Ohio Valley Shows, operated by Owner Ma Sichel, successfully opened their 1941 jaunt at Buetter's Trailer Park grounds with good business for the week, which ended April 26. Big crowds spent well and rides, including Ferris Wheel, Chair-plane, and Kiddie Autos reported exceptional results nightly. A Tilt-a-Whirl will be added soon.

Mr. and Mrs. S. L. Williams have the popcorn and mouse game stands and will add a high striker soon. Mrs. G. Hall has her doll rack ball game here. Other concessionaires include Clell Daily, milk bottles; Ruth Daily, penny pitch; Niel Daily, cigarette gallery; Mrs. Sichel, fish pond and pitch-till-you-win; Mr. Harris, hoop-la, and Mrs. Graves, knife rack and bottle game. Concession line-up also includes short-range lead gallery, bingo, over and under, photo gallery, and snow cone.

Mr. and Mrs. Bob Crawford visited at opening. Mr. and Mrs. Sichel went to Indianapolis on business and to visit their home there.

Lynwood Engagement Gives Crafts Satisfactory Take

LOS ANGELES, May 3.—Playing to fair business with a good Saturday and Sundays, Crafts 20 Big Shows closed a 12-day run in near-by Lynwood tonight. Small lot prevented the setting up of three of the neon towers and Heyday and Octopus rides. The new Spitfire ride did well. Mary Ann, elephant, and the Berati act, were the free attractions. Lynwood date had a 10-cent gate nightly.

Visitors were John Ward, Ocean Park operator; S. L. Cronin, O. H. Hilderbrand, Mr. and Mrs. Bill Hobday, Louis Salee, Mrs. Elva Rockwell, Austin King, Eddie Gamble; Lou Johnson, Ben Beno, and Sam Abbott, *The Billboard* West Coast representative.

MARRIAGES

(Continued from page 29)

Bend Theater, West Bend, Wis., April 23 in that city.

WEST-LANTIS—Richard S. West, nonpro, and Zoe Dell Lantis, theme girl of the Golden Gate International Exposition in 1939, in San Francisco April 30.

WHITCOMB-BRIAN—Jon Whitcomb, artist, and Mary Brian, actress, in Hollywood May 5.

WILBER-STRATTON—Ardie Wilber, orchestra leader, and Elizabeth Stratton, musician, in Bellmore, L. I., N. Y., April 27.

WURMNEST-SMITH—Richard Wurmnest, concessionaire with Byers Bros.' Shows, and Mildred Smith, with the same organization, in Kirksville, Mo., April 29.

Coming Marriages

Robert M. Bernstein, son of Davis Bernstein, vice-president of Loew's, Inc., and Jacqueline Wolf, nonpro, soon.

Michael Garston, dancer, and Doris Hale, dancer, in Philadelphia this month.

Ralph Gaynor, dancer, and Nance Sanderson, dancer, in Philadelphia in June.

Bob Walter, dancer, and Josephine Michaelis, nonpro, in Philadelphia this month.

William J. Flett, former engineer at Station KYW, Philadelphia, and Helen B. Pearse, of the program department of the same station, in Philadelphia soon.

Divorces

Marcelle Edwards Manville Carlisle, former show girl, from Jay F. Carlisle Jr., broker, April 25 in Reno, Nev.

Lots S. Stanley from Jack Stanley April 10. Both are well known in the carnival field.

Elizabeth Ringling Mendel, former widow of Alfred Theodore Ringling, from Kenneth E. Mendel in Atlantic City April 28.

Dolly Krupa from Eric Krupa in Salinas, Calif., April 21.

Births

A son to Mr. and Mrs. T. J. Marlin April 15 in Harrisburg, Ill. Father is the Ferris Wheel foreman and *The Billboard* sales agent on Rogers Greater Shows.

A son to Mr. and Mrs. William Wellman at St. Vincent's Hospital, Los An-

geles, April 22. Mother is the former Dorothy Coonan, actress, and father is film director at Paramount.

A daughter to Lucienne Boyer, French singer, April 28. Father is Jacques Pills.

A daughter, Diana, to Mr. and Mrs. Arthur King at Queens General Hospital, Jackson Heights, N. Y., April 27. Mother is former Doris Ramsey, model and dancer; father is actor and girl revue producer for Ben Williams Shows, Inc.

A daughter to Mr. and Mrs. Sayle Tay-

lor in Los Angeles April 26. Father is radio's "Voice of Experience."

A son to Mr. and Mrs. Bobby DeSimones April 26 in Philadelphia. Father is accordionist at Hotel Pierre, New York.

A son to Mr. and Mrs. Vic Earlson April 23 in Philadelphia. Father is comic emcee at Stamp's Cafe there.

A daughter to Mr. and Mrs. "Black-Eye" Peas April 23 in Philadelphia. Father is roller skater-dancer appearing in Philadelphia night clubs.

CETLIN & WILSON SHOWS, INC.

WEEK OF MAY 12, CAMDEN, N. J.

Location: Camden Base Ball Park, Broadway.

Ship Yards and all Industries working day and night.

Want worth-while Grind Shows with or without own equipment. Will finance and furnish transportation. Want Silodrome for best drome territory in America. Want Monkey Circus. Can place all legitimate Concessions. All address: This week, Baltimore, Md.

UNIVERSITY CITY (ST. LOUIS)

(First Show in Over 10 Years)

WEEK BEGINNING MONDAY, MAY 12

Can place for this unusual date and for balance of season, including 14 Fairs, all legitimate Concessions. Want Billposter with truck. Shows—Illusion, Fat People, Fun House, Midgets, Snake. Will furnish outfits and wagons to real showmen. Rides—Rocket, Spitfire, Scooter, Silver Streak. Will furnish wagons. All replies:

FRANK WEST, West's World's Wonder Shows

Week May 5th, Nashville, Tenn.

JONES GREATER SHOWS WANT

Shows with or without own outfits. Maguire Lucas, come on. Want Rides, Roll-a-Plane, Octopus or Flat Ride with transportation. Concessions: Will book or buy Penny Arcade. Want American Palmistry and Stock Concessions of all kinds. Want good Free Art. Capt. Mach Ringman, write Geo. Kerestes. Address:

PETE JONES, GRANT HOTEL, CHARLESTON, W. VA.

J. J. PAGE SHOWS WANT

ORGANIZED GIRL SHOW. Have good outfit for same. Can place Kiddie Auto Ride and all legitimate Concessions except Cook House, Corn Game, and Popcorn. Can place money-getting Grind Shows with or without own outfits. Everybody address:

J. J. PAGE SHOWS, Jefferson City, Tenn., this week; Bristol, Va., next week.

FUNLAND SHOWS

Hopewell, Virginia, May 12th-24th. Four big pay days. Followed with excellent route of Fairs. Want for Season—Sensational Free Act, one Kid and two Flat Rides, Grind Shows and Funhouse open, Arcade, Long Range Gallery, Custard, Photos, Blower, Bumper, Diggers, Wheels and Grind Stores. Herbert Wiggins, Gen. Agt.; Chas. Sutton, Legal Adjuster. All replies: Columbia, S. C., this week.

IMPERIAL SHOWS

CAN PLACE FIRST-CLASS COOK HOUSE, also American Palmist, Custard, Taffy Apples, legitimate Merchandise Concessions. Dancers for Girl Revue, Talent for Athletic Show, Concession Workers and Ride Help, also Truck Mechanic.

Centerville, Iowa, this week; Kirksville, Mo., follows.

SCOTT EXPOSITION SHOWS WANT

Pit Show, Grind Shows with or without outfits. Will book or buy Octopus, Want Kiddie Rides. Want Ride Help, Truck Drivers, Musicians and Performers; Rucker, answer. Stock Concessions: Custard, Cigarette and Long Range Gallery, Candy Apples, Candy Floss, Ice Cream open.

Maryville, Tenn., this week; Kingsport, Tenn., next week; Marion, Va., Firemen's Celebration follows.

GRUBERG WORLD FAMOUS SHOWS

Playing best industrial spots in east. Want Whip Foreman to finish rebuilding ride in Winter Quarters, \$40 now, \$50 at fairs. Sober, reliable, with own tools. Can place Rides, Seven-Car Tilt and others not conflicting. Working Men in all departments, long season. Want Office Secretary with Carnival experience, must be sober and reliable. Address:

This week, Lebanon, Penna.; next week, Coatesville, Penna.

BEE'S OLD RELIABLE SHOWS, INC., WANTS

Special Agent that can post bills and sell Merchant Coupons, with transportation. Sober Ride Help, Man for Two-Abreast Parker Merry-Go-Round that can repair same. Five and Ten-Cent Stock Concessions, \$12.50 per week. Ball Game and Snow Agents, write Leonard McLemore. Joe Smith wants Blower Agent. Leon, write. Will book Grind Shows, twenty-five per cent. Frankfort, Ky., week May 5th; Cynthia, Ky., next week.

CRESCENT AMUSEMENT CO.

WANTS

Small Cookhouse or Grab (Ann Trivaudery, wire), Photos, Snow Ball, Apples, Popcorn and Peanut, Long or Short Range Lead Gallery, any Concession working for 10¢. NOW CONTRACTING FREE ACTS for GALAX, VA., July 4th Celebration. Also book Independent Show and Concessions for Galax. Address: Mt. Holly, N. C., this week; China Grove, N. C., next. P.S.: Mr. Long, Photos and Pan open, wire.

WANT LOOP-O-PLANE

Will furnish wagon for same.

James E. Strates Shows, Inc.

Chester, Pa., week of May 5th.

PALMETTO STATE SHOWS WANT

Concessions all kinds. Sell X on Popcorn, Photos, Long Range Gallery, Custard, Diggers, Johnnie Caruso wants Agents. Bill Thomas, Happy Chapmen, Slim Rouland, Bill Lazier, Frankie Cook, wire. Jess Bradley wants Agents. Bob Murray, Strawberry and Money wire. Place Shows. Rides not conflicting with Girl Show, Plane Wheel. We will play Virginia, Maryland and New Jersey. Address: Enfield, N. C., this week; Cape Charles, Va., next.

Ward Chalks Click Spring Preview at Baton Rouge Dates

BATON ROUGE, La., May 3.—John R. Ward Shows successfully ended a four-week spring preview showing here April 20. Three different locations were played and, aided by good weather, shows did good business thruout. Considerable painting, building, and repairing was carried on during the engagements, as shows maintain quarters here. Midway presents an attractive array of shows, rides, and free acts. Maxine, performing elephant, proved popular.

FUZZELL'S UNITED SHOWS WANT CAPABLE MANAGER FOR ATHLETIC SHOW. WILL BOOK WORTH-WHILE SHOWS NOT CONFLICTING. WANT MOTORDROME AND CRIME SHOW. Sober, reliable Ride Men capable of handling Semis, answer. Address: (Street Celebration) LOUISIANA, MO., THIS WEEK

AGENT AT LIBERTY For Circus, Carnival, Tent Show, Band, Theatre, Unit or any Amusement Institution wanting a top showman who can deliver. One of the best on press and exploitation. Know territory from coast to coast. Join anywhere on wire. Address: FLOYD KING 18 N. Clark Street Chicago, Ills.

CHURCH OF THE ASSUMPTION SPRING FESTIVAL ROSELLE PARK, MAY 19 TO 24 On Westfield Ave., in the heart of 500,000 population. First event of this kind in 10 years. Will book one more high-class Show. No Girl Show. Want high sensational Free Act. Will sell few Concessions—Ball Games, Refreshments, Photos, Etc., Shooting Gallery, Novelties, and any honest Concession. No Wheels. Address: DAVID TERHUNE, Chairman 117 Chestnut Street Roselle, N. J.

CARNIVAL WANTED JULY 2, 3, 4, 5 FIREMEN OF MIDDLESEX COUNTY Live-wire organization promoted this first carnival to show here in ten years and is the only attraction in five counties. Exploitation 100%. No graft. LEWIS PIERCE, Urbanna, Va.

WANTED Rides, Shows, Concessions, Free Acts, Portable Dance Floor. Percentage or Flat Rate. June 23 to June 29, Inc. Right in front of \$25,000,000 Defense Project now operating. Sponsored by Police Dept., Reading, Ohio.

WANTED Two experienced Ticket Sellers for Side Show. Also Working Men for all departments of Circus. See The Billboard for route.

RUSSELL BROS.' CIRCUS KAY BROS.' CIRCUS WANTS Performers doing two or more acts, Animal and Riding Acts, Clowns, Boss Canvasman for new outfit. Working Men. Top price for Semi-Drivers, Lithographers, Billposters that drive Semi, one man with car for country billing. For sale—30 by 40 net. Taylorville Wednesday, Greenville Thursday, Collinsville Friday, Carlyle Saturday; all Illinois.

WANTED FOR HAMITER BROS.' CIRCUS Useful Circus People, Family Act for Big Show, Musicians, Clowns, Jimmie Thomas and Red Harris, come on. Pitch Man; Rebel, come on. Working Men in all departments. Sam and Wilbur, phoned you Bass Lake but unable to contact you there. Write JIMMIE HAMITER P. O. Box 1882 Dallas, Texas

WANTED—DEAUVILLE PARK ON OWASCO LAKE, AUBURN, NEW YORK Two good Rides on account of disappointment, Kiddie Ride, Hey-Day or Joy Ride. Opening date, May 24. E. F. BRAYER, Deauville Park, Auburn, New York.

TO OUR CUSTOMERS: Wisconsin De Luxe Corp. wishes to announce that Mr. Rowe is no longer employed by us. All orders, deposits and payments should be made direct to us. WISCONSIN DE LUXE CORP. 1902 N. THIRD ST. MILWAUKEE, WIS.

Some of the attractions included Modern Museum, managed by Betty John; Kid Drifty, featuring Ruckner and Ruckner, comedy team, and their Harlem Revue; William Christy's Athletic Show; Owego's Reptile Show; Giggle Palace, managed by Pat Klien, and Hawaiian Revue, operated by Mr. and Mrs. Gould. Shows opened with eight rides here, the Tilt-a-Whirl taking top honors. Part of the executive staff includes John R. Ward, owner-manager; Warren Wright, general representative; Alfred Kunz, secretary, and Richard Kennedy, electrician.

ROUTES (Continued from page 28)

Sweeney, Bob (Village Barn) NYC, ns. Sydell, Paul, & Spotty (State-Lake) Chi, t. T Talla (Wivel) NYC, ra. Tapia, Cesar (Havana-Madrid) NYC, ns. Tarzan Gorilla (Oriental) Chi, t. Tatum, Art (Cafe Society Downtown) NYC, ns. Tiffanys, The, Charles & Virginia (Southern) Cumberland, Md., h; (Blue Willow) Akron, O., 12-17, nc. Tilton, Liz (Shubert) Cincinnati, t. Tip, Tap, & Toe (Strand) NYC, t. Todd's, Michael, Gay New Orleans (Palace) Cleveland, t. Toto (Rainbow Gardens) Little Rock, Ark., nc. Tracey, Al (Harry's New Yorker) Chi, nc. Tripoli Trio (606 Club) Chi, nc. Tyril & Juli (George Washington) Jacksonville, Fla., h. Tucker, Phil & Penny (Colosimo's) Chi, nc. Tucker, Sophie (Bal Tabarin) San Francisco, nc.

V Varios & Vida (French Monte Carlo) NYC, ns. Vaughn, Virginia (Sherman) Chi, h. Veausell, Gwendolyn (L'Algon) Chi, nc. Velescia, Carlos (French Monte Carlo) NYC, ns. Vermonite, Claire (Fifth Avenue) NYC, h. Villan & Kevin (Rainbow Room) NYC, nc. Vincent, Romo (Bowery) Detroit, nc.

W Wade, Dick (Chateau Moderns) NYC, re. Waldron, Jack (Park Central) NYC, h. Walton & O'Rourke (Rainbow Room) NYC, nc. Walzer, Oscar (Fifth Avenue) NYC, h. Watkin Twins (Jack & Bob's) Trenton, N. J., nc. Wayne, Mildred "Wacky" (606 Club) Chi, nc. Weaver, Doodles (Biltmore) NYC, h. Welch, Roberta (Greenwich Village Inn) NYC, nc. Wences (Palmer House) Chi, nc. Weston, Sammy (Jack & Bob's) Trenton, N. J., nc. Whalen, Maurice & Betty (State-Lake) Chi, t. White, Jack (18 Club) NYC, nc. Whitsons, Four (Palmer House) Chi, h. Wilbert, Raymond (Michael Todd's Theater Cafe) Chi, c. Williams, Dee (St. George) Brooklyn, h. Williams, Los Hermanos (Waldorf-Astoria) NYC, h. Williams, Pearl (Forrest) NYC, h. Wilson & Mead (Jimmie Daniels) NYC, nc. Winton & Diane (Park Central) NYC, h. Wonder, Tom & Betty (Chicago) Chi, t. Wood, Eleanor (Park Central) NYC, h. Worth, Coley (Gay White Way) NYC, nc. Wrightson, Earl (Music Hall) NYC, t.

Y Yar, Sonia (Casino Russe) NYC, nc. Yost's, Ben, Militaires (Rox) NYC, t. Yost's White Guards (Todd's Theater Cafe) Chi, c. Youngman Sisters (Oriental) Chi, t. Yvette (Oopacabana) NYC, nc.

CARNIVAL (Routes are for current week when no dates are given. In some instances possibly mainline points are listed.)

Alhambra: Russell, Ark. Anderson-Srader: Pratt, Kan. Antique Am. Co.: Great Falls, S. C. Arthur's Mighty American (Rodeo) Redding, Calif., 6-11. Atlas: Jemison, Ala. B. & V.: Gardfield, N. J. Bach, O. J.: Elmira, N. Y. Bantley's All-American: Glassmere, Pa.; Uniontown 12-17. Barker: Casey, Ill.; Effingham 12-17. Baysinger, Al: Kansas City, Mo., 5-17. Beckmann & Gerety: Wichita, Kan.; Decatur, Ill., 12-17. Bee's Old Reliable: Frankfort, Ky.

Blue Ribbon: Paducah, Ky. Bremer's Consolidated: Atlantic, Ia.; Waterloo 12-17. Bright Lights Expo.: Boonsboro, Md.; Brunswick 12-17. Buck, O. C.: Cohoes, N. Y.; Menands 12-17. Buckeye State: Jackson, Miss.; (Cotton Carnival) Memphis, Tenn., 12-17. Burke, Frank: Farmington, N. M. Bullock Am. Co.: Belmont Crossroads, N. C. C. L.: Mansfield, Mo. Celebration Attrs.: Eskridge, Kan. Centanni Greater: Forids, N. J. Cetlin & Wilson: Baltimore, Md.; Camden, N. J., 12-17. Clark's Greater: Vallejo, Calif., 7-11. Claudes Am.: Madison, Wis.; Stevens Point 12-16. Clyde's United: Hollidaysburg, Pa.; Ridgeley, W. Va., 12-17. Coleman Bros.: New Britain, Conn. Colley, J. J.: Perry, Okla. Conklin: Hamilton, Ont., Can.; Guelph, Ont., 12-17. Convention: Dunkirk, N. Y. Cotton State: Freeburg, Ill. Crafts 20 Big: Bakersfield, Calif. Crescent Am. Co.: Mt. Holly, N. C.; China Grove 12-17. Crystal Expo.: Mount Airy, N. C.; Lenoir 12-17. Cumberland Valley: South Pittsburg, Tenn., 10-17. Cunningham's Expo.: Marietta, O.; Logan 12-17. Curl, W. S., Greater: Madison, Ind.; Seymour 12-17. Dick's Paramount: Pawtucket, R. I.; New London, Conn., 12-17. Dixie Belle: New Harmony, Ind.; Crossville, Ill., 12-17. Dodson's World's Fair: Charleston, S. C. Douglas Greater: Walla Walla, Wash. Down East Attrs.: Leaksville, N. C. Dudley, D. S.: Childress, Tex. Dyer's Greater: Marked Tree, Ark. Elite: Salina, Kan.; Manhattan 12-17. Elman: Milwaukee, Wis., 10-17. Empire Am. Co.: Sonora, Tex., 6-11; Llano 13-18. Endy Bros.: (11th & Erie Circus Grounds) Philadelphia, Pa. Fair at Home: Sayreville, N. J., 6-17. Fidler United: Wilmington, Ill. Fleming, Mad Cody: Columbus, Ga. Four Star: N. Little Rock, Ark. Franks Greater: Macon, Ga. Frisk Greater: Mason City, Ia. Fuller Greater: Jennerstown, Pa. Funland: (Assembly & Devine sts.) Columbia, S. C.; Hopewell, Va., 12-24. Fuzzell's: Louisiana, Mo. Gibbs, W. A.: Coffeyville, Kan.; Wellington 12-17. Gold Medal: La Fayette, Ind. Golden Arrow: Norman, Ark., 5-17. Golden Belt: Slater, Mo.; Marcelline 12-17. Golden Gate: La Fayette, Tenn. Golden State: Bellflower, Calif. Gooding, A. W., Am. Co.: Barberton, O.; Niles 12-17. Goodman Wonder: (Kings Highway & Chip-pewa) St. Louis, Mo., 5-17. Grand Union: Burkhardt, Tex. Great Lakes Expo.: Centralia, Ill. Great Sutton: Mt. Vernon, Ill. Greater Greater: Brownwood, Tex. Groves Greater: St. Louis, Mo. Gruberg World Famous: Lebanon, Pa. Happy Attrs.: Mt. Vernon, O.; Gallion 12-17. Harstock Bros.: Mercedosa, Ill. Heller's Acme: South Plainfield, N. J. Hennies Bros.: Tuscaloosa, Ala.; (Cotton Carnival) Memphis, Tenn., 12-17. Henke Bros.: Iron River, Mich.

Heth, L. J.: Central City, Ky. Huggins' Model: Centralia, Wash.; Springfield, Ore., 12-17. Hughey & Gentsch: Grenada, Miss. Ideal Expo.: Philadelphia, Pa. Imperial: Centerville, Ia. Jones Greater: Charleston, W. Va. Jones, Johnny J., Expo.: Washington, D. C.; Uniontown, Pa., 12-17. Kaus Expo.: Richmond, Va.; Baltimore, Md., 12-17. Kaus, W. C.: Norfolk, Va.; Baltimore, Md., 12-14; Crisfield 15-24. Kelly, Francis, Am.: Hartford, Conn. Keystone Modern: Christiansburg, Va.; Radford 12-17. Lake State: Keego Harbor, Mich.; Flint 12-17. Lang, Dee: Alton, Ill. Lane, C. E.: McRae, Ark. Large, H. P.: Palestine, Ill. Latlip: Dunbar, W. Va. Lawrence Greater: Martinsburg, W. Va.; Altoona, Pa., 12-17. Lewis, Art: Englewood, N. J.; Bridgeport, Conn., 12-17. M. & G. Am. Co.: Maysville, Ga. M. & M.: Poughkeepsie, N. Y.; Hudson 12-17. McMahon: Marysville, Kan., 10-17. Mac's Caravan: Bloodland, Mo. Marks: Newport News, Va. Martin's: Compton, Calif. Melvin's United: Bowling Green, Mo. Merit: Fall River, Mass. Mid-Way of Mirth: Hamilton, Ill. Midway: St. Paul, Minn. Midwest: New Rockford, N. D., 15-17. Mighty Monarch: West Point, Va. Miner Midway: Coplay, Pa., 10-17. Motor City: Lima, O. Nall, C. W.: Crossett, Ark.; Cullendale 12-17. Nye, Bill: Owensboro, Ky. Oliver Am. Co.: (4600 Gravois) St. Louis, Mo. Ozark Am.: Van Buren, Ark. Page, J. J., Expo.: Jefferson City, Tenn.; Bristol, Va., 12-17. Palace United: Ridgely, Tenn., 10-17. Pan-American: Madison, Ind.; Muncie 12-17. Parada: Kansas City, Kan. Patrick's Greater: La Grande, Ore.; Nampa, Idaho, 12-17. Pearson: Carlville, Ill. Penn State: Danville, Pa. Penn Premier: Slatington, Pa. Pierce Greater: Leaksville, N. C. Pike Am.: Bloodland, Mo. Pioneer Expo.: Towanda, Pa., 10-17. Playtime: Somerville, Mass. Pleasureland: Hazel Park, 9 Mile and John R., Detroit, Mich. Prell's World's Fair: Baltimore, Md.; Philadelphia, Pa., 12-17. Pryor's All-State: Chesapeake, O. Reading's: Portland, Tenn., 12-17. Reynolds & Wells: Lawrence, Mass.

Rogers Greater: Paris, Ill. Rogers & Powell: Selmer, Tenn. Roland Expo.: Grand Prairie, Tex.; (S. Lamar & Terrill Road) Dallas 12-17. Royal American: St. Louis, Mo., 5-18. Rubin & Cherry: Tulsa, Okla. Santa Fe: Groesbeck, Tex. Scott Expo.: Maryville, Tenn. Sheesley Midway: Knoxville, Tenn. Sicks United: Carthage, Tenn. Siebrand Bros.: Carson City, Nev. Sims Greater: Preston, Ont., Can. Six, J. Harry, Attrs.: (Coke Station, Preston st.) Louisville, Ky. Smith Bros.: Clayton, Okla. Smith's Greater United: Chatham, Va. Snapp Greater: Independence, Mo., 7-17. Solt Liberty: Ottawa, Ill. South Texas Am. Co.: Apple Springs, Tex., 5-11; Lufkin 13-20. Southern: Selmer, Tenn. Southern States: Hastings, Fla. Southern United: Augusta, Kan.; Marion 12-17. Sparks, J. F.: Guntersville, Ala. Star Am. Co.: McRae, Ark.; Judsonia 12-17. Strates, James E.: Chester, Pa.; Harrisburg 12-17. Sunburst Expo.: Warren, Pa., 10-17. Sunset Am. Co.: Richmond, Mo.; Excelsior Springs 12-17. Texas Expo.: Bartlesville, Okla. Tidwell, T. J.: Silver City, N. M. Tiger Bill: Lufkin, Tex. Tilley: East Peoria, Ill. Tivoli Expo.: Windsor, Mo., 5-7; Harrisonville 3-10; Lebanon 12-17. Wade, W. G.: Dearborn, Mich., 5-11. Walker: Danville, Ga. Wallace Bros.: Bedford, Ind.; La Porte 12-17. Wallace Bros. of Canada: Windsor, Ont., Can., April 26-May 17. Ward, John R.: Humboldt, Tenn. World of Fun: Dunn, N. C. Wehrley Attrs.: (Madison at Troy ave.) Indianapolis, Ind., 5-11. West Bros.: Otumwa, Ia.; Dubuque 12-17. West Coast Circus Shows: Pittsburg, Calif., 6-11; (Fair) Lincoln 16-18. West, W. E., Motorised: Clay Center, Kan. West's World's Wonder: Nashville, Tenn. Williams, Ben: Clifton, N. J. Wilson: Petersburg, Ill.; White Hall 12-17. Wolfe Am. Co.: Clinton, S. C. Wolf Greater: St. Paul, Minn. World of Mirth: Hawthorne, N. J. World of Pleasure: Pontiac, Mich., 5-11; Lansing 12-17. Yahr Am. Co.: St. Paul, Minn. Yellowstone: Albuquerque, N. M. Zacchini Bros.: Front Royal, Va.

CIRCUS

Anderson, Bud E.: N. Kansas City, Mo., 5-6; (25th & Paseo sts.) Kansas City 7-8; Atchison, Kan., 9; Leavenworth 10; Waldo, Mo., 12; Richmond 13; Carrollton 14; Chillicothe 15; Trenton 16; Princeton 17. Beers-Barnes: Vanceboro, N. C., 7; Grimesland 8; Bethel 9. Cole Bros.: Springfield, O., 6; Columbus 7; Dayton 8; Middletown 9; Cincinnati 10-11. Daley Bros.: Canyon, Tex., 8; Dumas 9. Eskew's, Jim, JE Ranch Rodeo: (Garden) Pittsburg, Pa., 30-May 10. Hamid-Morton: (Forum) Montreal, Que., Can., 3-10. Hunt Bros.: Madison, N. J., 7. Ketrov Bros.: Taylorville, Ill., 7; Greenville 8; Collinsville 9; Carlyle 10. Lewis Bros.: Jackson, Mich., 10-11. Mills Bros.: Cuyahoga Falls, O., 6; Niles 7; Girard 8; Struthers 9; East Palestine 10. Polack Bros.: (Municipal Aud.) San Francisco 8-15. Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston 6-10; Baltimore 12-14; Washington 15-17. Russell Bros.: Kirksville, Mo., 6; Keokuk, Ia., 7; Burlington 8; Monmouth, Ill., 9; Kewanee 10; Savanna 11; Clinton, Ia. (mailing point Comanche), 12; Dixon, Ill., 13; Freeport 14; Beloit, Wis., 15; Rockford, Ill., 16-17. Wallace Bros.: East Liverpool, O., 6; Sharon, Pa., 7; Warren, O., 8; Ravenna 9.

MISCELLANEOUS

Birch, Magician: Harlan, Ky., 6; Jenkins 7; Prestonburg 8; Hazard 9; Jackson 12; Paintsville 13; Louisa 14; Ashland 15; Portsmouth, O., 16. Campbell-Stensvad's Circus Parade: Asheville, N. C., 10; Shelby 17. Harlan Med. Show: Minerva, O., 5-10. Lewis, H. Kay, & Hollywood Varieties: Winchester, Ind., 1-10. Lucy, Thos. Elmore: Joplin, Mo., 3-10. Marquis, Magician: (Downtown) Oakland, Calif., 4-31. Pathe, Lester, & Son Productions: Pocahontas, Ark., 4-6; Corning 7. Tankered Am. Co.: Alluwe, Okla., 8; Grainola 9; Webb City 10; Wyona 12; S. Coffeyville 13; Welch 14; Bluejacket 15; Big Cabin 16.

ADDITIONAL ROUTES (Received Too Late for Classification)

DeTrotto, The: (Steuben's Restaurant) Boston 5-10. Geddis, George, & Rowdy: (YMCA Circus) Victoria, B. C., Can., 5-10. Oden Tent Show: Stillmore, Ga., 5-10. Princess Stock Co.: Thayer, Mo., 5-10. Ramon - Talavera Dancers: (Beachcomber Night Club) Boston 5-10.

WANT SHOWS AND CONCESSIONS

Warrensburg, Mo., May 14-15-16-17. 4 Big Days—4 Big Nights. Around Court House, Free Acts, Big Street Parade, Under Lions' Club. Wire CONCESSION MANAGER, Martin Hotel.

HUMAN CANNON BALL ACT WANTED

For August 27-30 De Kalb County Fair Alexandria, Tenn.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, May 3.—Since regular officers were absent, Brother Lew Keller presided at the April 25 meeting. With him at the table were Secretary Joe Strelbich and Finance Committee Chairman Fred H. Kressmann. Nate Eagle and Vernon L. McReavy were elected to membership. Brother Sam Lasky came in from the World of Today Shows for hospital attention. Brother Judd Goldman is up and around, but Brothers Tom Rankine and James Murphy are still on the confined list. President Frank R. Conklin appointed Brother John M. Duffield as chairman of the 1941 banquet and ball. Clubrooms will be open every day and night to welcome any of the brothers who may be in town this summer. By-laws committee reported it would present the new by-laws at the first meeting in October. Brother Charles Taylor visited while en route to Conklin Shows, and Petey Pivor left to join the Royal American Shows. Nate Eagle and Ralph Woody went to the Beckmann & Cherry Shows and Al Kamm to Rubin & Gerry Exposition. Harry Seber came in from Canada on business but left after a day's stay.

Ralph Pope is doing jury duty, and a number of the boys are busy on local lots. Bill Stevens, Adolph Treusch, and Jack Kerschner called. Mel Smith left with Harry W. Hennies for shows' opening in Gadaden, Ala. Jack Lydick lettered regards to Doc Shean and Johnny J. Klime. Treasurer Bill Carsky is away on a business trip. John A. Sloan and Art Swenson are doing entertaining in interest of the Racing Corporation. Lefty Ohren is preparing to leave. Eddie Murphy and Elmer Byrnes are in attendance at the ball games daily. Sid Hoey and Denny Howard visited from Sol's Liberty Shows.

Brother J. D. Newman was called to Kansas City, Mo., because of the death of his brother. Club's sympathies were extended. Sam Gluskin and L. C. Kelley are among show agents seen in the Sherman Hotel lobby. Please send the secretary your address for the summer. A strenuous campaign is being arranged to contact members under suspension. On September 1 the initiation fee for membership is to be raised to \$25. This means that all applications will have to be accompanied by this fee and one year's dues of \$10. Effort will be made to obtain new members and make reinstatements before September 1 for the fee now in effect; that is, \$10 for initiation and one year's dues of \$10.

Ladies' Auxiliary

Club held its regular biweekly meeting on April 25 at the Sherman Hotel, with President Mrs. Joseph L. Strelbich presiding. On May 9 the Auxiliary will hold a closing party and dinner at the Sherman Hotel in the Malaya Room at 8 p.m. All members are cordially invited to attend.

After adjournment sandwiches, cake, and coffee were served. On May 15 another social will be held at the Sherman Hotel, with Mrs. Anne Young as hostess. Be sure to attend and bring your friends and receive some of the lovely prizes which will be awarded. After June 1 the clubrooms will be closed for the summer. Meetings will be resumed in the fall.

National Showmen's Assn

Palace Theater Building
New York

NEW YORK, May 3.—Brother K. C. McGary was in town for a few days before leaving to join the King Reid Shows in Albany, N. Y. Brother Jack Feldberg is again opening with the B. & V. Shows in Garfield, N. J., and Brothers Charles and James Davenport will be there with shows and concessions. Members were pleased to learn of the marriage of Brother LaMotte Dodson in Chicago. Brother Phil Isley proposed Major Gordon (Pawnee Bill) Lillie for membership. Brother Ralph Corey sent word from Brother Sam Prell's Show, and Brother Sam Berk wrote he arrived safely in Terre Haute, Ind., where he opened with the Gooding Greater Shows with

Club Activities

three concessions. Brothers D. D. Simmons and Sam Taffet made a trip to near-by shows and report that everyone seems convinced that this will be a banner season. Some of the shows they visited were the B. & V. Shows, Fred Phillips' Fair at Home Shows, George Traver's Chautauqua Shows, Max Gruberg's World's Famous Shows, and Ben Williams Shows.

Brother Ben Lewis visited the rooms and Brother George Rector is back in town after six weeks in Missouri. Brothers Paul and Murray Spitzer are getting ready for the season at Asbury Park, N. J. Members are requested to visit the office or send for advertisement space-rate blanks for the year book issued in conjunction with the annual banquet at the Hotel Astor November 26. Dues are always in order, and delinquent members are urged to respond. Brother David Epstein, back from Florida, is looking the picture of health.

Birthday congratulations to Harry Frankel, Wallace Cobb, May 7; William Newton Jr., David Hilgenradt, Joseph Rogers, Thomas F. Brothers, William Howard Sendel, 9; Adolph K. Crowell, Arthur Goldberg, Burnam Pelley, 10; Lawrence Shavelson, 11; Joseph Fleming, 12.

Ladies' Auxiliary

Sister Stella Feldberg has started the season with the B. & V. Shows at Garfield, N. J. Palisades Amusement Park opening was attended by many members, including Midge Cohen, Ida Harris, Magnolia Hamid, Helene Rothstein, Dorothy Packman, Bess Hamid, Ethel Gross, Flora Elk, Edith Friedman, Madge Bloch, Lillian Misner, Irene Greene, Lillian Brooks, Frances Garr, and Pearl Meyers. A letter received from Sister Shirley Lawrence (Lawrence Greater Shows) advises that not only is she going out for her gold life membership but going places on the penny drive for the Midge Cohen Fund for Orphans and Poor Kiddies. She has succeeded in filling two of the bags, altho on the road but two weeks. Members who are showing in the vicinity of New York are advised that we would be glad to have them pay a visit to the rooms. Whenever possible we will have officers and members visit shows that play within driving distance. Members are asked to advise the club of change of address or, better still, send in to the secretary the name of the organization with which you are associated. Considerable mail is being returned and club would like to send it to its proper destination. Your co-operation will be appreciated.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, May 3.—Final April meeting saw Past Presidents J. Ed Brown, Harry Pink, Harry Hargrave, Sylvester Cronin, and Ralph Smith. Letters from President Joe Glacy and Past President Theo Forstall were read, as was a card from Doc Zeiger. Wires were received from Archie Clark and J. W. (Patty) Conklin. Vice-President John R. Ward presided, with Secretary Pop Ludwig and Treasurer Ross Davis also on the rostrum.

Communications also came from Tom J. Myers, Huggins Model Shows; Cal Lipes, Zeiger Shows; Harry Chipman from West Virginia; Eddie Tait, Singapore, and Val Vino. Abe Letton long-distanced a report to the convention committee stating he had contacted the Western Fairs Association officials and found them alert on the job for the annual meet here in December. Doctor Smith, board chairman, reviewed current activities. John M. Miller collected \$37.82 from the Lion's Head for the Christmas Dinner Fund. John Backman won the attendance prize.

Second section of the meeting was devoted to a Past President's H. Jinx. Al Onken presented the club with a frame for Patrick Armstrong's picture, which has been enlarged to life-size by Dan Watts, with an epitaph on copper plate by Asa Stroud. Sam Abbott and Ben Beno reported a pleasant visit with brothers at Balboa Beach. Ralph Losey has one more promotion to work out and

will then give his time to the Anniversary Annual. After adjournment the house committee served refreshments.

Ladies' Auxiliary

President Allerita Foster opened the April 28 meeting with all officers and 25 members present. Tillie Palmateer and Blossom Robinson are on the sick list, and the bank night award was won by Babe Herman. Door prize, donated by Blossom Robinson, went to Ethel Houghtaling. Letters were read from Marie Jessup, Ethel McDonald, and Vera Downie. Out-of-town members are requested to provide the club's secretary with their summer addresses. Babe Herman and Grace DeGarro reported they were glad to be back, as did Jewell Hobday, who has recovered from a recent appendectomy. All in attendance received a piece of Stella Linton's birthday cake. Hostesses at the May 12 meeting will be Stella Linton, Esther Luthey, and Allerita Foster. After adjournment the rest of the night was given over to lunch and the playing of games.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., May 8.—The closing meeting, presided over by Brother Chester L. Levin, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present, drew a fair attendance. Leon Sevitt was elected to membership. After the meeting all partook of a luncheon contributed by Brother Chester I. Levin. Club voted to appropriate a sum of money to entertain showmen playing this vicinity this summer. A number of members visited Toney Martone's Heart of America Shows opening here. Brother Bill Snyder has been ordered to report for duty at the Rock Island (Ill.) Arsenal.

Brother Mel Vaught is here on business, while Mrs. Vaught was called to her home because of the sudden illness of her mother. Brother and Mrs. Elmer Velare visited while en route to St. Louis. Mr. Gallagher, of the Imperial Shows, was in the city last week to purchase trucks for his concessions. A. N. Rice, Lincoln, Neb., also was here on business. Mr. Van Wert and Charles Hudson, Dee Lang's Famous Shows, visited last week, coming in from Columbia, Mo. Ruth Spallo and Brother (Boxback) Warfield left to join the Rubin & Cherry Exposition at Joplin, Mo. Brothers Morris Ventling and Woody Gaither, accompanied by Mrs. Gaither, are here on business.

D. W. Weinbrenner returned from an

Eastern trip and reported the several shows he visited are doing good business. Chairman of the Banquet and Ball Committee infers that he and assistants are prepared to launch an intensive ticket sale for the annual event, which will be held this year at the Hotel Continental, on New Year's Eve. Members playing in or near the city are requested to get in touch with Secretary G. C. McGinnis. Clubrooms will be open daily for members and friends during the summer.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, May 3.—April 18 meeting brought the club's business meetings to an end until next fall. First Vice-President Nell Allen presided in the absence of President Judith Solomon. Also in attendance were Second Vice-President French Deane, Third Vice-President Ethel Hesse, Secretary Grace Goss, Treasurer Gertrude Lang, and Past President Jane Pearson.

After the regular meeting, Florence Parker was hostess and cake and coffee was served. Rest of the night was given over to the playing of bridge and rummy games. Night's awards went to Peggy Smith, Nell Allen, Jane Pearson, and Florence Parker. Secretary Goss is visiting the show lots around the city. Members who remain in the city for the summer will hold social meetings every two weeks.

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DELIGHT SWEETS, INC., 50 East 11th St., N.Y.C.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SOME early openers guessed right.

FRANK SELF, with three concessions, joined Bee's Old Reliable Shows in Elizabethtown, Ky.

R. L. WADE, with four concessions, joined Zacchini Bros.' Shows in Martinsville, Va.

CYCLONE MITCHELL has taken over the Athletic Show on Zacchini Bros.' Shows.

STARTING his second consecutive year as ride superintendent on Zacchini Bros.' Shows was Duke Bartels.

AS in Ethiopia, the rainy season is stopping our advance.—Whitey Cooks.

AL FINEMAN, with five concessions, joined Lawrence Greater Shows in Raleigh, N. C.

PHOTO GALLERY operators on K. G. Barkoot Shows, Doc and Vera McDiarmid are playing Toledo, O., lots to good results.

ROBERT KENOSIAN joined Dodson's World Fair Shows with his new Flying

Shows in Harrisonburg, Va., with his Glasshouse.

OPERATORS of the cookhouse on Dodson's World's Fair Shows, Mr. and Mrs. Eddie Madigan have redecorated it and added a new interior.

FORMERLY with Ringling-Barnum and Cole Bros.' circuses, Harry Patterson is in charge of the billing crew on Great Lakes Exposition Shows.

A REAL trouper is one who knows the difference between asparagus and beans—but doesn't give a hoot.

GANGLER'S CIRCUS, appearing with O. C. Buck Exposition in Trenton, N. J., gave a benefit performance on April 23 for children of Orthopaedic Hospital in that city.

JO-ANN LEE, who recently joined Doc Anderson's Side Show on the Kilonis & Decker Shows as annex attraction, reports that shows' opening in Manchester, N. H., was fair despite cold weather.

MR. AND MRS. ED MURRAY letter from Girard, Pa., that they will not return to the road this season, as they are managing a bowling alley and billiard parlor there.

HARRY AND SUE BAUERS, who have signed with Elite Exposition Shows, their second season there, report that

"Take 'Em Off!"

A SMALL TOWN CENSOR who was giving his stamp of approval or otherwise to attractions on a midway came to the posing show. After reviewing the performance he remarked to the manager, "I think that in the matter of wardrobe your girls should show a little more discretion." "Cripes!" grumbled the manager, "ain't you local guys ever satisfied?"

show fronts and wagons, Jack C. Phillon reports.

"TIS better to have loved and lost than never to have loved at all," isn't so darned economical on midways.—Muggin' Machine Mazie.

THREE generations of Dodsons are with the shows of that name, Jack Phillon reports from Charleston, S. C. They are Mel G. Dodson Sr., Mel G. Jr., and Mel G. III. Mel Jr. is now superintendent of concessions.

WHILE Arthur's Mighty American Shows were in Salinas, Calif., members who were heard in special broadcasts over Station KDON included Ethel Henry, Anna Velde Metcalf, Della Ryan, George Conkling, and Walton de Pellaton.

TIGE HALE'S band opened its season with Gooding Greater Shows in Terre Haute, Ind., on April 24 with 10 men. Jack Fogg is managing until Tige is fully recovered from several dental operations.

IT seems there have been fifth columnists around midways for many years—only we always called 'em people stealers.—Doctor Roustem.

B. (WHITEY) PELLEY, who booked his concessions with Prell's World's Fair Shows in Baltimore, Md., reports they have been doing well. Mrs. Pelley and son, Gafe, joined him in Baltimore, going there from Freeport, Me.

W. M. (BILLY) GEAR, who retired from the road last October 20 after 30 years in the outdoor show field as a general agent, is operating a cut-rate letter shop in Port Arthur, Tex., to successful results. Gear retired on his 65th birthday.

JOINING the Paradise Revue crew on Cetlin & Wilson Shows in Baltimore, Md., from New Castle, Pa., was Ray (Lefty) Vignovich. New additions to the Stranger Than They Seem Show are the Jernigan Sisters. Clarence Linebach is foreman of the Miss America Show.

WHY agents grow old: "Yeah, your fore-runner was oiled here for three days. After he checked out we found three empty bottles under the bed."

"JUST finished playing the stock show in Forest, Miss., and we're now playing the horse show in Como, Miss.," writes Mr. and Mrs. G. W. Peterson. "Plan to make the cotton carnival in Memphis and head north for our fifth season with the photo gallery."

CHINESE concessionaire on the West Coast and last season with Clark's Greater Shows, Tommy Woo recently left the carnival field to open his own magic shop in China City, Los Angeles. He has been taking lessons from Ben Chavez, magician of note.

MR. AND MRS. JIMMIE OLIN, who were married in Birmingham, Ala., on April 25 are with Hennies Bros.' Shows, Jimmie on the front of Bill Kemp's Motordrome, and Mrs. Olin with the Red.

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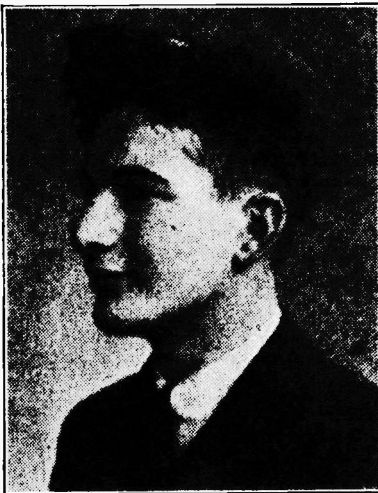
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PRIVATE AL BAUER, stationed with the Signal Corps at Fort Bliss, Tex., is a son-in-law of Charley Deuny, owner of Rocky Mountain Shows. Before his induction under the selective service act he operated the Ferris Wheel on the shows for four years.



ELDEST SON of the owner of E. J. Casey's All-Canadian Shows, Theodore (Ted) Casey recently enlisted in the Royal Canadian Air Force and is stationed at No. 1, Manning Pool, R.C.A.F., Toronto, Ont., where he is a cadet wireless air gunner. He was graduated from St. Paul's College, Winnipeg, and for the last six seasons has worked on his dad's shows as a novelty salesman and concessionaire. Part of last season he was with Wallace Bros. Shows of Canada and is well known in Canadian carnival circles.

Scooter, J. I. Spencer is foreman, Mrs. Spencer handling tickets.

BAND LEADER on Dodson's World Fair Shows, Charles Clark also is mailman and The Billboard sales agent and handles the Devil's Child snake show.

SO far the draft hasn't forced anyone to double canvas, concert, and blueshirt leads.—Annie Fay.

COOKHOUSE operators May and Jack Kennedy have their new and enlarged Midway Cafe on Great Lakes Exposition Shows.

RECENT addition to Charlie Williams' Ten-in-One Shows on Zacchini Bros.' Shows was Buster Castle, who will be outside talker.

JACKIE BOST advises from Westford, Pa., that because of his father's ill health he has not returned to the road, but expects to join Imperial Shows soon.

SEVERAL years a cookhouse operator at Ohio County fairs, C. E. Smith, Cleveland, has signed his concessions with J. R. Edwards Shows.

WHEN some showmen make a flat statement it is usually one that falls flat on the showdown.

JIMMY SUMERS, human cannon ball, has relinquished his cafe holdings in Salisbury, N. C., and will return to the road this summer.

A VETERAN in outdoor show circles, W. F. Korhn, joined Lawrence Greater

upon arrival they noted many new faces and an enlarged show.

IN the spring some shows have to do a lot of going before they hit a spot that will help keep them going.

AGENT and billposter E. B. Walker will not troupe this season, but will continue at his position in the transportation department of the U. S. Naval Powder Factory, Indian Head, Md.

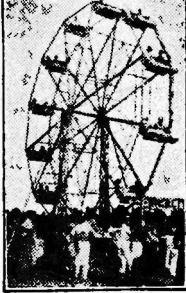
BUSINESS manager of Bantly's All-American Shows, Joe Payne arrived in the shows' Reynoldsville, Pa., quarters to assume his duties. Mrs. Payne accompanied him.

MARGIE FLYNN, featured on Duke Jeanette's Side Show on John H. Marks Shows, was storied and pictured in the April issue of It and March 28 edition of The Police Gazette. Don Wilkesman infos from Richmond, Va.

JO-JO, clown and sign painter with Dodson's World's Fair Shows, has been recipient of numerous compliments on the lettering and painting job he did on

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Hot, and Blue Show. She is the former Judith Watson.

WHAT a funny business this is! For the last five years grosses have been getting "bigger and bigger" without any evidence of it.—Milo McGoff.

MEMBERS of West Coast shows for the last five seasons, Mr. and Mrs. Melvin Fleck will not troupe this season but will remain in San Diego, Calif., where Fleck holds a civil service position and Mrs. Fleck is working in a downtown shooting gallery.

W. S. MYERS, manager of Myers Concessions, completed work on the organizations No. 2 Unit in quarters in Dupont, D., in time to permit the unit to open on time May 1. No. 1 Unit opened successfully with Gooding Greater Shows in Terre Haute, Ind.

OKLAHOMA JACK L. SHELL letters from Bremerton, Wash.: "We're heading down the Coast to California with the Hallstrom Family. After closing our Indian Show on the West Coast on June 9 my wife and I plan to build a leather concession and play celebrations and fairs until schools open."

A West Coast showman who is doing all right by himself suggested the slogan, "Stick East and Enjoy the Feast"—for the other fellow—Colonel Patch.

ATTRACTING plenty of attention at Crystal Exposition Shows' opening stands is the Chinatown Expose front built and designed by Co-Manager Matt Crown and son, Don. Both have been receiving compliments on the originality and attractiveness of the front. Press Agent Henry Lewis reports.

VET GRAB STAND operators, Mr. and Mrs. Charley Martin have set up their top on Stark County Fairgrounds, Canton, O., in advance of the eight weeks of Ohio Short Ship Circuit Racing, which opens there on Decoration Day. Martin has followed the loop several years before making a tour of Ohio county fairs.

CHAUNCEY WALKER, Okene, Okla., well-known perennial among talkers at Oklahoma State Fair, was bitten by a rattlesnake recently while snake hunting in Salt Creek Canyon near Okene. Hit on the arm, Walker was in a serious condition for several days and it was feared he might lose his arm. He participated in the annual Rattlesnake Round-Up in Okene on April 20, however.

"HE took the 12 little fishes and fed the multitude," read the sky pilot. And a grab-joint operator whispered, "Probably gaffed 'em up with bread."

LARRY NOLAN tells from Lyons, Kan.: "Anderson-Strader Shows opened their season in Wichita, Kan., on April 17 to good business. Shows are presenting a number of new features, including a 60-foot front entrance arch. Much visiting was done between members and personnel of Reynolds & Wells Shows."

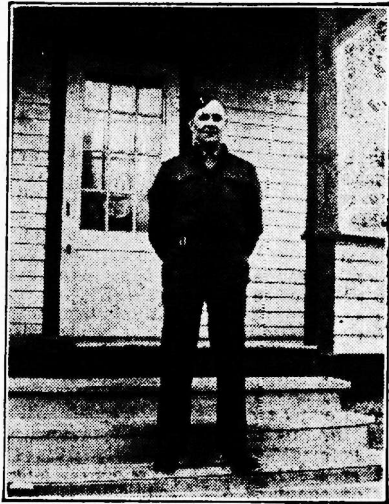
MEMBERS of a bowling club organized on Arthur's Mighty American Shows include Ruth Groff, Juanita Harding, Lillian Edwards, Connie Steen, Jerry Tilton, Della Love, Beatrice O'Brien, Ethel Henry, Alma Velde Metcalf, Retha Butler, Nancy and Lucy Donzelli, Hope Patterson, Bess Newman, and Margaret Balcom.

WHILE Endy Bros.' Shows were playing Richmond, Va., Walter Perkinson, known as Lapaloma Jr., was host to some of the showfolks at an old-fashioned Southern fried chicken dinner. Among his guests were Mr. and Mrs. John Bowers, Mr. and Mrs. J. W. Perkinson, Dottie McGuire, and Earl and Mrs. Zola Lewis.

"I OWE my success to the fact that I was smarter than the chumps," remarked the agent. "I owe my success to the fact that I was smarter than the agents," said the concessionaire.

Salesman

SIDE-SHOW MANAGER (to newly hired First-of-May inside lecturer: "Hey, lecturer! Hey, lecturer! Try to sell the show. Can't you sell it?" Lecturer: "Okeh, boss: I'll do the best I can." Show closes later and manager goes to his hotel. Returning in the morning, he sees no side show. It is down and gone. Yelling to the lecturer, he asks, "Whereinell is the side show?" Answer: "Well, boss, you said to sell it and I finally got a buyer."—HOME BREW DICK.



WELL-KNOWN trouper and formerly with Max Goodman's Wonder Shows and Johnny J. Jones Exposition, Leo Gouda is now stationed somewhere in England with H. Q. Coy First Canadian Pioneer Branch, R.C.E., C.A.S.F. He posed for this photo three weeks before sailing for England, where he is seeing active service and manning an anti-aircraft gun. Most of his time in outdoor show business has been as a concessionaire.

JACK WINTERS is at his Steubenville, O., home recovering from a heart attack which he suffered when he returned to his home for funerals of his mother and brother-in-law. Mrs. Maud Winters, his wife, and son, John, will continue to operate Jack's Snake Show on World of Pleasure Shows. Jack would like to read letters from friends.

"JUST RETURNED here from a trip to Seattle, Wash.," cards Mrs. Frances Dunn from Nainaimo, B. C. "Visited with Virgie Waters, Johnnie and Jack Davis, Mae and Bill Allman, and Madge Buckley. We all visited Huggins Model Shows at Tacoma, Wash. My husband owns a billiard room here, where we will be located for duration of the war."

ENDY BROS.' SHOWS, incorporated in Delaware, with principal office in Richmond, Va., has been granted a certificate of authority to conduct a show business in Virginia. Maximum capital stock was listed at 100 shares, no par, and E. E. Huband, Richmond, was named as agent in charge of business. Louis A. Rice obtained the certificate.

"ONCE upon a time one certain show had a million-dollar staff. Today that staff is scattered far and wide and the show has GWTW." Whadda ya mean "one certain show"?—Oscar the Ham.

"EN ROUTE north, I stopped over at Sickels' United Shows to renew acquaintances with Pinky Pepper and Tex Putegnat, formerly with Royal American Shows," Mickey Rhodes cards from Lebanon, Tenn. "They have a neat Oriental Show and I must compliment them on their new ideas in attracting the public eye."

"CAME here after a successful downtown safety day program and a paid thrill show date in Arlington, Tex., under Junior Chamber of Commerce auspices," letters Capt. Jack O'Diamonds from Dallas. "Assisting stuntmen included Horace Paige, Lester Gray, Rollo Perry, and Jimmie Murphy. I'm disbanding my show, as four of my boys have been called for army service."

HARRY DEVORE, owner-operator of a new cookhouse on Lawrence Greater Shows, sustained painful bruises on his hands, and the cookhouse top was damaged in an early-morning fire while the shows were playing Harrisonburg, Va. A flaming gasoline heater was given as the cause for the fire which did \$50 damage. Aided by members of his crew, DeVore succeeded in controlling the flames without help from the local fire department.

IF you miss your regular quota of red ones this summer it could be caused by committees not accepting your general agent's collect phone calls—or because he went fishing all winter.—Cousin Peleg.

AFTER trouping for the last nine years, George Redinger enlisted in the army last October and is now stationed at Hq. Det. Chemical Warfare Service,

Edgewood Arsenal, Md., with rank of private, first class. Last season he was with Central Amusement Company and before that was agent for Earl Henning's concessions on Krause Greater, Sam Lawrence Greater, Penn Premier, Clyde's United, and Thompson Bros.' Shows.

BOB HURST CARNIVAL notes from Greenville, Tex., by Harry Badger: Last-minute touches were being applied in quarters last week for shows opening. Shows and rides are ready for the road and optimism is high among showfolk. Concessionaires are arriving daily. Shows will open with 4 shows, 5 rides, and about 25 concessions. Leon Rieder, with his new baby ride, arrived. He'll also operate a concession.

A **COOKHOUSE** party scheduled for the night of May 1 on John H. Marks Shows in Richmond, Va., was canceled because of the death on April 29 of Clarence T. Riddick, treasurer and assistant general manager of Virginia State Fair. Riddick was to have been in charge of the midway party as a member of the entertainment committee of W. W. Workman Tent, Circus Saints and Sinners. Delegations of Saints and of Marks Shows members attended the funeral services on May 1 at which floral tributes were many and beautiful.

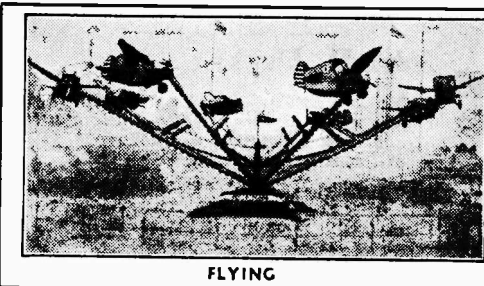
A good bet some side-show managers have overlooked. Why not have a booth selling market baskets and shopping bags at the show's exit as the patrons come out of those pitch and rehash attractions?—Side Show Sal.

TEXAS KIDD SHOWS' notes from Pasadena, Tex., by H. B. Rowe: Business in the Houston territory was satisfactory. Tobe McFarland, of Ladene Attractions, visited here, as did Mrs. Florence Brown and Bob Hammond and Bill Bracel and family. Charlie Schultz has his rodeo performance running smoothly. Eddie O'Shea is back again and in charge of the rodeo. New canvas arrived for the Penny Arcade. Mrs. Billie Basinger and Mrs. Ted Custer purchased new tops for their concession stands. Mrs. Tom Alvarado left for Chicago to visit her daughter and granddaughter. All equipment is being repainted and the new Diesel light plant is expected soon.

FUNLAND SHOWS' notes from Columbia, S. C., by Ted C. Taylor: Business in City Park here under Daughters of America auspices was okeh. Tex Graves and Earl Burns joined to handle the Ferris Wheel, and all with it are awaiting shows' 550-mile hop to Fredericksburg, Va., on May 11. General Agent Herbert L. Wiggins is doing good work. Second Agent Moe Jackson, with panel billposting truck and sound car, is in Virginia. Legal Adjuster Charles and Mrs. Sutton are building three new concessions. Chief Builder Travers and Lot Superintendent Tosh are working on a new Funhouse. The Rocopolis and Martinpoullis cookhouse is popular. Mrs. Helen Campbell underwent an operation in a local hospital. Kelley's Minstrel Show is clicking.

NOTES from Johnnie W. Heaton's Exposition from Greenville, S. C., by James Kay: Shows did not open in Greer, S. C., as planned, because necessary equipment which had been ordered did not arrive as scheduled. A Silver Streak and Moon Rocket ride are expected to join in July. Most of the show fronts and all rides will feature neon and chrome decorations. Shows plan to carry 7 rides, 8 shows, and 25 concessions. Babe Kerr's Trained Animal Circus is the free attraction. Staff includes Bruce Heaton, president; Warren Heaton, general manager; Walter D. Heaton, treasurer; John Guest, business manager; H. O. Wells, general agent; Paul Norris, special agent; Mrs. Bruce Heaton, secretary; Fred Corley, electrician; Joe Callison, scenic artist; Mrs. Joe Callison, front-gate tickets; Howard Smith, truck foreman; James Kay, boss canvasser; Bud Gurato, mechanic, and Dick Donson.

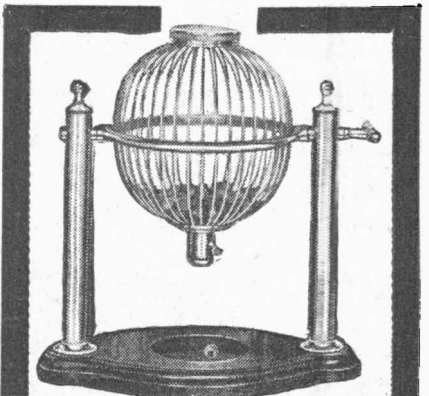
ON a show that had stayed out all winter a



FLYING

colored workingman approached the manager with a tale of woe. "Look, Cap'n," he said, "I haven't had any shoes all winter and has been walkin' in de mud, ice, and rain bare-footed all de time. Can I get enough money to buy shoes?" "Ah! such loyalty, such loyalty!" crooned the boss. "William, you have a great future ahead of you and you will go down in history as a great American, similar to Washington's soldiers at Valley Forge."

B. M. SCOTT letters from Dalton, Ga.: "After successfully playing the lot at Humphreys and Stephens Streets, Atlanta, Scott Expositor Shows moved in here for their official opening. Manager Scott was busy getting his trucks ready for shows' trek. He and Mrs. Scott have recovered from their recent illnesses, and Mrs. Scott sold her bingo game to M. J. Millsaps. She's now working in the office. The Crawfords, free attraction, arrived in time for opening. A. P. (Shorty) McCampbell again is in charge of the Mix-Up, while Mrs. McCampbell is chef in Arthur Scott's cookhouse. Ride foremen include Red Barrett, Tilt-a-Whirl; Crip Puritt, Loop-o-Plane; Frank Edwards, Merry-Go-Round; George White, Ferris Wheel; Scott Jamelson, Loop-the-Loop; Mrs. Mabel Wyatt, kiddie rides. Shows include Georgia Minstrels, with Mother Breeze and Pierce Johnson; Lofstrom and St. Eloi Monkey Circus; Deep Sea Pearl, operated by Mr. and Mrs. (See MIDWAY CONFAB on page 40)



Evans' BINGO

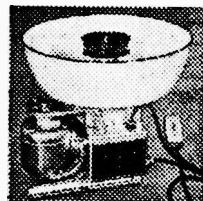
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Direct From the Lots

Cetlin & Wilson

Baltimore, Md. Week ended April 26. Location, Ostend and Nanticoke streets. Auspices, American Christian Church, Inc. Business, good. Weather, clear; rain one night.

First of a three-week stand here was good for shows and rides. Opening night drew some 4,000 and attendance increased on Tuesday. Rain hurt business on Wednesday, but Thursday and Friday were good, and Saturday brought out about 9,000. Kiddie Matinee, Saturday, was excellent, with free Merry-Go-Round tickets given to children of the near-by area. Station WITH co-operated with daily announcements and a special 15-minute broadcast of show talent from Lauther's Side Show, Six Queens of the Sky, Delmar's Fighting Lions, Capt. Billy Reid, Paradise Song and Dance Revue, Paul Andre, and Art Parent's orchestra. Moon Rocket was among the ride leaders, while Paradise Revue and Lauther's Side Show topped shows. Jimmy Savary joined the Drive-Yourself-Scouter crew, headed by foreman Bert Hannah. Pauline Norris and Sonya Foley were added to the Miss Americas Show, and Paradise Revue line-up now includes Princess Mitzi, Princess Olga, Kitty and Johnny King, Doris Milligan, Esther Waters, Lorana Gallion, Mildred McGraw, and Paul Andre. Mrs. I. Cetlin and Mrs. John W. Wilson are in charge of the show, with Lucille (Mom) Lee as wardrobe mistress. Mrs. Fred Thomas and Mr. and Mrs. Clarence Lauther visited Mr. and Mrs. Carl Lauther while en route to Long Island. Mr. and Mrs. R. B. Tweedale visited Mr. and Mrs. Woodrow Olson, and Mrs. Bertha (Gyp) McDaniels visited Mr. and Mrs. Lauther, as did Mr. and Mrs. Al Fisher.

RAYMOND D. MURRAY.

Great Lakes Expo

Milan, Tenn. Week ended April 26. Location, showgrounds. Auspices, Lions' Club. Business, terrible. Weather, ideal.

This date proved one of the most over-rated towns in the country, with almost all the thousands of natives out of work. Local business men claim that people are waiting for the government plant to be finished so they may go to work. Shows made a quick move from Huntsville and opened on time Monday night. Lot was laid out well by Manager Eddie Lippman. Sponsors gave little co-operation. Attendance for the week didn't reach 2,000. There is a promotion going on at present and from reports heard on the lot it isn't going over the way the sponsors expected. Shows are moving on 30 semis and 5 baggage cars.

BEN BROWN.

Dee Lang's

Columbia, Mo. Week ended April 26. Location, Procterville Showgrounds. Auspices, VFW Post. Business, good. Weather, cold at night.

Good business done was attributed to the fact that this was a convention week in Columbia. Despite cold weather the midway was crowded to near capacity nightly. Saturday matinee was good, and a big night rounded out a splendid week. Art Martin's Blue Hawaii vied with H. B. Blackburn's Dixie on Parade Minstrels for top money. Leon Blondin's Circus Day in Monkeytown and Robert Neely's Congress of Oddities were next in line. Tops among rides were B. E. Griffith's Rocket, Conrad Haney's Tilt-a-Whirl, and the Scooter. Mr. and Mrs. Elmer Velare and Frank Graham, of the Royal American Shows, stopped en route to St. Louis. Senator Byrd and Raymond F. Higgins, press representative and secretary of the Little Rock (Ark.) Fat Stock Show, visited Dee Lang, as did Dahne W. Winebrenner.

DAN J. MEGGS.

John H. Marks

Richmond, Va. Week ended April 26. Location, Petersburg Pike and Maury Street showgrounds. Business, fair. Weather, cold and rainy.

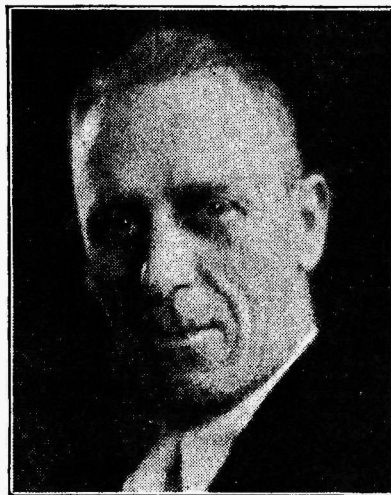
Following the first week's big business, the second week here was below par, principally because of cold and rainy weather most of the week. A heavy downpour hit on Wednesday, and Thursday night was lost. Rest of the week was cold and fair. A big Children's

Party, sponsored by the Richmond Dairy Company, with heavy newspaper, radio, and a reduced ticket tie-up, brought out a huge crowd Saturday afternoon. That night was the best of the week. The Great Wallendas, under direction of Karl Wallenda, made their debut here and were well received. James W. Stevenson, for many years with the World of Mirth Shows, is here this year. Joe Brown's Radio Gang, from Station WRVA, attended Tuesday afternoon and were entertained. *The Times-Dispatch* and *Evening News-Leader* were liberal with space. Among visitors were Leon Hewitt, who entertained several of the Marks staff at his home; Roy B. Jones, contracting agent of Art Lewis Shows; Carl J. Lauther, of side-show note, and J. Lacy Smith. WALTER D. NEALAND.

Wallace Bros.

Evansville, Ind. Week ended April 26. Location, Haag lot, Riverside Avenue. Auspices, VFW Post. Business, below expectations. Weather, clear and cold. Pay gate, 10 cents.

Concluding a circuit of three weeks in Tennessee, the Ohio River was crossed here for the first engagement "North of the Border." A dispute between the



JACK E. DADSWELL, carnival press representative and public relations director, who has rejoined Royal American Shows and began his eighth year as press agent of the unit at the opening in St. Louis on April 26. All his efforts will be devoted to RAS. After starting with them last year, he left in June to become editor of a Florida pictorial magazine. He also handled public relations for the 1941 Pinellas County Fair, Largo, Fla.

rival veterans' organizations here developed at the last minute and the writer was forced to make a hurried trip to Indianapolis before necessary permits were obtained. Engagement was a disappointment financially as extremely cold weather retarded night attendance. Sponsor gave good co-operation, however. En route from Clarksville, Tenn., the car in which Superintendent Ross Crawford was riding was struck by a bus. Crawford sustained a severely sprained back, while the car, driven by A. E. (Red) Kelly, was almost demolished. John Aretz spent the week here with his Octopus and then left for Detroit. John R. Portemont joined from Brazil, Ind., with three kiddie rides, and Mr. and Mrs. Freeman came on from Forest, Miss., with two concessions. Visitors included J. J. Daus, Anchor Supply Company; L. H. Hardin, Blue Ribbon Shows; F. M. Sutton Jr., Greater Sutton Shows; Col. and Mrs. Louis T. Riley, Dixie Belle Shows, and Jack Green, former agent on the Hansen Shows. WALTER B. FOX.

Bee's Old Reliable

Bowling Green, Ky. Week ended April 26. Business, good. Weather, variable. Pay gate, 10 cents.

Business in this State continues above former years in the same towns. It started fair for the shows here and increased daily with a bang-up Saturday night. New arrivals included Frank Self

and Herbert Hoodesty, clothespin game, pitch-till-you-win; Josephine Laird, cigarette shooting gallery; Eddie Swickward and Charles Kinsley, pitch-till-you-win, and Mr. and Mrs. Virgil Hutzler, Snake Show. Victor Drumb is working his high act nightly. Doc and Mrs. White have the palmistry booth and Jimmy Odrige is a Minstrel Show talker. Howard Gray is the ticket taker on the front gate. Mr. and Mrs. Winton, Cumberland Valley Shows, visited Monday night. New banners have arrived for all shows. Billy Stinson's Athletic Show. M. J. Campbell's Musical Revue, and Willard Davenport's Minstrel Show continue to click. Bill Brown is doing a good job as lot man. Sheriff Peck Hendrich and his deputy, Red Hall, were on the job nightly here. Paul Critzer is pinch hitting as special agent. R. FELTON ROBERTSON.

Gold Medal

Harrisburg, Ill. Week ended April 26. Location, Dorris Showgrounds. Auspices, American Legion Post. Business, fair. Weather, extremely cold.

Move from Jackson, Tenn., was made in good time and shows were ready at noon Monday. Opening night, with free rides for school children and a free ladies' night, proved the biggest of the week. Wednesday's Kiddies' Matinee was fair, as was Saturday. Cold weather hurt attendance, however. The committee and city and county officials, who swore in General Manager Oscar Bloom, Secretary Richards, and the writer as deputy sheriffs, gave good co-operation. Crawford Francis, of John Francis Shows, visited, as did Charles T. Goss. Thelma Frenzel has replaced Shirley Jamison on the front gate. Shirley is working on a ball game. Baseball teams are being organized among the concessionaires and ride boys. John Oscar Bloom, 18-month-old son of the owner, is the pet of the shows' personnel. General Manager Bloom and Larry Johnson, general agent, have been making a number of business trips. HARRY E. WILSON.

Golden Belt

Salem, Mo. Week ended April 26. Location, Rubinstein's Showgrounds. Business, good. Weather, cool.

Route was changed on short notice and with only two days billing spot proved a good one. Town seemed hungry for outdoor shows, as it has not been played for a few years. Tilt-a-Whirl topped rides, and all shows reported good returns. Special Agent Miller doing a good billing job and getting numerous banners in each spot. Funhouse is being rebuilt, as is the new Funhouse. Dorothy Scott, ball game operator, plans to leave soon. Mr. and Mrs. Jack Smith and Mr. and Mrs. Al Colley, of Mac's Caravan Shows, visited, as did a number of folk from Frisk Greater Shows. Mr. and Mrs. Perryman, last year's special agent, also visited. Lee Sullivan is now ahead of the show and putting it in good spots. Mrs. Sullivan is operating the popcorn stand. Manager Zimdars plans to add more rides and shows this season.

West Plains, Mo. Week ended April 19. Location, Summer's Showgrounds. Business, good. Weather, fair.

This was one of those spots where a carnival had not played in a number of years. The public wanted it, but the county officials didn't want it. Rain pre-

FOR SALE

Only One More

RO-LO FUNHOUSE

Completely factory rebuilt. A bargain at \$2000.00.

ALLAN HERSCHELL CO., INC.

No. Tonawanda, N. Y.

MELVINS UNITED SHOWS

Want Chairplane and Kid Ride, Athletic Show, Pit, Mechanical, or what have you? Have opening for several Concessions, Photos, Penny Arcade, Fish Pond, String Game. No racket. Mr. Gray, please answer or come on; good proposition. Bowling Green, Mo., May 5 to 10

GOOD CARNIVAL GROUNDS

One-fourth of a mile out of Madisonville, Ky.

BURNETT WORD, R. 41

SURE YOU CAN MAKE MONEY

with an old model or with a second-hand Tilt-a-Whirl

BUT YOU CAN MAKE MORE WITH

A SMART NEW 1941

TILT-A-WHIRL



The Time To Buy Is RIGHT NOW

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.

"TENTS—BANNERS"

NEW TENTS
USED TENTS
NEW BANNERS
USED BANNERS
MAY WE SERVE
"YOU"

Write—Wire—Phone

BAKER-LOCKWOOD

603 Hardesty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills

Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN

Midway Finishes

PAINTS—ENAMELS

(We Pay Freight Charges)
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PAINT EXCHANGE OF CHICAGO

2000 Milwaukee Ave., CHICAGO, ILL.

CONCESSION TENTS CARNIVAL

Our Specialty for Over 46 Years

UNITED STATES TENT & AWNING CO.
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WRITE SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

TENTS—CHAIRS BLEACHERS

Sale or Rent

New ★ ★ ★ Used

THOS. A. DEMING CO., INC.

110 Monticello Ave., JERSEY CITY, N. J.

LAST CALL—LAST CALL

Miner Modern Midway Shows

Season opens this Saturday, May 10th to 17th, Coplay, Pa. Can place few more Shows, Ride Help, and Concessions.

R. H. MINER, Coplay, Pa.

GREATER FAIRWAY SHOWS

Want Girl Show, Manager for Athletic Show. Stock Concessions, Ball Game, Erie Diggers and Cook House. Ride Help in all departments.

EMIL J. ZIRBES, Bismarck, N. Dak.

valled, almost up to opening time daily and after the shows had closed. Good crowds were on hand, however, and rides, shows, and concessions had a big week. Miller Brothers' stands clicked, as did Mr. and Mrs. Giard's corn game. Lee Sullivan went out ahead of the organization for several weeks, replacing Harry Lamon. Mr. and Mrs. Cotton Grissom visited, as did a number of other showfolk and Mr. and Mrs. Hass, Kansas City, Mo. W. H. KELLY.

Lawrence Greater

Danville, Va. Week ended April 26. Location, Chatham showgrounds. Weather, cold; rain Wednesday, Thursday, and Friday. Business, satisfactory when weather permitted.

Moving from Raleigh, N. C., shows arrived early Sunday afternoon and setting up was completed Monday noon. Altho hampered by cold weather, business proved satisfactory Monday and Tuesday. It was retarded Wednesday night, however, by light rain, and shows did not open Thursday or Friday because of rain. Saturday matinee was good and business that night was excellent, permitting shows to close on the right side. Co-operation was received thruout from *The Bee* and *The Register* as well as Station WBTM.

Frank Joseph's Rolloplane was top ride, with the Whip next in line. Bill Woodall's Casino led shows, Bill Goll's Aquacade second. General Manager Lawrence and Business Manager Red Barlow were busy all week greeting old friends here. General Agent Bert Rosenberger visited briefly and then left for the North.

Raleigh, N. C. Week ended April 19. Location, Caraleigh Showgrounds. Auspices, American Legion Post. Business, satisfactory. Weather, clear and warm.

The 165-mile move here was accomplished without incident and setting up was accomplished by noon Monday. With good weather, business was satisfactory at opening and increased nightly. Crowds remained late, and Freddie Reckless and Rita and Dunn, free acts, were well received. Much of the success of the engagement was credited to sponsors, who co-operated and were constantly on the job. *The News and Observer* and Station WRAL also co-operated. On Tuesday the writer conducted a 15-minute radio interview of show personages, and for three days Bill Goll, Water Show operator, gave 10-minute safety swim lectures. On Thursday afternoon children from the Catholic Orphanage were midway guests of Manager Lawrence, who conducted them on a tour of the midway, which resulted in a half-page story and pictures in *The News and Observer*. Art Converse's Side Show led shows, with Jumbo Finn's Fat Show second. Rolloplane topped rides. Ride-O was second. Harry De Vore's cookhouse proved popular. Mrs. Sam Lawrence has recovered from her recent illness and is taking an active part in directing the shows again. Sherwood Upchurch was a nightly visitor at the new office wagon. General Agent Bert Rosenberger returned here and discussed several dates with Manager Lawrence. Special Agent Joe Mannheim is doing a good job in advance. BILL SNYDER.

Motor City

Newark, O. Week ended April 26. Auspices, VFW Post. Business, good. Weather, fair.

Shows moved in here from Mansfield, O., in good time. Children from the Licking County Home were guests of the shows on April 24 and were entertained on the rides, and a special performance

was given by Capt. Billy Sells and his performing lions. Refreshments were served by Oscar Mallory's Cafe. Everything was donated by the shows. One of the features with the organization is Ronald, living torso man. Shows are carrying 9 shows, 10 rides, and 26 concessions. James Dewey is doing a good job with the advance publicity. ARDEN D. WEESE.

Crystal Expo

Forest City, N. J. Week ended April 26. Auspices, American Legion Post. Business, good. Weather, good; rain one day. Pay gate, 10 cents.

Monday's business got off to a good start. Tuesday was slow and Wednesday and Thursday were rained out. Friday showed a considerable pick-up, with a record-breaking business on Saturday. Patrons packed the midway from matinee time until after midnight, giving shows their best week in their five years of showing here under the same sponsors. W. L. Brown and Legion associates co-operated, as did *The Courier*. City officials complimented management on midway's appearance. Leading the shows were Crown Seven Montague's Hinges of Hell, Art Carver's Harlem Revue, and Sam Petrelli's Athletic Show. Rides were all well patronized, and concession row was on the profit side. Minstrel Show added Clark and Clark, comedy team. Whitey Usher added a swell disappearing act. Capt. Speedy Phoenix and Art Carver's Trampolineers, free acts, continue popular. Among visitors were Lon Bible, and Secretary Harper, Marion (S. C.) Fair. HENRY LEWIS.

Patrick's Greater

Colville, Wash. Week ended April 26. Location, fairgrounds. Business, very good. Weather, ideal. Pay gate, 10 cents.

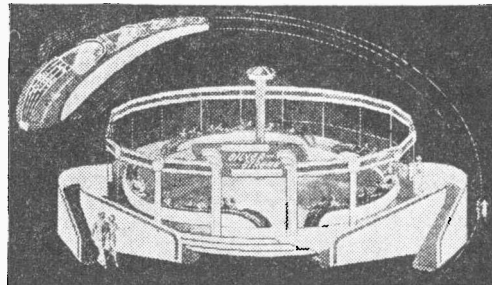
Originally booked as a three-day spot. Owner Patrick made a full week's stand here to everyone's advantage. Weather was hot during the day and warm at night and attendance was heavy all week, with free spending all round. Yankee Clipper, new ride built in quarters, led rides. Tommy Bailey's Girl Show topped the bally shows, with R. D. Uttkes's Pongo Show best among the grind shows. Many showfolks enjoyed the fishing in the near-by lakes and a few went bathing. Chet Sanders put in a full week painting trucks, and the writer designed and built a 24-foot front for Girl in the Fish Bowl Show. It will be operated by Tommy Bailey. Front will be painted and decorated by Chet Sanders. The 5-cent Saturday matinee was exceptionally good. Owner Patrick purchased a new truck here. Sound truck equipment is handled by Willard Meredith. Shows are said to be the first organized carnival to show here in 19 years. Nick Fabula joined here to operate the Ferris Wheel. Rooms were at a premium here because of the construction work going on in this area. Jim Kitterman drove over from Spokane, Wash., to spend the week-end with the shows. DANNY CONGDON.

Frisk Greater

Ottumwa, Ia. Week ended April 26. Business, good. Weather, fair; cool nights.

Harold (Irish) McGee, of the Athletic Show, had a good week and bought a new car. Jackie Nelson is assisting him with the show. Mr. and Mrs. Philip Nelson and son arrived from Milwaukee to take charge of Mr. Shinnowski's corn game. The Midget Show is still topping the midway. Other shows are doing well.

"THE RIDE WITH THE TOP MONEY RECORD"



SILVER STREAK

The Greatest Repeat Ride on the Midway—from seven to seventy they all ride and reride—It's the Automatic Banking permitting high sustained speed on rubber tires that brings them back over and over again—an Ultra Modern Capacity Ride—Investigate and you'll invest.

Write Today for Particulars.

Portable Stages - Ride-O - Auto Speedway - Carouselles - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Bldgs.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

World's Largest Builder of Amusement Devices

SNOW CONES POPCORN CANDY APPLES CANDY FLOSS

A complete line of Supplies, including Equipment and Machines. Highest quality, low prices and fast service.

Buy from concessionaire's headquarters this year. Write for price list today.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST.,

CINCINNATI, O.

ELLMAN SHOWS

OPENING MAY 10 IN MILWAUKEE

Want Shows with or without outfits. Have Bamboo Front, Side Show, Monkey Show, Barrel Funhouse outfits open for reliable Operators. Ride Help that drive for Wheel, Skooter, Roll-o-Plane, Tilt, and Kiddie Auto. Concessions: Penny Arcade, Photo Gallery open. (Mickey, write or wire if interested.) We have wonderful route of Fairs in Wisconsin starting at Darlington July 18th, then Platteville, Stoughton, Slinger, Sturgeon Bay, Baraboo, Shawano, Black River, Clinton, Foreston. Will book or buy Octopus for cash. Can offer a real route and treatment.

ELLMAN SHOWS, 2239 North 56th Street, Milwaukee, Wisconsin

WANTED TALKER

For Ice Show. Address

W. M. MATLOCK, Manager Ice Show

Care Beckmann & Gerety Shows

Wichita, Kan., April 30 to May 10; Decatur, Ill., May 12 to 17.

P.S.—Lew Stratton, get in touch with me.

TOM BAKER WANTS

For summer opening Celebration, Ideal Beach, Lake Shafer, Monticello, Indiana, May 29-30-31, and June 1. Legitimate Concessions: Ball Games, Long and Short Range, Mouse, Pan, Dart, Hoop-La, Knife and Cane Racks, Basket Ball Bumper, High Striker, Novelties, etc. Bingo booked. Miller's Rides booked. This is Indiana's largest and most complete Lake Resort, with largest drawing radius of any lake in the state. This is a bona fide Park opening celebration, sponsored by Park Management. Have 20 weeks of Fairs and Celebrations following. Need Acts for Fairs. Need Concession Agents. Opportunity for Man and Wife for Concession Manager. Have splendid opportunity for man capable of handling program and exhibit promotion on large scale. Address all communications to TOM L. BAKER, BOX 85, SHERIDAN, INDIANA

ZACCHINI BROS.' SHOWS WANT

Capable Ride Help in all departments. Legitimate Concessions of all kinds. Grind Shows and Bally Shows, we have complete outfits or will build same for Shows capable of getting money. Girls for Posing Show, Girl Revue and Living Magazine Covers; salary from office. People that can really make openings. Can use Monkey Show, Dog and Pony Circus, and Side Show People. Reliable Help for office-owned Cookhouse. ROSS SISTERS, WIRE. Want Ferris Wheel Foreman; Steve Barlow and Irish, wire. Address all mail and wires to BRUNO ZACCHINI, Mgr., Front Royal, Va.

FRISK GREATER SHOWS, INC., WANTS

Shows: Life, Ten-In-One, Magic, Illusion, Crime, or any outstanding Show. Want Manager for Girl Show or Revue. Have a complete outfit. Concessions: Frozen Custard, String Game, Bumper, Candy Wheel, Novelties, Watchla, or any legitimate Concession. Come on now for the early circuit of Fairs, starting June 23rd. Address: Mason City, Iowa, this week.

WANT . . . WANT

Concessions that work for stock. Single Corn Game Men, one good Caller. Those driving semi-trailers preferred. Ferris Wheel Foreman. Would like to hear from Girl Revue, Hawaiian and Illusion Shows. Other Ride Help, come on. Ottumwa this week; Dubuque, 12th to 17th; Iowa City, week of May 19th; all Iowa.

WEST BROTHERS' SHOWS

BANTLY'S ALL AMERICAN SHOWS

Want Concessions that give stock. Good proposition for Glass House. Will sell 4 completely framed Milk Bottle Ball Games and book on Show. Dick Keller, let us hear from you at once. Joe Payne can use Nail Joint Workers. Dancing Girls, office paid. Will place at once at small privilege—Knife Rack, Cane Rack, Pitch-Tilt-U-Win. Need Working Men in all departments. This week. Glassboro, Pa.; week of May 12th, Uniontown, Pa. P.S.: Want Acts for Sideshow, Half and Half, Sword Swallower, Lecturer, Tattoo Artist, or any good Working Acts.

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE

FOLDED TICKETS SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000..150.50

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
ONLY 5c, 10c, 15c & 20c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.

IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

Lee Moss, who was taken to a hospital in Newport for an appendectomy, is improving satisfactorily and is expected to be back soon.

Cape Girardeau, Mo. Week ended April 19. Auspices, American Legion Post. Business, Fair. Weather, bad.

Shows opened on schedule Monday

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down.

Light Weight Bingo Cards. Black on white, postal card thickness. Can be retained or discarded.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

RIDES WANTED FOR BRYDON'S BEACH KNOX, IND. Indiana's Finest and Largest Lake Resort

CONCESSIONS Of all kind wanted for the finest park, beach and resort in the Central West.

GOLDEN WEST SHOWS LAST CALL Opening May 17, Atwater, Minn.

FOR SALE CHEAP Blower Joint, complete. Top, 12x16, heavy green; sidewalls, red and green, 9 ft. high.

WANTED HELP FOR ALL RIDES GOOD PAY MILLER AMUSEMENT ENTERPRISES

MIDWEST SHOWS Opening New Rockford, N. Dak., May 15th. Three-day celebration.

night. Tilt-a-Whirl topped the midway, and Girl Show did well, as did Joe Sима's Wild Animal Show.

Jonesboro, Ark. Week ended April 12. Business, good. Weather, good.

Everything arrived in good shape and aided by ideal weather, rides, shows, and concessions did fairly well.

Elite Expo

Emporia, Kan. Week ended April 26. Location, Fowler's Showgrounds. Business, fair. Weather, cold.

Because of cold weather business fell somewhat below expectations, but spending was good and the stand proved a fair one.

Independence, Kan. April 12-19. Location, Matthews Showgrounds. Business, good. Weather, cold and rainy.

Shows opened Saturday to a 50 per cent better gross than that registered in 1940.

Mac's Caravan

Waynesville, Mo. Week ended April 26. Location, Highway 66 east of town. Business, good. Weather, good. Free gate.

Business continues to hold good in this section. Concessions and the girl shows did well, but rides are only fair.

Arthur's Mighty American

Salinas, Calif. Seven days ended April 27. Location, East Alisal at Pearl streets. Auspices, Alisal Business Men's Association.

Shows opened here Monday night to warm weather. It was foggy and cold at night, however.

Marcias was entertained by a group of friends during the week. Mr. and Mrs. Vic Davis and Jerry Fox visited Corey Bros.' Shows at Paso Robles, Calif., and the West Coast Amusement Company at San Jose.

MIDWAY CONFAB

(Continued from page 37)

Mickey Burns; Fay and Ray Ayer's Parade

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, May 3.—The following men have Selective Service mail at The Billboard's various offices.

CINCINNATI OFFICE, 25-27 OPERA PLACE

- Abbott, James
Allen, James
Anderson, Chas. Franklin
Anderson, Jesse Brooks
Asbury, Kenneth E.

ST. LOUIS OFFICE, 390 ARCADE BLDG.

- Adams, Ira F.
Boatwright, Bruce Elmer
Brouhard, Clint H.

NEW YORK OFFICE, 1564 BROADWAY

- Bostwick, Edward J. (572)
Bruce, Howard (1299)
Planary, Clyde Olden

CHICAGO OFFICE, 155 NORTH CLARK STREET

- Blair, Norman Harry
Edison, Robert E.
Foster, Herbert Cotrell

TENTS-BANNERS

54x124 Skating Rink Top and Wall
 CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
 4862 North Clark Street, CHICAGO, ILL.

TAFT HOTEL 208-10
 South Eighth St.
PHILADELPHIA, PA.

Subway Connection to All Sections of the City.
DAILY AND WEEKLY RATES.
 Headquarters for Showfolks at Special Low Rates.
 Inquire by Mail or Phone.

GIRLS . . . GIRLS

For Posing and Girl Shows. Rhumba, Hula, Strip, Fan and Novelty Dancers, etc. Salary \$20.00 a week. Man to operate Posing Show. Married man preferred. Good proposition. Also want Talker and two Ticket Sellers that can grind. Show opens May 12th, Independence, Mo. Write or wire

F. W. MILLER

SNAPP GREATER SHOWS
 Independence, Mo., May 7th-17th
 Pay your own wires.
 P.S.: Can also use two inexperienced Girls.

T. J. Tidwell Shows

WANT MAN TO TAKE CHARGE OF COMPLETE MONKEY SHOW. ALSO GEEK AND SNAKE SHOW. Cowboy Smith, we can use you. CAN PLACE ANY SHOWS WITH OR WITHOUT OWN OUTFITS NOT CONFLICTING WITH WHAT WE HAVE. Proven Money-Getting Route for Shows. CAN USE RIDE MEN WHO CAN DRIVE SEMI TRAILERS. Address: **T. J. TIDWELL, Mgr., SILVER CITY, N. MEX.,** week of May 5th.

WANTED WANTED
O. J. BACH SHOWS

Capable Man and Wife to take over most elaborate Life or Sex Show built. Must join at once. American Palmist, Photos, Arcade, Lead Gallery, Ball Game, Darts, Hoop-La, Sound Car, join at once. Pete and Bob, wire and come out answer. Clark Coley Jr.
O. J. BACH SHOWS, Elmira, N. Y.

EDDIE DIETZ WANTS

Legitimate Concessions of all kinds open. Lead Gallery, Picture Gallery, High Striker, Pan Joint, Mouse Game and Ball Games. "Doc Denny," get in touch.

Open Butler, May 10th to 17th; Firemen's Celebrations to follow. NO GATE.

Write **E. M. DIETZ, Mgr.**
 109 Ninth Ave. Butler, Pa.

W. E. WEST'S
MOTORIZED CARNIVAL

Will give good proposition to good Half and Half. Will book Mechanical Show, Hillbillie, Geek or Snake Show with or without own outfit. Concession Agents, Ride Help, capable Show People, experienced Bingo Caller, Musical Fredricks, wire me. Clay Center, Kansas, this week. P.S.: Fair Secretaries and Celebration Committees in South Dakota, Nebraska, Kansas and Oklahoma, write me.

GREAT SUTTON SHOWS

Will sell exclusive on Cook House, \$35.00 per week. Want 10-in-1 People. Bill Lambert, please wire.
 Mt. Vernon, Ill., May 5 to 10.

H. P. LARGE SHOWS

Want for a long string of Celebrations and Fairs starting at Altamont, Ill., June 30 to July 5. Bingo, Erie Diggers, Long or Short Range Gallery, Hoop-La, American Palmistry, Candy Apples and Snow, or any legitimate Concessions. Can place for season Merry-Go-Round and Kiddie Rides. Want to buy a Small Organ. This Show does not have a pay gate. **Palestine, Ill., May 5-10.**

DICK'S PARAMOUNT SHOWS, INC.

WANT

Funhouse. Kiddie Auto Ride on account of disappointment. RIDE HELP who can drive semis. Grind Store Agents. Talkers. Auto Mechanic. Billposter. Photo Gallery.
 Pawtucket, R. I., May 5 to 10. New London, Conn., May 12 to 17.

Douglas Wenatchee
Inaugural Is Best
In Years for Org.

WENATCHEE, Wash., May 3.—Douglas Greater Shows scored one of their best opening stands in years at the Apple Blossom Festival here on April 17-19. Saturday the midway was filled to capacity while the other days gave excellent results. Border restrictions did not keep the Canadians at home and the midway obtained outstanding play from those patrons. Organization at opening here included 10 rides, 8 shows, and 20 concessions. All paraphernalia has been redecorated in the shows' red and yellow color scheme. Several large light towers make for ample illumination, and the shows are operating to a free gate.

Staff has E. O. Douglas, manager; Mrs. O. E. Douglas, secretary; Frank Ward, general agent; Fred King, publicity; Bill Wood, second man; Monty Lang, billposter; Jack Shaw, public relations; Carnie McFee, clown cop; Jack O'Day, electrician and sound car; Ferdinand Schultz, master mechanic; Earl Harvey, lot superintendent.

Shows

Ten-in-One, Joe Glacy, owner-manager; J. A. Buchanan, front door; second (See **DOUGLAS WENATCHEE** on page 67)

RIDGELY, TENN.

Palace United Shows

Two Saturdays—Opening Date—Two Saturdays
 May 10th to May 16th, Inclusive.

WANTED HELP on Rides. Must be experienced. Will book Athletic Show, Kiddie Ride. (Concessions open except Bingo, Pop Corn, Fish Pond, P. Pitch. Bill Lambert, come on. Have good proposition to right party on Rides.

Address: **F. W. WADSWORTH**
 Palace United Shows Ridgely, Tenn.

BARKER SHOWS

Can place Custard, Scales, Snow, American Palmistry, Bumper, Bowling Alley; others write. Can place Grind Shows. Joe Mooney wants Acts for Side Show and Man to handle Snake Show. Ride Help on all Rides. We have the following Iowa Fairs: Hardin Co. Fair, Aug. 4-9; Butler Co. Fair, Aug. 13-16; Nashua Big Four Fair, Aug. 18-23; Calhoun Co. Fair, Aug. 28-31; Grundy Co. Fair, Sept. 2-6; others pending. Casey, Ill., this week; V. F. W. Celebration, Effingham, Ill., next week.

WANTED

Concession Agents for Stock Wheels, Grind Stores and Ball Games. To let—Guess Your Weight and Age. Write **EARE HENNINGS**, Care Marshall Hall Park, Marshall Hall, Md. (Near Washington, D. C.)

GIRLS WANTED—GIRLS

Posing, Strip Tease, and Oriental Girls. Experience unnecessary. Youth and appearance essential. Send photo, will return same. Top wages sure. Best of treatment assured on the best and cleanest outfit in the Middle West. **E. H. MILLER**, Happyland Shows, Inc., Dearborn, Michigan.

WANT TO BUY OCTOPUS

CAPT. E. H. HUGO

Care Sunset Amusement Co.

Richmond, Mo., this week; Excelsior Springs next.

WANTED AGENTS

For Grind Stores. Curley Mitchell, Reta, Cookie, come on.

EDW. R. COLE

LATLIP SHOWS DUNBAR, W. VA.

WANTED—GENERAL AGENT—WANTED

One that can follow instructions and get results with churches and strong auspices.
 P.S.: Curtis L. Bockus, if at liberty contact us.

DELUXE AMUSEMENTS

162 West Main Street Rockville, Conn.

PRELL'S WORLD'S FAIR SHOWS, Inc.

"A World's Fair At Home"

Best Northern still date season in our history, with fourteen Southern Fairs to follow—First Fair early in AUGUST.

— WANT —

Will book with or without transportation, ROCKET or Silver Streak, Caterpillar, Tilt-a-Whirl, and any other NEW RIDE. Ben Mottis can use Waiters and General Cookhouse Help. "Bull" Martin would like to hear from Boxers and Wrestlers; all those working for him in the past contact him at once. SHOWS: Can place the following: Snake (Dan Reed, wire at once), Mechanical City, Unborn, War, Orime, Midget, Fat, or any other NEW and Novel Show. Would like to hear from GIRLS for the best framed Posing Show on the road. Cash Miller can use one more Strong Act to feature in his 10-in-1 Side Show. Gertie Miller desires one or two more good Dancing Girls. Can use both Lady and Men Riders for Drome, top salaries. CONCESSIONS: Can place legitimate Merchandise Wheels, Diggers, and Grind Stores of all kinds. Ride Help on all Rides, prefer those that drive Semi-Trailers. We are interested in booking ONE MORE "Free Act," must be high and sensational. Long season's work. Can place at once a Motor Mechanic who can take charge of a large fleet of International Tractors and Trailers.

S. E. PRELL
 General Manager

ALL ANSWER

LEO BISTANY
 Business Manager

Week of May 5th, Baltimore, Md.; week of May 12th, Philadelphia.

SQUARE DEAL AMUSEMENT SHOWS

Opening June 1 With Ten Bona-Fide Celebrations To Follow

Want following Concessions: Ball Games, Pitch Till You Win, Long and Short Range Gallery, Frozen Custard, High Striker, Floss Candy, Candy Apples. Will book any Concession that works strictly for stock (no racket). Want to buy small Cook House equipped. Want sober, hard-working Cook House Help. Have good proposition for Penny Arcade and Shows. Can use good Bound Truck and Bill Posters.
 Address: **CARL FERRIS**, Medina, N. Y., or **AL BOXALL**, 443 Winspear Ave., Buffalo, N. Y.

WANT WANT WANT
KAUS EXPOSITION SHOWS

Due to disappointment can place complete 10-in-1 with or without outfit. Manager and Troupe for White Girl Revue. Legitimate Concessions and a few choice Wheels open. Can place experienced Chair-o-Plane Foreman, also other Help. Whitey Wagner wants Girls for Posing Show. Experience not necessary. Helen McLain, Lawanda and Tony, wire.

Address this week: Richmond, Va.; next week, Baltimore, Md.

JAMES E. STRATES SHOWS, INC., CAN PLACE

Tractor Drivers, Ride Help, Neon Men, Electrician and Electrician Helpers. Joe Scotino can place Girls for Vanities Show. "Fearless" Egbert can place Girl Riders for new Drome and new Machines. Arthur Walsh can place Penny Arcade Help. Harvey Potts can place Hawaiian Dancers and Musicians. Can place legitimate Concessions that don't conflict. Can place any new and novel Shows. Address: Week of May 5th, Chester, Pa.; week of May 12th, Harrisburg, Pa. **JAMES E. STRATES**. P.S.: Can always place useful Show Folks who are at home on a Big Railroad Show. Playing the biggest and best Still Dates in the East and fourteen real Fairs, including New York State Fair, Syracuse; York, Pa.; Bloomsburg, Pa.; Hamburg, Erie County Fair, N. Y.; Danville, Va.; Genesee, N. C.; Charleston, S. C., and Savannah, Ga.

LATLIP SHOWS

Will play the big Cole Brothers' Circus date right here in Charleston for two days. And the big Firemen's Convention at Point Pleasant, W. Va., to follow. Ship yards working night and day. Want Bingo, \$40 per week. Want Foreman for Little Beauty Merry-Go-Round and Help. Want legitimate Concessions, especially Photo Gallery. Want one more Ride. Want Side Show Acts and Hill Billy Performers. Eddie Cole wants Agents to operate Concessions. Wire or write **LATLIP SHOWS**, Dunbar, W. Va., this week. Permanent address: 209 Elm St., Charleston, W. Va. P.S.: Want to Buy—6 or more Laughing Mirrors. For Sale—Two 25 K.W. Transformers with all Switch Boxes and all Connections.

ART LEWIS SHOWS, INC.

Have a Circuit of Fourteen First-Class Fairs

CAN PLACE FOR BRIDGEPORT, CONN., MAY 12-17 (best Carnival date in the East), and for balance of season. SHOWS: Monkey Show, Glass House, Fat Show, Midget Show. CONCESSIONS: Scales, High Striker, Novelties, Jewelry, and any other strictly legitimate Grind Concessions. Want Whip Foreman. Must be strictly sober for new eight-car Whip. Other Ride Foremen, wire. Also Ferris Wheel Foreman. Address:
ART LEWIS, Gen. Mgr., Englewood, N. J., May 5-10; Bridgeport, Conn., May 12-17.

BREMER'S CONSOLIDATED SHOWS

Account disappointment can book Penny Arcade. Want one more Flat Ride for a proven money route. Concessions that work for Stock Ball Games, etc. Capable Athletic Show Man. Any Show of merit such as Mechanical, Fat, Midget, War, Wax, or any Single Pit Attraction.
Bill Chaikias wants capable Inside Lecturer, a good proposition. Acts for Side Show. Pay day every week; cash, no promises. Man to take charge of Girl Shows, Snake and Animal; Blackie Martin, wire. Want Dancers for Girl Shows. Man to handle Mug Joint. All people wire, don't write or come on.
 Atlantic, Iowa, week of May 5th; Waterloo, week of May 12th.

WORLD OF PLEASURE SHOWS

LANSING, MICH., MAY 12-17

RIDES—One more Flat Ride. SHOWS—Neat Grind Shows with own transportation. CONCESSIONS—Merchandise Stores of all kinds. Bert Geyer, have good proposition for you. Tommy Bickle, come on. H. "Shorty" Lewis, write again. Ride Help in all departments. Playing the cream of Michigan first. **JOHN QUINN**, Pontiac, Mich. (all this week).

GOLDEN BELT SHOWS WANT

Rides—Will buy or book Octopus, Roll-o-Plane, Chair-o-Plane. Shows—Can place Girl Show, Unborn, Motordrome. Concessions—Can place any Ten-Cent Store, String Game, Oigarette Gallery, Fish Pond, Watch La, Ball Games, Darts, High Striker, Frozen Custard, Pan Joint, Rat Game, Pea Pool, Lead Gallery, Cotton Candy. Wanted—Man for Snow Cone. Minstrel Show People and Band Men. Band gets salary out of office. Address this week: Slater, Mo., or per route in The Billboard.

WANTED
GOOD CLEAN CARNIVAL
 For
Missouri Valley, Iowa,
All Out Celebration
 July 4th and 5th
 Held at Fairgrounds. No gate. Only Celebration in this territory. Can set up Monday and operate all week. Population 5,000. Guarantee large crowd and a good spot. Town and Community 100% behind celebration. Write **CY. VARNES**, Secretary and Treasurer, Chamber of Commerce, Missouri Valley, Iowa.

WANTED
 Rides and Shows for
HOME COMING, RAWSON, OHIO
 Aug. 12-13-14-15-16
ROSS FELLERS, Mgr.

RIDES WANTED
FOUNDER'S WEEK CELEBRATION
 Week of August 4, 1941
CLIFTON FORGE LIONS' CLUB
A. L. Robinson, Chairman, Clifton Forge, Va.

WANTED
CLEAN CARNIVAL
 Send open dates
South Zanesville Fire Department
RALPH AYRES, Secy., South Zanesville, O.

WANT RIDES
 For
FARMER'S FALL FESTIVAL
 August 21, 22, 23
 Write **KIWANIS CLUB, French Lick, Ind.**

CARNIVAL WANTED
 For week of June 30 to July 5, including big 4th of July Celebration, consisting of horse racing, fireworks and free attractions. Fairground three blocks from heart of city and plenty of people to play to.
BIG BOONVILLE FAIR ASSN.
 Boonville, Indiana **Albert C. Derr, Secretary**

WANTED
 Contest Man for Girls' Popularity Contest. Can place competent Exhibit Salesmen. Want Independent Shows, Rides, and Concessions; everything open. Address: **E. S. SMITH, President, Commandants Housing Committee, Inc. Tidewater Defense Exhibition and National Home Show, June 14 to 22. Rooms 236-238, Gates Theatre Bldg., Portsmouth, Virginia.**

American Legion and Volunteer Fire Dept.
WANTS CARNIVAL
 For entire week May 26 to May 31, 1941.
 30th of May Celebration.
 Write to **P. H. VERNON or J. P. BARRICK**, New Martinsville, W. Va.

WANTED
 On commission, two Rides and a small Show or Act.
 Aug. 9-10, 1941
ST. CASIMIR'S CHURCH
 Adena, Jefferson County, Ohio

WANTED
 Rides and Concessions for
 Clyde Miller's Rodeo, July 4-5-6.
 Winnebago Co. Fair, August 7-8-9-10.
 Pocatonia, Ill.
TOM MORRISSEY, Supt. Fair

WANTED
 Shows, Rides and Concessions for
F. O. E. FOURTH OF JULY CELEBRATION
 Batesville, Ind., July 4 and 5
 Address **RAY SMITH**

12 CONSECUTIVE DAYS—12
GOLDEN PHEASANT FESTIVAL
ABERDEEN, S. D.
 Sept. 15th to Sept. 26th, 6—Days—6.
 Write **BILL FIX**, Parkston, S. D., or **BILL SNYDER**, Mitchell, S. D.
 140 Mile Sunday Jump September 21st.
WANTED FOR BOTH: RIDES, SHOWS and CONCESSIONS.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
 (Communications to 25 Opera Place, Cincinnati, O.)

Minn. Aquatennial Sets 3 Attractions

MINNEAPOLIS, May 3.—Arrangements for three attractions at the second annual nine-day Minneapolis Aquatennial has been announced by W. R. Stephens, Aquatennial executive committee chairman. They are Rubin & Cherry Exposition, an Amusement Corporation of America unit; a rodeo directed by Verne Elliot and Donald Nesbitt, and the Gene Autry troupe.

Rubin & Cherry will set up on Wayzata Boulevard, across from the parade grounds. L. Clifton Kelley, ACA general agent, made arrangements with Aquatennial officials.

For the rodeo prizes totaling \$7,500 will be posted. Over 100 top rodeo performers are expected to participate, according to Henry F. Baker, Aquatennial rodeo chairman. Shows will be staged twice daily on the Wayzata Boulevard rodeo lot. Competition will be in saddle bronk and bareback riding, calf roping, steer wrestling, and Brahma bull riding. Novelty riding and roping exhibitions will also be staged. Following the Minneapolis date Elliot and Nesbitt will take their stock to the Cheyenne (Wyo.) Frontier Days and the Pendleton (Ore.) Round-Up.

The Autry booking is a follow-up on his success at the first Aquatennial. While a contract between the Aquatennial and Autry has not yet been signed, all preliminary arrangements were made by long-distance telephone, said Ray Speer, Aquatennial publicity chief.

S. D. Celeb To Be Annual

RAPID CITY, S. D., May 3.—Rapid City's four-day 65th anniversary celebration, to be held in connection with the 50th anniversary celebration of the South Dakota Stock Growers' Association, will mark the start of activities by the sponsoring Chamber of Commerce to stage an annual event, reported Mr. and Mrs. Robert Colton, of John B. Rogers Producing Company, contracted to stage a historical pageant in connection with the affair. There will also be parades and sports. Chamber officers on the committee include Howard McCoy, chairman; G. O. Benson, vice-chairman; H. R. Browning, treasurer, and Gene Denning, secretary.

16,700 at Tex. Show in Rain

BEAUMONT, Tex., May 3.—In heavy rainfall on three nights, the second annual National Home Show here in the fairgrounds exposition building on April 14-19 drew 16,700, officials report. Special advertising was used the latter part of the week to overcome weather difficulties. Edwin N. Williams, Federal Production Company, directed the show and furnished booths. Model home was a feature. Entertainment program included Henrys, tight wire; Blanchards, rolling globes; Three Echoes; Wilcox, head balancing; Miss Elnora, Spanish web; Holjas, perch, and the Sproul dance revue.

Bigger Program for O. Fete

GIBSONBURG, O., May 3.—Annual three-day Home-Coming and Ox Roast under auspices of the Volunteer Fire Department will feature more free attractions and shows, reported Frank Ottney, secretary. R. A. Jolly's rides have been booked. There will also be a large parade on opening night and ceremonies in which a queen is crowned. Walter Driftmeyer is chairman.

Chambliss Heads N. C. Fete

WALLACE, N. C., May 3.—Annual Wallace Strawberry Festival will have Norman Chambliss as managing director for the second year. Known as "the world's largest auction strawberry market," the annual festival is staged by the town of Wallace. Four well-known orchestras will be secured, as well as a floorshow. Management is lining up various events. Legitimate concessions will be provided. The \$70,000 post office will be dedicated during the festival, and many dignitaries will be present, including governors of North and South Carolina and second assistant postmaster general.

Ohio Dates for ACA Shows

CHICAGO, May 3.—L. Clifton Kelley, general agent of the Amusement Corporation of America, returned from Columbus, O., where he signed a contract for Hennies Bros.' Shows to play the Spring Fiesta sponsored by the BPOE, Lodge No. 37. Royal American Shows will play the centennial in Dayton, O., late in June.

Shorts

MIDWAY contract for six-day Ravenna (O.) Independence Day Celebration under auspices of the fire department was awarded to Mighty Sheesley Midway thru its representative, Vic Canaries, reported A. L. Sutter, committee chairman.

MIDWAY will be featured at the three-day Gladstone (Mich.) Lumberjack Roleo and Hiawatha National Forest Festival. There will also be log birling, casting, sawing, chopping, and archery contests.

SEVERAL thousand attended the second annual Grimms (Wis.) Farm and Home Show on April 19 and 20 in Grimms Hall. Entertainment included Lindy Trio; Billy Schultz acts; Richardson, magician, and Billy Hunter, emcee.

TWO BIG FOR PRELL

(Continued from page 30)
 of the new fairgrounds, gave creditable assistance to the sponsors and shows alike. Leading the list of the more active workers was Cumberland County's Fair Secretary Alex McKethan. A generous portion of the gross went to the National Greek War Relief Drive. To further swell the fund, a monster benefit show was staged in the Chez Paree Top, under direction of Cash and Gertie Miller, where the personnel turned out en masse. All proceeds went to the fund.

At Portsmouth, Va., shows exhibited under strong Veteran of Foreign Wars Post auspices. Active committee was led by Roy Perry, assisted by T. J. Tews. George T. Chesnut, advertising agent, did a good billing job, and *The Portsmouth Star* was liberal with space. Thru a tie-up with a local bottling company, a kiddies' matinee proved a huge success. The Norfolk County Fairgrounds permitted Manager Prell to lay the lot out to good advantage. All shows and rides have been repainted, the major ones being equipped with neon, and all shows are trimmed heavily with chrome material. Among visitors were Art and Charlie Lewis, Howard Ingram, C. Jack Shaffer, and Charles A. Abbott. Roster includes General Manager S. E. Prell, Assistant Manager A. R. Prell, General Representative Charles M. Powell, Contracting and Press Agent Thomas W. Rice, Advertising Agent George T. Chesnut, Business Manager Leo Bistany; mailman and *The Billboard* sales agent, Harry J. (Dad) Ward; chief electrician, F. W. Paule; transportation manager, Lee (Army) Diggs; director of special events, E. Fairbanks Byron; main gate ticket sellers, Bettie C. Knott and Evelyn Cheek.

Rides

Dual Ferris Wheels, Stacy Knott, foreman; Thomas Donnell, Harold Stombaugh, assistants. Ridee-O, Ben Cheek,

foreman; Arthur Croteau and Perry S. Hall, assistants. Whip, Harry Fox, foreman; L. W. Esterling and Roy McHazen, assistants; Auto Speedway, Robert McBride, foreman; Philip Jones, Sanford A. Holmes, William Beals, and Lee Springer, assistants; Merry-Go-Round, William (Shorty) Pringle, foreman; Fred A. Kuckenbuck, John Bell, and Felix Adler, assistants; Chairplane, Cola Esterling, forman; Roy Bear and Frank Singleton, assistants; Kiddie Autos, Frank King, foreman; William Murray, assistant; Loop-o-Plane, Charles Guttermouth, foreman; James Hay and Paul Bell, assistants; Rolloplane, George Hafer, foreman; Harry King and Peter Hicks, assistants; Octopus, Al Wescott, foreman; Alex Evanchick and Lee Berry, assistants.

Shows

Funhouse, Joseph Parsons, foreman; William E. Murry and George Black, assistants; Glasshouse, Robert H. Boyd, manager; Thomas C. Fisher and Lew Acker, assistants. Ten-in-one show, Cash Miller, manager; talkers, Joseph Lee, and Roy L. Rogers; tickets, Frank (Ozark) Mills and Duke Reynolds, inside; Henry B. Scott, magician; T. N. Glover, Andy Gump; Chick Williams, human pincushion; Chief El Diablo, fire worshiper; Skeets Hubbard, iron eyelds; Carl Tyler, anatomical wonder; Texas Slim, knife thrower; Dorothy Stacy, electrical Wizard; Sailor Dan, tattoo man; Raymond Smith, The Man From Mars; Madame Leona, mentalist; Dottie Martin, sword box; annex attraction, Ben Rogers, assisted by Wanda Martin, nurse. Chez Paree, Gertie Miller, producer; Mayzell Lee, Mary Lou Hubbard, Ruby Tyler, Roselle Elliott, Virginia Lee, and Nellie Scott, dancers; Bert Roberts, emcee; Dick Stacy; Elmer Colbert, boss canvasman; George Leonard and Lacy Burke, assistants; front ticket boxes, Bill Martin and Jack Miller.

Liondrome, Marian Ellis, Flash White, John Russell, Joseph Mancuso, and Rose Mancuso, riders; cage man, Dan King; tickets, J. (Slim) Harris and William Billings. Dope Show, Marian Ellis, producer; Earl and Rewna Morris, Lucy Manning, Viola Day, Jerry Heptner, cast; tickets, Westley Clarke and John Kelly; canvasman, Jake Murphy. Hill-billy show, Marian Ellis, producer; Lillian Varner, Tex Burton, Geraldine Stone, Fred Carleton, Jake Russell, Dick Waters, and Zeke Leonard; tickets, Raymond Marsh; canvas, Mike Kelley. Monkey Speedway, Abe Wolff, director; Frank R. King, Edward L. Dickens, George Perry, assistants; William Cumley, trainer. Athletic, Bull Martin, manager; Rough House Nelson, Lewis Haywood, Babe Longwood, and George Carlson, wrestlers; Garden of Eden, Ed McGowan and Mrs. McGowan, producers; Nellie Modwell Evelyn McCarthy, Dollie Masters, and Kitty Coleman, models. Chockolet Box Revue, Baldy Joe, producer; Aunt Hetty, lead; Alice Jones, Fay Letts, Gladys Lester, Helen Minten, Ginger Pate, Grace Adams, Patty Anderson, and Mary Winters, dancers; straight men, Albert Hammond, William Collings, and Bats Conroy. Free acts, Major Jack Elliott and Flying Sullivans.

Concessions

H. W. Jones Bingo, Fred Blyth, manager; Lewis Bartley, Louis Mercer, Si Perkins, Henry Palmer, and Mac MacMachen, callers. Midway Cafe, Ben Mottie, operator; Mrs. Mottie, auditor; James Owens, chef; E. K. Snyder, grid-dle; Joe Ewton, Eddie Rummage, and Harry Therwanger, waiters; Louis Grabs, day cashier; Jimmie Mottie, night cashier; Helen Therwanger, assistant cashier; Burney Buster and Willie Leachman, dishwashers.

Gus Snyder is superintendent of ticket takers, with Sam Curuso as master builder. Concession row includes Henry and Marge Stevens, rat and pan games; Mr. and Mrs. Jack Russell, cigarette gallery and hoop-la; Jackie Chapman, Ida Martin and Viola Bistany, penny pitches; B. Tulson, candy apples; Johnny Vionia, frozen custard; Ule Parkerson, popcorn; G. Paulles, ball and string games; A Arrand, grocery store and roll-down; John Vaday, long-range shooting gallery and photos.

AD AND BANNER MEN

Steady workers. No lishes. No thieves. No advances. If you are ready to work, come on. Legion deal now going. Two more ready to start. Usual comm. Fred Rees, come on. Write—Wire—Phone.

A. C. FARRELL

91 No. Pearl St., Albany, N. Y. 3-7378

WANTED
High Class Carnival
 For 3 Days Last Two Weeks of August
HAY SPRINGS FRIENDLY FESTIVAL ASSN.
 Reply to **LaRUE E. GOFF**, Exec. Sec'y.
 Hay Springs, Nebraska

Mills Opening OK; Wooster Date Big

Absence of contracted acts mars opening, also lack of concert and side show

BEREA, O., May 3.—Mills Bros.' Circus, substantially enlarged and with much new equipment, inaugurated its second season here Saturday afternoon, April 26, at the Cuyahoga County fairgrounds in ideal weather to a near-capacity audience.

The premiere performance ran a bit slow due to last-minute disappointments by acts reported contracted, and had to be revamped just before the matinee was scheduled to start. The program ran better than an hour and a half, with a hitch here and there, but night performance moved smoothly with few waits. While the program is a trifle weak, it is much stronger than the show offered last year. There is plenty of stock, but novelty acts and aerial turns are needed badly; in fact, anything in the air would help. Trained dogs, ponies, horses, and other animals are too much in evidence, and a couple of good ground acts would help relieve the monopoly of too many duplicated animal acts. Frank Stout is equestrian director.

Performance is presented under a 70-foot top, with two 30s and a 40. Show this year is carrying a seven-high grandstand with folding chairs on one side and a three high stand with chairs on the opposite side. Blues round out both ends. Seating capacity is better than 2,000. The kid top is a 50 with one 30, but owing to the delay in arrival of Jimmy Herron, the kid show was not functioning at the opening stand. A couple of refreshment stands are in the front yard, along with a flash pony track, operated by Kirk Adams.

An outstanding feature this season is the swell band, under the direction of L. Claude Myers, which plays the program to perfection. It will be increased to 12 pieces within the next two weeks.

The Program

Display No. 1—Opening tournament. All performers and stock. 2—Frank Stout's trained dogs. 3—Clowns. 4—

(See MILLS OPENING on page 47)

Last RB Train Leaves Quarters

SARASOTA, Fla., May 3.—Ringling Bros. and Barnum & Bailey's second section, carrying the big top and other equipment, will pull out of quarters here May 4 for Baltimore and the tent opening May 12.

With the departure of the final train, Sarasotans will settle down to await the Big Show's return next fall. A skeleton crew will remain on duty at quarters.

The new poleless tent which will house Gargantua and Toto was completed last week and erected at quarters for the first time April 26. Made from one piece of blue canvas, 64 feet square, the tent is supported by a network of ropes. Five coils of rope, 6,000 feet, went into the making of the tent, which officials have described as a miniature edition of what the big top itself will look like next year. Capt. W. H. Curtiss, canvas official, said: "I have been in the circus business for 51 years and this is the first time I have ever seen a poleless tent without at least a frame foundation."

This year's big top will present the same colorful picture as last year.

Toto Import Duties

In an answer filed in federal court in Tampa, Fla., April 30, Ringling-Barnum officials offered an explanation for their failure to pay sufficient import duty on Toto and demanded a trial before a jury.

While admitting the true price of Toto was \$8,750, officials denied they were trying to avoid payment of customs duties when a representative of the circus entered her value at \$1,000. They brought the beast to the U. S. for breeding purposes, the answer explained, and understood she could be admitted duty-free under those conditions.

Circus officials who filled out the consular invoice, the answer contended, did not know the purchase price of Toto and entered \$1,000 under the impression

(See LAST RB TRAIN on page 47)



NELLIE DUTTON, who will arrive in New York the middle of this month with William McK. Bausman from Africa, where they have been with Pagan's Circus for the last six years. They are en route on the S. S. Robin Gray.

Chi Stadium Show Attendance Is Fair

CHICAGO, May 3.—The Greater Olympia Circus, which closes its engagement at the Stadium Sunday (4), registered only fair business. The second week, which was expected to be big, drew only fair attendance despite a school holiday all week. The show, however, will come out in the black, according to Stadium officials, who stated that business has been substantially ahead of the 1940 show.

Mitzi LaForme, young member of the Flying LaFomes, was chosen queen of the show Wednesday (April 30) from a field of five contestants. Those entered were Ann Riddle, Joan Spaulding, Jean Teeter, Zafra Repenski, and Miss LaForme. Contest was held in the Continental Room of Hotel Stevens after the Wednesday night show. Judges were Capt. Terrell Jacobs, feature of the circus; Del Courtney, orchestra leader at the Continental Room, and Maurice Seymour, noted theatrical photographer.

The teeth slide in the show, listed in the program as being done by Jean and Bobbie Dare, was done by Jean and Jacque Teeter.

40,000 See Cole Opening; Capacity Biz in Owensboro

LOUISVILLE, Ky., May 3.—Cole Bros.' Circus at its season's opening here at the fairgrounds, April 25-27, following a dress rehearsal to the press and radio the night before, drew about 40,000 patrons to the six performances, three matinees and three night shows. The three night shows were capacity.

Rex de Rosselli gave about the best exhibition of producing of his long career, combining circus, light opera, extravaganza, burlesque; in fact, a little touch of almost everything in show business. Florence Tennyson contributed much to the theatrical color and class of the show with her beautiful voice in several numbers, easily noticed by the manner in which the audience responded. Harry Thomas did the announcing. He has a build-up all his own and did a swell job. It is safe to say that no one failed to understand every word during the performance. Harry McFarlan, equestrian director, and Victor Robbins, bandmaster, are deserving of much credit in their respective departments. Time is given the public before the show to inspect a wonderful display of thoroughbreds and registered saddle horses and a nice collection of wild animals.

The program at the opening ran as follows:

Display No. 1—Georgeous inaugural pageant, Pan Americana, with beautiful

Polack Changing To Combo Show Under New Title

SAN FRANCISCO, May 3.—Polack Bros.' Circus, following its San Francisco engagement under auspices of Islam Temple Shrine at the Civic Auditorium May 15, will, after a week's layoff, open at Reno, Nev., May 23 with a new fraternal presentation. Known as Polack Bros.' Big Four Circus, the show will be a combined rodeo, wild animal, and thrill show. Many of the turns now in the show will be in the new line-up, including the feature acts, wild animals, horses, and clowns.

The executive staff will remain the same, with Irving J. Polack, managing director; Louis Stern, general manager; Dwight Pepple, general agent; Vernon L. McReavy, Mickey Blue, Sam Polack, and Carl Sonatz, promoters. The press department will be enlarged, with Harry Payne acting as general press representative and story man and Clifford McDougal press agent back with the show. A new advance truck is now nearing completion, and 10 union billers have been engaged. An opposition brigade will also be carried to act as advance car No. 2. A special line of paper, cards, and cutouts is now on the press.

The regular Polack band under direction of Frank Carsey will be augmented by 10 circus windjammers. It is intended to show Shrine and police auspices for two and three-day and week stands. The show will be able to play outdoors as well as outstanding arenas, and the program will contain a number of noted bucking horses, steers, riders, and ropers in the West. After fulfilling its Pacific Coast engagements it will head for the Middle West and South.

SACRAMENTO, Calif., May 3.—Aided no little by a couple of novel publicity stunts engineered by Cliff McDougall, who joined the show only three weeks ago, the Shrine-sponsored Polack Bros.' Circus played to large crowds at both matinee and evening performances in Memorial Auditorium here at its opening last Saturday. The show closes a week's run here tonight.

McDougall got the show's elephant, Mona, to sit down and block traffic in the middle of one of the city's busiest intersections, Eighth and K streets, two days before the show opened. The yarn rated page 1 publicity in *The Sacramento Bee*, afternoon sheet.

McDougall also gave the morning paper, *The Sacramento Union*, a break by parking a trained seal on a busy sidewalk and sticking a *Union* in its mouth, for sale. Another one went under a flipper. Picture of the animal "peddler" was in the *Union* the morning of the show.

costumes, music, dances, and electrical effects.

2—The Fete of the Garlands, a most intricate and thrilling display of saddle horses well ridden.

3—The Gaydo Troupe, trampoline artists, in an amusing piece of somersaulting.

4—Ring 1, Voise Troupe; Ring 2, Harold Troupe. These comics of the air kept the crowd roaring.

5—Great Alonzo, who is carried around the track by his head in the mouth of an elephant.

6—Clowns headed by Otto Griebing, BoBo Barnett, Horace Laird, Freddie Freeman, and Emmett Kelly. These boys do a good job and keep the crowd well entertained, but the bow must go to Kelly, who is not still one minute during the entire show. His comedy is not tiring, and anyone that can pick at a head of cabbage for half an hour and keep an audience laughing has a perfect right to call himself a comedian.

7—Educated sea lions and ponies. Ring 1, sea lions, Joe Belevockey; Ring 2, Shetland ponies, Capt. John Smith; Ring 3, sea lions, Harry Roland. All worked in mid-season form.

8—Great Weber, slide for life from the dome of the big top. A thriller.

9—Concert announcement: Senor Juan Lobo and rodeo stars. They gave

(See COLE OPENING on page 47)

Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to *The Billboard*, addressing them to 25-27 Opera Place, Cincinnati, O. When mailing pictures please give full details as to rank, branch location, date of entry, etc., also mention briefly your show connections and capacities of late years.

Great Biz in Ottawa for HM

New profit tax prohibitive to outdoor circuses—advance sale in Montreal big

MONTREAL, May 3.—The Hamid-Morton Circus played for the first time in the Ottawa Auditorium last week to such tremendous business that the show was held over for Monday of this week to take care of the heavy attendance. It will show a net profit in spite of heavy taxes, Bob Morton said. The show has been awarded contracts to play Ottawa for the next two years.

A new profit tax was passed in Canada May 1 and is so exorbitant that it will make all outdoor circuses prohibitive in Canada, Morton reports, but, he says, his show having several year contracts with buildings will continue to play in Canada.

The Hamid-Morton show went from Ottawa to Quebec City to play April 28-May 1 and is scheduled to open here today. The advance sale indicates a sell-out at all performances in Montreal.

Wallace Cancels Ohio Dates Due to Cole Opposition

CANTON, O., May 3.—Wallace Bros.' Circus blew its May 7 date here rather than mix it up with the Cole Bros.' advance, which it encountered a week ago at Columbus, O., which stand also was withdrawn by the Wallace show. Cole is due here May 15 and in Columbus May 7.

The Wallace show was originally scheduled to play Columbus April 28 and 29, just a week ahead of the Cole show, but when the Cole brigade went in there just ahead of the Wallace advance and made a great showing the Wallace management ordered the stand-out, replacing the two days with stands at Marion and Sandusky, O.

The Wallace show may come in here on its swing back into the Middle West, it was said.

Lewis Bows May 10 With Its Best Bill

JACKSON, Mich., May 3.—Lewis Bros.' Circus will open its season here at quarters with a two-day rehearsal May 10 and 11. The show will have about 150 persons and the performance will surpass anything ever before attempted by this show, says Paul Lewis, manager. The performance will be under direction of Bert Wallace. Doc Burns will have the side show, and Glenn Jacobs the concert, presenting the Delrio Midgets under Jack Andrews. Animal acts are bigger and better and have new trappings.

All canvas is new, with a marquee twice the size of former years. Fixtures and decorations inside the big top are new, and the lighting is more elaborate. There is also a new banner line in front of the side show and a new main entrance. Trucks are painted red and gold. An automatic stake driver and a canvas loader have been acquired.

Other members of the staff are Sam Spencer, in charge of the front door; Frank Lawless, George Putnam, and Connie Kirkendal, in the front office and ticket wagon; Louis Watson, in charge of reserved seats; Lyle Ward, boss of props; Dennis Williams, chief steward, and G. C. Smith, legal adjuster.

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"The Up-Side-Down Marvel"

The Unusual in Risley Juggling . . .
Accomplishing More With the Feet
Than Most Hand Jugglers

FAIRS — THEATERS

HOTELS — NIGHT CLUBS

THE LOOPING NIXES

"GLOBE OF DEATH"

WORLD'S MOST SENSATIONAL MOTORCYCLE ACT
ALWAYS A FEATURE THRILLER

Direction: GEORGE A. HAMID, RADIO CITY, NEW YORK

Gainesville Show Has Best Opening In Its History

GAINESVILLE, Tex., May 3.—Gainesville Community Circus enjoyed the best business of its history for its opening engagement in the home town here last week, chalking up a 16 2/3 per cent increase over 1940 initial showing. An estimated 7,000 persons saw the three performances on April 23, 24, and 25. Thursday was a turnaway with 300 on the straw, and Friday night was a sell-out, including all aisle seats in the reserved seat sections.

Big business was expected in Denison May 1 and 2, as reserved seats for both performances were sold out well in advance of the opening.

John W. Nay is directing the 16-piece band, with J. B. Carlisle handling the callope.

The program as caught at the opening: Display 1—Opening spec. *South of the Rio Grande*, with 78 people, including eight mounted, three tableau wagons, and band. 2—Rolling globes, Norman

Sisters and Joan Cowen; Roman ladders, Coin Sisters and Burch Spires. 3—Aerial bars, J. D. Stephens, Jimmy Haynes, William Wingert, and Richard Renfro. 4—Revolving ladder, Wingert and Renfro; Jargo giraffe, Benny Saylor; Alice, the cow, Humes Hogue, and clowns. 5—Teeth slide, Catherine Fischer; foot loops, Dorothea Cox. 6—Two six-pony drills, Gerry Murrell and Katie Terry; four-pony drill, Roy A. Stamps; trained dogs, presented by Benny Saylor, Portis Sims, Alex Murrell, and Richard Renfro; clown walkaround and Chic Sale gag; tight wires, Jane and Portis Sims, Gerry Murrell, and Verne Brewer; Kaps Sisters; contortion, Darline and Creighton Hatfield, and big head walkaround with 21 clowns in display. 12—Aerial ballet with 17 girls on single and double ladders and quintuple trapeze. 13—Dog and pony riding acts, Benny Saylor and Portis Sims. 14—Eight-horse Liberty act, Verne Brewer. 15—Balancing perch, J. D. Stephens and Jimmy Haynes; webs, Jane Sims and Catherine Fischer. 16—Clowns' execution number. 17—Single trapeze, Joan Cowen, Doris Marie Norman, and Darline Hatfield. 18—High school and specialty horses, Gerry Murrell, Roy Stamps, Portis Sims, Katie Terry, Jane Sims, Jimmy Storms, and Verne Brewer. 19—

Clown band in coupe. 20—Double trapeze, Catherine Fischer and J. D. Stephens, Imogene and Ernestine Kaps. 21—High jumps, including single and double jumps by Gerry Murrell, Verne Brewer, and Portis Sims; Roman jump, Jimmy Storms, and fire jump, Gerry Murrell.

The Staff

The staff: Roy A. Stamps, manager; Joe M. Leonard, general agent; G. D. Bell, secretary-treasurer; Emmett F. Curtis, legal adjuster; C. B. Stringer, superintendent of transportation; T. H. Chaffin, reserved seat tickets; Roy P. Wilson, front door superintendent; Roy A. Stamps, equestrian director; A. Morton Smith, announcer and program director; Carl Kaden, superintendent of personnel; Cecil H. Tinsley, press representative; John W. Nay, musical director; G. L. Mitchell, public-address system; Alex Murrell, general superintendent; Verne Brewer, lot superintendent; William Blanton, ringstock superintendent; Henry Skaggs, best hostler with three men; Portis M. Sims, wardrobe superintendent; Mrs. O. P. Ryan, wardrobe mistress; Dr. S. M. Yarbrough, medical department; Paul McGehee, boss canvasman; Foster Renfro, chief mechanic; C. C. Patterson, head usher; J. B. Saylor,

producing clown, and O. P. Ryan, steward.

Visitors at the opening included CFA Brace Helfrich and wife, and his sister, Mrs. O. V. Forrest; CFA V. N. Armstrong, Joe Ward, Mr. and Mrs. Jimmie Conners and his mother, Mrs. Al Conners, who drove up from Dallas, where they are playing an engagement, and CFA Marx, of Houston, who was in clown alley for the engagement. Burt Wilson, of Chicago, caught the final performance Friday night.

Misfortune Stalks The Clarke Troupe

LOS ANGELES, May 3.—Rolling on to Rolla, Mo., to join Russell Bros.' Circus, the Clarke Troupe had plenty of bad luck, according to reports received here from Ashford, Ariz.

First day out from Venice, Calif., they had to buy two new wheels for the trailer, and Charles Clarke's car had a breakdown. Later they ran into a blizzard. The second day was better, but the third day, the horse truck, driven by George Faburn, delayed the trip because of a clogged gas line.

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CHICAGO STADIUM
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YOUNGEST
RIDERS

LOYAL-REPENSKI (ERIS) TROUPE

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A DREAM COME TRUE—For years the Loyal-Repenski (Eris) Family has envisioned doing such an act as it is now presenting, which was made a reality only after years of diligent practice.

P.S.—Justino says if anyone wishes to copy this act, he sincerely asks that it be copied with a complete exactness to do justice to the originators.

(Justino is in need of four wheels for his new house trailer)?

THE FLYING LA MARS

"Flying Trapeze Act of Merit"

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TO SEE IT IS TO APPRECIATE IT

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"Beauty on the Bounding Rope"

RETURN ENGAGEMENT at the CHICAGO STADIUM
With Her Breath-Taking Double Back Somersault on the
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LIONS — TIGERS — LEOPARDS
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A NEW AND OUTSTANDING THRILLER
125 FEET HIGH — without nets

Still Playing Barnes-Carruthers Ace Engagements
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On the High Ladder — 132 ACTUAL FEET

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Circus Fans

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Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., May 3.—Tom and Winnie Gregory, of Akron, O., attended the opening of the Cole show in Louisville. On Saturday, the second day, they visited in the back yard and took pictures. On the lot they met John Grace, of Kokomo, Ind., who also was on hand for the opening. On the way back to Akron the Gregory's stopped for a short visit on the Wallace Bros.' lot at Marlon, O.

Les Ulrich, CFA, and his wife, Bonnie, have recently returned to their home in New Haven, Conn., after a winter sojourn in Florida.

Mrs. Edward P. Sullivan, of Charlestown, Mass., mother of Father Ed, chap-

lain, is spending some time in Texas, where she is visiting her daughter. Father Ed recently attended an indoor circus in Lowell, Mass., sponsored by the Kiwanis Club.

Albert J. Mayer Sr. and Mrs. Mayer, of Cincinnati, returned the first part of April from Miami Beach, Fla., where they spent several weeks. The trip was made primarily to give Mrs. Mayer a better opportunity to convalesce from an illness she had the first part of the winter. She is greatly improved.

CFA Bob Zimmerman, of Madison, Wis., in camp at Fort Sheridan, Ill., is contributing articles to the camp's weekly paper, *The Sheridan*.

Mr. and Mrs. Frank H. Hartless have arrived in Chicago after spending the winter in Texas and California.

April 16 CFA W. E. Atwater, of Burlington, N. C., visited Wallace Bros.' Circus in Thomasville and Reidsville, N. C.

Mr. and Mrs. Frank J. Walter and Mr. Walter's mother, of Houston, Tex., attended the Battle of Flowers Fiesta at San Antonio, Tex. Walter paid a visit to Col. C. G. Sturtevant while there.

The regular meeting of the P. T. Barnum Tent, scheduled for New Haven, Conn., April 26, was canceled.

CFA Harry W. Hatsing and Mrs. Hatsing, of New Britain, Conn., recently spent a part of a spring vacation at the Seaview Golf Club at Absecon, N. J. They stopped over in New York City to attend a performance of the Big One, also had a pleasant visit in the back yard with their many performer friends.

CFA First Sergeant Elmer C. Lindquist, with the 118th Observation Squadron, Air Corps, Jacksonville, Fla., was a recent guest at the monthly meeting of the Grande Voiture of Florida, of the 40 & 8, American Legion.

At the request of the State historical department, J. A. Wagner, past president of the CFA, will write the history of Iowa's contribution to the circus.

Phil Milliken and James McCloskey have recently returned to Portland, Me., from a vacation in Florida, where they spent many days visiting the Ringling quarters.

Kenyon With Detroit Park

CHICAGO, May 3.—Omer J. Kenyon has completed his work with the Hamid-Morton Trained Wild Animal Show and has gone to Detroit, where he will handle promotional work at Edgewater Park for C. A. Rose, who has an interest in

the park. Kenyon expects to remain at Edgewater for several weeks.

ARTHUR BORELLA, clown with Cole Bros.' Circus, is using the two joeys he had last season—McAvoy and Lareno.

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Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

WALTER W. TYSON, of Guelph, Ont., would like to know if the Gollmar Bros.' show ever played Canada.

BING HARRIS is handling the mail and *The Billboard* on Mills Bros.' Circus. He is also playing trombone in the band.

LILLIAN STROCK, aerialist with Klein's circus unit, is appearing at the Pine Lodge near Steubenville, O.

J. PAUL ASHBROOK, circus fan of Campbellsville, Ky., saw the Cole opening in Louisville and says it is a great show.

LUIGI MAESTRO, who is with the Olga Celeste wild animal act, will soon enter the U. S. Army.

AGNES ALEXANDERSEN, ballet dancer, left Chicago Friday to join the Cole Bros.' Circus at La Fayette, Ind.

CURLEY PHILLIPS, clown, who has worked on the Ringling show, is a patient in the Veterans' Hospital, Sattelle, Calif.

THOMAS DUNN, formerly with the George Hanneford family, is night manager of the S & B Diner, Watertown, N. Y.

THE least important dimension of a show is length. A long show is not necessarily a good one.

IRVING J. POLACK and wife are enjoying a new 24-foot air-conditioned Pullman-style trailer, which is reported to have every convenience.

MIDEAST ATTRACTIONS are handling the indoor circus sponsored by the Disabled American Veterans at Zanesville, O., reports William Meyers, managing director.

CLINTON TANKCRED, of the Tankered Amusement Company, Coffeyville, Kan., who was formerly with Cole Bros.' Circus, writes that his show opens at Alluwe, Okla., May 8.

A GROUP of West Coast circus folk, including Cheerful Gardner, George Perkins, Roy Chronister, and Spider Kelly, left Venice, Calif., early last Sunday morning for a visit with zoo keepers of the San Diego Zoo.

A FAMILIAR SIGHT on the midway of the Cole show is the peanut truck of Lester Rodgers, veteran Steubenville, O., concessionaire, who had the outside peanut concession with this show for several years.

LEO GAUDREAU, of Salem, Mass., clowned at the third annual banquet of the Witch City Weight Lifting Club April 23 at White Birch Farm, Beverly, Mass. He finished his performance with two iron-jaw stunts.

TOM GREGORY and wife, of Akron, O., widely known circus fans, caught the opening of Cole Bros.' Circus at Louisville, Ky. The Gregorays journeyed on to Columbus April 28 and visited with executives of Wallace Bros. Circus, playing there on that date.

JOE BAKER, West Coast clown, writes that he recently saw billing for the Huggins Model and the American United shows at Tacoma and Olympia, Wash. Boys seen in Seattle, Wash., were Jockey Moore and the Shaefer brothers. Joe is lining up clown dates.

THE WISEACRE says circus programs are getting to be like drugstores: they have everything.

W. J. GILMAN, former car manager and contracting agent, writes from Sarasota, Fla., that he visited the Ringling quarters there and also called on Bert Rutherford at the Christy Circus quarters in Houston, Tex. He expects to see the Big Show in New York, as he is taking a Coast-to-Coast trip.

JOSEF RIX, of Lansing, Mich., air calliopiist with Cole Bros.' Circus a few years ago, says the Hagenbeck-Wallace show opened in Louisville, Ky., in 1924 instead of 1923, as stated in Under the Marquee recently. Rix was at that time with the band, directed by Rodney Harris.

MR. AND MRS. JOHN A. STOVER and

son, Skippy, were on the lot at Wooster, O., when Mills Bros.' Circus arrived. They spent the afternoon with Frank Stout. Stover is in his eighth year with the Goodyear Rubber Company. He recently returned to Akron, O., after three years with that company in Indianapolis.

THE FLYING ROMAS, who have finished eight weeks as a featured free attraction with the T. J. Tidwell Shows, have added another member to the act. He is Roland Marquis, formerly of the Casting Campbells. Other members of the act are Wayne Bowers, William Atterbury, Pat Bowers, Mary and Roy G. Valentine.

WITH the announcement that Ringling show will go to the West Coast this year, office boys are already planning excuses to get off. Bob Wolverton, assistant paymaster of the Los Angeles Department of Water and Power and well known among circus folk, is setting his vacation to coincide with circus's play date.

AN EXHIBIT on the Anderson-Strader Carnival is called Gifford Bros.' Circus and should be of interest to Circus Model Builders, says Bette Leonard. The show is complete, with three rings. Everything is movable. Harry Gifford, of Denver, spent three years carving it by hand. Harry Stanley, of Wichita, Kan., is in charge of the exhibit.

IF CHANGES bring different results, circuses should experience a favorable change in business this year.

ALBERT A. MARX, of Houston, Tex., for whom clowning is a hobby, was in clown alley for the opening of the Gainesville Community Circus at Gainesville, Tex., April 23-25 for his third straight season with the show. He produced four numbers, with the Smith brothers, Dan and Jerry, working with him. They are sons of Mr. and Mrs. A. Morton Smith, of Gainesville.

E. A. STAATS informs that the Staats-Owen show has changed its title to Staats, Owens, & Lagos Combined Circus. The show will open June 2 at Paterson, N. J., and the feature acts will be a lady band and a monkey fire department with miniature trucks. M. Lagos will be superintendent, Staats will have charge of the front door, and Owen will have charge of tickets.

FRED'S KIDDIE CIRCUS, F. D. Whetten, owner and manager, has had a fair winter in schools in Pennsylvania, Virginia, and Maryland. Whetten is now at his headquarters in Syracuse, Ind., where he has to spend the summer due to the army taking the young man he had operating his pet zoo in Syracuse. He will, however, do his free act at fairs and picnics later.

TERRELL JACOBS, animal trainer, had a personnel of six men with him at the Chicago Stadium Circus. They included Neville Bailey, superintendent and master mechanic; George Churchill, scenic artist; Jack Brenham, painter; Leonard (Tom Mix) Hayes, meat cutter and head shifter; Pat Clark, superintendent lead stock; Frank Wier and Kenneth Bontious, animal men.

UNLIKE other amusements, the circus performance has never degenerated to smut. No wonder it's rated the best entertainment for children.

MEMBERS of the W. W. Workman Tent of the Circus Saints and Sinners' Club, Richmond, Va., staged their annual spring barn dance the night of April 22, with many members and visiting delegations from Petersburg and Norfolk, Va., in attendance. Members and guests arrived attired in overalls and home-spuns. Old-fashioned square dancing and plenty of refreshments were enjoyed. The event was staged at the Wigwam night club.

ROBERT W. (BOB) KINCEY, industrial editor of *The Birmingham* (Ala.) *News-Age-Herald* and circus fan extraordinary, has written a book entitled *I'm a Fool About the Circus*, now in the hands of a New York publisher. Kincey has followed the circus for 30 years and was a close friend of Dexter W. Fellows,

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

for many years press agent for the Ringling-Barnum show. Fellows' watch, on his death, was given by his wife to Kincey.

DON'T FORGET that word-of-mouth advertising, claimed by many to be the best form of advertising, can be both favorable and unfavorable.

J. A. SCHEUERMAN, retired railroad executive and circus fan, lent valuable assistance to Jack and Jake Mills, of the Mills Bros.' Circus, at the opening stand of the show in Berea, O. He contacted the public schools, disposing of more than 500 tickets to school children, conducted a ticket campaign among the members of the Knights of Pythias, and attended to entertaining the children from an orphanage, in addition to assisting around the front door.

YP Plays to 3,000 In Los Angeles

LOS ANGELES, May 3.—The Yankee-Patterson Circus played to more than 3,000 people here April 28 under auspices of the Southern California Lodge No. 30, Brotherhood of Railway Clerks. About 250 underprivileged children were guests of the circus at the matinee. Local newspapers were generous with advance publicity and carried stories and pictures of the performances.

The 75-piece Southern Pacific Railroad band gave a concert before the night performance. Band was unable to participate in the tournament because of a crowded hippodrome. Programs were sold by the railway union at the door.

Mabel Stark and her lion and tiger act was an outstanding feature on the program.

Dick Lewis, who acted for the sponsoring committee, was pleased with the manner in which newspapers co-operated. Henry Hull and Walter Matthe, members of the Circus Model Builders & Owners' Association, sold grandstand seats at the night show. Dick Lewis worked in clown alley at the night show, with his two small children, Dickie and Joan, taking part in the show as Mr. and Mrs. Tom Thumb.

Claude Barie, announcer, who also had charge of the side show, was busy making the rounds on the lot, telling everyone that his wife, Leona, was leaving the hospital soon following a serious illness. Mrs. Ova Thornton was on hand to meet friends of the circus. Larry (Bozo) Valli, clown, injured his foot during the night performance. Carey Chandler, billposter, made the show and renewed acquaintances of those on the show and those visiting it. Jim Fay, clown on the former John Robinson Circus, was seen on the lot.

Other visitors included Ben Beno, aerialist; Hugh McGill, Bill Hoffman, circus followers; Lou Johnson, executive secretary of the Pacific Coast Showmen's Association; Olga Celeste, wild animal trainer; Al Onken, who trotted with the Robinson show; Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Al Moss, Mr. and Mrs. Stan Rogers, and Edris Hull, one of the elephant girls with Ringling show in 1940.

Blackpool Tower Circus Opens; Show Sites Bombed

LONDON, April 5.—Blackpool Tower Circus opens for its customary two-week Easter season April 7, with Seven Flying Devils (flying trapeze act of the Seven Gridneffs); Cairoil Brothers, musical clowns; Five Scotts, British riding family; Adele's waltzing bears and Australian boxing kangaroo (Ada Mary Chapman's); Four Avalons, Canadian skating act; Adele and Estelle, trapeze; Ernie Dillon, trampoline; Valeska and Partner; Hubert Cooke's pony revue; the American comedy troupe, Wilson, Keppel, and Betty; Twelve Circusettes, dance line, and in the clown line-up Wee Harry, Little Mickey, Van Norman, Fiery Jack, Bandbox Austin, and Doodles. George

Dressing Room Gossip

COLE BROS.—The show got off to a grand start at Louisville April 25 with ideal weather for the three days. Lots of new faces are in the Dressing Room this season. Among them on the ladies' side are Miss Lucy, bareback rider who does the nicest swing flip-flops on a horse this writer has ever seen; Dorothy Herbert, long a star with the Big Apple; the Rich Sisters doing two acts, heel and toe, without a net, and one-armed swings; Hazel King, menage rider; Shirley Byron, menage high jumps and Wild West. Men's side: Paul Nelson and troupe, Bob K. Nelson, Harris Reynolds, Harold Voice Troupe, Joe Masker and wife, Dick Tally, Fay Smillett, Jack and George Voice, Fermin Olivia, and Eileen Lary. New faces in clown alley: Emmett Kelly, Raymond Duke, Toby Tyler, Charley Baker and wife.

Harry Thomas is doing a swell job announcing and introducing radio talks every day. New faces in Wild West are Cecil Tatum, Curley Denman, Steve Selini, Dan Moroz, T. P. Lewis, Peggy Oniell, Irene Mann, and Shirley Byron. Dr. Wilson and Dr. Stewart have been with us the last week visiting their friends on the show. They are Circus Fans from Rockford, Ill., and Oklahoma City, Okla. A new feature of the show this season is the garland entree with 18 riders on the track, displaying special wardrobe and trappings. A beautiful number. Credit must go to Adolph Delbosq and John Smith for producing such a beautiful number. I forgot to mention Bert Dearo and Corrine Hodgini as newcomers. The second day in Louisville Jimmy Reiffenach took a nasty buster in the big riding act. They rushed him to a hospital and he had 10 stitches taken into his arm. His right shoulder and both legs were hurt. He will be out of program for at least two weeks.

FREDDIE FREEMAN.

"Circus Day Isn't Successful When There's No Circus"

CINCINNATI, May 3.—Barnes Bros.' Circus failed to put in an appearance at Greensburg, Kan., where it was billed for April 21. In consequence, a story under the above heading was published in *The Kiowa County Signal* of Greensburg, April 24, reading, in part, as follows:

"Monday was circus day in Greensburg. That is, it had been advertised as circus day, and the Barnes Bros.' Circus was scheduled to be in town to give performances rain or shine. Advance agents had visited Greensburg about 10 days in advance of the show date, distributed handbills, placed posters and show cards in the windows of various business establishments announcing the date.

"Came the dawn and Monday right with it. But alas and alack, no circus was on hand. The great herd of elephants and cages of jungle animals which had been so luridly displayed on the circus posters were not to be found in the city. In fact, there wasn't a bit of evidence to indicate that a circus was, or would be, in town. Searching parties scoured the town and countryside and some went as far as to explore the depths of Greensburg's historic hand-dug well, fearing that the huge circus had missed its route in arriving in Greensburg and its conveyances had unwittingly driven into the yawning chasm and opening of the gigantic well.

"The depths have been thoroly plumbed and it now appears reasonably certain that the circus and its equipment and performers didn't fall into the historic cavern."

The Billboard had received a rumor that the Barnes show closed at Melrose, N. M., April 5, but efforts to have this confirmed proved futile.

Lockhart returns as equestrian director.

Bombs dropped during air raids have damaged two provincial buildings used in peace time for circuses at Christmas. They are Kelvin Hall, Glasgow, Scotland, and the Stadium, Liverpool. Of the two Kelvin Hall had the longer association with the circus, being directed for many years by Gus Bostock, and more recently under control of the city corporation.

Altho Liverpool Stadium suffered a direct hit by a high explosive bomb, it was not damaged to the extent one would have expected. Major result was disturbance of the seating accommodation and a crater in the press quarter.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

A FEATURE on the No. 1 unit of the Merle A. Beam Amusement Enterprises this season will be a Wild West Rodeo, under direction of Jerry Burrell. Bob Miller McCoy will be arena director.

STEVE MOLONEY, for the sixth time in seven years, has been contracted to handle the promotion end of Covered Wagon Days, Salt Lake City's annual celebration.

TEXAS SLIM COLLINS and Montana Nell presented their Western sports novelty at the recent annual two-day Sportsmen's Show at Chippewa Lake Park, Medina, O., to satisfactory results.

MRS. BILLY (BOOGER) CROSBY writes from Titusville, Fla., that she has gone into business, operating a recreation spot between Titusville and Mims, Fla. She says she is buying riding horses for rental.

MONTIE MONTANA, champion trick and fancy rider and roper, and his troupe of four riders and ropers have been signed to present their act at the Calgary Exhibition and Stampede, it was learned last week.

JACK RAUM replaced C. L. McLaughlin and O. Hawkins as producer of the rodeo, circus, and thrill show in Birmingham, Ala., May 2-4, under Elks' auspices. Tex Sherman was retained to direct the publicity end, which included 50 24-sheet boards, spot announcements on all radio stations, and newspaper advertising. New chutes were erected by Leon LaMarr, old-time Wild Westerner. Mickey Anderson was added to the thrill show line-up. Show was held in the new Softball Park. Bob Kinsey, industrial editor, and Henry Vance, columnist of *The Birmingham News and Age-Herald*, were liberal with space.

AFTER SPENDING the winter at their ranch in Mansfield, Tex., working on their new acts and teaching their high school horses some new routines, Weaver and Juanita Gray opened their rodeo season at the Guymon (Okla.) Rodeo on May 1. They report that they have contracted to play 13 dates throughout the country thus far, and Juanita again has been signed to present the trick riders and ropers at the Cheyenne (Wyo.) Frontier Days Celebration, making the Grays' third year there. In the line-up are Chet and Juanita Howell, Buff Brady Jr., Bob Rooker, Francis Stiles, Jean Allen, Marjorie Roberts, and the Grays.

ROY ROGERS will be the feature at the second annual championship rodeo, sponsored by Pete Tyrell at his Arena, Philadelphia, this month. Rogers replaces Gene Autry, whose appearances in the rodeo last year drew capacity crowds. Col. Jim Eskew again will direct the 100 or more cowboys and cowgirls in roping and bronk riding contests. More than 250 head of outlaw bucking horses, steers, and trained cow-ponies will be used in the 22 events that make up the program. Chief Onieda's All-American Indian Band will provide the music. Arrangements have been made to admit all service men in uniforms at half price.

WINNERS at the rodeo held in connection with the successful '89er Celebration at Guthrie, Okla., April 21-22 were: Cal Roping—First go round, Clyde Burke, Chete Andes, Dick Johnson; Junior Lorraine and Jess Goodspeed split fourth and fifth. Second go round, Jess Goodspeed, Tommie Smith, Earl Moore, Jim Inman. Bulldogging—First go round, Bruce Ross, Tom Hogan; H. D. Binns, Andy Curtis, and Gene Ross split third and fourth. Second go round, Harold Ridley, Bruce Ross, Clyde Hightower, H. D. Binns. Bull Riding—First go round, David Shellenberger, George Mills, Charles Colbert, C. J. Shellenberger. Second go round, Sylvester Roane, David Shellenberger, Fritz Becker, C. J. Shellenberger.

Saddle Bronk Riding—First go round, Vic Schwarz, Carl Huckfeldt, Sylvester Roane; Earl West and Morris Cooper split fourth and fifth. Second go round, Vic Schwarz, Andy Curtis, Sylvester Roane, Morris Cooper. Third go round, Vic Schwarz, Carl Huckfeldt, Sylvester Roane; Whittie Stewart and Morris Cooper split fourth and fifth. Fourth go round, Earl West, Carl Huckfeldt, Andy Curtis, Vic Schwarz. Bareback

Bronk Riding, Paul Bond, Vic Schwarz, Jim Olson; George Mills and Earl West split fourth and fifth.

Wirth Gets Plum One-Dayer in AC

NEW YORK, May 3.—Frank Wirth Booking Association has been awarded the contract to produce a three-ring circus for the Variety Club in Atlantic City's Auditorium. Wirth sealed arrangements with John Harris, of Pittsburgh, president of the club, and Harry Mayer, of Warner Bros., who is chairman of attractions.

Layout will consist of George Christy's Unit, which includes dogs and ponies, elephants, and Liberty horses; Proske's Tigers, Doberman Pinschers, Loyal's Dogs, Four Naittos, Antaleks, Loyal-Repinsky Troupe, Miachahua, Bert Sloan, Tiebor's Seals, Picchiani Troupe, Seven Fredysons, Repinsky teeterboard, Gretonas (and probably another high-wire turn), one or two flying acts, an aerial ballet, and from 16 to 20 clowns.

Boardwalk parade with floats and bands will precede the afternoon performance. Another performance will be given in the evening. Wirth will personally supervise the show, first circus to be sponsored by the Variety Club.

MILLS OPENING

(Continued from page 43)

Pony drill, presented by Mrs. Kirk Adams. 5—Bow and arrow novelty, Princess Red Wing. 6—Stout's high-school horses. 7—George Lerch on the slack wire. A newcomer to the circus with a wire novelty that packs a lot of entertainment. 8—Stout's ponies, with riding goat and coyote. 9—Clowns. 10—Riding dogs and ponies, Mrs. Kirk Adams. 11—Chief White Eagle and Company, in sharp shooting novelty. 12—Solo elephant in center ring doing an excellent routine for so large a bull. 13—Frank Stout's pick-out pony in a repertoire of unusual intelligence. 14—Clowns. 15—Kirk Adams's trained dogs, 14 excellently trained canines, easily the outstanding feature of the opening-day program and likely to hold its own as a top feature thruout the season. 16—Clowns. 17—Mechanical riding school, offered by Frank Stout, assisted by several small boys from the audience. There was no concert at the opening, but an aftershow may come later.

The staff: Jack and Jake Mills, owners and managers; Ben R. Jones, assistant manager; A. C. Bradley, general agent; Johnny Wahl, general superintendent; Mrs. Ida Mills, secretary and treasurer; L. Claude Myers, band conductor; James Herron, manager of side show; W. C. Chapman, legal adjuster; J. C. Kritchfield, in charge of front door; Harry Steincamp, master of transportation, and Walter Mapes, assistant; Frank Stout, equestrian director; Buck Reger, banners, and Kemp Smith and Billy Griffen, advance truck billers.

The band: L. Claude Myers, leader and clarinet; Eric Eklund, Don McAdoo, Jake Mills, and E. M. Mindenhall, cornets; Bing Harris and William Pangborn, trombones; Robert Imonen, baritone; Charles A. Smith, bass, and William Steanburg, drums.

Clowns: Shorty Warr, Red Harris, and Jimmy Thomas.

Ten trucks transport the show and two more trucks are to be added shortly. A new light plant unit will augment the two units already in operation. The big top will be replaced within the next month with 90-foot top, Jack Mills said.

Show was contracted three weeks ahead at the time of opening, with two weeks in Ohio, before moving into Western Pennsylvania. All stands are under auspices, with a two weeks' advance ticket sale by the sponsoring group. A special 15-cent children's ticket is sold in advance. Regular admission prices are 50 cents for adults and 25 cents for children, plus tax. Reserve chairs are 50 cents additional.

Visitors opening day included Curley Wilson and wife, of Cleveland; William Meyers and wife, J. A. Scheuerman and wife; Henry Peat and wife, of the Henry Peat Printing Company, Elyria, O.; Ralph P. Peters, pony dealer, and Rex McConnell, Canton, O., representative of *The Billboard*.

WOOSTER, O., May 3.—Mills Bros.' Circus, here April 28 at the Wayne County fairgrounds, attracted one of the largest matinee crowds of any circus here in recent years. It was necessary to curtail the program somewhat and confine all activities to the center ring, due to the overflow crowd which jammed

the top and sat on straw up to the ring curb. Show played under auspices of the YMCA committee for summer camps. At night the top was half filled.

A. C. Bradley, general agent, who had been back conferring with Jack and Jake Mills for the last two days, left here to resume his contracting.

Many members of the Charles Siegrist Showmen's Club visited here, including Glen Z. Wagner, Nick Ninig, J. R. Edwards, Meyer Levine, Andy Smith, William Baume, W. A. (Doc) Kerr, Ted Depish, and Billy Wagoner, general agent of the Billroy Comedians.

YOUNGSTOWN, O., May 3.—Mills Bros.' Circus will be the first to invade the Youngstown district, coming in this week for four stands at near-by Niles, Girard, Struthers, and East Palestine, to round out the second week of the season's tour. Show plays East Palestine May 10, then moves into Western Pennsylvania on its trek eastward.

LAST RB TRAIN

(Continued from page 43)

The item was unimportant, as the animal would be entered duty-free.

The possibility of bringing Toto in the U. S. duty free has been discussed with the deputy collector at Fort Everglades, according to the answer.

It further explained that J. C. Donahue, who accompanied the gorilla from Havana, was unfamiliar with customs matters and failed to read the entry he signed containing a valuation of \$1,000. Donahue paid \$150 duty, the correct amount for \$1,000 valuation, on the assumption that it was an estimated duty, subject to correction, for the protection of the U. S. in the event it was discovered the animal was subject to duty payments.

Toto was brought to Florida in February and seized March 28 for alleged underpayment of import duties. The circus was allowed to substitute bond for the beast.

COLE OPENING

(Continued from page 43)

an after-show that is different from the general run and very pleasing.

10—Bareback riding. Ring 1, Lola Reiffenach; Ring 2, Miss Lucy; Ring 3, Miss La Bell. Skilled horsemanship.

11—Mexican bullfight, Senor Jose Gonzales and Company. A funny act for the kids.

12—Aerial ballet, featuring Misses Rich and Dearo and Misses Rich and Partello. Trapeze. Ring 1, Sergeant Shubert; Ring 2, Ernie White; Ring 3, Bert Dearo. A grand display of hazardous feats, beautiful girls, and costumes.

13—Dorothy Herbert driving a 16-horse hitch of Palomino stallions. A great act with a great display of nerve.

14—Betty Rich. Aerial feats without a net that are certainly marvelous.

15—Clowns occupying three rings and offering a lot of tomfoolery and good comedy.

16—Three herds of ponderous elephants, Alonzo Dever. Ring 1, Helen Partello; Ring 2, Jean Allen; Ring 3, Wanda Wentz. A very high class act, featuring "Blanch," three-ton dancer; well-trained girls, and a trainer who works hard to put this act over nicely.

17—Clown band. This act will undoubtedly be better with a little more rehearsing.

18—Living art creations, depicting paintings of the old masters. Rex de Rosselli didn't miss on this one. Florence Tennyson, soloist, added much to the success of this act.

19—"Trixie," canine artist, presented by Bo Bo Barnett. A smart act that entertained the kids immensely.

20—Reiffenach Troupe with Clarence Bruce. These bareback riding marvels are excellent entertainment. Bruce adds much in the way of comedy to this act.

21—Ring 1, Aerial Shuberts; Ring 2, famous Nelson Troupe; Ring 3, Misses Dearo and Delbosq. For jugglers, hand-balancers, and acrobatic stars, this act is hard to beat.

22—Dorothy Herbert and Company of riding maids. Miss Herbert and 15 girls give a real exhibition of daring riding. Also, the costumes and girls are good to look at.

23—Marlyn Rich and butterfly ballet. Miss Rich is practically new to the circus world but will not be long, for her act easily takes top honors of this great show. The stunt she does by swinging in mid-air on one arm, flopping her body up and down 82 times, is a great feat. The act certainly puts class into the whole affair. Florence Tennyson sings *You Are Free From Apple Blossoms* as a build-up for the butterfly girls. She

does this well. This is one of those acts that are not forgotten soon.

24—Clown fighters. A prizefight between Otto Griebing and Freddie Freeman. The slapstick timing was bad and the act appears to need some rehearsing before it will get many laughs.

25—Senor Juan Lobo, introducing champions that appear in the aftershow.

26—Slack wire artists. Ring 1, Senor Marojola; Ring 2, Webber Brothers and Chattita; Ring 3, King Harris. A clever slack wire entertainment that got much applause.

27—Liberty horses. Ring 1, Capt. John Smith; Ring 2, Adolf Delbosq; Ring 3, Richard Campbell. The training of these animals is astounding and they are in mid-season form.

28—Clowns. The kids roar at this.

29—Continuing of Display 28.

30—The Six Flying Thrillers, featuring Eileen Harold. The two and a half somersault in mid-air by Miss Harold receives applause for some time after this feat.

31—The hippodrome races. Plenty of thrills. A rilderless horse and a tiny pony pull a clever stunt of racing.

32—*Your Land and My Land*. A spectacular display of grandeur closes a mighty good show. The display of thoroughbred driving horses and five-gaited saddle horses must not go without mention. This display would surely do well in any exhibit of horses.

The Personnel

Following is the personnel: Zack Terrell, owner and general manager; Ira Watts, assistant general manager; J. D. Newman, general agent and traffic manager; Fred E. Schortermier, general counsel; Robert Delochte, treasurer; Lorane Russell, auditor; R. O. Scatterday, national advertising representative; Rex de Rosselli, director of performing personnel; Ora O. Parks, press man; Curley Stewart, superintendent; Harry Thomas, announcer; L. M. Russell and Robert Delochte, secretary and treasurer of the red wagon respectively; Joe Hayworth and William Kellogg, legal adjusters; Noyells Burkhardt, in charge of front door, assisted by Clarence Canary, Cecil LaBelle, Bert Georgins, Jack Smith, and Frank Carl; Herbert C. Leeman, time-keeper and commissary; George Davis and Irish Deedy, dining cars; D. D. Monarch, white wagon; Frank Warner, superintendent of baggage stock; Frank Carl, cookhouse steward; Al St. Clair, head-walter; George Singleton, canvas superintendent, Ed Neu, assistant; Alonzo Dever, superintendent of elephants, T. Canon, assistant; Thomas R. Poplin, electrician, Joe Martin, assistant; Ted White, superintendent of animals, Thomas Price, assistant; Charles Hunter, ring stock superintendent; Art Windecker, side show; John Bigger, train superintendent, Henry Warren, assistant; Mrs. McFarlan, wardrobe, Katherine Lucky, assistant; Robert Clem, property superintendent; Floyd Harvey, superintendent of tractors; Fred Orman, tax box; Charles Lucky and Fred C. Walker, carpenters; Howard Delonge, blacksmith. Roster of advance car No. 1: V. A. Williams, manager; Othel Corkrun, boss billposter; J. A. Gephart, boss lithographer; George O'Connor, steward; Houston (Dusty) Rhoades, Fred J. Crowthers, Frank Larkin, James O'Brien, Sam Clawson, Nelson Thomas, H. M. Kilpatrick, Thomas C. Gunnels, Rocco Longo, Ralph Dilley Jr., Herbert E. Wilson, W. S. Owens; Jack Scott, paste maker, and Bill Oliver, contracting press.

OWENSBORO, Ky., May 3.—After a late arrival from Louisville, which necessitated holding off the matinee until 3:15, the Cole show drew two capacity audiences in Owensboro, Zack Terrell's home town. Manager Terrell was in constant demand all day, as large parties of friends flooded the back yard to pay tribute to him, and the big show performance, which had been cut to standard running time since the Louisville opening, drew loud praise from the two huge audiences.

The show was speedily loaded here for the short jump to Evansville, Ind., but the big new caterpillar developed motor trouble halfway between the lot and the runs and delayed the show's departure until 5 a.m. Show arrived in Evansville at 8 a.m., however, and was up and ready at 2:15 p.m. despite a five-mile haul to the lot.

A three-quarter house turned out for the matinee in Evansville and a heavy advance sale indicated a capacity night crowd.

E. (PEANUT DICK) DICKENS, formerly with Frank Buck's *Jungleland* and other shows, is a patient in Mahoning County Tuberculosis Sanatorium, Youngstown, O., Mrs. Dickens reports.

Big Canadian Class A Gates Seen With New War Forces

More men in training in territory expected to push attendance figures over successful '40 annuals—some colonials will witness major exhibitions for first time

REGINA, Sask., May 3.—With large numbers of army and air force men in training at Brandon, Calgary, Saskatoon, and Regina on the Canadian Class A fair circuit and at some smaller spots in the Class B circuit, 1941 Western Canada exhibitions should break all records, officials believe. Last summer fairs did well because of the number of men in training, but this year even more men are stationed in Western Canada, and for many it will be their first opportunity to see a Canadian fair. A large proportion of air-force men are said to be from England, Australia, and New Zealand.

Regina, which has members of the active army stationed here, is a training center for draftees, and has hundreds of airmen training and hundreds more in barracks at the airport close to the fair grounds. Better business conditions and influx of military instructors has made the housing situation serious. The city is packed.

Pre-Sale Will Be Tried

At Moose Jaw, 45 miles distant, fair men are looking for the usual large numbers of Reginsans at their exhibition, and Regina fair men expect many Moose Jaw citizens and airmen at their exhibition. Moose Jaw is packed, too, and has been doing big business due to a large Royal Air Force school near the city, composed of Britishers, and a large Royal Canadian Air Force school, also near the city at Mossbank. With amusement facilities practically nil at both centers, the city is expected to be overflowing during fair week. Attendance-builder at Moose Jaw will be a pre- (See **BIG CLASS A GATES** on page 68)

Ionia Looks for Top Gate

IONIA, Mich., May 3.—A Defense Day program, new handicap starting for harness racing, and bigger farm exhibit will mark the 1941 Ionia Free Fair, it was announced at the annual dinner of the fair association on April 29 by President Howard C. Lawrence. Plans are to handle more than the 325,000 who attended last year, due to booming employment and business. Barnes-Carruthers will again present the grandstand show. Department heads told of insufficient exhibit space, due to heavy applications from this and other States.

Wirth Signs Walton, N. Y.

NEW YORK, May 3.—A contract calling for seven acts and a band at Walton (N. Y.) Fair was announced this week by Frank Wirth Booking Association.



CLARENCE T. RIDDICK, treasurer and assistant general manager of Virginia State Fair, Richmond, who died on April 29, had been connected with the fair since he had charge of programs in 1909. He was in charge of gates, 1910; superintendent of poultry, 1911-'29, was made assistant manager in 1930, and elected to the board of directors in 1931. Over his desk are hung badges he wore on the fairgrounds for over 30 years. Details in the *Final Curtain*.

New Dallas Arena For '41; Old One To Be an Ice Rink

DALLAS, May 3.—A new livestock arena will be built for the State Fair of Texas here, between the main livestock building in Fair Park and sheep barns, to replace the present arena which is to be converted into an ice skating rink, President Harry L. Seay announced. La-Roche & Dahl, Dallas, will draft plans, and George L. Dahl, Dallas, is architect. Arena will cost \$15,000 and conform architecturally with the buildings with which it will connect. It will be larger than the present arena, with not as many seats but more exhibition space. Seay pointed out that in recent seasons all seats have seldom been filled for shows. Building will be ready for the 1941 fair with work soon to start on converting the present arena into a rink which has been leased to a private group.

New One Planned in Houston

HOUSTON, Tex., May 3.—Plans were announced by a group here to stage a 10-day fair, to be known as Pan-American Exposition, on old Epsom Downs, reported Vincent Todaro, chief of publicity. It is expected to open after the State Fair of Texas, Dallas. Officers reported to date are Maurice Hirsch, president; William Siros, vice-president of operations, and George W. Paige, managing director. Negotiations are reported to be under way to sign Nat D. Rodgers as head of the planning committee and concessions. Officials anticipate a successful event because of defense activities, government expenditures reportedly being greater here than for any city twice the size of Houston. Many soldiers are located here. They will be admitted free on special days.

National Gets Kasson, Minn.

KASSON, Minn., May 3.—O. A. Erickson, secretary of Dodge County Fair here, reported that the directors had awarded the contract for auto races to National Speedways, Chicago. This is the fifth racing date in Minnesota signed by National.



PHOTO CAUGHT THIS GROUP at the annual meeting of Western Fairs Association in the Palace Hotel, San Francisco. Top row, left to right: Lee Brandon, formerly with Foley & Burk Shows; Secretary-Manager Kenneth R. Hamaker, California State Fair, Sacramento; Secretary-Manager D. V. Stewart, Imperial (Calif.) County Fair; Rose E. Links, State Fair staff and assistant secretary of WFA; Tevis Paine (holding sign), secretary of WFA; John Knezevich (also holding sign), public relations director, Hollywood Park, Inglewood; Mrs. Vernon Silvershield, wife of photographer, who is publicity director of Sonoma (Calif.) County Fair, Santa Rosa; Barry Whitehead, racing secretary; Tom Dodge, secretary-manager Fresno (Calif.) District Fair. Second row: J. M. Endress, Foley & Burk Shows; Mrs. A. E. Snider, Ed Paine, California State Fair; Mrs. Kenneth R. Hamaker; Mildred Lane, Lane Productions; A. E. Snider, California State chief of division of fairs and expositions. Third row: Unidentified women; General Manager L. G. Chapman, Foley & Burk Shows; Dr. E. J. Leach, mayor of Salinas and director of California Rodeo there; unidentified man; Secretary-Manager Jesse H. Chambers, Santa Barbara (Calif.) County Fair, Santa Maria, and vice-president of WFA.

Puyallup Readying For Record Marks

PUYALLUP, Wash., May 3.—Prelim bookings and space reservations indicate that the 1941 Western Washington Fair here, 42d annual, will make record marks, said Secretary-General Manager A. E. Bartel. Increased pay rolls due to defense industries in the Pacific Northwest and the great number of men at Fort Lewis and other near-by military posts should make attendance well over 300,000, topping the 1940 gate of 268,000, he predicted.

While crews built, altered, and repaired buildings, which now cover more than 17 acres, he named superintendents and supervisors who will be in charge of exhibits. Emphasizing the fair's policy of encouraging the younger generation in ranch and farm life, a large addition is being built at the end of the cattle shed solely for livestock exhibits of 4-H Clubs and Future Farmers of America. For Boy Scouts, who annually give of time and services, a special club building is being built and fitted with bunks, dining facilities, and recreation rooms. To house exhibits of homecraft a large women's building is being constructed.

Dr. J. H. Corliss is president of the fair; A. G. Gross, vice-president, and J. M. Jones, treasurer.

Move To Limit Calif. Fairs On

SACRAMENTO, Calif., May 3.—A bill to restrict further growth in number of district and county fairs in California has received initial approval of the Assembly of the Legislature. The measure, introduced by Assemblyman Rodney Turner, places a \$25,000 ceiling on State aid for county fairs and particularly affects San Joaquin, Fresno, and Humboldt counties, now receiving in excess of this amount. Bill provides that first-year allocations to district fairs would be reduced from \$6,000 to \$3,000.

"It was thought that some attempt should be made at this time to curtail the yearly increases of district and county fairs," Turner told the Assembly "Practically all California is well provided with fairs." He said the bill had been endorsed by district and county fair directors and Western Fairs Association. If finally passed, it will not become effective until January, 1942, and so will not interfere with any fair now being formed.

"This change will aid in building the sundry fund in the fair and exposition fund and will be of benefit because of bills calling for additional appropriations," Turner said. He referred to increased allocations requested for State auditing, for administration by the (See **FOR CALIF. LIMIT** on page 68)

MAFA Adopts New By-Laws At Annual Spring Session

NORTHAMPTON, Mass., May 3.—At the annual spring business meeting of Massachusetts Agricultural Fairs Association in the Hotel Northampton here on April 23 A. W. Lombard, Boston, secretary-treasurer, gave his report, which was followed by appointment of a committee on appeals. The group adopted new by-laws and heard a report of the committee on State relations, which told how it helped to defeat a bill to set Labor Day one week later than usual in Massachusetts.

Charles A. Nash, general manager of Eastern States Exposition, Springfield, reported on the status of a bill now in the Senate to continue the moratorium on the horse-tail docking law for another five years. Ox drawing and livestock classifications were discussed, but no changes were made.

Dr. Hugh P. Baker, president of Massachusetts State College, addressed the meeting after lunch on the war situation. There was comparatively small attendance.



Agricultural Situation

Condensed Data From April Summary by U. S. Department of Agriculture, Washington, D. C.

FARM skies are a little brighter. Domestic consumer demand for farm products is rising as industrial production and employment expand under programs for national defense. To this has been added now the purchasing program covering farm products for export under provisions of the Lease-Lend Act. The agricultural plant is in top physical condition to provide for domestic and foreign needs. Besides abundant resources for the production of food, feed, and fibers, large stocks have been laid by for emergency needs. These include large stocks of cotton, wheat, and tobacco.

Large supplies of feed are available for conversion into meats and other livestock products. Large supplies of fats and oils already exist. A new planting season is well under way, and farmers have reported approximately the same acreages to be grown this year as last. Prices of all farm products com-

bined average the highest in four years. In especially good position are the livestock and dairy industries. Less satisfactory is the price situation as to cotton and wheat. Total farm income, rising seasonally now, is expected to exceed 1940 figures.

Demand: IMPROVEMENT

Additional improvement in domestic consumer demand for farm products is in prospect for the remainder of this year. The improvement probably will be more gradual than during the last half of 1940, when industrial activity, employment, and consumer incomes were rising so sharply; nevertheless, the total demand will likely be in new high ground since the outbreak of the European war in the autumn of 1939. Recent gains in consumer demand for farm products have been principally the result of increased industrial production for national defense and export to (See **AGRICULTURAL** on page 67)

Around the Grounds

CANTON, O.—Construction of box seats in the grandstand has been ordered by directors of Stark County Agricultural Society here, to increase seating capacity about 200. Board has approved construction of a storm sewer which will eliminate a flooded midway in case of heavy rains.

WINDSOR, N. S.—Windsor Agricultural Society, sponsor of one of the oldest fairs in the world, has decided to hold a 1941 fair. Temporary structures will be erected for livestock exhibits. Paul Lawrence, Falmouth, is president. Manager Hanson is working on program and dates.

FESSENDEN, N. D.—The 1941 Wells County Free Fair here will have a free gate, as has been the policy for six years, said Secretary E. W. Vancura. Dee Lang's Famous Shows will be on the midway. Afternoon running races will be put on for the 16th year, including daily relay and chariot races. A. J. Metzgar, new member of the board, will head the con-

cession department, succeeding Dick Engbrecht, who has had the post 32 years.

SPRINGFIELD, Mass.—A strong group of livestock judges for the 1941 Eastern States Exposition here was announced by General Manager Charles A. Nash, including Paul B. Milsner, Catonsville, Md.; George LaFever, Eatontown, N. J.; Dr. E. S. Harrison, Ithaca, N. Y.; Clarence Sheridan, Fond du Lac, Wis.; Prof. (See *Around the Grounds* on page 67)

Fair Elections

KEARNEY, Neb.—Otto Oakes was elected to serve his seventh year as manager of Buffalo County Fair.

WAUSAUKEE, Wis.—Marinette County Fair Association re-elected C. F. Schroeder, president; Philip Downing, treasurer; Charles Drewry, secretary; Amos Grundahl, assistant secretary, and named Roy Gustafson, vice-president.

GRAND FORKS, N. D.—Oscar Lundseth was elected president of Greater Grand Forks State Fair, and Ralph Lynch, former president, was retained as manager for 1941. Others elected are George Bray, vice-president; T. B. Wells, secretary; Frank C. Smith, treasurer.

CAMDEN, Ark.—Ouachita County Fair Association organized here with Ben Laney, president; Thomas Slaughter, John E. Brunzo, George Vaughan, Minto McGill, J. B. McGaughey, J. B. Moore, vice-presidents; P. J. Young, secretary; G. R. Haynie, treasurer.

WINAMAC, Ind.—Pulaski County 4-H and Community Association re-elected Henry Brust, president; R. E. Horner, treasurer, and named Dr. R. E. Long, vice-president; William Andrews, secretary.

RISON, Ark.—Cleveland County Fair Association here elected O. N. Eubank, president; Guy Braddy, vice-president; Martin Wilson, secretary-treasurer.

SPRINGFIELD, Ky.—Directors of Washington County Fair Association here re-elected J. R. Wharton, president, and Joseph Polin, secretary.

Grandstand Shows

ACTS and revue for Wells County Free Fair, Fessenden, N. D., have been contracted thru Northwestern Amusement Company, reported Fair Secretary E. W. Vancura.

KLEIN'S Attractions will again be at the annual Jacktown Fair, Wind Ridge, Pa., which this year will be held on four instead of three days. This will be the fourth consecutive year that C. A. Klein has booked the fair. Circus unit and revue will be offered.

N. J. Meeting, Banquet Big; Improvement Plan Approved

TRENTON, N. J., May 3.—There was a full turnout for the annual New Jersey State Fair advisory board meeting and banquet in the Stacy-Trent Hotel here on April 23, reported Secretary-Manager Harry E. LaBrique.

Senator Agan, head of State Grangers, who are celebrating their diamond jubilee this year; Willard H. Allen, head of the State Farm Bureau, and Richard W. Taylor, representing Commander Ellis, in charge of State Institutions, gave talks in which were optimistic reports and voiced their desire to cooperate with the fair to the fullest. High spot of the program was an address by President George A. Hamid, who spoke on history of fairs and New Jersey State Fair in particular. His keynote was the large amounts of State aid paid in California, and the fact that practically no funds are appropriated for aid in New Jersey.

President Hamid also approved a fairgrounds conditioning program. All buildings will be repainted, new roofs will be constructed, and the grandstand is to be stuccoed. Much New York World's Fair lighting, including three fountains, will be installed.

Hankinson Staff Lined Up

READING, Pa., May 3.—At opening of the Eastern auto-racing season on Reading Fairgrounds here on April 20 a large



C. B. McCULLAR, Milledgeville, Ga., fair executive, newspaper editor, and attorney, who has been appointed judge of Baldwin County Court by Gov. Eugene Talmadge, appointment being unanimously confirmed by the State Senate. Long active in World War veterans' affairs, he also is a civic leader. He organized Middle Georgia Fair Association, Milledgeville, was secretary in 1925-'37, and is a director. As president of the Association of Georgia Fairs for three years he led a fight during which electric power rates for agricultural fairs in the State were reduced more than 50 per cent, and connection costs were almost eliminated.

delegation of fair executives and show-folk visitors were in the crowd of 28,732 to see Ralph A. Hankinson's first events after he broke with the contest board of the American Automobile Association and lined up with Consolidated States Racing Association. Hankinson staff included Bill Breitenstein, Russ Moyer, Charlie Williams, George Kinum, Jake Marks, Preacher Allen, Jimmy North, Eddie Suggs, and Bert Holley. Six CSRA officials, headed by Norman Witte and Harry Gilchrist, conducted the events, which were announced by Sam Nunis and started by Boe Huckman. Controversy did much for the vet of 27 years' publicity experience at fairs, Bill Breitenstein, who started at Montana State Fair in 1913. Hankinson said his 1941 operation will be under CSRA and that his next will be at Allentown, Pa., on Decoration Day, and the second of half-mile track series will be at Charlotte, N. C., on July 4.

World's Highest Aerial Act. No Nets—No Safety Devices! Finishing with a 500-foot "Slide for Life."

THRILLS AND CHILLS! THE STRATOSPHERE MAN

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Sensational 4 Stars

High, sensational and thrilling. Make your program outstanding. Write today for complete information. Some time still open.

EDDIE VIERA

Care of The Billboard, Cincinnati, Ohio

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SCHUYLKILL COUNTY FAIR GROUNDS

Pottsville, Pennsylvania

Saturday, May 10, 1941, at 10 a.m., at the Court House.

Sale is to satisfy approximately \$27,000, including mortgage, interest, taxes, etc. Local rentals from Farmers' Market are in excess of \$4,000 annually. A really good buy, even if you are not interested in a fair grounds. Inquire

UNION BANK AND TRUST COMPANY

Pottsville, Pennsylvania

WANTED

For

PERRYSVILLE STREET FAIR

Sept. 24-27

CLEAN CONCESSIONS AND FREE ACT.

Write PERRYSVILLE BOOSTER CLUB

Perrysville, Ohio

WANTED

For the

FIFTEENTH (15th) VERMILION COUNTY, INDIANA, FREE FAIR

At CAYUGA, IND.

Ex. on Rides—Legitimate Concessions and Shows, independent; no graft.

V. N. ASBURY, Sec.

WANTED

CONCESSIONS — SHOWS

OSGOOD, IND.

RIPLEY COUNTY FREE FAIR

July 29-Aug. 2

Also 4th of July Celebration and Races.

J. C. ECKERT, Supt. Concessions

Osgood, Ind.

WANTED

For

Wallace Strawberry Festival

May 19-23

Legitimate Concessions of all kinds—Bingo, Ball Games, Wheels, Pitch-Till-You-Win, Mouse Games. Flat or on percentage. Conditions perfect. Thousands of defense program workers within thirty miles. Communicate quick with NORMAN Y. CHAMBLISS, Manager, Wallace, N. C.

WANTED

For

DEFIANCE COUNTY FAIR

Hicksville, Ohio, August 19 to 22

Ten-in-One Show, Athletic Show, any good Show. Concessions of all kinds. Ex. on Novelty Sales open. Write or wire

M. H. BEVINGTON, Sec'y, Hicksville, Ohio

WANTED

CLARK COUNTY FAIR, Clark, S. D., August 28 to 30. Will book carnival with 4 or 5 Rides and same number of Shows, or will book Rides and Shows independent. Fair this year combined with Clark County 60th Anniversary Celebration, with whole county celebrating at Fair. Want Thrill Show for August 30. Will sell exclusive Novelties and will give streets for big parades each day.

GRANT COUNTY FAIR, Mibank, S. D., September 8 to 13. Golden West Shows booked for midway but will book few Concessions.

ROBERTS COUNTY FAIR, Sisseton, S. D., September 16 to 20. Golden West Shows booked but can use few Concessions.

JACK KNIGHT, Sisseton, South Dakota

WANTED

Free Acts, Shows and Concessions for

NORTHUMBERLAND HOOK & LADDER NIGHT FAIR

June 9-14, Inclusive

Write WM. ALLEN, Sunbury, Pa.

WANTED

RIDES AND SHOWS

ABBOTTSTOWN STATE FAIR

Aug. 19-20-21-22-23

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BIG BAREBACK RIDING ACT

COMEDY CIRCUS—PONIES, MONKEYS, DOGS

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Contact your nearest League member or write direct to Membership Committee.

SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

Palisades in Head Start Reveals Surprising Attendance and Free Spending To Predict Big Winner

NEW YORK, May 3.—Palisades Amusement Park, over on the Jersey cliffs, got a head start in the metropolitan district with an early opener last Saturday. This is the seventh season under the direction of Jack and Irving Rosenthal, and altho the place goes way back to pre-World War days, it has never looked smarter and more appetizing. Lights and equipment from the World's Fair help to make the playground one of the better looking parks in the country. Even concessionaires got the bug by installing soft but effective lights in their interiors and exteriors. Tons of pastel paint have been used to dress up the entire layout from front to back, including inconspicuous stretches.

Attendance over the first week-end surprised everyone and what the folks spent was an even bigger jolt to park-wise experts. Last two years, what with the Flushing expo snaring natives and out-of-towners, have not been fertile for either PAP or neighboring amusements, but with the fair gone this seems to be the year for a big winner, at least for streamlined and progressive Palisades.

Estimate of crowd-pull for the two days ranged from 35,000 to 50,000, which is plenty of humans for a comparatively compact spot where there's little waste space. Triple-threat free policy again prevails with dancing, acts, and parking. Terping is on a small floor within the open-air Casino, where drinks and refreshments are served. Bar sector is under cover, however. Casino is oper-

ated by park itself. Plenty of jitterbugs here.

Only High Acts Used

Novelty acts started on Monday, first one in being the California Skyettes, a Vess high turn booked by George A. Hamid, Inc., which repeats a full season (See *Palisades' Start Big* on page 69)

Clair Is Manager Of Brydon's Beach

BASS LAKE, Ind., May 3.—Arch E. Clair has assumed the post of manager of Brydon's Bass Beach here and is pushing construction and beautification for the opening this month. Manager Clair last season was in charge of Bay Shore Park, Sparrows Point, Md., and for a number of years was manager of Norumbega Park, Auburndale, Mass. He is a former president of New England Section, National Association of Amusement Parks, Pools, and Beaches, and prior to his park experience was an executive with carnivals.

"Big crews have been tearing down old buildings and erecting new ones," said Manager Clair. "An archway lined with varicolored neon has been erected at the gate and paths leading into the park have been landscaped and covered with (See *Bass Beach Readies* on page 69)

Batt Has Army-Navy Tie-Ups

NEW ORLEANS, May 3.—Army Day today opened the regular season of Pontchartrain Beach in honor of the dedication of the Army Recreation Center adjacent to the resort, Manager Harry J. Batt announced. Tomorrow it will dedicate its first Sunday of the regular program to the navy, which also has a recreation center within a stone's throw. Fireworks and free act, the Flying Behees, marked the opening with special maneuvers by about 1,000 soldiers.

New Spot To Open in Colo.

MANITOU SPRINGS, Colo., May 3.—New Buffalo Park near here under management of Charles Burkhardt will open soon, reported Pat Ray Martin, former circus clown, who with Harry Atwater will operate a Miniature Train and drive-in cafe. Other operators include A. W. Ahlfeldt, riding stables; Art Schoenfeldt, photo gallery; George and Bill Rapp, Merry-Go-Round; Bill Hardman, Kiddie Ride; Ken Grimes, Midget Autos and Scooters, and Katherine Martin, popcorn and floss candy. Park is on an eight-acre tract surrounded by a stone wall.

Briefs From All Around the Field

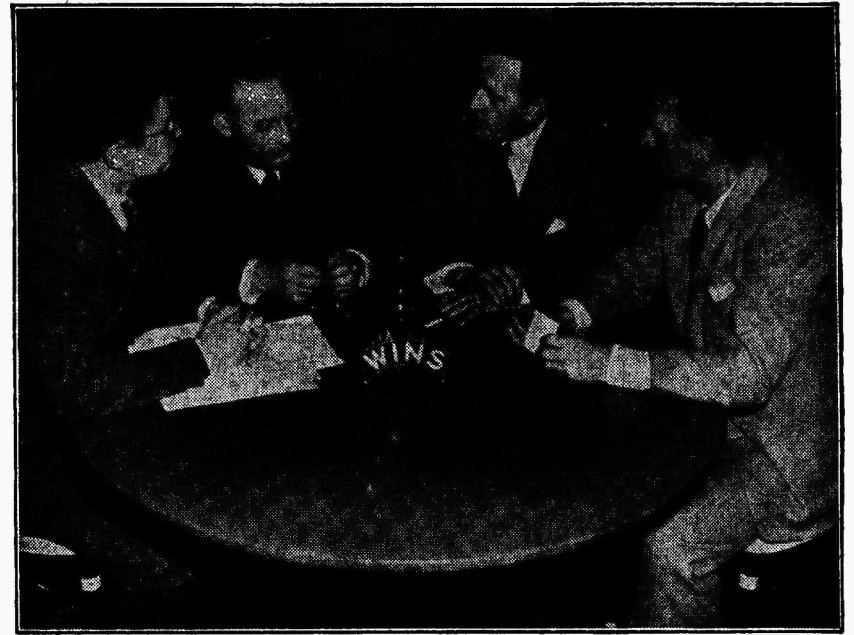
MEDINA, O.—Chippewa Lake Park near here has started week-end operation of some features. Manager Parker Beach said the recent two-day Sportsmen's Show in the dance pavilion was a success and will be repeated next year. Season will open on Decoration Day. Most of the regular concessionaires will be back.

AUBURN, N. Y.—Steve LaGrou, after being out of show business 19 years, reported purchase of an Allan Herschell Moon Rocket ride. He is expecting early delivery and will place it in Island Park here. He plans to play fairs with it in the fall.

PHILADELPHIA.—Mrs. Samuel Gumpertz, wife of the general manager of Hamid's Million-Dollar Pier, Atlantic City, is in Temple University Hospital here.

READING, Pa.—Carsonia Park here, managed by Joseph Sigg, priming for Decoration Day, has opened Crystal Ballroom and roller rink for pre-seasonal weeks. Ballroom operates on Wednesdays and Saturdays. Name bands will be featured later.

HOLYOKE, Mass.—Mountain Park reopened on May 1, at least two weeks



ON SUNDAY, APRIL 27, day after opening of his spot. Jack Rosenthal (second from left), co-owner of Palisades (N. J.) Amusement Park, participated in a half hour discussion of "New York as a Summer Resort" over Station WINS from auxiliary studios in the Mayflower Hotel. The other guest speakers were Clair Bee (extreme right), recreation director of Manhattan Beach and coach of Long Island University's crack basketballers, and Earl Yost (between Rosenthal and Bee), passenger agent of Hudson River Day Line. At left is Martin Weldon, moderator.

Luna To Be Combo of World's Fair and Broadwayized Stuff

NEW YORK, May 3.—What rejuvenated Luna Park, Coney Island, will have to offer for 1941 sounds like a dream. At any rate, advance details of improvements and additions, glowingly and minutely imparted in a spacious and luxuriantly furnished suite in a Manhattan building, reveal a complete transformation so vast that the park, for the last few years in a half finished, un-kempt state, will find it a hard job knowing itself.

To start with, there will be a new name, "Luna Park Fair of 1941." Coca-Cola has the tall illuminated tower rented for the season. Twenty-five thousand dollars is the sum paid, with half down (check for \$12,500 has been photocopied for use in advertising exploitation) and balance when the park opens. Phillip Morris cigs have contracted for the Surf Avenue front and park interior for signs. Price agreed upon for this privilege is 10 grand.

Nick Greenfield is to operate a De-Bunk-Her game from the Flushing Fair, a novelty "How to Undress in Front of Your Husband," and a female wrestling exhibit back of the open-air show. Albert Johnson, producer of *American Jubilee* at Flushing, will present and

stage an ice revue. N. Corvaccas will operate a Water Scooter at the entrance. Nat Renard will have several games, including "The Strip-er." Dr. Martin Cooney's Incubator exhibit is another World's Fair replica.

Variety in Layout

Gelb Brothers, also fair factors, will have two shows, "Have You Seen Stella?" and "Why Do?," and the Casino Corporation show, "Paris Nights." Leo Singer's midgets and a circus will officiate at the back end of the park in the former Hippodrome layout. Hepburn Corporation will bring "25,000 Legs Under the Sea" as shown at Flushing.

Al Bloomingdale, one of the Bloomingdales of New York department store note, is to conduct the big ballroom, for which Johnnie Greenhut will hire the orks. Opener will be Raymond Scott, followed by Jean Krupa, Bob Chester, Harry James, and Bob Crosby. Here, too, Ben Rubin, who presided in the same capacity at the fair, will supervise an eat-and-drink emporium via a modern res- (See *LUNA TO BE COMBO* on page 69)

Pick-Up in Detroit Is Early and Heavy

DETROIT, May 3.—Park business here showed a pick-up in the past week estimated at from 25 to 50 per cent over a week ago, with more favorable weather getting most of the credit. April 25 was somewhat off from the preceding week, as the Friday before had been heavily plugged as opening night by bigger parks, but Saturday and Sunday proved real money-makers and unusually favorable for so early in the season.

Edgewater Park is planning some additions to be ready by Decoration Day.

Special attractions in Eastwood Park started this week-end with Henry Busse's orchestra in for a one-nighter in the indoor ballroom. Outdoor Eastwood Gardens, holding about 8,000 dancers, is slated to open the last week in May.

Clementon Acts Set Again

CLEMENTON, N. J., May 3.—Manager Theodore W. Gibbs reopened Clementon Lake Park here today for week-end operation, going into full weeks later in the month. Free acts will again be featured. In addition to full complement of rides, concessions, and arcades, the ballroom will be opened on May 10 as a dance center. It will be operated by Joe Kelly, who conducts the Dansorium in Camden, N. J., during winter.

New Dress Is Given To Riverview in Chi

CHICAGO, May 3.—Riverview Park is undergoing its annual renovation in preparation for opening of the season on May 14. All rides and amusement structures on the big midway have received fresh paint, and the entire park has been newly landscaped.

Park's ride and show roster will remain practically the same as last year. Newest ride is the Sky Rider, installed last season, and among other rides are Bobs, Chutes, Silver Flash, Rocket Ships, Blue Streak, Dodgem, Caterpillar, Whip, Boomerang, Octopus, Mill on the Floss, Strat-o-Strat, Flying Turns, Flying Scooters, and Pair-o-Chutes.

Advertising and publicity campaign will include sending out 375,000 season passes, using special billboard and newspaper copy, and featuring special bargain days and nights. After schools close each Monday, Wednesday, and Friday will be 2-cent days, and Tuesday and Thursday will feature 5-cent nights. Park personnel remains same as last season and Louis G. Cowan Company continues as advertising and publicity counselor.

Ketchum Has Comet Ready

ST. LOUIS, May 3.—Forest Park Highlands will open its 45th consecutive season here tomorrow. The Comet, new Coaster, has been erected at a cost of about \$80,000, said General Manager Adrian W. Ketchum. All other rides and concessions were repainted during winter. Park will operate daily until Labor Day, and for May and June daily school picnics have been booked, the number running far ahead of previous years. Name orchestras will be featured in the ballroom weekly, Dick Barrie being first. Free outdoor bandstand will have local bands under direction of Harry Lange. Pool will open when weather permits.

No Jeff Beach Op Change

DETROIT, May 3.—Negotiations for sale of Jefferson Beach Park here have been called off and the park will be operated this season again under management of R. C. Mahon and associates, as in the past few years, according to Louis Wagner, park manager. Publicity will be in hands of Sidney Bielfield, and a new resident manager will be appointed to take charge of operations. Opening date has been set for May 16. A new ride, Moon Rocket, is being installed at cost of \$12,000.

NAAPPB Risk Booking To Top Previous Years

PHILADELPHIA, May 3.—According to recent statements by John Logan Campbell, Fred S. James & Company, and Cleveland Insurance Agency, brokers handling public liability insurance sponsored by the National Association of Amusement Parks, Pools, and Beaches, operators all over the country, including concessionaires, are rushing to come under the plan for benefits and savings which have been discussed in detail in recent issues of *The Billboard*," said Norman S. Alexander, chairman of the NAAPPB public liability insurance committee, consisting of Leonard B. Schloss, vice-chairman; Richard F. Luske, H. P. Schneck, and Edward L. Schott, from his office in Woodside Park here.

"Mr. Campbell said that the campaign conducted by Secretary A. R. Hodge from the executive offices, 201 North Wells

Building, Chicago, had been the most elaborate and intense in the history of amusement business. The entire industry has been made aware of this new plan, and many operators who of necessity have become self-insurers are again resuming coverage because of large savings made by those policyholders who came under the plan in the last five years which, according to figures recently released, have aggregated over \$190,000.

Premium Volume Rises

In an earlier issue of *The Billboard* Chairman Alexander prophesied that the association's plan would be adopted universally in the near future and, according to statements by the brokers, his prophecy will become a realization sooner than even he expects, as 1941 promises to show a phenomenal increase in gross premium volume written, it is reported.

With reference to the 1941 bureau rates recently released, Mr. Campbell said, "Until recently public liability rates have been consistently increasing each year since 1928. As these rates are based on the national experience of all companies writing this class, it is then to be assumed that these rate increases are due to the fact that the interested companies have been entertaining either undesirable risks or their claim and engineering services have not been developed to a point to cope with this type of business, which is admittedly difficult to handle.

"It has always been our belief that should a company specialize in this class, at the same time be selective in the risks assumed, and employ specialists in their service departments, the class would eventually and definitely show an improvement in the way of reduced rates. Our belief in this connection was put into practice in 1935 when the Associated Indemnity Corporation inaugurated the special public liability insurance plan for the members of NAAPPB. As a result of this specialization under the plan, the Associated has developed a very much improved accident experience as compared with that had by other carriers, which is indicated by the Associated's loss ratio figures.

Reduced Rates Expected

"These manual rates each year are promulgated according to the basis of experience of all carriers handling the business, but under the NAAPPB plan, the committee, representing the association, and officials of the carrier sit down and work out individual rates based on individual experience, thus insuring NAAPPB policyholders of minimum premium costs. Thus it can be seen that with the combination of the favorable loss ratio which now prevails and the continued co-operation of the preferred operators in the industry thru the national association supervision, it will not be unreasonable to look for a continued reduction in rates from year to year. Operators who have not as yet sent in questionnaires to Secretary Hodge are urged to do so, as a reasonable time for preliminary investigation and inspection will be required."

Chairman Alexander, discussing history of the association's plan, stated, "When we first undertook to inaugurate our plan in co-operation with the Associated Indemnity Corporation, we realized that we had many handicaps to overcome. First of all, a large percentage of the business was written by a company that had been in the field for years, whereas the Associated Indemnity Corporation was comparatively unknown to our industry, nor was it as large a company as the former carrier. However, it was able to stand the rigid investigation, and its exceptional inspection and claim service have won for it profound respect of the numerous operators who have been working under the plan. With five years of history behind us, and these five years most satisfactory ones, we are now satisfied that a not too distant date will see the bulk of the public liability insurance business written in our industry covered under our plan by the Associated Indemnity Corporation."

HOUSTON, Tex.—Citizens donated three African baboons to Hermann Park Zoo and Superintendent Hans Nagel named them, two males and a female, Hans, Nolan, and Marge. They are 3 years old and weight 33 pounds each, increasing the baboon population to four. Chico, new 45-pound trained chimp, has made his first out-of-park visits, one to the city hall and he helped to open the season at Galveston Beach.

Port Arthur Okehs Bond Issue, Lease

PORT ARTHUR, Tex., May 3.—Residents of Port Arthur by a vote of more than 2 to 1 favored spending \$200,000 in revenue bonds and leasing Pleasure Pier on Sabine Lake here to F. M. McFalls, Fort Worth amusement operator, in a plan for restoration of the resort. It will be the third time the resort has been renovated and brought back to life.

Voting separately on whether McFalls will get a one-year lease with option for renewal, the citizens approved the rental 719 to 256 and also okehed the bond issue by a vote of 696 to 279.

Letting of contracts for construction of a main recreational building and swimming pool will be done within a few weeks, with a Port Arthur engineering firm in charge, F. E. Gifford, president of the Chamber of Commerce, head of the proposal committee, said. Main structure will contain a cafe, bathhouse, and dance floor. Pool will cost about \$50,000. In return for his lease McFalls will erect a \$60,000 Roller Coaster and other amusement devices and concessions at a cost of \$100,000.

Original Pleasure Pier was built in

1897 by Arthur Stillwell, Port Arthur developer. It burned on October 6, 1908. Rebuilding was finished in 1912 by John W. Gates. Second outlay was left to decay after a decade of popularity.

Lakewood, Atlanta, Sets Up Heavy Schedule of Bookings

ATLANTA, May 3.—Lakewood Park here has lined up a heavy calendar of events, said Mike Benton, president of Southeastern Fair. Officials said the heavy bookings indicate a growing inclination of people to seek diversion. An early attraction was Lucky Teter's Hell Drivers on April 27.

Events booked to follow the park's opening on May 17 include police barbecue, 100-mile semi-stock car race, weekly amateur boxing matches, CIO convention and barbecue, school picnics, Jewish war veterans' barbecue, Kiwanis international barbecue, Railroad Day, Baptist Training Union barbecue; auto, motorcycle, and speedboat races; Miss Atlanta beauty contest and fireworks, 150-mile national championship stock car race, Southeastern Fair, and 45-mile U. S. championship auto races.

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10 Cars, Bumpers, Wire Ceiling. Cars newly painted, in good condition. Reasonable.

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"How to stop the leaks and plug the holes in the Amusement and Recreation Field."

This book contains invaluable information for every operator of Amusement Parks, Pools, Beaches and Recreation Centers. A wealth of intimate information vital to every operator.

Your copy is ready . . . write for it NOW as edition is limited.

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CARLL & RAMAGOSA WILDWOOD, N. J.

Now installing new Rides, Fun House, Show's Cafeteria, and Concessions. Want set of Crystal Maze Glasses. Opening Roller Speedway at Convention Hall. Would like to hear from all former employees and all those knowing Dick Edwards at N. Y. World's Fair or previous. Have for sale—previous model Dodgem Cars, Electric Guster Cars, Kiddie Rides, Over the Waves and Six-Car Aeroplane Swing, Cheese Pone Irons, Penny Hearts Game and many others. Write for list.

DICK EDWARDS, General Superintendent, Box 4, Wildwood, N. J.

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New Electric Penny Boards. Sensational game for Parks and Carnivals. Over 100 installations last year. Operators report grosses of from \$300 to \$500 weekly. Player appeal lasts years. Legal everywhere. Low cost, immediate delivery.

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WANTED BUBBLE BOUNCE

Roll-o-Plane and Other New Rides.

JEFFERSON BEACH Detroit, Michigan

American Recreational Equipment Association

By R. S. UZZELL

A genuine feeling of sympathy on the part of all who knew him was felt for Danny Bauer when the tropical storm of 1938 demolished his fine eating and dance place in New Bedford, Mass. For a time he was lost and hardly knew which way to turn, especially when his amusement park just across the way from the eating place was very hard hit. His Coaster was tumbled over enough so that it is not worth rebuilding.

A distressed loan from the government enabled him to rebuild his eatery, which now is better than ever and is doing a larger business than of old. He keeps up his annual payments to the government and makes a good living out of the place. This beats quitting and rusting out. Now Bauer and his splendid family are to be congratulated. Danny and his good wife have spent the last two winters in Florida, leaving the youngsters to run the place, which is an all-year operating enterprise. Mr. and Mrs. Bauer say they like the Florida trip, the best feature of which is a complete change from the daily routine of food purveying. Their wayside place is so good that it makes the Sunday papers with full-page illustrations of the doings of large special parties. Here is a deserving family that has had the courage to make a comeback, which they richly deserve. It took courage to extend the place out over the water again as the old one was when hit by the twister.

No Gloom At Coney

Let not the gloom peddlers tell you that Coney Island, N. Y., is a deserted village. It is humming as it has not done for many moons. All available space has been taken. No closed shutters this summer. More paint will be used down there than in the previous four years. Even the weather seems to be with them this year thus far.

The Parachute Tower is rising to its World's Fair dizzy height and will be a fine spectacle from the whole Island and from ships approaching or departing from New York harbor. The Flying Turns, or Bobsled, is up and will have an attractive front on the Bowery in a gorgeous gown of color and light. It is fortunately situated to play for the traffic on the Bowery as well as that on Stillwell Avenue, which flows from the Subway and Surf Avenue to the Boardwalk and beach.

Cy Bond tells us he has sold the remainder of the New York World's Fair Dodgem cars to Summit Beach, Akron, O., and is arranging for their shipment to Akron from New York. He feels op-

timistic for good business this summer, and looks the pink of condition.

Smith Going To Ohio

George P. Smith Jr. could not resist the call of the amusement park business. He has left the Benson Wild Animal Farm for a park in Ohio, announcement of which is on the way. We are told he is to manage the park. He has been in the park business too long to break away, especially now that there are so many opportunities.

Early openings where the weather man smiled are most gratifying, but in some places everything was all right except weather, and when it is bad it is just bad, and nothing else can be made of it. John J. Carlin says weather has been unusually good for his early season.

The bathing beauty contest at Galveston Beach was the best since 1920, with old man weather doing some tantrums. He mused up the Galveston Beach surf so that the public kept away from it, but the crowd was there, and after showers the contest was held. With bigger money in circulation now than Texas saw during the last conflict, the beach line-up will make money enough to go north for the winter. It is a marvelous beach and has more and better accommodations for out-of-town people than ever before, while access to it from Houston is also greatly improved, and the population of that inland harbor is more than three times its 1920 figure.

Wildwood Purveyors Prep for Big Period

WILDWOOD, N. J., May 3.—Amusement interests here are preparing for Decoration Day openings with prospects for the best season in years. Hunt's Ocean Pier will reopen on May 31 for week-ends until June 28, when it will go on full-week schedule. Guy Hunt and Bill Gerst again manage, and chief attraction again will be name bands in Starlit Ballroom, Bill Hall being set for May 31, with Woody Herman taking over the week-end on June 1. Herby Woods is set for the June 28 inaugural. Pier has arranged for WFIL, Philadelphia, to broadcast several programs a week. Gerst is booking an unusual number of outings, stimulated by defense work.

Cedar-Schellenger Corporation and S. B. Ramagosa's new Casino Park Arcade will re-open on Decoration Day. New rides and other amusements have been installed by both companies, Cedar-Schellenger having a new Dodgem. City publicity bureau and Greater Wildwood Chamber of Commerce have started promotion of the National Marbles Tournament, Fourth of July Celebration and annual Baby Parade and Pageant.

Bob Platt, responsible for artistic signs advertising Hunt's Amusement Enterprises, including theaters and pier, returned for his 13th consecutive summer. Sam Lerner, Philadelphia amusement machine operator, enlarged his Stanley Arcade, taking in three Casino Pier stores on the Boardwalk. Construction has started on a new front to give the Arcade the appearance of an armory. Another early arrival is Al Shenkman, bottle and dart operator in Casino Arcade.

Atlantic City

By M. H. ORODENKER

Week-end Decoration Day program arranged by Frank P. Gravatt, Steel Pier operator, calls for Guy Lombardo on May 31, Jimmy Dorsey on June 1, and Bob Crosby on June 2 in Marine Ballroom with their bands. Alex Bartha will play alternating music. There will be a return of many of the aquatic features, including Steel Pier Diving Horses. All Funhouses and exhibits, including the new Florida National Exhibits, will be in full swing.

Pre-summer weeks continue big with 40 conventions booked within the next 30 days. Biggest will be the national Variety Clubs on May 15. They will sponsor a circus in Convention Hall during the meet. These conventions are expected to bring in over 50,000 visitors.

Declaring that Atlantic City will have its greatest summer, J. O. Hackenberg, general manager of the Pennsylvania-Reading Seashore Lines, said that company was "ready to start spending money again for improvements." He said all trains from New York and Philadelphia would be air-conditioned and those from Camden, N. J., would be newly screened and have new fans installed.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Organization Rates

Opening day is as important as any of the season, if not more so. Don't think you can have painters and carpenters all over the place, passing it by with the usual, "We're sorry, but you know it's the opening day!" That's no excuse. At this time I'd like to dwell upon a more timely subject, that of organization rates and other discount tickets suitable for outdoor natatoriums. Most pool men offer some kind of special-rate ducats for organizations. Cut ranges from 5 to 50 per cent in one or two instances. Success of such tickets, of course, depends upon their distribution. First, it's important to decide upon a proper discount for your location. You must make it attractive enough to have an appeal and at same time you can't make tickets so low as to be unprofitable.

On the all-important question of circulation of organization tickets you can't be promiscuous in giving away cut-rates lest you lessen the value of the offer. Still you must be certain to send out enough for the law of averages to bring results. Distributing a few thousand organization cut-rates would not bring in enough biz to pay for printing, let alone entice new patronage. Therefore great care should be given to the distributing end of this phase of operation. Shoot out hundreds of thousands of discount pasteboards, aye, even millions—if your estab can stand it—but do it in such a manner that only those connected with big organizations get the special rate offer. Handing out cut-rates at subway stations or street corners is what makes for promiscuous solicitation.

This summer, more than ever, cut-rate tickets for organizations and special groups should be employed by outdoor aquadromes. Nearly every community has factories and, with the defense program, these are humming. Persons employed at these plants are earning money—many for first time in a long spell—so that all these workers are good prospects for plunges. An appeal to them with a special-rate offer should result in swell returns. A novel special offer, tried by some tanks with great success, is suggested. Besides offering a lower rate for swimming, why not distribute special tickets to factory workers, giving them either special rates for swim lessons or a course of six lessons free? In this manner you'll be able to attract workers who may not now be aquatic conscious. And in this way you will build up an entirely new clientele.

If you are one of many who offer such a cut-rate policy by all means continue it this summer. If you've never attempted such a plan before this summer is the time to start. Once you decide to offer special rates to organizations make certain you advertise and publicize it sufficiently so that those you are trying to attract will know about it.

Effects of War

Some pool boys were whooping it up t'other night and, as is always the case when aquatic fellows get together, conversation centered around pool management. One of the crowd—think it was Mack Rose, prez of New York pool owners' association and operator of twin Cascades tanks—asked for exchange of opinion on what effect it would have on (See POOL WHIRL on page 69)

U. S. Buys Practice Guns From Al Anderson, Balboa

BALBOA, Calif., May 3.—Purchase of 140 compressed air machine guns for airplane gunnery training purposes was made recently by the United States Army from Al Anderson, owner-operator of Balboa Fun Zone. Sale followed trips made by Anderson to Wright and Langley fields to demonstrate the gun.

Guns actually simulate operation of a full caliber machine gun, Anderson said. Operated at 200 pounds air pressure they have about the firing power of a .22 rifle and 1,300 shots a minute, approximately the number of a regulation army or navy weapon. During tests for the government 50 shots fired on a 1,000-inch range, 83 per cent of the shots were grouped in an eight-inch square.

Gun was invented by Paul V. McGlashan, Long Beach, and is popular at this resort. It was used at the New York World's Fair.

Night and Week-End Biz Better Near Los

BALBOA, Calif., May 3.—Business here this week failed to top that of Easter week but stands are getting several good hours nightly and good business on Saturdays and Sundays. Some concessions are not yet open but the season will be in full swing on Decoration Day.

Attractions and concessions in the Fun Zone include Merry-Go-Round, Gene Barnes, foreman; Bill Dishong, platform; Dorothy Sanborn, tickets; Ferris Wheel, Glenn Cole, clutch; Margaret Sanborn, tickets; Airplane Kiddie ride, Dan Burns; Penny Arcade, Al Anderson, operator; Mrs. Inez Anderson, cashier; Dick Defir, Eddie Rickenbach, service-men; Nettie Loewer, cashier.

Photo gallery, Dave and Sam Williams; hot-dog stand, Mary Williams; popcorn, candy apples, and floss, Eva Cooley, J. Cooley; court baseball, B. B. Dale, Clarence Page; Skee-Ball, Harry Brown, Pete George; milk bottles, Don Harmon, Bob Carrillo; balloon game, Eloise Loewer; scales, Milt Plowden; archery, Joe Starkey, Roy Williams; machine guns, Jaty Bishy, Ike Roberts; doll store, Grace Chapman; dish game, Johnnie Archuleta, Billy Hourigan; paddle board, J. Kerr; slingshot, Roy Hoffman, Joe White; ham and bacon, Buddy Weinstein; cigarette store, Bill Fleming; novelties, Jack Lauwer, novelties.

Al Anderson is park owner and Al Schneider concession owner-operator. Anderson, who will open a Sportland opposite Camp Elliott in San Diego, will use 150 arcade machines, including machine guns, and a shooting gallery.

Long Beach

LONG BEACH, Calif., May 3.—Following Easter week, business is reported a little off here but stands are still getting fair night business from 7 to 10 and on week-ends. Concessionaires, anticipating a big season, expect it to get under way big about Decoration Day. With navy men in this section and airplane factories humming, more money than ever before is in circulation.

Bob Olsen and Harry Phillips opened a new 40-foot derby track on the Pike.

Austin King is putting in a Congress of Wonders in the spot formerly occupied by the Pete Kortess museum. Line-up has not been completed. Kortess is on the road with his side show.

Forest at Hanover Revamped for Debut

HANOVER, Pa., May 3.—Forest Park here, operated by A. Karst & Son, opened on April 26 with some new attractions and a remodeled midway, results of an improvement program carried on during the winter.

Walks have been resurfaced with asphalt and stone. New ride, Over-the-Jumps, has been installed, and front of the Pretzel ride has been changed. Many improvements have been made in its interior, including addition of over 200 feet of track and 20 new features. In front is a laughing mechanical man. Another new attraction is a Walking Charlie with streamlined and fluorescent lighted front next to a remodeled milk bottle game.

Other additions are an archery game and Scooter cars. Modernistic fencing has been placed around the repainted and remodeled Frolic ride, and Whip, Roller Coaster, and Merry-Go-Round have been reconditioned. Noah's Ark is new. Two picnic shelters, each capable of accommodating 500, have been erected.

Eugene Schaberle has returned as publicity director. For the past three weeks he has been distributing over 70,000 free school tickets in surrounding counties. Roller rink will be closed on May 5-10 for alterations. It will reopen with George Fields at the electric organ and will operate nightly except on Mondays. There will be Saturday and Sunday matinees. Pratt's Hawaiian Band has been booked for concerts in the band shell on May 4. Harmonica Kings appeared on April 27. First thrill act, Crash Miller, flaming wall motorcyclist, is booked for May 11.

LITTLE ROCK, Ark.—Little Rock Municipal Zoo has had its first birth of a camel, born to Egypt, a vet of the collection, Curator William Sprout reported. Many additions are expected, and the zoo probably will have its biggest influx after a mild winter.

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Honors Spread In Competish at Cleveland Meet

CLEVELAND, May 3.—Entries from Eastern and Middle Western rinks dominated the United States roller skating championships held in conjunction with the fourth annual convention of the Roller Skating Rink Operators' Association of the United States here in Public Auditorium on April 23-26.

The not a rink west of St. Louis won a place in the contests, that fact was not indicative of the general quality of contestants who did not place. It was the consensus of officials that all entries had made tremendous gains in technique since the 1940 meet here. Proof of this was seen in extremely close scoring of judges, their differences of opinion varying by only a few tenths of a point. Numerous records were equaled or broken in speed events.

Respective first, second, and third-place winners in women's and men's novice figure skating competitions were Shirley Snyder, Skating Club of Dayton, O.; Marion Weismuller, Detroit Figure Skating Club; Edna Haber Davis, Lexington Roller Club, Pittsburgh; Jack Seifert, Skating Club of Dayton, O.; Edward O'Neil, Mineola (L. I.) Roller Rink, and Clifford Campana, Skateland, Cleveland.

Boston Couple First

Winners of the junior skate-dancing contest were Charles Kennedy and Eleanor Nevulis, Winter Garden Rollerway, Boston; Mearl Rowlands and Ruth Kelly and James Alex and Jewel Weber, Skating Club of Dayton, O. Novice dance winners were Leo Carsner and Norma Jean Wescher and Richard Chambers and Luanne Cuni, Skating Club of Dayton, O., and Clarence Carter and Ellen Reichert, Mineola Roller Rink.

In the junior girls' figure skating competition Donna Jean Pospisil, Skateland, Cleveland, took first place, followed by Geraldine Rooney, Clifton Roller-drome, Lakewood, O., and Theresa Kelsch, Steinway Roller Rink, Astoria, L. I. In the boys' division Walter Bickmeyer, Mineola Roller Rink, took first place, second and third positions going to Gene and Glen Woodson, respectively, of Skateland, Cleveland.

Senior pair skating contest was won by Walter Stokosa and Ann Manion, Detroit Figure Skating Club; Bobby Ryan

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

and Shirley Snyder, Skating Club of Dayton, O., and Hugo Laine and Melva Block, Detroit Figure Skating Club. Winners in this event were so outstanding that they received an ovation at the close of competition and were brought to the floor again to take a bow.

Gladys Koehler and George Werner, Hillside Rink, Richmond Hill, N. Y., took first place in senior skate-dancing competition, followed by Eloise Burrou and Kenneth Chase, Skating Club of Dayton, O., and Dolly Durkin and Gordon Finnegan, Mineola Roller Rink.

Falls Are Frequent

Senior women's figure skating winners were Melva Block, Eldora Andrews, and Ann Manion, all of the Detroit Figure Skating Club. The competition was the first event on Saturday night's program and the large number of spectators was believed to have affected the contestants, since all had at least one fall. Decisions between the entrants were the closest to make on the night's program.

In the novice skating contest Jean Helfer and Don Scott, Skateland, Cleveland, took first place; Anstress H. Weir and Janet Yearick, Detroit Figure Skating Club, second, and Jean White and Walter Hughes, Mineola Roller Rink, third.

Senior men's figure skating contest was won by Robert Ryan, Skating Club of Dayton, O., and Bruce Howle and Walter Stokosa, Detroit Figure Skating Club. As a thriller the competition ranked next to the senior pairs competition, and Ryan's performance was lauded highly.

Junior pair skating winners were Donna Jean Pospisil and Glen Woodson, Skateland, Cleveland; Juanita Elizabeth Williams and Peter Breniser Jr., Detroit Figure Skating Club, and Irene Botnar and Gilbert White, Hy-Way Arena Skating Club, Union, N. J.

Judges handling the foregoing contests were Mrs. T. W. Blanchard, Skating Club of Boston; Mr. and Mrs. Louis Cody, Cleveland Skating Club; Harry G. Diefendorf and Mrs. H. G. Salsinger, Olympic Skating Club, Detroit; Joseph K. Savage, Skating Club of New York; Tom Vinson, father of Mary Belle Vinson, a champion ice skater, and Clifford J. Fulton, Elysium Skating Club, Cleveland. Frank Love, scorer; Hebert Rosetter, timer, and Otto Albrecht, chief clerk, were from Cleveland.

New Records Are Set

Three new United States amateur records were set in finals of speed-skating events. Billy Duncan, Fourth Avenue Rink, Louisville, became champion in the junior boys' division. He won the 440-yard finals in 45.6 and was followed by Edward Sapper, Roller-cade, Cleveland, and Jim Smyers, Fourth Avenue Rink, Louisville. Duncan also won the 880-yard finals in 1:30, with Harry Hasek and James Booth, both of the Roller-cade, Cleveland, coming in second and third respectively.

Junior girls' champion is Dorothy Law, Arena Gardens Rink, Detroit, who won in 50.6 over Helen Booth, Roller-cade, Cleveland, and Evelyn Moore, unattached. Bobby Joerger, Penn Rink, Pittsburgh, was crowned junior boys' Class A champion. His time was 48.8. Runners-up were Lawrence Hujo Jr., Fourth Avenue Rink, Louisville, and Edward Pelley, Roller-cade, Cleveland. Junior boys' Class B championship was won by Jimmy Sauneters, unattached, in 26.5. Second and third positions went to Belle and Reed, respectively, of Arena Gardens Rink, Detroit. Dorothy Holton, Arena Gardens Rink, Detroit, won the junior girls' Class A championship in 51.6. She was followed by Betty Lou Cooper, Sefferino Roller-drome, Cincinnati, and Ruele, Pittsburgh, unattached. Juvenile girls' Class B championship was taken by Donna Jean Pospisil, Skateland, Cleveland, in 31.2. Kunnie Mae Williams, Arena Gardens Rink, Detroit, was second, with King, unattached, third.

Senior men's 440-yard final was won by William Hay, Madison Gardens Rink, Chicago; George Moore, Sefferino Roller-drome, Cincinnati, and Russell Brown, Madison Gardens. Time: 44.1. Allen Runk, Sefferino Roller-drome, Cincinnati, won the senior men's 880-yard final in 1:27.6, followed by Anthony Morelli, Arena, St. Louis, and Harry Lindberg, Arena Gardens, Detroit. In winning the senior men's one-mile race Russell Brown, Chicago, set a new record of 2:53.4. He was followed by Harold Wy-

ant, Hag's Rink, Dayton, O., and Bill Hay, Chicago. Another new record was set by William Hay, Chicago, in winning the senior men's two-mile race in 5:53.2. Garrison, Fourth Avenue Rink, Louisville, took second, and Allen Runk, Cincinnati, third. Harold Wyant, Dayton, recorded a new mark of 14:54.7 in the senior men's five-miler. Bill Hay, Chi-

(See RINK HONORS on page 56)

New N. J. Spot To Be 7th Operated by Chain Concern

ELIZABETH, N. J., May 3.—Twin City Arena under construction here will form

the seventh unit in a chain of rinks operated in the East by America on Wheels, reported Don Marshall, publicity director. It will be a 160 by 214-foot structure of modern design and will accommodate 3,000 skaters. Location is on Freylinghuysen Avenue at the Elizabeth-Newark boundary.

Interior will be constructed so that checking facilities will be segregated from the arena floor by a wide parterre, thus eliminating congestion around checking and skate lines. Dressing and shower rooms will be a feature. Building will also be adaptable for boxing shows, the management estimating accommodations for 8,000 spectators.

Other rinks operated by the firm are Mount Vernon (N. Y.) Arena and five New Jersey spots, Boulevard Arena, Bayonne; Casino Arena, Asbury Park; Perth Amboy Arena; Passaic Rink, and Roseland Rink, Long Branch.

What To Expect Next Year?

By CAP SEFFERINO

Sefferino Roller-drome, Cincinnati, and Chairman of RSROA Speed Committee

Another national amateur roller skating championship has been completed. It was a week of skating such as has never before been witnessed and one which left everyone asking, "What may we expect next year?" Attendance was far greater than had been anticipated and the manner in which the show was presented assures the entire nation, particularly the city of Cleveland, a more profound interest in skating than has previously prevailed.

Surprise after surprise studied the meet. Many champions who were considered invincible fell by the wayside. Numerous skaters who heretofore enjoyed little recognition rocketed into national prominence thru brilliant efforts.

Outstanding achievement and a fitting climax to a great show was the effort of Ann Manion and Walter Stokosa, Detroit. Their pairs routine astounded the huge gathering. Applause at the completion of this number was deafening and only a forced entry by the announcer finally allowed the couple to retire from the floor. I stood in a trance during their exhibition. The best compliment I could possibly pay them is that they have brought to roller skating a pairs routine comparable to the best the ice skater has yet offered.

Next in line to be covered with glory was tiny Donna Jean Pospisil, Cleveland. In running off with three championships she triumphed in the juvenile Class B speed event, junior girls' figure skating, and paired with Jean Woodson to capture the junior pairs title. It was a remarkable effort for a girl of nine. I found her absolutely unaffected and

a most charming personality with the carriage of an individual thrice her age.

In the dance-skating division the team of Werner and Koehler, Richmond Hill, N. Y., offered a new and most pleasing style and carried off a close but popular decision in the senior competition. Their Continental Waltz was a revelation and in my opinion the decisive dance of the contest. Eloise Burrou and Kerby Chase, Dayton, O., skated beautifully and left little for the judges to choose between the two couples. RSROA President Fred H. Freeman, Boston, came thru with a winner in the junior dance competition with the team of Kennedy and Nevulis. These youngsters adapted themselves so readily to the rhythm of the music that the teaching of their coaches, Mr. and Mrs. Umbach, was creditably reflected. Boston has definitely arrived. There was no upset in the novice dance competition, as Norma Jean Wescher and Leo Carsner, Dayton, skated up to expectations and a rather easy win. This couple skates smoothly and no doubt will offer stout opposition in the senior championship next year.

Only one individual retained a title during the meet. This honor fell to Walter Bickmeyer Jr., Mineola, L. I. Walter skates with the confidence of a senior and presents a free routine that rates well above the junior boys' class in which he competed. Novice women's figures went to Shirley Snyder, Dayton. This was a popular victory, for Shirley is not only a beautiful skater, but a lovely girl in appearance and deportment. Jack Seifert, Dayton, served no-

(See WHAT NEXT YEAR? on page 54)



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National Championships Called Best; Memphis Chosen for '42; Freeman and Martin Re-Elected

CLEVELAND, May 3.—What were declared the most successful national amateur championships in history marked the fourth annual convention and meet of the Roller Skating Rink Operators' Association of the United States in the Public Auditorium here on April 23-26. Final bell in the master turnstile rang up attendance of 29,367 for all of the sessions. Officials said the meet was marked by the most beautiful figure and school skating and some of the fastest time ever recorded in speed events.

• Memphis, Tenn., was selected by the RSROA for the 1942 convention and national championships during the week of April 12. Bids were received from many cities, including one from Tahiti, but Memphis won after a lively contest. This was the second successive year Cleveland had been host.

Officers and board of control arrived here on April 21 and held numerous sessions. One on April 22 regarding amateur status of contestants was highlighted by reinstatement of Fay Morrison and Jack Lambert, Elmton, N. J., whose status had been in question but was straightened out after it was found that a referee had quoted them the wrong age limits and that they were not over-age as charged. A committee wired them and they caught a plane and arrived in time for events.

Sefferino V.-P. Again

President Fred H. Freeman, Winter Garden Rollerway, Boston, was unanimously re-elected. William F. Sefferino, Sefferino Roller-drome, Cincinnati, was re-elected first vice-president. Earl Van Horn, Mineola (L. I.) Rink, withdrew in favor of M. H. Hinchcliffe, New Wal-Cliffe Roller-drome, Elmton, L. I., for second vice-president. J. Warrack Norcross, Norcross Amusements, Greeley, Colo., was renamed third vice-president. Weston J. Betts, Redondo Beach (Wash.) Rink, withdrew and nominated William T. Brown, South Gate Roller-drome, White Center, Seattle, Wash., as fourth vice-president. Fred A. Martin, Arena Gardens Rink, Detroit, was given notice that an act of impeachment was the only method by which he would ever be removed from the office of secretary and treasurer because of the work he had given to the organization. He was also appointed to the board of control.

Other members of the board of control are Victor J. Brown, Hy-Way Arena Rink, Union, N. J.; Alfred Kish, Memorial Hall Rink, Toledo, O.; Warrack Norcross, Earl Van Horn, Fred H. Freeman, Weston J. Betts, William F. Sefferino; Jack Shuman, Shuman Amusement Company, Sandusky, O., controlling Buckeye Lake (O.) Rink, Crystal Lake Rink, Marion, O., and Crystal Beach Rink, Vermillion, O., and Walter E. Keifer, Skateland, Saginaw, Mich. Rodney Peters, St. Louis, former member of the board, was made an honorary member. Other members of the honorary board are Otto J. Albrecht and W. P. Hodous, Cleveland; Joseph K. Savage, New York; Ted Young, St. Louis, and, as advisory counsel, William J. Egan, Newark, N. J.

Most important action taken was adoption of a rule that only members in good standing could receive sanctions to hold any amateur roller skating contests of any kind. This was done to keep other business interests from profiting from the years of hard work given to the sport by this organization. It was explained. Only one member voted against the ruling. A vote of thanks was given to newspapers and radio stations of Cleveland for their co-operation, and much credit for publicity received was given to Miskell & Sutton, Inc.

Large Turnout Registered

Operator membership attending included George E. Anagnost, Skateland, Columbus, O.; Otto J. Albrecht (honorary), Cleveland; Edward A. Burmeister, Eddie's Rink, Rochester, N. Y.; Fred Bergin, Skateland, Dayton, O.; William T. Brown; W. J. Betts; Bob Bollinger, Oaks Park Rink, Portland, Ore.; Raoul E. Bernier, Mayer Hall Rink, Portsmouth, R. I.; J. R. Singhiser, Fontaine Ferry Park Rink, Louisville, Ky.; Joseph L. Bell, Bell's Rink, Fort Wayne, Ind.; Victor J. Brown; Rupert H. Cicero, Armory Rink, Ford City, Pa.; Fred Charles, Charles Rink, Winston-Salem, N. C.; Jesse and Malcolm Carey, Circus Garden Rink,

Philadelphia; Robert J. Campbell, Clifton Roller-drome, Lakewood, O.; William H. Carpenter, Putnam Park Rink, Covington, Pa.; Memorial Hall Rink, Dover, O., and Lake Winola (Pa.) Rink; H. W. Corse, Coliseum Rink, Dayton, O.; Blanche Carson, Armory Rink, Milton, Pa.; Harry L. Denis, Coliseum Rink, Mansfield, O.; E. I. Schaefer, representing J. W. Davis Jr., Arena Rink, St. Louis; Jack Dalton, Great Leopard Rink, Chester, Pa.; Alfred B. Dexter, Dexter's Rink, Niagara Falls, N. Y.; Jack D. Dalton, Roller-drome, Cleveland; Leo Doyle, Rialto Rink, Springfield, Mass., and Skerina Rink, Worcester, Mass.

Alfonso R. Eglinton, Steinway Rink, Long Island City, N. Y.; E. R. Eyer, Eyer's Rink, Anderson, Ind.; Fred H. Freeman; Andrew P. Fisher, Skateland, Johnstown, Pa.; Anthony Fiduccia, Skateland and Columbus Circle Rink, New York; Orville W. Godfrey, Madison Gardens Rink, Detroit; George C. Gellinas, Del-Wood Rink, Glassboro, N. J.; Fred W. Gardner, Roller-drome, Lansing, Mich.; W. E. Genno; William A. Holland and Daniel Berliner, Roller-drome, White Plains, N. Y.; Hyles Hagy, Hagy's Rink, Dayton, O.; W. B. Hinchcliffe, Wal-Cliffe Roller-drome, Elmton, L. I.; Charles Horvath and Ken Kearney, Skateland, Cleveland; W. P. Hodous (honorary), Cleveland; A. O. Johnston, Twelfth Street Rink, Erie, Pa.; Alfred Kish; George W. Karns, Sidney, O.; Mrs. Elizabeth Kelly, Chez Vous Rink, Upper Darby, Pa.; Walter E. Keifer; S. G. Loeffler Jr., Coliseum Rink, Washington; Edward H. La Venture, Whalom Rink, Fitchburg, Mass.; Mrs. Virginia McCormick, Madison Gardens Rink, Chicago; Ben F. Morey, Pleasure Beach Rink, Bridgeport, Conn.; Leo L. Mayntner, Chipewa Lake (O.) Rink; Campus Rink, Akron, O., and Bedford Glens Rink, Bedford, O.; Cecil Milam, Wheeling (W. Va.) Rink; Fred A. Martin; Jack Metz, Hillside Roller-drome, Richmond Hill, L. I., N. Y.; Albert Minotti, Auditorium Rink, Warren, O.; J. W. Norcross.

John A. Ferruzzi, Idora Palace Rink, Youngstown, O.; Leona Price, Uptown Club Rink, Oklahoma City, Okla.; E. V. Regalia, Arena Rink, Florham Park, N. J.; Lois Reynolds, Arcadia Gardens Rink, Chicago; H. D. Ruhlman, Lexington Rink, Pittsburgh; Edward R. Redmond, New Rochelle (N. Y.) Rink; Benjamin R. Richland, Palace Rink, Hartford, Conn.; Perry B. Rawson (honorary), Asbury Park, N. J.; George D. Siller Jr., Fordham Palace Rink, Bronx, N. Y.; Joseph Seifert and Carl Carlson, Bay Ridge Rink, Brooklyn, N. Y.; B. W. Smith, Arena Rink, Hackensack, N. J.; Harris Scheuner, East End Rink, Memphis,

Tenn.; Edward Schrumm, Delaware Rink, New Castle, Del.; William F. and C. V. Sefferino; K. D. Strayer, Skateland, Johnstown, Pa.; Jack G. Shuman; Nathan Steinberg, Queens Rink, Elmhurst, L. I., N. Y.; William Schreyer, Westmont Grove Rink, Johnstown, Pa.; Joseph K. Savage (honorary), New York; Earl Van Horn; Jack Wythe, Alhambra Rink, Syracuse, N. Y.; Gordon R. Woolley, Woolley's Rink, Salt Lake City; Walter J. Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; N. A. Yingst, Chillhowee Park Rink, Knoxville, Tenn.; Harry R. Wiener, Paterson (N. J.) Recreation Center; George B. Zindel, Coliseum Rink, Grand Rapids, Mich.

Officials reported exhibits, presented for the first time, were a successful feature and that they would be displayed annually hereafter. Among firms and their representatives having displays were Chicago Roller Skate Company, Ralph Ware and two sons; Richardson Ballbearing Skate Company, E. R. Whitcomb; Globe Skate Company; *Skating Review*, Mr. Smith and Gloria Nordskog; Hyde Athletic Shoe Company, Mr. and Mrs. Hyde; Roll-Away Skate Company, President H. R. Portugal; Gilash Shoe Company, President and Treasurer George H. Gillis and Johnny Jones; Ferry Electric Service Company, and Easy Wheel Skate Company.

WHAT NEXT YEAR?

(Continued from page 53)

What he is going to be mighty tough competition in future senior contests by romping away with the novice men's figure-skating title. His jumps are exceptionally fine and the competition just completed will no doubt give necessary polish to his free skating to cause a lot of headaches to big names in figure skating. Senior women's figures went to Melva Block, Detroit, whose skating matched her personal charm. Possibly the most popular victory was scored by Bobby Ryan, Dayton. A veteran of the international style movement and a swell kid as well, Bobby had to be at his best, for the competition in his division was strongest of the meet. I have never seen a better set of school figures than those skated by Ryan. He seemed fairly glued to his tracings and his execution of the more difficult figures was near perfection. His free skating program was sensational — complete, fast, and skated in a most positive manner. The senior men's figure-skating title is in capable hands. Anticlimax of the meet was furnished by Betty Lytle, professional for Vic Brown, Union, N. J., the dynamic past-president of the RSROA. Betty presented a pair of six-year-old proteges who literally tore the spectators out of their seats. Round after round of applause was forthcoming as the tots went thru a positive pair routine which included two clean lifts. I know anyone will agree that a lift for a child of this age is something to accomplish. Miss Lytle and Vic can well feel proud of these amazing youngsters.

Speed Furnishes Thrills

Speed skating furnished a thrill a minute. While there was a noticeable lack of smart skating, sheer speed and natural ability made up for this liability and kept the huge crowd in constant excitement. Caution was thrown to the winds and the only thing that seemed to matter to all skaters was to get to the front. Distance races began with a pace that matched the sprints, which resulted in so many former records falling that a group of spectators actually measured the track during an off-skating period. Numerous fouls were called and justly so. It is my belief that a set of officials as competent as those who presided over the speed meet, with the courage to call them as fast as they see them, will serve in a great measure to educate the skater to the futility of committing fouls and will hurry the time when the speed skating committee can give the association the kind of speed meet it expects. Titles in all divisions were well earned. Out of a field of 59 senior men skaters came the star of the meet, William Hay, Chicago. He skated equally well at all distances, adding points to his final total in each event skated, which accounted for his victory. Bill is a likable fellow, a clean skater, and fast. It will take an exceptional performance to dethrone him. Most creditable races were skated by Harold Wyant, Dayton, O., and Russ Brown, Chicago. Wyant blasted the former record for the five-mile race by 18 seconds and Brown lowered the former one-mile standard by six seconds.

June Prater, Cincinnati, captured the senior women's title in an even effort. She placed first in the 880 final and second in the 440, which gave her enough points to overcome a disqualification in the mile event and win the title. Verna Pictor, Detroit, former titleholder, had the misfortune of her shoelace becoming untied during the important 880-yard event, which cost her much of her chance to retain the championship. One skater commanding attention, altho he won no titles, was Anthony Morelli, St. Louis. He possesses a world of speed and the courage of a lion. When he learns to apply these talents properly, he will undoubtedly become a brilliant contestant. His present method is to merely lower his head and go. Arms flying in all directions, he time and again fought his way to the leaders, only to suffer disqualification for some definite tho unintentional infraction of rules. Had his effort been a smarter and cleaner one he no doubt would have finished well up with the leaders. To Jack Singhiser, operator of Fourth Avenue Rink, Louisville, must go the laurels for bringing the fastest team to the meet. His skaters were near the top in all events and two of his boys scaled the heights, Billie Duncan winning the junior boys' championship and Lawrence Hujo Jr., taking second place in the juvenile A boys' final. This is the first year of competitive skating for the Louisville team and I look for tremendous improvement next year. Jack had the skaters all uniformed alike. In fact, all operators who had contestants in speed events made an effort to see that the speed division was as presentable as figure and dance divisions.

Roller Film in Making

I must elaborate on the appearance of all skaters in the show. The floor fairly bubbled with beauty. Young women were most attractively attired, while the men were dressed neatly. In my book Scott and Helfer, Cleveland, who won the novice pairs title, were the most attractive couple.

The contests were a great success from the standpoint of attendance, appearance, performance, and manner of presentation. The main office was handled exceptionally well. Mrs. Thea McDonald and Helen Wolds seemed to have every need at their finger tips and established operators, guests, and contestants without delay or confusion. Fred Martin was here, there, and everywhere with a genuinely pleasant smile for everyone with whom he came into contact. His supervision of the meet demands a world of credit and good will. To me Martin is the heart of the association, a dynamo of energy, and a swell fellow.

It was announced during a meeting of operators that thru the efforts of Vic Brown and Edward Redmond a motion picture would be presented thruout the country some time in September by a leading film concern. It will be strictly international style roller skating, fully narrated, and was financed by Brown and Redmond with their personal funds.

Dayton and Detroit carried away the majority of top honors, which left me with two thoughts. What may I expect to see next year and how do the Martins and Fred Bergin do it?



THIS GROUP OF OFFICIALS remained over on Sunday in Cleveland for a final meeting following the fourth annual convention of the Roller Skating Rink Operators' Association of the United States and national amateur championships in the Public Auditorium on April 23-26. Left to right, standing, are some members of the board of control: Victor J. Brown, former president, Hy-Way Arena Rink, Union, N. J.; J. Warrack Norcross, Norcross Amusements, Greeley, Colo.; Jack Shuman, Shuman Amusement Company, Sandusky, O.; Alfred Kish, Memorial Hall Rink, Toledo, O.; W. J. Betts, Redondo Beach (Wash.) Rink; Walter E. Keifer, Skateland, Saginaw, Mich. Seated, left to right: President Fred H. Freeman, Winter Garden Rollerway, Boston, and Secretary-Treasurer Fred A. Martin, Arena Gardens Rink, Detroit.

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- Arthur, Billie K. Adams, J. C. 10c Aukings, Clarence 28c Cox, Kenneth, 6c Drake, Edw. W. 11c Graves, C. H., 20c Hassel, Jos. M., 10c

Women

- Abell, Bobbie Adams, Lucille Ahmadi, Loleta Albright, Patricia Ames, Mrs. Crystal Anderson, Edith Arthur, Mrs. Theo Ash, Mickey Ashworth, Mrs. Sally August, Mary Austin, Suzanne Bailey, Margaret Bain, Betty Baker, Jean Baker, Muriel Barber, Mrs. Fannie Barker, Mrs. J. T. Barnes, Mrs. Irene Barnhill, Mrs. Kader Beeler, Marge Bell, Dolly Bouslog, Virginia G. Bernstein, Barbara Betaks, Freida Bishop, Mrs. Louise Bistany, Mrs. Viola Blais, Fanny Blake, Mattie Lee Boona, Mrs. Arline Boursen, Florence Brenham, Mrs. Joe Brown, Mrs. Harry Brownell, Mrs. Wm. Brown, Maxine Bullock, Mrs. Robt. Burns, Helen Burrell, Connie Butch, Pauline Butterfield, Virginia Carpenter, Jean Carr, Jewel Carroll, Marilyn Carroll, Ann Carter, Mrs. Noel Carvalho, Eleanor Castle, Cookie Chanler, Mrs. Ruby Charrington, Mrs. Patricia Chiodi, Mrs. Mary Cibull, Gertrude Clark, Jerry Clark, Mrs. Louise Clark, Mrs. Leo Cobler, Mrs. W. P. Coddinos, Dolores Cody, Mrs. Sally Colligan, Peggy Collins, Mildred Collins, Mrs. Pauline Conklin, Lola Cooper, Mrs. Tese Corneli, Mrs. Jo Ann Cortez, Flores Cooney, Daisy M. Cotton, Mrs. Dan Craddock, Mrs. Pearl Crawford, Mrs. Mary Crider, Grace Cronin, Stella Cunningham, Lucy Curtia, Myrtle Dakot, Mrs. Jo Ann Danforth, Lucille Darnall, Virginia Davis, Mrs. A. H. Davis, Ethel Davis, Jean Davis, Margaret G. Davis, Rita Davis, Mrs. Sarah Davis, Sunny DeCara, Mrs. Sam DeRamos, Georgia DeWitt, Rosa Lee Deard, Mrs. Bert Delaney, Patricia Deloth, Mrs. Seabell Dennis, Peggy Dexter, Jerry Dixon, Mrs. N. L. Dixon, Mrs. Whitey Dodge, Dorothy Donague, Mrs. Jack D'Oray, Bill Dray, Polly DuShane, Dolores Dutcher, Jeanne Earle, Billy Betty Edgar, Mrs. Ada Edwards, Helen Eldridge, Jean Elmig, Mildred Elmig, Catherine Evans, Lena Fairchild, Mrs. Fanny Fairley, Mrs. N. C. Faith, Madam Ferrell, Irene Fillman, Theresa Fitzgerald, Kathryn Florence, Mrs. Elmo Flowers, Mrs. Jack Flynn, Alma Gallagan, Mrs. Anna Garner, Cora Garris, Helen Garvin, Loretta Gay, Edna R. Geddis, Mrs. Geo. Genie, Jean Giles, Mrs. Vern Glott, Mrs. Jennie Goff, Mrs. Audrey

- Morgan, Bubbles Morgan, Mrs. Julie Morgan, Mrs. Russ Morning, Jackie Morris, Ruth Moss, Betty Munn, Mrs. J. C. Murray, Mrs. Kate Muse, Mary Naumann, Isabel Nelson, Mrs. Prince Nelson, Mrs. Theresa Neville, Kay Newcomer, Mrs. Eddie O'Brien, Mrs. Ruby O'Connor, Frances O'Hagan, Patty O'Haha, Mrs. Dorothy O'Hara, Virginia Oliver, Polly Omalley, Mrs. L. M. Orneallas, Mrs. Pace, Helen Panzborn, Mrs. Joe Parfenovia, Miss A. Patterson, Beatrice Pence, Mrs. Cora Peshong, Mrs. Betty Peterson, Mrs. Dina Phillips, Mrs. Bertha Phillips, Mrs. J. D. Pittis, Margaret Posey, Mrs. Jewel Reese, Habel J. Reeves, Tiney Reeves, Mrs. Lovella Reynolds, Jane Rhinehardt, Ollie Rhoads, Gertrude Richards, Jane Riegel, Mrs. Jennie Rilings, Mary Rinehart, Ollie Ringland, Mrs. Geo. Rio, Rita Roberts, Jo Ann Roberts, Mrs. S. M. Robinson, Rita Rogers, Alyce Rogers, Donna Rogers, Juanita Rogers, Mrs. Nita Rogers, Mrs. Ray Roena, Mrs. Dee Rooney, Mrs. Chas. Rosenberg, Mrs. Russell, Mrs. S. B. Sakarrie, Myrtle M. Sauer, Freda Saunter, Peg Scheider, Helen Schuberg, Edna Scott, Mrs. Nina Seagraves, Dorothy Sheppard, Mrs. L. R. Sherman, Georgia Shoup, Mrs. Sylvia Sickles, Mrs. Edd Siegrist, Helen Simon, Mrs. Lee Simpson, Mrs. J. C. Simpson, Mrs. Margie Smith, Molly Ann Smith, Mrs. Tulla Snyder, Mrs. Lewis Stallings, Velma Stankavick, Ella Stanley, Barbara Stanley, Mrs. D. K. Stanley, Mrs. Joan Stevens, Dorothy Stevens, Mrs. Kathryn Stevenson, Ruby Stone, Dot Stubbs, Lorraine Studio, Pat & V. Summers, Mrs. June Swain, Mrs. Daisy Talley, Rosa Lee Tarrington, Margaret Taylor, Billie Tenyson, Edyth Tisdale, Gene Trueblood, Louise TRUPHART TRYON SISTERS Tucker, Mrs. W. Tweed, Kathleen Van Lidt, Mrs. Helen Valentine, Mrs. Mary Vaughn, Mrs. Billy Vaughn, Mrs. L. Veneko, Mrs. F. J. Villa, Celia Voorthees, Mrs. Madeline Vought, Margaret Wade, Mrs. Mae Waldric, Mrs. Ruby Walker, Mrs. Betty Wallenda, Mrs. Helen Walsh, Mrs. Lillian Ward, Lady Ward, Evangeline Ward, Mrs. Helen Ward, Mrs. Martha Warwick, Mrs. Virginia Webb Sisters Weiss, Mrs. Kay Welch, Vivian Lee West, Rita Jean White, Mrs. Willie Wilkey, Mrs. Mae Williams, Mrs. Alma Williams, Mrs. C. Williams, Mrs. Mc Williams, Mrs. Ophelia Wilson, Grayce Wollam, Mrs. Tay



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Adele, Grace Austin, Connie Barnett, Mrs. C. E. Burnell, Marie (Cannistraci) Berardinelli) Cheatham, Irene Darling, P. Davis, Mrs. Ken De Syrette, (Danielle) Dorothy Devereaux, Billie Dilbeck, Marie Feaster, Anis

Men

Abdella, Ben Deb Adams, Jack or John H. Arnold, Phil Arthur E. (Jew) Nelson Beeth, A. C. Bell, Charles D. BLAIR, NORMAN HARRY Bogart, Jack Bonita, Phillip Browning, M. Burrell & Kust Shows Caplano, Joseph Collins, Billy Corbett, Eddie Crowder, George L. D'Arbour, Ken and Helen Dale, Chick (Coleman) Davis, H. Lee Delmar, John J. Donahue, J. P. Donavan, Mr. & Mrs. Jas. B. Dyre, Tony Edison, Robert E. Edwards, Charlie (Bug House) Geraghty, William Gorman, Abe Graham, Harry Graham, J. B. "Hop" Haggard, Carl Hall, Billy Hays, Suicide Bob Hell Drivers Heen, R. K. Hoffman, Jean O. Howard, Jay Jaxon, The Great Jazzza, Frank J. Allusions Shops Jeannette, Duke Karoll, Jack

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway

Women

Allen, Frank Barnes, Ginger Barnes, Gordon Bedini, Jean Blair, Virginia Blocker, Elsie Brooks, Kathryn Brown, Sally Anita Carlson, Flo & Dot Davis, Jerry Edwards, Mrs. F. Ford, Madama Freedman, Sarah Freel, Fernie Fuller, Mary Gallagher, Ruth Howell, Jewell Hubert, Jeanne Joyce, Patricia Lee, Jean Lomax, Bobbie Marlow, Penny Lensen, Elaine Moore, Marie Mylott, Doris Newell, Bobby O'Neill, Peaches Paluga, Mrs. Frank Paree, Pat Parker, Gerry Phoebe, Madame Rogers, Marion Scott, Doris Scotti, Lea Nova Wetto, Bettio Wetherington, Ora Dr. Yacotino, Agnes

Men

Adams, Van Allen & Rich Baker, Teddy Balasco, Freddie Barton, Gale Bennett Sr., Ed Bennett, Bert Blake, Ben BOSTWICK, EDWARD J. Bozeman, James Brawn, King BRUCE, HOWARD Burton, Bob Cancellier, J. H. Casanovas, The Cassey, Tom T. F. Chesters, The Corey, Jim Courtey, Albert Craig, Merton Darte, E. E. Demetry, Peter D'Errico, Rudolph Dowdy, James Richard Eagleson's Jungle Circus Elliott, John FLANNERY CLYDE OLDEN Freddie, Armless Wonder Fuller, Jack Gangler, Joe Gaverlow, Fred Gendron, Eddie Guay, Fernand GURNELL, FRANK LYMAN

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Women

Bing, Bernice Bougher, Mrs. Jack Caldwell, Helen Cook, Mattie Doria, Betty Lee Douglas, Frances Douglas, Ruby Dry, Mrs. Helen Hackbarth, Mrs. Wm. C. Hall, Mrs. E. O. Heller, Margaret Haun, Mrs. Bessie Hayes, Virginia Jaeger, Thelma Ketring, Florence Kelly, Madam Verona Ledwell, Mrs. Francis Essie McNealy, Pauline Mallenkopf, Mrs. H. F. Miller, Mrs. Ethel Montana, Ruby Moorehead, Virginia Rimel, Mrs. Dorothy Spain, Mrs. Lee Stanley, Lella Tidwell, Mrs. T. J. WILLIAMS, LORETTA

Men

ADAMS, IRA F. BROUARD, CLINT H. Bryer, Harry Bryer, Ollie Butler, L. H. Calkins, Fred Carroll, Jack Casey, Larry Christiansen, Harley V. Coady, M. J.

RINK HONORS

(Continued from page 53)

cago, was second, and Harry Lindberg, Detroit, third. Senior men's champion is Bill Hay, followed by Harold Wyant and Allen Runk. Roster of Officials Verna Picton, Arena Gardens, Detroit, won the senior women's 440-yard final in 47.2. She was followed by June Prater, Sefferino Rollerodrome, Cincinnati, and Shirley Ross, Arena Gardens, Detroit. In the senior women's 860-yard final June Prater, Cincinnati, won in 1:33.6. Dorothy Law, Arena Gardens, Detroit, and Dorothy Malone, Arena, St. Louis, were second and third respectively. Dorothy Malone won the senior women's one-mile final in 3:54, followed by Shirley Ross and Dorothy Law, Arena Gardens, Detroit. Senior women's champion is

June Prater, with Dorothy Malone and Dorothy Law in runner-up positions.

Among those who acted as chief clerks, chief judges, scorers, corner judges, timers, referees, chief timers, lap announcers, place judges, assistant clerks, and starters were Otto J. Albrecht, Cleveland; B. S. Howlett, Cleveland; George E. Anagnost, Columbus, O.; George J. Heltzler, Cincinnati; Robert K. Ringwald, Union, N. J.; Curley Farmer, Detroit; Herbert Rostetter, Cleveland; P. J. Poland, Cincinnati; C. R. Reynolds, Cleveland; John J. Kelley, Cincinnati; William C. Saker, Cleveland; W. P. Hodous, Cleveland; Ernest Delmanzo, Cleveland; Hazel Howlett, Cleveland; Ozzie Nelson, Mineola; Jerry Nolan, Indianapolis; Abe Berliner, Paterson, N. J.; Frank and Clayton Love, Cleveland; Guy Rostetter, Cleveland; Al W. Kish, Toledo, O.; Walter J. Rostetter, Cleveland; (See RINK HONORS on page 69)

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 ARCADE MACHINES—RECONDITIONED. In perfect working order. 1 Mills Punching Bag, \$65.00; 1 Mills World Horoscope, 12 slots, \$45.00; 1 Cleveland Grandmother Prediction, \$125.00; 10 Callscope Drop Picture at \$20.00 each; and others. DETROIT AUTOMATIC, 70 Monroe, Detroit, Mich.

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GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. my10

MILLS EXTRAORDINARIES, \$20.00; WATLING Rol-a-Tops, \$17.50; Counter Machines, \$3.00 and \$5.00; Lucky Lucre, 5c, \$115.00; 25c, \$175.00; Royal Lucre, 5c, \$190.00; Mills Four Bells, \$240.00; Galloping Dominos, \$60.00; QT, 5c, \$37.50; Stands, \$5.00. One-half deposit. LARKIN, Box 141, Sefner, Fla.

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SPECIAL — 5 MUTOSCOPE DIGGERS, \$25.00; 25 Postcard Machines, \$3.50; 25 5c Nut Venders, \$3.75; 5 View-A-Scopes, \$20.00. Machines wanted. CAMEO VENDING, 402 W. 42d, New York.

TRADING FOOL WANTS SLOTS, COUNTER Games, Vest Pocket Wurlitzers. State price. Cash paid. KING HARRY'S, 26 13th St., Augusta, Ga. my10x

WANTED — 24 RECORD WURLITZERS, WIRED Wall Boxes for 20 or 24 record. Have 25 Snack 3 Column Venders on location, \$11.00 each; Seeburg Plasas, \$135.00 each. OAKDALE SALES, 3509 N. Marshfield, Chicago.

WANTED FOR CASH—ROTARIES AND USED late Mutoscope Diggers, MIKE MUNVES CORP., 593 10th Ave., New York.

WANTED — 100 ADVANCE NO. D AND 100 Northwestern No. 33 Ball Gum Venders; also, Silverkings, Pennykings, Deluxes. Cash waiting. CAMEO VENDING, 402 W. 42d, New York.

WILL PAY \$5.00 FOR 3 WAY GRIPPERS. Saddles for sale or trade. J. OMER BARNHART, 107 1/2 S. Broadway, Peru, Ind.

37 GALLOPING DOMINOS AND LONG Champs, 5c play, \$27.50 each. J. L. PARTLOW, 128 7th St., Augusta, Ga.

50c ROLATOP, \$49.50; MILLS BROWN EXTRAORDINARY, \$52.50; Jennings Brown Chief, \$54.50; Mystery Play, three for \$450.00; Mills Square Bell, \$64.50. COLEMAN NOV., Rockford, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS. Twelve Quart Geared Popping Kettles, \$7.50 each. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

ALL KINDS POPCORN MACHINES — BURCH, Long Eakins, Peerless, guaranteed. Fearless twelve quart geared aluminum Popping Kettles. NORTHSIDE CO., Indianola, Iowa. my31x

CORN POPPERS, GEARED KETTLES, GRIDDLES, stoves, lanterns, burners, tanks, tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. my31x

CRISPETTE MACHINE—LARGE CORN POPPER, Candy Cooker, Copper Kettle. 5,000 Large Crispette Wraps, \$5.00. CHARLES MAX, Box 933, Springfield, O. my10

FOR SALE — FORCHNER CHAIR SCALES, \$60.00. BEN E. CLINE, Spring Valley, O.
POP CORN MACHINE—POTATO CHIP OUTFIT. Dry Popper, Wet Popper. LONG EAKINS, 1976 High St., Springfield, Ohio. my31x

PORTABLE SKATING RINK — 105'x40' COMPLETE, \$1,250.00 cash. No letters. If interested come, inspect. T. E. ABINGTON, Beebe, Ark.

TEN YEAR ACCUMULATION OF STONES removed from jewelry. Opals, Garnets, etc. 200 assorted, \$2.00. B. LOWE, Box 525, Chicago, Ill. my17x

5 USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM, STAGE AND FREE ACT LIGHTING Crystal Showers, Spotlight, etc. NEWTON, 253 W. 14th St., New York, N. Y.

BEAUTIFULLY FRAMED OUTLAW SHOW complete, with custom-built Semi-Trailer. Will book, sell, trade. What have you? Write BOX 229, Waupaca, Wis.

EIGHTEEN PASSENGER KIDDIE BOAT RIDE with Motor, \$250.00. Come and get it. Take 10 K.W. Light Plant or Adult Chair Plane in trade. CARR, 3356 W. 25 St., Cleveland, O.

FOR SALE — PORTABLE SKATING RINK COMPLETE, 105x45, used 10 months. Will sacrifice. BUSTER THOMAS, Amory, Miss.

FOR SALE — 8 CAR WHIP, OR TRADE ON factory made Kid Ride. H. L. WYSE, Wayland, Iowa.

FOR SALE — SIXTEEN AND TWENTY-FOUR Seat Chair Planes complete; Kiddie Aero Plane and Chair Plane. CALVIN GRUNER, Pinckneyville, Ill. my31

FUN HOUSE, KNOWN AS FUN ON THE FARM, mounted on Mack Truck. Price \$900.00. ANDERSON TENT CO., Fair St., Northampton, Mass. my10

GOOD FORSCHNER WEIGHT GUESSING SCALE Rack complete, \$50.00. Also transportation, 1929 Chrysler, fair running condition, \$35.00. A. GLASNAPP, Fargo, N. D.

HIGH STRIKER, 12 INCH BELL, \$40.00; KEYSTONE One Minute Camera, \$16.50; Erie Digger, floor model, \$15.00. JIM PRICE, Doling Park, Springfield, Mo.

NEW LAUGHING MIRRORS FOR PARKS, Carnivals, fairs, fun houses, museums, nite clubs. Small outlay; big returns. C. J. MURPHY, Elyria, O. my24

PENNY ARCADE — OVER 50 MACHINES, reasonable; 30 Watt P. A. System. Has two Speakers, \$25.00. JOE FREDERICK, 2263 Newton, Detroit, Mich.

USED RIDES — ALL IN CALIFORNIA. GIANT Parker Wheel, \$1,000; 3 almost new Kid Rides, \$6,000; Parker Merry-Go-Round, \$3,000; Rideau, \$6,000; Tilt-a-Whirl, \$5,000; Lindy Loop, \$1,000. TOM HUGHES, Box 302, Hollywood, Calif.

WILL TRADE KIDDIE RIDE (PONY CYCLE) for a House Trailer or Truck. BOX 240, The Billboard, 1564 Broadway, New York.

300 FEET 10 FOOT SIDEWALL; 400 FEET 7 foot Sidewall, hand roped, almost new. Tents, 20x30, 20x40, 32x32, 30x60, 50x80, and others. KERR MFG. CO., 1954 Grand Ave., Chicago. my17x

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE SHIPMENT OF '38 AND '39 RE-leases in 35MM. Roadshow Attractions received. Musical, Westerns, Horror, Gangster, Serials, and Slapstick Comedies. Outright sale only. BUSSA FILM EXCHANGE, Friendship, O. my10x

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie Programs, Equipments rented. No. 603 Stauben Bldg., Chicago, Ill.

ATTENTION, ROADSHOWMEN — SAVE money on your 16MM. Film Rentals. Let's tell you how. Write today. INSTITUTIONAL CINEMA SERVICE, INC., 1560-A Broadway, New York.

BARGAINS IN USED REBUILT PROJECTORS, Sound Heads, Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereopticons, Rectifiers, Rewinds, Ticket Machines and Generators. Catalogue \$ free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. my31x

BIG PROFITS 16MM. ROADSHOWS — THEATRELESS communities. Complete sound equipment; money-making film programs rented weekly. Rich territories available. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. ma31x

FIRST \$95.00 TAKES MY COMPLETE UNIVERSAL 16MM. Sound Projector. Ready to go. EDWARD KOTLOSKEY, 45 Lawton Ave., Lynn, Mass.

FOR SALE — AMPROS, DEVRY, B&H, AND 35MM. Film. Want to buy 16 film; also arc equipped Projectors. F. SHAFER, Washington, Ind.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL 4 FOR 10c OPERATORS — CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. my17

ASK FOR LITERATURE ON THE NEW MARFUL Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 3/8 inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. je7x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. my10x

FREE — BOOKLET! "HOW TO TAKE BETTER Pictures." Easy to get. Just clip this ad and send us trial roll with 25c in coin. Your booklet, developed negatives and eight deckle-edge, dated Ray-tone prints, together with a coupon entitling you to enlargements will come postpaid by return mail. Money back guaranteed. RAY'S PHOTO SERVICE, Dept. 39-CB, La Crosse, Wis. x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. my31x

4 FOR 10 SUPPLIES FOR LESS—NEW COMBINATION machine making 1 1/2x2 and 3x5 busts and full length. Eastman Direct Positive Paper, 1 1/2x250', \$4.75 per roll. We carry all sizes. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 East 12th Street, Kansas City, Mo. my10x

4 FOR 10c OPERATORS — WE MAKE Leatherette Folders for 1 1/2x2, \$2.50 per 100. We make all sizes. C. GAMEISER, 146 Park Row, New York.

4 FOR DIME OUTFITS — DOUBLE CAMERA for 1½x2 and 2½x3½ photos, only \$25.00; 1½x2 Camera, \$10.00; 3½ x5 Camera, \$20.00; Enlarger for 5x7 and 3½x5 enlargements, \$10.00; Center Panel, \$65.00; "Olson" Photo Machine, \$100.00. OLSON SALES CO., 315 9th, Des Moines, Ia. x

ACTS, SONGS & PARODIES

VENTRILOQUIAL DIALOGUES, MONOLOGUES, Crossfire Acts, any subject, dollar each. Comedy Songs. List ready. TIZZARD, 104 W. 71st St., New York.

YOUR SONG ARRANGED FOR PIANO AND A record made of same. Reasonable charge. JACK COREY, West Branch, Mich.

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED — A USED AIR CALLIOPE. MUST be in playable condition. State all particulars. W. B. GRIFFIN, Mgr., Shrine Band, 410 Bank of Commerce Bldg., Lexington, Ky.

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

SATEEN CURTAIN (10x35), GOLD, \$15.00; ten Minstrel Parade Suits, \$50.00; Red Velvet Cyke (21x60), \$125.00; Red Band Cap, Coats. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. my10

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. my24x

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. my10

SWORD BOX ILLUSION — 18 JAPANESE Swords (scintillating metal finish); Sucker Pigeon Vanish, Dove Producing Frame (crates). Value \$145.00; will sell \$40.00. IVAN, 104 Grand, Brooklyn, N. Y.

TATTOOING SUPPLIES

TREMENDOUS TIMELY OPPORTUNITY — Start profitable Tattooing and Removing Business. Full instructions included. Write TATTOOING SUPPLY COMPANY, 651 S. State, Chicago. my17x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, CHAMELEONS, our specialties. Wildcats, Raccoons, Fox, Flying Squirrels, and Racing Turtles. ROSS ALLEN, Ocala, Fla. my10

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

ANIMALS, BIRDS AND SNAKES FOR SHOW folks. Also Trained Wild Animal Acts for sale or lease. SNAKE KING, Brownsville, Tex. jy12x

FOR SALE — HAIRLESS BULL, 19 MONTHS old. Write for particulars. PHELPS BROS., Pottersville, N. Y. x

IMPORTED FROM CENTRAL AND SOUTH America for immediate shipment: Spotted Pacas, \$17.50; Golden-Rumped Agoutis, \$15.00; Capuchin and Ringtail Monkeys, \$25.00; 7-foot Blue Indigo Snakes, \$7.00. Also large assortments Chickensnakes, Kings, Bulls, Coachwhips, etc., \$10.00 and \$15.00 per den. Chinese Dragons, nearly 6 feet, \$10.00. IMPORT PRODUCTS CO., Moncks Corner, S. C.

SPECIAL WHILE FIFTY LAST — LARGE BLACK Iguanas, \$3.00; Greens, \$2.50, \$6.00. Also Boas, Crocodiles, Pacas, Agoutis, Monkeys, Coatumundis, Raccoons, Squirrels, etc. Over 1,000 specimens in stock. WILD ANIMAL RANCH, St. Petersburg, Fla.

Show Family Album



HERE'S a group of performers on Gollmar Bros.' Circus, snapped season of 1921 at Salina, Kan. At the left is George Matlock, of the Matlock wire act. Others, left to right, are trapeze performers and include Tony LaVan, the late Mrs. Maude Hickey; Eva May Moore, now Mrs. Joe Lewis, Peru, Ind.; Dora LaVan, Birmingham, Ala.; Mitzi Moore, now Mrs. Eldred Sleeter, Bloomington, Ill., and Teresa Morales, in recent years with Polack Bros.' Circus.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PLENTY SNAKES, DRAGONS, GILA MONSTERS, Iguanas, Boas, Armadillos, Terrapins, Horned Toads, Alligators, Monkeys, Pacas, Coatumundis, Agoutis, Sloths, Kinkajous, Guinea Pigs, Prairie Dogs, Porcupines, Badgers, Rats, Mice, Peafowl, Curassows, White Doves, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. je7

RHESUS AND JAVA MONKEYS, MACAWS, Emus, Birds of all kinds. Write for list. BIRD EXCHANGE, Box 7, Bell, Calif. my17x

PARTNERS WANTED

BALLROOM DANCING PARTNER (MALE) TO join interesting group. Future possibilities. Profit-sharing basis. Experienced teaching, tall, draft exempt. BOX 243, care Billboard, 1564 Broadway, New York.

HELP WANTED

GUM MACHINE SALESMAN — PREFERABLY experienced with the Pulver or Ford Gum lines. Salary and bonus basis. BOX C-112, Billboard, Cincinnati.

WANT EXPERIENCED FERRIS WHEEL MAN and experienced man for Shooting Gallery. TONY SANTO, 1779 E. 9th St., Cleveland, O.

WANT EXPERIENCED ROLLER SKATING RINK Organist to play Hammond organ in medium small rink. Year around work guaranteed. BOX C-106, The Billboard, Cincinnati, O. my17

WANTED — TEN PIECE NON-UNION STRING Orchestra, also entertaining Waitresses. DUDE RANCH, on Boardwalk, Atlantic City, N. J. my17

WANTED — TALKER FOR FRONT OF BURlesque and vaudeville grind house. Good salary, long summer season. State age, height, and experience. GEORGE YOUNG, 404 Ninth, Chester Bldg., Cleveland, O.

WE WANT MUSICIANS — YOUNG, NEAT, reliable, single, no habits. Organized ten piece modern orchestra. BILL WILSON, 173 Kingston, Caledonia, Minn.

WANTED TO BUY

WANTED — FOUR 30-FOOT SKEE BALL Alleys in A-1 condition. Price no object. MIKE MUNVES CORP., 593 10th Ave., New York.

At Liberty Advertisements

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AT LIBERTY ACROBATS

ACROBATIC COMEDY SAILOR AND STOGE at liberty to join at once fast Comedy Act. Do Talking and Comedy Tumbling. Personality plus. L. JORDAN, care Billboard, Chicago, Ill.

GIRL AERIALIST — SINGLE AND DOUBLE Trapeze, Web, Swinging Ladder, Rings. KAY POWELL, 303 N. W. 2d Ave., Miami, Fla.

HARVEY SISTERS ACROBATIC TEAM AT LIBERTY. Age 11 and 13; in or outdoor entertainment. Good references. MRS. R. B. HARVEY, 4310 Alabama Ave., Tampa, Fla. my17

AT LIBERTY AGENTS AND MANAGERS

Circus Agent, Contractor, Publicity Director, Booker, Radio Speaker, Twenty years' coast to coast circus, vaudeville, park, theatrical, band and orchestra experience; expert Contractor, Booker, high powered Press. Join on wire; have car. State salary. Robert Saul, 150 N. Winter St., Adrian, Mich.

Personal Booking Manager or Press Representative for lecturers or speakers. Civic or fraternal societies anywhere. Vincent Quinn, care of The Billboard, Ashland Bldg., Chicago, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

A FIVE PIECE SWEET

Dixie Land Orchestra that sounds big time and will click any place. Outstanding Vocalist with big time experience. Unusually nice appearance, with set up equal to any name band. A young, modern union band. Available June 1. Immediately write. JAY WILSON, 1503 N. Logan, Marion, Ill.

DICK CRAWFORD AND HIS ORCHESTRA — Now appearing at the Merry-Go-Round, Moorhead, Minn., desire change to summer location. Five-piece Dixieland combination. Three vocalists, usual doubles, up-to-date library 75% specials. Modern fronts, uniformly attired, union. Can cut any show and will prove an asset to any place needing good music. Band will stand any investigation. A guaranteed attraction; location only. Recommendations from several of the country's leading clubs. All members exempt from present draft. Ages 24 to 32. DICK CRAWFORD, Franklin Hotel Fargo, N. D. Permanent address: 225 W. 15th St., Minneapolis, Minn.

TEN PIECE ORCHESTRA AVAILABLE FOR summer engagements. Union, styled, snappy appearance, experience. Location jobs preferred. Write stating conditions as to nights per week, hours, etc., for details. Bookers also write. CARLOS KITTLESON, Lee, Ill.

At Liberty — Four Piece Combination, Clarinet, Guitar, String Bass and Piano. Location job, hotel, nite club or radio. Excellent readers and handle any style music. All men thoroughly experienced and best of references furnished on request. Charles C. Ost, 1201 West O. St., Lincoln, Neb.

Well Organized 5 Piece Unit and Girl Vocalist — Union, wants summer location; hotel preferred. Write or wire Stan Price, 2836 Main, Kansas City, Mo. my17

AT LIBERTY CIRCUS AND CARNIVAL

Comedy Magic, Punch and Judy, Electric Act, and Name Calling Mind Act. Laughs galore on any program. C. Winston, 169 Lewis Ave., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

FLY 8 PIECE COLORED OR-

chestra and featured Vocalist available for good, reliable engagement anywhere. We are sober, clean cut and can play any type floor shows. Club date is preferable. Notice to agents and bookers. For full particulars write to SAMMY BOLDEN, 620 S. 9th St., Ironton, O.

AVAILABLE NOW — JITTERBUG JAMBOREE, fast Colored Revue for theaters, nite clubs, floor show and dances. Address BUDDY FARRINGTON, P. O. Box 1597, Durham, N. C.

Experienced Colored Girl Musician—Show or orchestra. Pianist, Calliope, 2d Trumpet, Guitar. Read, fake, transpose, arrange. Baby White, 514 S. 5th St., Poplar Bluff, Mo.

AT LIBERTY DRAMATIC ARTISTS

Dramatic Team — General Business and Characters, Specialties, Director Scripts. Years of experience with the best in the business. Photos on request. Salary your limit; state it. Have car. Jim Burns and Peggy Lennox, Apt. 3, 20 E. Taylor St., Savannah, Ga.

Director, Actor, just past draft age, for dramatic repertoire or summer stock. I know plays and where to lay my hands on any type bill you'll need. Understand how to interest schools and organizations. Long experience; can handle people. Would buy car if your proposition is a good one. References exchanged. Box C-105, care The Billboard, Cincinnati, O. my17

Little Theater Director wants any kind of work any place for the summer. Age thirty-eight, good appearance, wardrobe. Direct or play as cast. Height 5 feet 8 inches, weight 168 pounds. My acquaintance with dramatic literature will give your repertoire pep. References exchanged. Jackson Purdy, 802 Columbia, Houston, Tex. my17

Paul Brady at Liberty—Characters, General Business. Years of experience; capable and reliable. Just closed eighteen months with Original Floating Theater. All essentials, including ability. 1710 Guilford Ave., Baltimore, Md. my17

AT LIBERTY MAGICIANS

AT LIBERTY — PSYCHIC READER, CARD, Crystal. Gives initials, birth date, questions. Hotels, cocktail lounges, tea room. FREDERICK, 4516 N. 19th St., Philadelphia, Pa. my17

AT LIBERTY MISCELLANEOUS

TOP SILHOUETTE PORTRAIT ARTIST WANTS openings. Stores, resorts, hotels, clubs, etc. Percentage or free silhouettes as publicity attraction. WISDOM, 610 E. Biddle St., Baltimore, Md.

Young Man—Nineteen, wants work. Good talker for master of ceremonies or barker. Attending accounting school. Will double as bookkeeper or typist. Drive. Accept anything. Sidney Yosovitz, 56 Intervale St., Roxbury, Mass. my10

**AT LIBERTY
M. P. OPERATORS**

PROJECTIONIST — A-1, SOUND; 15 YEARS' experience. C. McLAUGHLIN, 412 Union St., Cincinnati, O. my17

**AT LIBERTY
MUSICIANS**

ALTO SAX, CLARINET, VIOLIN — FIRST OR third (Selmers). Strong Violin. Available June 10. Union. I have something to offer. Have you? BOX C-108, Billboard, Cincinnati.

BANDMASTER—EXPERIENCED, COMPETENT; like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. my17

GIRL ALTO SAX — DOUBLING CLARINET AND Vocals. Wish replies from organized band only. Union. BOX C-84, Billboard, Cincinnati, Ohio. my17

NOVACHORDIST WITH OWN INSTRUMENT — Alto voice; fills practically all requests. Photo on request. Address BOX C-100, care Billboard, Cincinnati. my10

STRING BASS — DOUBLING CELLO. THOROUGHLY experienced dance and concert, any combination. Read or fake. Join immediately. HEINZ STADE, 604 W. 140 St., New York City. my17

TROMBONE — GOOD RANGE, TONE, READER. TUBBY ARMSTRONG, Fairmont, Minn.

TROMBONE—GOOD READER, RANGE, SWEET tone, experienced, vocalist, baritone; nice appearance, college man. Available June 1st. WARREN WHITE, Arkansas State Teachers College, Conway, Arkansas.

TRUMPET, ELECTRIC GUITAR, ARRANGE, sing some. Prefer small hotel or nite club combinations. Plenty experience. Married. No hurry; let's write about it. RALPH GARNER, 431 So. Main St., Decatur, Ill. my17

TRUMPET MAN AVAILABLE IMMEDIATELY—Three "names" last three years, commercial, jam or swing bands. Double Tenor. Class 3A. APT. B1, 2300 Nicollet Ave., Minneapolis, Minn. my10

TRUMPET — EXPERIENCED IN ALL LINES. Union, sober and reliable. Summer location preferred. Reliable offers only. Write or wire MUSICIAN, Commercial Hotel, Dyersburg, Tenn. my17

TRUMPET — EXPERIENCED BAND, ORCHESTRAL. Reliable. F. BELL, 806 Howard Ave., Altoona, Pa. my17

VIOLIN DOUBLING BASS — EXPERIENCED. BOX C-81, Billboard, Cincinnati, O.

VIOLINIST DOUBLING CELLO, SAX — Experienced theatre, symphony, hotel, radio. Age 39. Wife experienced Pianist, Organist. Address KESHNER, 504 Perry, Vincennes, Ind.

Accordianist — Union, read, fake, swing or commercial, fine instrument. Radio and strolling experience. Married, age 27, sober, own car. Photo. Available immediately. Location only. Box C-110, Billboard, Cincinnati. my17

At Liberty—Fine Solo Violinist. Big beautiful tone, excellent intonation. Experienced in all kinds of work: cocktail units, strolling, small club units and lead string section in large dance band. Can play over 800 numbers of popular and light classic from memory in any key. M.C.A. and C.R.A. experience. First time at liberty in 6 years. Can meet all requirements of a modern musician. Fine appearance, personality and fine wardrobe. Draft exemption. Write full particulars in first letter to Violinist, 178 E. 2d, Chillicothe, O.

At Liberty for summer engagement, former union musician; Spanish Guitarist or Violinist. Young, experienced. Sugar Cane, 7651 Phillips Ave., Chicago, Ill.

Girl Alto Saxophone, Clarinet—Young, attractive; guarantees to read anything. Plenty experience small and large bands. Location only. Box St. L. 12, Billboard, St. Louis, Mo. my17

Position — Experienced Drummer with organized or organizing dance band. New set. Will travel. State business completely. Will answer all. The Doc, 210 W. Main St., Marshalltown, Ia.

Sister Team — Violinist, Piano, Hammond Organist available for summer engagement. Write M. Ekedahl, 25 Hazzard St., Jamestown, N. Y.

Tenor Sax and Clarinet — Team section, modern outfit, no habits, don't gripe, union. Exempt from draft. Age 26. Unless band works regular don't write. State all in first letter. Box C-109, Billboard, Cincinnati, O.

Trombone — Experienced symphony, theatre, band, dance. Union, out of draft. Anything desirable. Matt Mollers, 825 5th St., S. E., Minneapolis, Minn. my17

Violinist — Electrified Violin, Gibson Electric Spanish Guitar. Union. Large dance orchestra, pit vaudeville experienced. Desire connection this locality. Hohenshell, 1006 Raynor, Joliet, Ill. Phone 9488. my10

**AT LIBERTY
PARKS AND FAIRS**

BALLOON ASCENSIONS — Parachute jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. my10

BALLOON ASCENSIONS — furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O. je28

BALLOON ASCENSIONS — for all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. my10

FOR FREE ACTS — BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. my17

GIRL PARACHUTE JUMP — from Airplane. Crowd-pulling Free Acts. Land and water exhibitions. Licensed parachutist. References. Booking fairs, parks, and celebrations. Reasonable. ADELINE GRAY, Oxford, Conn. my17

AERIAL CIRCUS ATTRACTIONS — SWINGING Ladder, Novelty Trapeze, Web, Double Trapeze, Hand Balancing, Teeterboard, Table Rock, Clowns. Youthful, good appearance. ERV LANGE, Turner Hall, Sheboygan, Wis. my10

AT LIBERTY — AERIALIST. A-1 CRADLE Bearer, do Swaying Perch Hand Stand and Traps. Looking for position with a good reputable act. State best offer in your first letter. Sober, reliable and dependable. Address R. G. BOWERS, 600 W. Wilson St., Glendale, Calif.

BALLOON ASCENSIONS — SENSATIONAL Parachute Drops, modern equipment, prices reasonable. BALDRIDGE BALLOON COMPANY, 4171 Corunna Road, Flint, Mich. my10

DOR-ACE TROUPE—DANCING STILT WALKER, Rubes, Producing Clowns. Indoor or outdoor events. DOR-ACE TROUPE, care Billboard, St. Louis, Mo.

FOUR HIGH-CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my24

JAMES COGSWELL—UNCLE SAM ON HIGH Stilts, Clown Cop, Clown Characters. Committees, write BILLBOARD, Ashland Bldg., Chicago, Ill. je7

THE CARMENES — TWO COMPLETE AND distinct acts, Gymnastic Balancing Novelty, Comedy Acrobat Act. Price and literature on request. P. O. BOX 89, East Lansing, Mich. my24

Aerial Cowdens — Lady, Gent. Three snappy Free Acts. Double Trapeze, Comedy, Revolving Ladder, Swinging Ladder. Flashy appearance. Literature, price on request. Address Billboard, Cincinnati, O. my24

Attention, Theatrical Agencies, Managers — Three Tomlinson Brothers, for every occasion and budget. Comedians, union musicians, professional entertainers; Sing, Tap, Eccentric Dancing; Club Juggling; Baton, Rope Twirling; play ten different instruments; Comedy Blackface Sketch, Clown, Punch-Judy, Ventriloquism, Community Singing, Amplifying system. Extensive wardrobe. Circular mailed. 3600 Addison, Chicago. Keystone 8491. my10

Charles La Croix—Novelty Trapeze Act. Available for celebrations, etc. (Platform Act.) Attractive equipment, wardrobe. Price reasonable. For particulars address Charles La Croix, 1304 S. Anthony, Fort Wayne, Ind.

Clown Cop — Bingo Sunshine, King Comic of Circus Ring, for parades, celebrations, fairs or circuses. Good clean clown specialties. Address 4562 Packard Ave., Cudahy, Wis. my10

Dion Acrobats — Twin boys, age 18; girl, age 16; small boy, age 11. Featuring hand-balancing acts, hand springs, back somersaults. Open for park and fairs. Fred Dion, 17 Ave. A, Turners Falls, Mass.

Free Acts for Fairs and Celebrations—Four separate Acts. Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapeze Act, and outstanding Dog Act. Chester Huber, Wabasha, Minn. my17

Ike and Mike — 2 acts. Comedy Acrobatic, Rubes Act, Matelida and Hiram. Rubing streets or midway. Price reasonable. 1918 Smith St., Ft. Wayne, Ind. my24

Pamahasika's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoo, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

The Guthries — Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O. my17

**AT LIBERTY
PIANO PLAYERS**

PIANIST — FOR HOTEL, THEATRE, RESORT, etc. Concert and dance. Experience. Reader. Union, draft exempt. LARRY SCHEBEN, 401 Arch St., Little Rock, Ark.

PIANIST — READ, ETC. SOBER, DEPENDABLE, ability, experience. BOX C-97, care Billboard, Cincinnati, O.

Bar, tavern, night club using Piano alone, or with your small orchestra. Easy, pleasing contrasting style. Singers, dancers request numbers. Courteous, quiet, personality. Experienced coal fields to Billmore. Write Dick Tope, Sharpsburg, Ga.

Pianist — Young, sober and reliable. Read or fake. Go any place. Prefer Midwest. No panics. Now playing but desire change. Available any time. W. Moulton, 223 N. Brown St., Jackson, Mich.

**AT LIBERTY
SINGERS**

Male Vocalist — Baritone, young, good personality. Free to travel anywhere. Consider anything. Jerry Wolcott, 309 Walnut St., Wabash, Ind.

**AT LIBERTY
VAUDEVILLE ARTISTS**

At Liberty for Medicine Show—All round Comedian. Do Singing, Talking, some Dancing, Novelty Violin, Paper Designing. Change for 2 weeks. Can produce afterpieces, bits, etc., if required. Please answer by letter. Frank Vano, 8 Gruver St., Nanticoke, Pa. my10

At Liberty June First — Tap Dancer. Young, new wardrobe, good appearance, fair voice. Consider anything. Harry Robinson, Dyersburg, Tenn. my17

At Liberty June 1st—Well known Radio and Stage Artist. Do Toby, M.C. Sing. Have Martin guitar. Can do advance. Sober, reliable. Med. vaudeville or what have you? Write, state all in first. No wires. Hams, lay off. Benny Doss, Calion, Ark.

At Liberty — Helen Price, age 39. Piano, Piano Accordion, General Business or Characters. Edith Mae Bette, age 21. Feature Specialties, Cowboy, Comedy and modern numbers; also Comedy Dancing, Guitar. Walter, age 39. Comedy, General Business or Characters, Banjo in orchestra, single and double specialties. Have car. Join on wire. Walter X. Price, Dixon, Mo.

Dixie Dandy Dog and Monkey Circus for parks, fairs, theatres, clubs. Five dogs, 1 baboon, 1 monkey, man and woman. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. my31

E. R. Gray's Attractions—Twelve Vaudeville and Circus Acts. Six acts, four gents. Triple Bar Act. Rolling Globes, Conformation, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Singing and Dancing. Can be booked as a unit or separately. Address Ross and Keck Ave., Evansville, Ind. my24

For Med or Rep—Chet Brown and Jack Dare. Chet, Straights, Leads, Sax, Singing Specialties, Jack, General Business, Novelties, Dancing Specialties. Brown and Dare, Moorefield, Ky.

Tap Dancer available immediately for organized unit or theater work. Am young, sober, neat appearing, pleasing personality. Have good looking wardrobe, fine routines. Have own car and will travel anywhere. Will furnish pictures and references on request. Write immediately; don't misrepresent. Address Dick Millard, 2114 Santa Monica, San Antonio, Tex.

**BIG DRAW FOR LEWIS
(Continued from page 30)**

Munger, sound truck. Mechanical and transportation employees are: Ray Perry, chief electrician; Jim Juice, assistant; Otis Seaver, master mechanic; Bert Quackenbush, neon lighting; Hank Campbell and Joe Tracy Emmerling, artists; Jim Ainslee, carpenter; George Adams, blacksmith; George (Whitey) Kelly, Steve Bronson, William Johnson, A. H. Abernathy, tractor drivers; Bob Johnson, truck driver and superintendent of baggage cars; Dan Parker, trainmaster. Canvasman is Wingle Saunders, and ticket sellers on gates are Tillie Salmon, Eula Claude, and Shirley Brown. L. S. Whitt is newsboy and laundry man, and Bull Smith, policeman.

Shows

Side Show, Pop Kuntz, manager; Pedro Lopez, man with asbestos mouth; McLendons, tattooed family; Professor Taylor, magic; Madame Shirley, escapes; Prince Ramchandu, Hindoo rubber man; James Zahari, rice writer; Gertie, Aztec Indian; Fannie Blais, extra added attraction; Wally White, pain-proof man; Margaret White, iron tongue; Professor Kuntz, flea circus; Mrs. Kuntz, Budha; John Rope, ventriloquist; Harold Benson, man with two mouths; Pedro Lopez, inside lecturer; Eddie Richards and Michael Leshy, tickets; Frank Jones, drums, and Claude Woods, talker. Vanities, Charles Johnson, manager-talker; Neena Johnson, Evelyn Rayster, Maxine Luck, Arlene McKean, Lucille Luck, and Boots Short, models; tickets, Frank Enro and Charles Smith; canvasmen, Herman Wilby and Benny Simpson. Jazz Ship, Charles LeRoy, manager; tickets, Jennie LeRoy; front, Harley LeRoy, Follies, Al Mercy, manager; Rosetta Diaz, Dixie Fenton, Jean Mason, Sally Kerr, Georgia Bell Lewis, Patricia Hardy, Olga Slener, cast, and Virginia Mercy, producer. Band has Speck Hodges, piano; Gene Lewis, drums; Armando Diaz, sax; Wally Owens, bass violin, and Billie Jones, trumpet; tickets, William Morocco and Laurence Burgess; Meredith Miller, electrician.

Mickey Mouse, Tillie Perry, manager; James Howard, lecturer. Wall of Death, Del Crouch, manager; Dorothy Crouch, Dolly Ferris, and Johnny Hobbs, riders; Frank Meeker and Leslie Taylor, tickets; Bill Ewall, mechanic; Whitey Ryan, front. Two-Headed Baby, Margaret August, May Emmerling, and Clayton Houtigan. Hi Hat Revue, Mary August, Floyd Allen, James Knapp, and Dorothy Kelley. Cotton Club Revue, Sammy Lewis, producer-manager; Jackqueline Demery, blues singer; LeRoy Green and Garland Bullian, comics; Billy Pierce, emcee; chorus, Rachael Davis, Dora Barnes, Louise, Alice, Dorothy, and Ann Johnson, Willamoy Barnes, and Clara Bell Jenkins; band, Billy Lewis, drums-leader; William Carter, George Map, and Arthur Cousin, saxes; Flink Johnson, piano; Jess Wilson, Henry Brooks, and Billy Foster, trumpets; William Howard, bass, and Howard Bryant, front. LaConga Nights, Joe Buttner,

manager-front; Ida Buttner, producer-feature dancer; chorus, Lydia Vasquez, Gloria Sergio, Jean Hermondiz, Dolores LaJean, and Wanita Roman; Louis Roman, and Michael Cruz, guitars; Modesto Colderon, bass; Robert Diaz, bon bongo; tickets, Joe Woolsey, Bob Goodrich; Bob Steele, lights.

Rides

Spitfire, Sammy Hillman, foreman; Jay Brown, Howard Foster, and Jets Jennings. Scooter, Billy McKean, foreman; Roland Brown, Buddy Luck, Martin McCranie, Victor Mash; Mrs. Jack Shore, tickets. Ferris Wheels, L. E. White, foreman; William Johnson, William Beale, and Kenneth White. Whip, Virgil Dare, foreman; Frank Watkins and Cecil McCranie. Merry-Go-Round, O. H. Siever, foreman; E. E. Clark and R. C. Bearfield. Twister, Paul KaDuke, owner-operator; Sarah LaDuke, tickets; Michael LaDuke, Rocket, Frank Moran, foreman; Rene Caron, Vincent Sreco, and Rupert Allen Raper. Octopus, John Lake, foreman; Claude Conner and Clyde Flanery. Flyer, Archie Moore, foreman; Julius Glenn and Joe Brownson. Kiddie Swings, Miniature Autos and pony track, K. L. Moyer, operator; Mrs. Moyer, tickets. Kiddie Swings, Bill Cook. Autos, Donald Moyer; Pony track, Sam McLaughlin and Ed Troisdal. Miniature Train, Doc Rogers, owner-operator; Mrs. Rogers, tickets. Roll-o-Plane, Eddie Hazelton; Preston Braswell and Ginger Corbin, tickets.

Concessions

Cookhouse, H. Barkoot, owner; James Anderson, Thelma Bryant, Herman Genauer, and Al Fullen, floor; Henry Dixon, chef; Marion Anderson, cashier, and Curtis Chandler, dishwasher. Lunch stand, Al Herzon, manager; James Nicholson, assistant. Candy stand, Gerald H. Barkoot. Bill Jones, bingo unit, Gene O'Donnell, manager; Mrs. Gene O'Donnell, Casper Rymar, Ernest Gregory, Robert Anderson, John Thoman, William Yelverton, and Harry Parkinson. Ham and bacon, Harold Gordon. Swinging ball, Andy Smith and Duke Rogan. Birds, Danny Daniti. Pitch-tilt-you-win, Mrs. Nille Erickson. Balloon darts, Mr. and Mrs. Erik Erickson. Bottle ball games, Bertha Anderson, Dessie O'Dell, and Viola Luck.

Cat ball game, Ruby Kane, Elsie Brown, and William Knowes. Mouse game, Heo Hester and Ray Spear. Radios, Louis Sage. Waffles, Grace Marion, Larry Lawrence, and H. Conley. Roll downs, Mickey Davis, String Cohn, and Jackie Shaw. Penny pitches, Claude Daniti and Dorothy Gordon. Pan stand, Rita Cohen, Solie Davenport, Eddie Cohen, and Bibbs Malang. Fishpond, Mrs. Peggy Burke and Allen Seniard. Groceries, Leo Claude. Shooting gallery, Mr. and Mrs. Frank Bee. Photo gallery, L. R. and Malzie Stringfellow, and Bob Clack. Hoop-la, Mr. and Mrs. James Dotoli. Nail stand, Danny Newman, Harold King, and W. S. Brown.

Palmistry booths, Madame Hester, Davis, Marquerite, Sarah and Spear. Frozen custard, Henry Salaman and Del Crouch Jr. Color stand, Mattie Brown and Harry Rumpf. Photo gallery, Mrs. Ford Munger and Harry Holson. Popcorn, Mrs. Howard Ingram, manager; No. 1, Sirlin; No. 2, Artie Henderson. Color stand, Leo Hirsch and Margie Shaw. Sky pilots, Eugene Wilhelm. Color stand, Mrs. E. B. Braden and Charles Dudley. Pitch-tilt-you-win, George Burke and Joe LaBelle. Chemilie shawls, Leo Lange. Cigarette shooting gallery, Mrs. Louie Lange and Thomas Wilhelm. Pitch-tilt-you-win, Mrs. Louis Lange and Russel Coleman. Bowling alley, Lew Bernstein, Jack Barth, and Charles Bennett. Prize candy, Jim Buccini and Robert Champion. Penny Arcade, Don Frear, manager; Betty Frear, cashier; Donald Frear Jr. and Lloyd Farding.

**Ben Martin Shows Winner
At L. A., Compton Dates**

LOS ANGELES, May 3.—Good business was reported here by Ben Martin, of the shows bearing his name, following a week's stand in Watts on the outskirts of the city. Organization moved on to Compton, Calif., where fair weather and business prevailed.

Line-up includes Ben Martin, owner; C. M. Webber, lot superintendent; John R. Miller, Bob Rigby, Bill Owens, cook-house; Jack O'Neal, Eva Miller, Loop-o-Plane; Carl Clarke, candy stand; Earle Stolze, Mabel Van Wle, ball game; Red Butler, duck stand; Pete Ramirez, Larry Ferris, Rose Ferris, put-put cars; Johnnie Metzger, Dick Hildebrand, Ferris Wheel, and Ernest Nay, Kenneth C. Price, dart game.

Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

AT THE PREMIUM SHOW

Kitchen Necessities

Line of auxiliary cooking and baking aids was shown by the Federal Tool Corporation. Items are effectively styled with colorful plastic handles and tops. Line included dripless servers for syrups and batters; nut meat container, chopper, and dispenser; onion and food chopper, household sprayer, cocktail shaker, range condiment sets, and whippers.

Dry-Fold Dryer

New type of lingerie and nursery dryer has 40 feet of smooth hanging space. Product of the Multifold Products Company, it has three sections each, 24 inches wide by 41 inches high, and it folds easily to a thickness of 1½ inches. Comes semi-assembled in a pre-wrapped attractive lithographed package 1¾ by 2½ by 41 inches and weighs 2¾ pounds.

Usalites

United States Electric Manufacturing Company exhibited a line of Usalite purse and pocket flashlights as well as its Red Head Safety Flashlight. Pocket flashers are made of molded plastics, are smartly styled, and come in a variety of colors. They come mounted six on a display card. Red Head light is standard size flash with safety-red side rays. Streamlined design and bright nickel finish add to its eye-appeal. It has an all-position bracket prop.

Arvin Midget

Noblitt Sparks Industries, Inc., showed a small four-tube AC-DC superheat radio that comes in an unbreakable one-piece cabinet with an attractive embossed dial face. It is available in ivory or brown cabinets. This mighty midget may be tucked into an overnight bag and yet is so efficient it is said to surprise all who hear it. Has an electrodynamic speaker and a band coverage of 540 to 1,750 kc. Comes with an attached aerial. Firm also displayed other radio models and electric heaters.

Nautical Clocks

Master Crafters Manufacturing Company displayed a line of ship clocks, done in clipper, packet, and side-wheeler designs. All have chrome-plated masts, sails, and fittings which gives them plenty of flash. Clocks are of Sessions and Pennwood movements. Also displayed was the firm's Airliner Clock, replica of an airliner with the clock set in the nose of the ship.

Safety Flashlight

The two-way safety flashlight exhibited by the Usona Manufacturing Company has a top end which throws a 750-foot beam with a pre-focused Mazda lamp, non-break lens, lens ring and rotary switch. The bottom end throws a red safety light. Length is 10½ inches. It uses three cells.

Patriotic Pens, Pencils

Salz Brothers showed a variety of fountain pens and mechanical pencils done in red, white, and blue motifs. Barrels are decorated with flags, shields, and other patriotic insignias.

Tantalus Set

A smart looking item with plenty of flash, exhibited by the Crest Specialty Company, was the Crest Tantalus Set. It consists of two round fancy glass liquor decanters in rich design with crystal ball and ground-glass stoppers to match. In addition six two-ounce

Latest in Premium, Prize Mdse. Displayed at Five-Day Conclave

CHICAGO, May 3.—From Monday until Friday this week the exhibition hall of the Palmer House here was crowded with buyers of prize and premium merchandise attending the 11th annual National Premium Buyers' Exposition sponsored by the Premium Advertising Association of America, Inc. Products of 205 manufacturers were on display. There were 155 booths set up this year to accommodate exhibitors, 20 per cent more than last year, and despite the increase all available space was sold a month before the show opened. Howard Dunk, secretary of the group, stated that attendance of buyers was up more than 25 per cent over any previous exposition.

Practically every type of item suitable for prize and premium use was on display, ranging from those in the give-away class to the most expensive. One surprising note was the number of booths displaying aluminum products. While these exhibitors naturally expect the defense program to affect their production, they all said they have sufficient stock on hand to last for a while. Manufacturers who use brass and chrome steel, however, declared that they already were turning to other metals to maintain production schedules. Several firms displaying kitchen gadgets stated that they were having some trouble getting good nickel plating for their wares.

Most noticeable trends evident were the increased use of plastics and the number of items in patriotic design. If there was any suspicion in the mind of anyone who attended that the current world situation was going to have an ill effect on the production of premium and prize merchandise it should have been quickly dissipated by one turn around the exhibit hall.

The convention got under way Monday morning (28) with the opening of the exhibition hall at 9 o'clock. Monday, Tuesday, Thursday, and Friday were devoted exclusively to the exhibition hall, with the exception of the Premium Industry Club's luncheon meeting Tuesday at which M. H. Richards, vice-president of the PAAA and premium buyer of the Colgate-Palmolive-Peet Company, spoke on "What's Ahead for Premiums Under Defense and in a War-Torn World." A capacity crowd attended.

Wednesday was given over to business sessions, with William L. Sweet, president of the association, presiding. Charles Wesley Dunn, general counsel for the association, delivered an address on "Premium Law Progress." It was followed by the Premium Buyers-Sellers Forum, a question and answer session on vital premium merchandising problems in which prominent buyers, sellers, and advertising agency executives participated. Exposition opened at 1 p.m. Wednesday, and closed at 5:30. The annual dinner-dance-entertainment was held that night.

A detailed review of standout items suitable for prize and premium use begins on this page. For addresses of firms whose items are described write The Billboard's Buyers' Service Department, 25 Opera Place, Cincinnati. Please enclose a self-addressed, stamped envelope for reply.

gold-banded liquor glasses are set in a gold-plated embossed metal stand with walnut finish wood base. A small gold-plated padlock keeps the bottles in place. Firm also displayed a variety of portable bars.

No Draft Fan

A fan made especially for offices, restaurants, and bars is the Radi-Aire, displayed by the Benmatt Organization. Fan has a two-wing blade, and employs a new principle of controlling air motion by reflecting air off the ceiling. It comes in ceiling models and with high and low stands and a three-speed switch. It may be quickly adjusted to vertical or horizontal operation.

Household Necessities

Chicago Precision Products Corporation's line of household necessities exhibited consisted of drink mixers, ice choppers, whippers, beverage strainers, and utility sprayers. Items are colorfully done up with bright red caps and handles and well-styled decorative glass bases. There's plenty of flash in the line and it should click with women. It is priced for widespread use in prize and premium fields.

Multikolor Pencil

Described as "the pencil of tomorrow," the Norma line contains two, three, or four colored leads in each pencil. The new improved springless model is simple to operate, changes color of lead instantly, and comes with chrome, monel, or gold-plated chased barrels. Pencils are made by Norma Multikolor, Inc.

Magic Slates

The many uses to which the magic slate can be applied were exhibited by the Strathmore Company. The ideas ranged from large-sized school slates to midget memo pads, box scores, and kitchen reminders. The item has plenty of appeal and may be adapted to a wide variety of prize and premium uses.

Leather Goods

Hagerstown Leather Company scored with a line of leather novelties in brown basket-weave grain, reported exclusive with the company. Firm also had a good line of military billfolds suitable for pitch and concession use, and mounted display cards of billfolds and leather novelties.

Stuffed Toys

A wide variety of stuffed dolls and animals were exhibited by the Rushton Company and the Atlanta Playthings Company. Items ranged from cuddly teddies and pandas to colorfully costumed stuffed dolls. There is plenty of flash in the line and they look good for premium, concession, and salesboard use.

Clocks

Howard Clock Corporation displayed a line of electric pendulum movement clocks. The Howard Time Boat, a clock mounted on a solid wood hull with sails in the background and chrome rails and other sea-going hardware, has what it takes in tasteful display and flash to serve as an attention-getting prize. Firm also showed line of kitchen, airplane, and horseshoe models plus two commercial styles, which should find a welcome place in coin machine locations.

New Style Glass Carrier

Excel Manufacturing Company displayed a new glass carrier that gets away from the ordinary all-white bent-wire type. Item holds four glasses by means of petal-shaped decorated clips fastened to the base. It comes in a variety of colors and is loaded with eye-appeal. It makes an attractive decoration for table, buffet, or chime closet. Firm also showed a line of double-duty pin-up lamps which may be hung on the wall or set on a table. Another line of lamps displayed were of glass with candy-filled bases.

Barahyde Products

Attractive lines of military sewing kits, billfolds, mending kits, secretaries, and sun-glass kits were shown by the Belsic Products Company. They are fashioned from Barahyde, a synthetic, non-woven, fibrous fabric that is saturated with latex to give it durability and flexibility. Graining and finishing simulate genuine leather.

Big Shot Cig Server

The Big Shot Cigarette Server is a replica of a pound shell, finished in brass and polished steel. Automatically serves 30 cigarettes. It is styled attractively and may be had with or without American Flag decals. Firm also exhibited a line of Up-Start and Ro-Tray cigarette servers and ash trays.

Powerlite

Powerlite is a two-light electric lantern which throws an 800-foot beam with its front reflector and gives a brilliant floodlight from the top reflector with a flip of the switch. It uses a standard six-volt dry battery and will give 40 hours of light. Delta Electric Company, the manufacturer, also displayed a variety of other portable dry-battery lanterns.

First-Aid Kit

The H & H First-Aid Kit shown by the Herzog Sales Company is a complete kit done up in a neat, compact, leather

For Addresses . . .

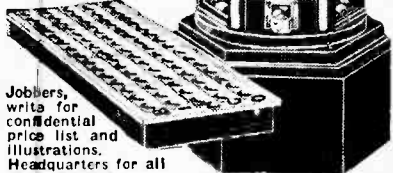
of firms making items described on these pages, write The Billboard Buyer's Service Department, 25 Opera Place, Cincinnati.

Please enclose a self-addressed, stamped envelope for reply.

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container that is waterproof and dust-proof and has a Talon zipper. It may also be used as cosmetic bag or sewing receptacle. Contains mercurochrome, cotton, adhesive tape, bandage, gauze pads, tape, and bandage plasters. It measures 3 3/4 by 3 1/2 by 6 inches and comes in an ivory glazed box.

Nu-Brite Polishing Cloth

A chemically treated cloth that is a natural for pitch and demonstrating purposes is the Nu-Brite "all-purpose wonder cloth" shown by the Nu-Brite Sales Company. The maker says it will clean, preserve, and polish all kinds of silver and metal goods, duco and enamel finishes on automobiles, and remove stains from furniture and bath tubs. It may be used until worn to shreds. Comes packed in glassine envelope with full directions for use.

Maestro Art Glassware

It would be hard to find a line of decorative glassware that has more inherent flash than that exhibited by the Century Metalcraft Corporation under the trade name, Maestro. Firm showed a line of torte plates, salad bowls, compotes, and relish dishes in pure inlaid silver, enhanced by a background of transparent ruby, blue, green, or amber glass. Wide variety of designs and flash imparted by the silver inlays makes the line ideal for premium, salesboard, and concession use, when items loaded down with eye-appeal are wanted.

Smoking Accessories

An attractive line of ash trays, pipe racks, and humidors was shown by McDonald Products Corporation. Items are done in saddle-stitched leather or wood or metal. Some are decorated with patriotic insignias. It's a quality line styled for the higher-priced premium and salesboard field.

Molded Ash Trays

A complete line of molded ash trays was exhibited by the Harry Davies Moulding Company, "the ash tray house of America." Made of plastic, the trays are available in a wide variety of colors, sizes, and shapes. All may be had with imprinting.

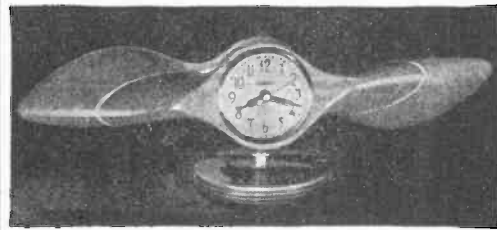
All-American Fife

A number in keeping with the demand for patriotic merchandise is the All-American Fife brought by the Fred Gretsch Manufacturing Company. Number is a six-hole instrument finished in red, white, and blue. A complete course in playing the instrument may be had. It's a swell give-away for concessionaires catering to kids.

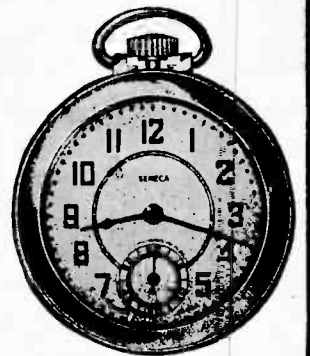
Ristlite

Something new in flashlights is the Ristlite, exhibited by the D. A. Pachter Company. Advantages of the light are obvious when it is understood that it has been fashioned to fit the wrist, thus allowing free use of both hands.

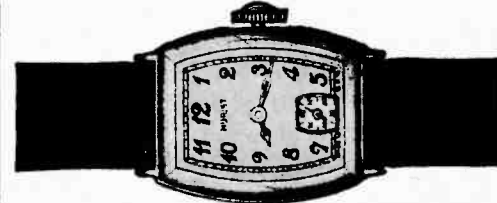
PREMIUM USERS' SENSATIONAL LOW PRICES



610 B—STRATO-CLOCK \$3.65 each
 Session Electric Movement 18" Overall



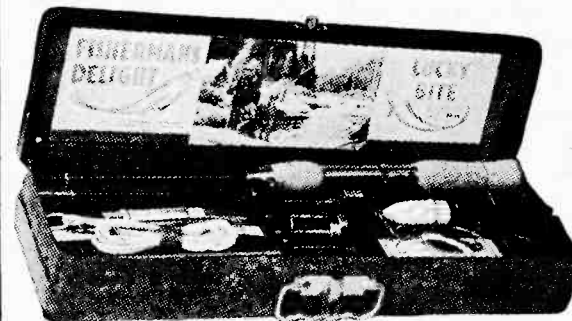
505 B—INGERSOLL "Seneca" 79c each



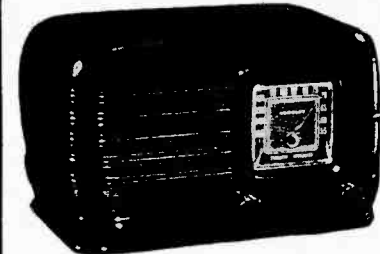
606 B—INGERSOLL "Nurist" \$1.65 each



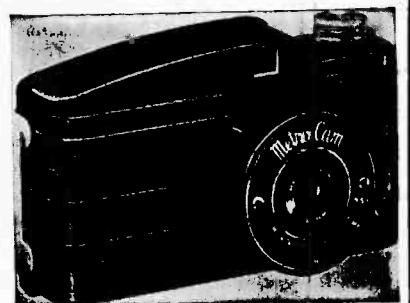
601 B — 1 GAL. "THERM-A-JUG" 77c each



622 B—FISHING OUTFIT COMPLETE \$3.95 each



561 B — CROSLY 5-Tube RADIO \$7.35 each

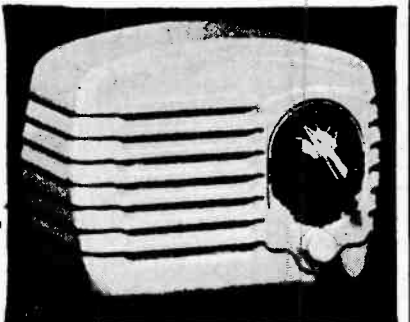


624 B—CANDID CAMERA 70c each



566 B—FLUORESCENT DESK LAMP \$3.55 each (BULB 80c)

626 B—ARVIN Radio (ivory) \$5.15 each



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Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80
FLASHLIGHT-PENCIL DEAL—12 With Push Card—Takes in \$4—Your Cost \$2.
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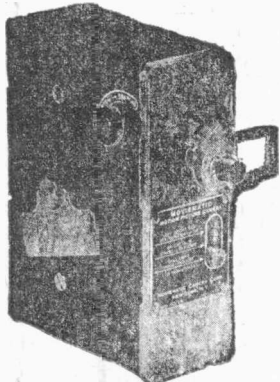
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Iridium Nickel or Gold Finish. Will not tarnish. Assorted sizes to each dozen. For All Branches of Service. Selling Very Fast. DOZEN STERLING SILVER RINGS. Finest Quality Made. 2 Grades. DOZEN \$7.20 DOZEN \$11.00

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MOVIEMATIC



16 MM MOVIE CAMERA

ONLY \$2.50

FIVE FOR \$11.25

BB9542

The only fully automatic movie camera that takes movies for projection on screen—and also takes 10 individual snapshots. Complete operation instructions included. There is no charge for developing or printing. Has strong spring motor, an F 8 lens and 1/32 shutter speed. All metal black case with chrome trim. Size 5 1/2 x 3 1/4 x 1 1/2 inches. BB 9542 Each..... \$2.50

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BULOVA—ELGIN WALTHAM—HAMILTON



GUARANTEED LIKE NEW SEND FOR 1941 CATALOG

BERMAN GREEN CO.

801 Sansom St., Philadelphia, Pa.

It is attached by an elastic band. Ristilite also is equipped with a metal easel, which makes it adjustable to any angle, and may also be hung on a hook or belt. It throws a pre-focused 500-foot beam. Made of plastic and weighs less than eight ounces complete with batteries.

E-Z-Tach Thermometer

The E-Z-Tach window thermometer is fashioned with a suction cup base which holds the device fast on all smooth, hard surfaces. It has a non-breakable tube, is easy to read, and may be installed inside or outside.

Koolocker

The Turner Koolocker is a handy all-metal beverage and food ice refrigerator that's just the thing for picnics. Carrier has two walls of corrugated metal with insulation between. Lid clamps tightly against a rubber seal. Contents are unaffected by outside temperature for many hours. It has a compartment for ice and the inside is rust proofed. Comes attractively finished in rich green.

Vegetable Slicer

The Slick vegetable slicer is hailed by Premium Sales as an entirely different device for cutting fruits and vegetables. It fits on the blade of any knife and cuts quickly and surely. Made of steel and nickel-plated, it is rustproof and stainproof. It is a small, handy gadget that lends itself to an effective spiel and demonstration.

5-in-1 Grater

The 5-in-1 grater made by the Chicago Metallic Manufacturing Company is a good demonstrator's item. It offers four grating and shredding surfaces, one slicing knife, and will not injure the hands. It may also be used as a strainer and cover for pots and saucepans. Made of bright tinfoil with smooth curled edges, it is eight inches in diameter, and comes packed in an individual two-colored die-cut envelope illustrating uses.

Dive Bomber

Colonel Linney, of Spotswood Specialty Company, showed a new Fly-N-Stic target dive bomber that may be flown by hand or by using a rubber band. Plane has a suction cup on its nose that sticks

to all smooth objects. The plane may be flown in or out of doors. It hits with a loud crack and will shoot as aimed. It comes enclosed in individual envelope with complete assembling and flying instructions. Looks good for streetmen.

Electric Flour Sifter

Miracle Products showed an electric flour sifter that operates by pressing a thumb button on the handle. It sifts a sifter full in 10 to 15 seconds. Flour is aerated three times before it finally passes from sifter. Firm halls it as the answer to lighter pastries.

Spirit of '76 Clock

In keeping with the demand for patriotic numbers, Monarch Manufacturing Company displayed its new Spirit of '76 Liberty Bell designed clock. Constructed of plastic wood, it has figures of the drummers and fife player on the face. Firm also displayed a number of other modern designed clocks.

Safety Flares

An item with plenty of pitch possibilities is the Sav-a-Life Safety Flare manufactured by the National Safety Signal Company. Flare is non-explosive and produces a bright amber flame that may be seen one-half mile away. It may be carried in the hand without danger, burns brightly in wind or rain, and may be smothered and relit. It is as easy to light as a candle, is just the thing to have in the car when trouble comes, and is inexpensive. It burns 40 to 60 minutes.

Jiffy Mixer

Jiffy Mixer has six helical rippled blades so fashioned that the proper amount of air is distributed evenly thru batter, causing perfect aeration and insuring housewives of an even mixing and leavening which will give their bake goods a superb texture. New kitchen helper is reported the result of years of experiments in search of a mixer that would eliminate results caused by using flat-bladed mixers. Comes with wooden handle and measures 10 3/4 inches long by 2 in width. It is handled by the Beyer Sales Agency.

Double-Head Shaver

American Supercraft exhibited the Underwood double-head electric shaver. Built of hardened steel, with self-honing double shaving heads, it gives twice the shaving surface of a single headed model. Comes in lightweight ivory case complete with simulated pigskin pouch and rubber grip. It is fully guaranteed.

Comb Cleaner

Twin Rotary Brush Comb Cleaner cleans in a jiffy. Feature of the device is the divided frame which permits pressure to be exerted on both brushes simultaneously, thereby forcing the bristles thru the teeth of the comb and dislodging all grease and dirt instantly. Comes in varied colored handles.

Peeler

The Real-a-Peel parer is a new-type peeler made from one piece of steel with a hardened blade that peels, scoops, and grates. A useful gadget made to serve countless needs in the kitchen, it is finished in nickel and will comply with food laws, Domach Studio, the maker, claims. It is suitable for premium and pitch use.

Plastic Knife and Juicer

NuDell Manufacturing Company displayed a line of plastic fruit and cake knives, along with plastic juice ex-

tractors. Knives are 8 3/8 inches long and come in transparent crystal, rose, and emerald.

Gauzband

Gauzband is a self-adhering type gauze that's just the thing for binding up wounds. It comes packed in metal containers. All one need do is pull out the amount desired, tear off, and wind.

Noisy Rascal Balloons

Noisy rascal balloons are one of the latest creations exhibited by the Barr Rubber Products Company. Head of the balloon inflates as any ordinary balloon and a squeeze of the body produces a shrill noise. Head and body are of two colors. They come in assorted designs, such as clown, porky pig, and Chinaman.

NEW.. BABY GRAND PIANO RADIO



A NEW HIGH IN SALES APPEAL
This entirely different radio has taken on with a bang! Hand finished inside wood cabinets. AC-DC radio; 5 full working tubes. Today's biggest profit item.

ORDER SAMPLE TODAY \$16.95 (Special quantity discounts) EVANS NOVELTY CO. A Division of Premium Sales Co. Dept. E-2, 800 W. Washington, Chicago

ATTENTION DRIVE-IN OPERATORS

No more worry about customers driving away with expensive service trays. Our new paper Auto Serve container solves the problem.

STOCK PRINTED TRAYS, \$17.50 PER THOUSAND

STOCK PRINTED SERVICE SAFETY RESTS FOR TRAYS, \$8.75 PER THOUSAND

Your name printed \$1.00 per thousand additional.

Send \$10 for a special introductory order 500 trays and 200 safety rests. All prices F.O.B. Indianapolis.

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LOOK!

Joe Hoy, Ark., writes: "CROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

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Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

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BIG FLASH!

CHOICE OF 3 MOVEMENTS

Mahogany finished wood case has two-tone panel effect front. Choice of guaranteed Gilbert electric, 8-day or 50-hour lever time movement. 5-in. metal dial. Size: 17 in. long, 8 in. high. Wt., 4 lbs.

Each
No. B533C12 Electric Movement \$1.85
No. B533C11 8-Day Movement . . . 1.95
No. B533C25 50-Hour Movement 1.55

PRICES ONLY ON PRESENT STOCK!

JOSEPH HAGN COMPANY
Wholesale Distributors Since 1911
217-223 WEST MADISON ST. CHICAGO

Ben Cohen in the Army

FORT BENNING, Ga., May 3.—Benjamin Cohen, formerly of Cohen Bros., distributors of toys and novelties, and now in Uncle Sam's Army, still thinks about business. *The Billboard*, which he receives regularly, helps him keep in touch with latest developments. "It makes one feel grand to be able to keep in touch with one's business via *The Billboard*," he writes. "*The Billboard* covers the ground thoroly."

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.

Bed Lamp

Fluorescent lighting has proved its big-money possibilities for merchandise users. The Standard Fluorescent Corporation offers a new line of fluorescent bed lamps in ivory, walnut, or mahogany finishes designed to harmonize with the finest modern or classic style of furniture. Cool and glareless, the lamp sheds soft, diffused light over the width of a double bed. An 18-inch 15-watt fluorescent lamp produces light approximately as bright as a 60-watt Mazda.

of such resiliency that no outer wall or shell is required have been perfected, it is claimed. With the molds anyone can make perfect reproductions of wall plaques, book-ends, statues, and lamps from ordinary plaster or bisque, obtainable at a few cents a pound. This brings the cost of novelty making down lower than merchandise heretofore imported. Molds are available for a wide variety of articles.

Trade Stimulator

The copyrighted Trade Stimulator game is moving in a big way, reports Fleck Novelty Sales. Operators of trade stimulators have had unusual success with the game. Owners of locations such as cigar stores, taverns, and filling stations take care of the game and watch players as they throw the dice. They keep score and take in the money. When a sheet is finished the person having highest score is declared winner and may select one of 12 items listed on a premium list.

Patriotic Banners

President Roosevelt's designation of May 18 as "I Am an American Day" has created a fine opportunity to sell special banners and pennants made for the occasion, reports Dingleman Company. Newspaper, radio, and magazine publicity plus parades and patriotic meetings have made them hot items. A wide assortment is offered.

Bingo Blower

It is reported the Metro Bingo Blower, produced by Metro Manufacturing Company, is going over strong. The attractive appearance of the device, trimmed with colored plastics, appeals to operators. Changeable revolving lighting effects attract attention. The blower is built to last and may easily be carried from place to place.

Eagalite

The new Eagalite is reported to be earning good profits for agents. Item consists of a Bakelite push button and light that illuminates a person's name and house number. It is especially recommended for residence offices of doctors. The light is easily installed, since no extra wiring is necessary. A self-contained bulb operates from batteries or transformer, and a card and translucent window are furnished for inserting the name and number. Current consumption is negligible. The sign operates on 6 to 14 voltage, but special bulbs for high voltages are available. Dimensions are 3 3/4 by 1 1/2 inches. Grained walnut or ivory finishes are available. Product of Eagle Electric Manufacturing Company, Inc.



Dermatone

According to Viking Specialty Company, Dermatone, massager and vaporizer, is proving a money-maker for prize users, agents, and house-to-house workers. Item is said to give relief for rheumatism, sinus, lumbago, arthritis, neuralgia, and muscular aches by electric therapeutic heat massagers. Dermatone operates on 110-volt AC or DC and comes equipped with cord and plug. Low prices place the product within the reach of everyone.

Bingo Blower

Jobbers are reported to be doing a terrific job on the bingo blower offered by Morris Mandell, one firm reporting 44 blowers sold in 44 days. Over 300 have been sold. The blower is durably constructed, attractive in appearance,



OUR NEW CATALOG NO. B136 IS READY FOR MAILING

All New from Cover to Cover THE SHOW WORLD'S GREATEST BUYING GUIDE!! WRITE FOR A COPY NOW! State Business You Are In As We Do Not Sell Consumers

Tropical-Tan

A new gadget, Tropical-Tan, can cajole the sun to outshine itself by three times, it is said. The intensifier is black on one side and a burnished silver on the other. The silver side reflects three times the average quota of ultra-violet rays, Vitamin D, and other life and tanning properties of the sun. It is claimed the device frees sun-tan lovers from punishing hours in the hot sun. Only 20 minutes a day are required. Product of Tropical Tan Products.



Popeye Tooth Brush

The Popeye Tooth Brush, offered by the Lordent Company, is a novelty item of universal appeal for children. The comic strip character has a large following and the brush is an easy seller for novelty workers. The manufacturer, a specialist in bristle goods for 14 years, is the exclusive licensee for the brushes in the U. S. and Canada.

Shells

Raw shells are popular with jewelry workers, reports J. A. Whyte & Son. They may be cemented on lids of compacts, crosses, vanity, and cigarette boxes. They may also be punched with an ice pick for stringing and make novel bracelets and earrings. Sun shells, snails, rice canco cup, and bleeding teeth shells are also punched for jewelry.

Aer-Flo Dispenser

A plastic toothpaste and shaving cream dispenser is a handy bathroom gadget offered by Plastic Creations. Toothpaste and shaving cream are dispensed by the simple method of turning a little handle. Item may be attached to bathroom tile by household cement or by two tiny screws. It has three holes for toothbrushes at the top. A clamp at the bottom is used to fasten the inserted tube. The tube's mouth hangs down and only the amount actually required is released.

Premium Molds

New Era Manufacturing Company, producer of plastic products, has brought out a method intended to solve the shortage of bisque novelty premium gift goods of the low-price variety. Flexible vulcanized india rubber molds

Greatest Money Making Opportunity in all History - Cash in on Front Page Headlines
AMAZING NEW MACHINE ENGRAVES PENNIES
 Four dies on machine, big selector:
 UNITED STATES FLAG STATE OF LIBERTY
 UNITED STATES MAP LORD'S PRAYER
 FREMABLE CONSTITUTION CRUCIFIX and MANY OTHERS
 Write for Literature Card
TROPICAL MANUFACTURING CO.
 4500 N. W. 12th Avenue Miami, Florida

FIREWORKS Oh Boy!
 THINK OF IT! An assortment of over 605 pieces of fireworks worth \$6.15 for \$2.95 cash with order. We have the famous "ZEBRA" flash crackers. World's loudest. 100 FREE salutes with every order. Free cat.
BANNER FIREWORKS, Box 173-C, W. Toledo, O.

PARKS AND CARNIVAL MEN—
 Here Is Your **LEADING MONEYMAKER FOR 1941**
 The Original and Genuine **SLEEPY-HEAD DOLL**
 Every Girl and Woman Wants One
 THE CUTEST AND MOST LOVABLE DOLL. Zipper arrangement on back allows plenty of room for pajamas or bathing suit, which fit neatly into body of doll. Made of washable plush in assorted pastel shades, with kapok stuffed body, mask face and wool hair. Packed each in box.
 18 Inches Tall NO. B41N199 Per Dozen \$18.50 Each 1.65
 24 Inches Tall NO. B41N195 Per Dozen \$24.00 Each 2.10
N. SHURE CO., ADAMS & WELLS STS., CHICAGO

ATTENTION
 Grind Store—Board Operators
 The Latest and Hottest Item
ZENITH 4-TUBE POCKET RADIO
 Amazing volume and tone produced with a 3 1/2-inch dynamic speaker. Has built-in wave magnet Vernier tuning and safety switch.
 Size only 3 3/8 x 4 1/4 x 7 3/16
 Operates on two Flashlight "A" and one miniature "B" batteries.
 Special price complete with batteries
\$16.95 each
 Order by Number 6618.
WISCONSIN DELUXE CORP.
 1903 N. 3rd Street, MILWAUKEE, WIS.

CARNIVAL & BINGO SUPPLIES
 MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
 Write for **REVISED NO 50 CATALOG**. Many new items
BE SURE AND MENTION YOUR LINE OF BUSINESS
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 "At the Triangle"—Main Cross Roads of St. Louis
WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS
 GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.
1-day Service ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

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DIAMONDS AND WATCHES
AT LOWEST PRICES
 A penny postal will bring you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay.
 Your Order Filled by Return Mail.
QUAKER CITY JEWELRY CO.
 8th & Walnut Sts., Philadelphia, Pa.

Employment Sets 5th Record in Row

WASHINGTON, May 3.—The steadily expanding employment in defense industries has boosted non-agricultural employment and factory pay rolls to the highest levels for a March on record, according to Secretary Perkins of the Department of Labor.

Non-agricultural employment was put at 37,218,000 persons. This is 2,366,000 more than March, 1940, and 1,541,000 above March, 1929. The rapidly increasing defense production program, combined with seasonal expansion, resulted in an increase of 290,000 workers between February and March, Secretary Perkins announced. "This is the fifth consecutive month in which employment has exceeded the levels of corresponding months in all previous years on record," the Secretary said.

These statistics should make pleasant reading for concessionaires, demonstrators, direct sellers, bingo and salesboard operators, pitchmen, and all other merchandise users. The back-to-work movement is a reality and this, in turn, means greater spending and greater profits for merchandise users.

has the automatic ball return feature, and has met approval wherever used. Price list and complete information are available for jobbers.

Plaques

Two new picture frame plaques have been added to an extensive line of patriotic items featured by Signalgo & Rossi. Both are made of glass, with die-cut velvet mat backs in which a picture of soldier in service may be pasted. Also featured is a red, white, and blue service banner with a blue field center. A photo of a drafted member of a family may be pasted on it. The banners and plaques are said to pack an appeal greater than last year's God Bless America banners.

Puzzles

Two new puzzles have been prepared, the double jigger and three over three. The former is a jig-saw puzzle. It is shipped in attractive boxes and 14 pictures are available. The latter consist of a wooden block with seven holes grooved out and six marbles in two colors. Object is to reverse positions of marbles in 15 moves. Products of Jig-o-Pin Products Company.

Fluorescent Lamps

A new line of electro-dalite fluorescent lamps is announced for 1941. Lamps give 100 foot candles of light at the base. The light is cool, clear, and non-glare. Featured is a new development in a switch. An outstanding item offered by the manufacturer is a desk

lamp streamlined for beauty, efficiency, and economy. It uses a 15-watt fluorescent bulb and an 18 by 4 by 2 3/4-inch shade with a chrome-lined reflector. The lamp has an approved cord and plug and operates on 110-120-volt 60-cycle AC current. They are also available for use on DC lines at a slightly higher price. Finish is brown wrinkle. Products of Braun Electric Manufacturing Company.

Rugs

A new line of rugs and specialties has been placed on the market. Included in the line are rubber and cocoa mats, bath sets, general rugs, covering novelties, and chenille mats. Rugs have established themselves as consistent money-makers in the merchandise field and indications are that more concessionaires than ever will offer them this season. Products of American Rug Company.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Looks like we hit the nail on the head when we wrote about the Moviematic several weeks ago. At least the following note from Rohde-Spencer Company would make it seem so:

"Apropos of the paragraph on page 58 of the April 19 issue of *The Billboard*. We had a few hundred of the Moviematic cameras which we had carried over for a year and were anxious to move. After inserting our ad in *The Billboard* we received orders and inquiries in every mail. The supposed corpse came to life with a bang.

"Apparently operators must be picking up a quantity of the long green, for many of them are featuring the Moviematic as a major award on a card deal."

Which brings us back to a claim we have often made. "There is no such thing as a dead item." Of course, if the item never had any basic consumer appeal then operators would be foolish to waste any time on it. However, if an award had a good turnover once, it can always be brought back to life if sufficient time has elapsed since the last deal petered out. In addition to the Moviematic, other items which have proved this statement true are electric shavers, musical baby grand pianos, the timepact, stuffed toys, knives, portable radios, and cameras. The smart operator will always go back to an old stand-by to rake in enough coin to tide him over until the next hot item comes along.

Operators who are not frightened by a big take board may find the new Baby Grand Piano Radio, offered by Evans Novelty Company, worth a look-see. Item seems to have plenty of flash and, as it offers something different in radios, should go. The comparatively small in size, it has five full working tubes, operates AC-DC with "Synchro Tenna" and, according to claims, gives unusually fine reception. Piano is finished in walnut or blond prima vera inlaid wood, and has patented unexposed dial and knobs.

The Radio Cruiser featured by A. Morton Goldberg & Associates, is another radio which looks good for a run. Item is a realistic ship model with gleaming chrome sails, streamlined hull, hand-

rubbed walnut finish and authentic fittings. It is a super-heterodyne with built-in dynamic speaker and also operates AC-DC.

HAPPY LANDING.

BINGO BUSINESS
By JOHN CARY

MASSACHUSETTS BINGO operators are solidly behind a measure designed to place all bingo games on a merchandise basis. The situation in the State is confused, with many legislators apparently unwilling to make any public stand on the issue. Cash bingo does not interest operators of merchandise games and they are doing their best to point out the difference to the legislators. Unfavorable legislation is not expected, as bingo brings in a considerable amount of money to churches and other charities.

MAJORITY VIEW of Akron, O., citizens is that bingo should be legalized. A poll conducted by the Sunday Forum revealed that 76 per cent of persons interviewed answered "yes" to the following question: Do you think bingo should be permitted at all? The general attitude on bingo seems to be that people in the area prefer this type of amusement and it should not be denied them.

IMPORTANT NEWS for bingo operators comes from Paterson, N. J. Representatives of various bingo-sponsoring agencies in Passaic County have banded together into an association and pledged themselves to fight for bingo.

Labeling themselves Associated Clubs, Inc., the group, which is said to include members of various social, political, fraternal, and religious elements, has selected a slate of local officials to direct the drafting and execution of policies. John M. McCloskey, Paterson gasoline dealer and leader of the local council of the Knights of Columbus, is chairman of the new organization.

BINGO OPERATORS should ask themselves if they have the planning habit. Planning means getting ready for a job before a job is started and deciding in advance just what is to be done. It means being a go-getter. It means knowing what the other fellow is going to do and doing it first.

Hit-or-miss planning is not enough. When the operator who lacks initiative takes stock of his finances he will find he has made no progress. It is unfortunate, but nevertheless true, that many bingo operators are working against the tide—still following cut-and-dried methods that follow a dull stereotyped pattern.

Planning is necessary in all business. And proper planning will always yield satisfactory dividends in the way of greater profits. For example, a man who has paid for a fire insurance policy all his lifetime, without ever having had a fire, has not necessarily wasted his money. He has bought security!

A bingo operator who plans carefully is not wasting his time. He is investing wisely in the future. The truth of this is at once apparent on studying the methods used by successful operators.

THE SUMMER is drawing nearer and this is a good time to take inventory of merchandise stocks. Items that have been popular during the long winter

months have now lost their appeal. Summer is the outdoor season, with main interest centered on equipment and gadgets useful for the beach or mountains. Now is the time to replenish depleted stocks. New merchandise displays will rekindle interest, and, at the same time, operators making purchase at this time can still obtain reasonably priced items. Due to price increase on raw materials, labor and other operating expenses, prices are scheduled to go up.

Survey Studies Defense Spending

NEW YORK, May 3.—A new booklet, *Work—By-Product of Defense*, just published by *True Story* magazine, reveals what families are buying to fill deferred needs and how market patterns have changed due to the stimulus of defense money.

The nation's defense program, as it affects current consumer spending, was analyzed by the magazine. The estimated national income for 1941 is placed at \$83,000,000,000 and, because of present level of prices, this income "is substantially greater than that of 1929, in total or per capita," according to the presentation. In the cities studied it was found that more than 50 per cent of the families are financially better off than they were a year ago, and that "they have more money for optional spending."

The magazine studied conditions in nine American cities, employing the Consumer & Trade Relations Service branch of the William J. Burns Detective Agency. Toledo, O., and Canton, O., as so-called purveyor cities, and Fort Wayne, Ind., and Grand Rapids, Mich., as consumer supply cities. Others studied included Syracuse, N. Y.; Trenton, N. J., and Pittsfield, Mass.

New defense money, the survey found, is no longer buying \$20 silk shirts as it did during the 1917-'19 period of defense economy. The accumulated deprivations stored up during a 10-year depression, "plus the prevalence on the market today of hundreds of comforts and conveniences made available in the last 20 years by mass manufacturing, advertising, and the lower prices they create, tend to make today's dollars tickets to permanent comfort rather than passes to wild joy rides on the wagon of plenty."

A breakdown of data on purchases, both convenience (toilet goods, drugs, etc.) and major (clothing, house furnishings, electrical equipment, etc.) brings out this important fact, according to the survey: The bulk of today's market for most goods comes, as usual, from the lower middle strata in American life.

FANFARE FOR CONKLIN

(Continued from page 30)

their best year. A luncheon for civic officials and other notables preceded official opening ceremonies, presided over by Mayor William Morrison, who did the front-gate ribbon-cutting honors. The mayor lauded the shows' sparkling appearance and later a group picture was posed aboard the newly purchased Moon Rocket ride with Hamilton's most distinguished citizens participating.

Congratulatory telegrams were received from Jack L. Greenspoon, Showmen's League of America, Lou Herman, Max Linderman, John M. Liddy, Sam Min, Hamid-Morton Circus, Len Humphries, Wallace Brothers, Arthur (Pop) Arnold, Mr. and Mrs. P. W. Abbott, and C. T. Hoge. Inside spending showed a hike of nearly 100 per cent over last year and augured well for a big Canadian season, in the opinion of Showmen Lew Hamilton, Harry S. Seber, Mrs. Don Carlos, Jack Halligan, and Vivian Smith.

Striking and original show fronts designed by Scenic Artist Jack Ray so altered the midway's appearance that regulars, over a period of years, failed to find a thing that wasn't new. Flying Scooters, Tilt-a-Whirl, and Fly-o-Plane, new thrill devices, broke in to near-capacity business. Concessions enjoyed steady play.

BANTLY OPENING

(Continued from page 30)

ager; L. C. (Ted) Miller, general agent; William Whitmore, secretary; Mrs. Naomi Bantly, treasurer; Joe Payne, business manager; Percy Martin, promotion manager; Bud Rilee, lot superintendent; Harry Boyels, publicity; Zeke Williams, billposter; Chuck Stanko, electrician; George Summerville, trainmaster; Perry Johnson, truck transportation chief; Harry Faith, chief mechanic.

Right To Give Away Premiums Upheld by Ga. Supreme Court

ATLANTA, April 26.—The right of retail merchants to give away premium merchandise to boost sales of their products was upheld here by the State Supreme Court April 16 in an important test case involving local gasoline filling stations and Charles C. Moon. Moon sought to enjoin Grady Clark, Spur Distributing Company, and Time Service Stations, Inc., local filling stations, from giving away "dishes, pots, pans, aluminumware, silverware, coupons, and profit-sharing certificates"

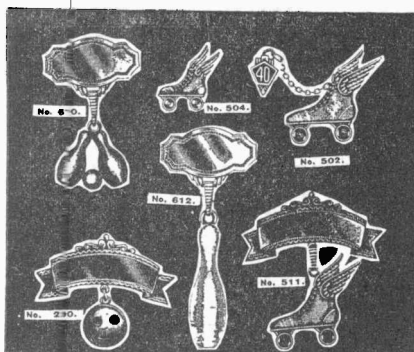
with purchases of specific amounts of gasoline.

Moon alleged the defendant filling station operators entered into an unlawful combination and agreed to act as a unit in the sale of gasoline. He also charged that they sometimes sold cigarettes at less than cost, along with gasoline, and added such practices "debauched public morals."

Case first came before Judge A. L. Etheridge of Fulton Superior Court, who denied the injunction, and the Supreme Court upheld this decision.

A-M-A-Z-I-N-G
● **LAZY-BABY DOLL** ●
Never before has there been such a
MONEYMAKER
SPECIAL PRICE **DOZEN \$7.20**
This original softy
SLEEPING DOLL
In assorted pastel shades, is cute and lovable and is wanted by all. Very pleasing and appealing. Packed each in a box. You can consider yourself lucky to get this NEW, BIG seller for immediate delivery at such a BARGAIN PRICE. A 100,000 sale is a drop in the bucket. Rush your order and cash in.
25 YEARS OF VALUE GIVING.
Full payment on orders for a dozen.
25% deposit on larger orders.
MILLS SALES CO.
Our Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

ELGIN, WALTHAM, BULOVA
Renewed
Guaranteed
MEN'S WRIST
AND POCKET
WATCHES
STARTS AT **\$3.25**
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.



PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

BOWLING PINS!... SKATE PINS!
NOW—is the season for promoting bowling pins and skating pins. Six good styles—shown above! A complete line shown in our Catalog No. 25. Write for it today. State your business.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

NEW JEWELRY for ENGRAVERS,
Complete Military Line, Sterling Silver Heart Charms, Lockets, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

ELGIN & WALTHAM
REBUILT WATCHES **\$175**
7 Jewel, 18 Size, in 8. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM
New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.

STARR PEN CO.
300 W. Adams St., Dept. B, Chicago, Ill.

PITCH-MEN! CASH IN ON THIS!
27,500,000 LAWN OWNERS NEED THE JIFFY MOWER SHARPENER! 25,500 sold at 50¢ to 75¢ in 1940 Wisconsin trout! Thousands sold by mail at \$11. Advertisers at \$1 in better Homes and Gardens and Popular Mechanics. Two Wisconsin pitchmen made \$59 in 5 hours at parade! One \$117 at WINTER HOME SHOW! One \$209 at three county fairs! Demonstrations draw crowds as honey draws flies—and THEY BUY—rather than pay 75¢ to \$1.50 for ONE mower sharpener! THE SEASON IS HERE NOW! MILLIONS of acres of lawns to cash in on! Send 35¢ for sample—and reap lawn-profits AT ONCE!
JIFFY MOWER SHARPENER CO.
14 E. Wis. Ave., Milwaukee, Wis.

WHEREVER BEER IS SOLD
VALVE BALL FOAM CONTROL
IS A NECESSITY!
Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces scraping to a minimum, giving a greater number of glasses per barrel. Fits on all beer faucets.
Bar-Owners Buy Them on Sight!
Saves time—No waiting for collar to rise. A sure sale of one or more wherever beer is sold on draught. Retail at 35¢ to 50¢. Costs you 10¢ each in gross lots. Be the first in your territory to clean up with this new specialty. Rush 10¢ for sample and full particulars.

GORDON MFG. CO.
110 East 23d St. (Dept. J.E.9), New York City

VETERANS—SALES INCREASING YEARLY!
Lacolin, Washington issues, live magazines monthly. Get a territory. Patriotic Calendars, Holiday Closing Cards; Service Joke Books. "KEEP U. S. OUT OF WAR," thrilling stories by wounded soldiers; "5th Column Exposed," by J. Edgar Hoover, list 535 communists in government jobs. Will Rogers gripping Joke Book. Flag Respects, Rules. (Cost 24-5¢, sell 10¢-25¢. Samples 10¢ with copy U. S. Sup. Ct. Law. **VETERANS' SERVICE MAGAZINE.** 169 Duane St., New York.

SLUM JEWELRY \$1.00 Ass't'd Gross
ARMY, NAVY & AVIATION RINGS—Doz. \$1.50
14k. Finish Doz. \$1.50
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75¢, \$1.00, \$1.25, \$1.50. LOCKETS, popular numbers. Dozen \$3.00 and \$6.00. 25% Deposit, Balance C. O. D. Include postage with order.
FELDMAN BROS., 159 CANAL ST. NEW YORK CITY

STANLEY NALDRETT . . . pencils from Paducah, Ky., that he is headed for points north.

DAVE FIEN . . . and partner, the Brownsville Kid, pen from Waco, Tex.: "We are hopscoching around the country with novelties and doing so so. Just finished making the Battle of Flowers in San Antonio, Tex., to fair business. We had the exclusive on a bullfight for novelties there, but the fight was called off. We played a celebration in Waco and from there expect to head for Joplin, Mo. It looks as if Sol Burns, who is new in this business, will be the next jitterbug king in the country. We would like to see pipes from Louie the Punk; the jitterbug king, Alec, and Poochy Dog, the first fellow to work scotties."

EXCEPTING the West Coast, Ole Jupe Pluvius was a fair actor at the spring starting barrier for most of the boys and girls in Pitchdom.

PROF. JACK E. SHARKEY . . . is still working the New England States to reported good business.

FOLLOWING THEIR STAY . . . in Hot Springs, Ark., Mr. and Mrs. Hubert Hull, pitch exponents, are reported to have returned to Grove City, O., to work the races which got under way there May 3.

STILL AT NEWBERRY'S . . . Cincinnati, is Jack Ryan, who is purveying a unique herb and oil combination.

AFTER WORKING . . . your-name-on-a-sea-shell to satisfactory turns in Columbus, O., Philip J. Landau left for New York, where he plans to work the item until the start of the fair season.

TRIPOD OPININGS: "Your good points may not be remembered by the townsfolk, but it's a cinch your poor ones will be."

SCOPE WORKER . . . Charley Martin is working Chicago with that item to fair-to-middlin' business, according to reports hitting the pipes desk from the Windy City.

CARL YOUNG . . . tells from Chicago: "Charley Martin, scope worker, received word from Mrs. James Simpson from Tennessee that her husband, Jimmie, an old-timer in the pitch ranks, died at his home in Hixson recently. He'll be missed by all who knew him. Home Show here was very good for some of the boys who made it, but I played a blank."

THE BOYS AND GIRLS . . . ask if John Emerson is still working the leaf in Montana, if Marvin South has an auction store on a carnival this season, if Charlie Peters is still working the Svengali deck, if Red Madden is still purveying crystals; if Norma P. Diamond, powder base worker, is demonstrating the item in Iowa; if Mr. and Mrs. Ralph Ruhl are still corraling the lucre with their solder, hon nuts, and flukum, and if Sam Fletcher is still in Chicago with darners.

THE OPENING GUN has been fired. Get out and get going, or are you one of those who were left at the post?

WHAT'S BECOME . . . of Speed Howard, W. H. (Billy) Knox, Mr. and Mrs. Sam Levy, G. Strout, Roy Wyant, Joe Starr and family, Doc Colly, Doc Bates, Ed and Mary Eagle, Reginald B. Smith, Joe Cox, George Saber, Earl Glutting, Jack Zimmerman, Art Robinson, Mildred Endler, Art Marks, Horseback Meyers, Gummy Smily, Kid Cassidy, and Herman and Sam Josephson?

"PITCHDOM LOST . . . one of its outstanding workers with the passing of James (Jimmie) Simpson, who died at his home in Hixson, Tenn., April 18 after a heart attack," letters W. G. Barnard from Chicago. "Jimmie was well liked by all who knew him, because of

his genial disposition, and will be greatly missed by all his friends as well as his devoted wife."

DOC EHRLING . . . vet pitch ace, is doing a health lecture in a downtown Cincinnati store location to fair turns.

VET PITCHMAN . . . of note, Tim Sullivan is reported to have grabbed off his share of the long green working pens at the recent flower show in Convention Hall, Detroit.

STANLEY NALDRETT . . . wig wags from Nashville, Tenn., that he laid an egg there and folded after three days.

DOC SANDERS . . . well-known sheetie, recently concluded a successful tour of stock shows in Louisiana.

STILL OPERATING . . . a restaurant in Indianapolis to successful results is Kid Carrigan, erstwhile pitchman.

WALTER FREER . . . continues to click with his blades at his spot in Columbus, O., according to reports reaching the pipes desk from the Ohio capital.

CORRALING THE GEEDUS . . . with their running mice in Columbus, O., are the four Byers brothers, sons of the late Frank Byers, well known in pitch circles.

CHEER UP! Summer's in the offing. If current reports are a criterion, it should be one of the best in many years.

A. FOX . . . pitch ace, who spent the winter in Miami, is now on the road with the F. E. Gooding Greater Shows.

T. E. (DOC) GOLVER . . . with 14 stands recently worked the St. James Parish School Fair and the Strawberry Festival in Gonzales, Miss., to good tips. He plans to remain there thru CCC Camp payday and then return to the North and work Illinois and Ohio territory. Glover reports that business at most of the spots he's made has been good.

KEY CHECK HARRY HISCO . . . is still doing business at his stand at the corner of Main and Pearl streets in Natchez, Miss., with his dog collars, key rings, key checks, name plates, and other novelties. Harry advises that business has been good and that he's now sporting a new car.

IT ISN'T ANY Tom, Dick, or Harry who can become a pitchman. A successful pitchman must not only have command of sensible English, but must be a salesman and present a neat appearance.

BABE SHERWIN PLAYERS . . . opened their medicine show in Henryetta, Okla., May 5, with an entirely new show and cast, as well as stage and concessions. The company will number 10, including Cecil Rhodd, pianist; Harry (Snowball) Langston, comic; Charles Barber, comic; Marshall (Cactus Pete)

Blow-Off!
NORTHAMPTON, Mass., May 3.—A novelty peddler appeared on Main Street April 26 selling large balloons inscribed, "God Bless America." For more than an hour he labored without making a sale.
Something wasn't right. There didn't seem to be much of a crowd on the streets. So he started asking around. To his complete surprise he learned he was in Northampton and not in Chicopee, Mass., where the 104th Infantry Veterans' Reunion was being held. When he found that he was 15 miles from his destination, he left town hurriedly.

Western, orchestra leader; Norma and Leta Fay Brock, singers; Mr. and Mrs. Fred McMurray, concessions; Babe Sherwin, emcee, and Doc Dan Sherwin, lecturer. Babe celebrated her birthday April 19, when she received a new Buick sedan from hubby. The new show is complete, except for another pianist. The Sherwins say piano-pounders are scarcer than hen's teeth in Oklahoma.

HALF OF A ROTOGRAVURE . . . page in a recent Sunday edition of *The Atlanta Journal* was devoted to Atlanta's most fascinating corner at Marietta and Forsyth streets, where pitchmen and their talks draw the crowds. Accompanying the pictures was this story: "There's

OAK HYTEX BALLOONS **CIRCUS AND ANIMAL PRINTS**
The time honored souvenirs of circus day and real money getters every day. Great array of circus act and animal pictures.
The OAK RUBBER Co.
RAVENNA, OHIO
Sold by the Leading Jobbers

AMERICA'S LATEST CRAZE
YOUR NAME
In Raised Coral Colored Letters on a Genuine Tropical
SEA-SHELL BROOCH
Takes 1/2 Minute to Assemble
Flash—color—plus name appeal. Fastest selling novelty in years. Cost 2 1/2¢, getting fast 25¢ at Fairs, Conventions, Home-comings, Beaches, Parks, Dime and Department Stores. Price list: Shells, \$1.75 gross; \$1.00 thousand. Jewelers Brooch Pins, \$1.50 a gross; \$10.00 thousand. Printed Brooch Cards, 60¢ a gross; \$4.00 a thousand. Letters, 50¢ a lb. Sample any name post paid 25¢. 50% cash with order, balance C. O. D.
Here's a Killer. Selling Like Wildfire.
Your Name on a Sea Shell Vase
filled with Everlasting Tropical Strawflowers. Shell Brooch Workers, increase your gross 50% with this item. Sample any name 25¢. \$7.20 a gross, \$45.00 a thousand.
GOLD SHELL JEWELRY
Gems of the Ocean

	Sample	Doz.
Gold Shell Bracelets	Postpaid \$.25	\$1.80
Gold Shell Necklaces	.60	8.00
Sun Shell Butterfly Bracelets	.60	8.00

SEA SHELL LAMPS

	Sample	Doz.
#11 B. Pink Conch Lamp (Hand Painted Scene)	\$1.00	\$7.20
#20 G. R. Abalone Lamp, Ash Tray Combination	1.00	7.20
#11 Coconut Lamp	1.25	9.80
#1C Fish Boy Lamp	.75	4.80
50 other styles from \$4.80 doz. & up.		

SEA SHELL SLUM

	Gross
Shells for Ash Trays	\$1.25
Lucky Bleeding Tooth Shell, pocket piece	.80
Shells for Flower Vases	3.00
Shells for What Nots	1.00
All orders shipped same day received. Use air mail special delivery or wire for fast service.	

J. A. WHYTE & SON
6307 North East Second Ave., Miami, Fla.
Importers of Cuban, Bahamas and West Indies Curios and Novelties, Marine Curios, Native Jewelry, etc. If it's Tropical we have it. Free Price List on request.

SUBSCRIPTION MEN
Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details.
H. M. CURLEY, Manager of Agents
Room 301, Sandstone Bldg., Mount Morris, Ill.

MEDICINE MEN
Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio

AMERICA'S LEADING MANUFACTURERS OF FELT RUGS
Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

ROLLED GOLD PLATED WIRE
(Gold Filled)
of Holt & Broome
227 Eddy St., PROVIDENCE, R. I.

always something doing on the north-west corner of Forsyth and Marietta streets. In addition to the run-of-the-mill passers-by, shoppers, and street-car waiters, there's a special group of people you can nearly always find there on a clear day . . . the gawpers. With their back turned to the sidewalk, they gather in little groups about the salesmen who set up their demonstration tables in the center of town. The crowd, held together by mass fascination listens to the salesmen, whether rabbits, high frequency coils, orange reamers, or what have you is being sold."

FAMOUS LAST WORDS: "I could get plenty of those C-notes anytime I desired if I wanted to work."

PITCHMEN . . . are steering clear of Natchez, Miss., at present, but workers are expected in the old Mississippi River town soon as the city has several large pay rolls, and there's considerable river work being done in the area. Town is closed, but Police Chief E. M. (Jack) Thomas permits itinerants to play the city for several days.

NEW SHOWS . . . are beginning to appear in the Southwest. George and Dinah Ward opened their new medicine show at Fort Smith, Ark., May 5, with a company of seven.

JOHNNY WARD . . . with a new troupe of six, opened his medicine season at Waynoka, Okla., April 21.

ELMER KAIN . . . has announced that his new med show will open at Roosevelt, Okla., immediately.

JERRY, THE JAMMER, SEZ: "It's up to you to decide whether your season will be a success or failure."

DOC VICTOR B. LUND . . . is working Tulsa, Okla., with Victor's Natural Mineral Products to good takes.

BOB BIEBER'S . . . new territory is Shattuck, Okla. He is Mar-O-Vell products.

Pitchdom Five Years Ago

Al Tracy's wife, seriously ill for some time, was taken to a hospital in Jackson, Tenn., April 15. . . . Harry and Daisy DeGrace had arrived in Princeton, Ind., from Los Angeles. . . . Gummy Jack Curran was in Las Animas, Colo., after going thru Oklahoma, Western Kansas, and Eastern Colorado in a terrible duststorm. He lost his voice because of the dust. He was working wholesale trade and pitching on Saturdays and trade days. . . . Happy O'Curran opened in Stillwell, Okla., April 16 to good crowds, and April 24 he was married to Montez Thomas in a public wedding on the stage of his show. His roster included himself as lecturer and straight; Mary Hendricks, leads; his bride, parts, songs, and dances; M. O. Curtis, heavy and second lecturer; Nellie K. Eaton, piano; Murtis Eaton, songs, dances; Everetty Ragers, parts, songs, and dances; Pitt and Pittman, song and dance team, and Smoky Pittman, blackface and stage manager. . . . Willie Skeets had just arrived in Chicago from Fort Worth, Tex., where he said the Fat Stock Show was well attended and where some boys did well. . . . Al Ross was ballying for several restaurants on Randolph Street, Chicago, but was planning to hit the road. He met Frenchy Thibaut and Al Rice there with watches. Al's wife, Princess Carmelita, was playing at the Terrace Room, Cleveland. . . . Paul Hauck's pitch store on Monroe Street, Detroit, was operating in its 10th week. Dick Jacobs and Madam Thelma were working astrology and mineral water; Bill Rouse, hair oil and

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

soap; Bill Meader, oil; Red McCool and Paul Hauck, herbs. . . . Art Cox found things in Chicago far below average. The fraternity, however, was well represented there, with Fred Miller working flukum; Jimmy Miller, garters; Max Scheiffelein, tie forms; Clarence Johnson, med and oil; Jimmy Ross, flukum and horn nuts; Jerome Bigelow, sharpeners. . . . Johnny McLane was working shops and streets in Utica, N. Y. . . . George J. (Hevay) Mitchell and his buddy, Scotty, were in Gary, Ind., doing good biz, Gary was okeh on soldiers' readers, with a very low rate otherwise. . . . That's all.

Events for Two Weeks

May 5-10
ARIZ.—Douglas, Rodeo, 9-11.
CALIF.—Hanford, Rodeo, 9.
 San Jose, Dog Show, 10-11.
CONN.—New Haven, K. of C. Circus, 5-10.
GA.—Atlanta, Horse Show, 9-11.
IA.—Pella, Tulip Time, 8-10.
KAN.—Wichita, Dog Show, 7-8.
MICH.—Benton Harbor, Blossom Festival, 4-11.
MENN.—St. Paul, Home, Garden & Boat Show, 3-10.
O.—Cincinnati, Music Festival, 6-10.
OKLA.—Holdenville, Arkansas Day, 9-10.
 Tulsa, Dog Show, 4.
PA.—Bryn Mawr, Dog Show, 10.
 Holsopple, Firemen's Street Fair, 8-14.
 Jennerstown, Firemen's Jubilee, 5-10.
TENN.—Humboldt, Strawberry Festival, 6-8.
TEX.—Plainview, Dairy Show, 6-10.
VA.—Roanoke, Food Show, 5-10.
WASH.—Spokane, Livestock Show, 7-9.
 Seattle, Dog Show, 10-11.
CAN.—Montreal, Que. Shrine Circus, 3-10.
 Winnipeg, Man. Shrine Circus, 3-10.

May 12-17
CALIF.—Fresno, Raisin Day, 17.
 Livermore, Rodeo, 14-15.
 Oakland, Nat'l Hobby Show, 16-18.
 Oakland, Horse Show, 16-17.
IND.—Anderson, Dog Show, 18.
KAN.—Russell, Historical Pageant, 12-14.
 Dodge City, Rodeo, 15-18.
NEV.—Las Vegas, Rodeo, 16-18.
N. J.—Atlantic City, Variety Club Circus, 17.
 Trenton, Dog Show, 18.
 Trenton, Mardiaval, 15-18.
N. C.—High Point, Cavalcade of Defense, Week of May 12.
OKLA.—Tulsa, Stampede, 15-18.
PA.—Towanda, Vol. Fire Co. Celebration, 10-17.
R. I.—Providence, Better Homes Show, 12-15.
TENN.—Memphis, Cotton Makers' Jubilee, 13-17.
TEX.—Brenham, Mai Fest, 15-16.
 Waco, Rodeo, 13-17.
UTAH—Richmond, Cattle Show-Rodeo, 16-17.

HENNIES IN GADSDEN

(Continued from page 30)

Worman, general superintendent; P. A. McGrath, trainmaster; Emory C. Brown, assistant; Tobe Finn, blacksmith shop; George Westerman, special agent; Jack Grimes, press agent; Dave Traugott, billing agent, and Mrs. R. Huntsinger, secretary.

Rides and their foremen: Octopus, Charles Batts; Dipsy Doodle, Skeeter Lorow; Rolloplane, Nig O'Connell; Hey Dey, Eddie Crow; Baby Auto Ride, George Nelson; Scooter, Jess Murray; Ridee-O, Jack Drake; Pony Ride, Harry Julius; Four Ferris Wheels, Tex Webb; Caterpillar, Jess Murray; Merry-Go-Round, Jimmie Owens; Kiddie Ride, Harry Julius, owner.

Concessions

Sam Gordon, superintendent; Barney Oakline, blankets; Paul Flanagan and Albert Lambert, pan stand; Dorothy Flanagan, palmistry booth, assisted by Becky Carlson, Mary Stanley, and Mrs. George Ames; Charlie Shubb, gift shop; Billy Shuman, ham and bacon; Blackie LaRue, pet shop; R. E. Lewis, razzle dazzle; Ted Shuman, clothespin; Blackie Schoefield, roll down; Sammy Steffin, blower; Chief Smith, cat stand; Blanche Sullivan, ball game; Verna Sullivan, shooting gallery; Harry Julius, Penny Arcade and pony track; Opal Phillon, photos; John Peters, cigarette shooting gallery; Pat O'Brien, candy floss; Peggy Golding, custard machine; George Cunningham, scales; Bill Bartlett, diggers; Gill Mayman, ice cream; Harry Wingfield, radio; Tommy Arger, corn game, assisted by R. W. Richard, Carl Burke,

William Ritchie, William Anger, and Donald Snell.

Shows

Hillbilly, Tommy Thompson, manager; Horner Sisters, Rhythm Rangers Band, Jerry Sherrill and Buster Ray, emcees; Ernest Clark, electrician, and Bob Smith and George Brower, front, Harlem on Parade, Welsey Jones's Carolina Cotton Pickers; comedians, Melville Wheeler and Rabbit Simms; Arthur Ray and Inez Saunders, managers and producers; Russ Ewing, front, Unborn, Moe Eberstein, manager, Topsy Turvy, E. H. Pierce, manager, Midget Revue, Boers Brothers, Charlie Starke, Princess Cecilia, Dot Wenzel; Harry Klima, emcee; Eddie Searles, musical director; George W. Haley, manager; James W. Collins and Blackie Nosker, tickets. Illusion Show, O. W. Smith, manager; Art Opper and Eaton Edwards, tickets; Bob North, talker, Elen Edwards, Savola Allen, Quinn Chisholm, and Bud Garland, features.

Gangbusters, Everett Fillingham, manager; Gene James, Dan Harrison, and Herman Baker, front; Grace Fillingham, inside lecturer. French Casino, Jackie Dondlinger, manager; Opal Littau, Linda Sheldon, Vivian Vanmeter, Kay Compton, Ginger Gibson, and Virginia Tipper; Bobby Carson, emcee; Jack W. Allen, front, Red, Hot, and Blue, Missa Land, manager; Zandra Gebert, Pat Sheric, Irene Merkel, Jean Hallock, Hun-Cho-Chan, Judy Oliver, Dardanelle, O'Neill Sisters, Nada Jean, and Jean Coolidge; George Stoken and Paul Glandon, tickets; Leo Burke, talker; Gabe Clark, musical director. Side Show, Skeeter Lorow, owner-manager; Doc Seymour, assistant manager; T. A. Prodmore, talker; John O'Malley and Karl Milligan, tickets; Frank Little, emcee; Tiny Cowan, fat boy; Erlene Garcia, phosphorous girl; Lucky Ball, sword swallower; Lupe Zorate, armless wonder; Julius Shuster, million-dollar hands; Rose and Sadie Anderson and Victoria Anderson, leopard skin girls; Robert Wallace, pop eye; Alfred Green, sealed in a shell; Joseph Jofy, two-faced man; Carmen, mentalist; Mancrief Gadsden, frog boy; Clo Lindo, annex; James, Andrews, rice writer; Mabel Lorow, glass blower; T. J. Collins, chef; J. L. Brown and Willie Winkle, waiters; Charles Stewart, Frank Christian, A. Arthur, and Chuck Ryan, canvasmen.

Bug House, B. O. (Buttons) Grant-ham, owner; Ray (Hokem) Miller, manager; Karl Faulke, tickets; Tom Priest, inside, Monkey Show, B. O. (Buttons) Grantham, owner; Tommy M. Thompson, talker; William Coleman, tickets; Betty Thompson, tickets; George (Shrimp) Setler, trainer; Ralph Wilson, cage boy; Jimmy Grantham, wardrobe. Monster Show, C. C. McClung, owners; Harold Jones and Mrs. Pearl McClung, inside; A. R. Taylor and Swede Clark, tickets. Motordrome, William Kemp, owner; Lorraine Wallace and her lions; Lolita Kemp, Camelita Garcia, Clyde Trammel, Bo Sherman, James Foote, riders; Floyd Coleman and Ray Miller, tickets; and Johnny Wade, talker. Lights, T. E. Adams, superintendent; Joe Adams, George Weberley, and Eddie Cox, assistants. Dick Heaton is in charge of Diesel plants, and scenic artist and designer is Harry Batton. Dan King is night watchman and Eddie Phillon in charge of the cookhouse; B. Austin, head chef; Jimmy Burke, second cook; Fred Riehle, headwaiter; Opal Phillon, cashier. Grabstand has Pete Papademos in charge, while train dining car is in charge of Jim Sidaris.

PAGE GETAWAY STRONG

(Continued from page 30)

again will be watchman at quarters this summer.

Staff includes J. J. Page, owner-manager; William R. Hicks, assistant manager; Mrs. J. J. Page, treasurer; Mrs. R. E. Savage, secretary and *The Billboard* sales agent; R. E. Savage, agent; Chris Jernigan, sound car; C. F. Tidball, chief electrician; Frank Pierce, assistant; Roy Fann, lot superintendent and trainmaster; Lee Crane, utility; Rance Boyd, utility and office boy; Pop Nikolin, watchman.

Shows

Minstrel, Rastus Jones, stage manager-comedian; Luther King, comedian; Amos Winder, tap dancer; Frank Allen, contortionist; Blanche King, blues singer, and Martha Gibson, Leona Jones, Mary Smitheron, and Frances Smight, chorus; band, Richard Sloss, leader and drums; Sike Faison and Miles Bridgeforth, trumpets; William Reed, trombone; Luther Erving, tuba; Fred Hood and Frank Thoms, saxophones; Harry Phillips, clarinet; Rastus Jones, bass; Lee Crane, front-tickets; Sam Ellis, canvas. Side Show, Buster Hayes, man-

ager; Savage Congo, sheepheaded man; Ray Brown, inside lecturer; Mabel Lewis, fire eater; Franklin Lewis, shoot thru woman; Polly Jones, torture cabinet; Helen Hayes, performing dogs; Albert Miller, clown; Geraldine Hawkins, electro; Bonnie Butler, sword act; Madame Nine, mentalist; Frazier Holly, glass blower; Zone, headless woman, in the annex; Edward Davis and Jack Carr, tickets. Athletic, Tex Thorpe, manager-talker; Cyclone Munro, boxer; Wild Bill Wilson, wrestler; Theodore Winson, tickets. Motordrome, Mickey Donahue, manager-rider; Mrs. Mickey Donahue, working lions; Red Meadows, rider; Eddie Seamon, mechanic; Frank Reddmon, tickets and talker.

Hawaiian, Francis Whistler, Eulie Jones, and Frankie Murphy, dancers; Harry Tifton, electric guitar; E. J. Jones, tickets and talker. Jungle Show, Dora Frazier, inside lecturer; Arthur Van Camp, tickets and grinder; Buster Hayes, manager. Monkeyland, Jack King, inside lecturer; Tommy Trommel, trainer; Mrs. Jack King, tickets; Francis Hilton, talker.

Sex Puzzles, Jimmie Winder, tickets-talker; Francois Faber, inside. Hollywood Revue, Myrtle Francis and Bertie Thompson, dancers; Pearl Heffer, specialties; June Searcy, Hawaiian numbers; Vincent Young, comedian; George W. Olivea, tickets and talker; Frankie Furrows, emcee. Snake, Charlie Withers, tickets; Myron Fisher, inside. Honey-moon Trail, J. L. Johns, owner-manager; B. L. Hancock, tickets and front.

Rides

Ridee-O, Jack Martin, foreman; Carl Morrison and Tom Almon, platform; Mrs. Dorothy Hancock, tickets. Merry-Go-Round, Edgar Brown, foreman; Luther Bolden, second man; Mrs. Marie Brummit, tickets. Twin Ferris Wheels, Trevor Montgomery, tickets; Earl Dennis, foreman; George Johnson, second man. Loop-o-Plane, James McGee, foreman; Mrs. Rose Hicks, tickets. Tilt-a-Whirl, Charles Dunaway, tickets; Robert Richards, foreman; William Drake, clutch. Chairplane, Mrs. J. A. Montgomery, tickets; Eli Brooks, foreman; Charles Brooks, clutch. Kiddie Airplanes, Edward Hayes, foreman, Frank Long, tickets.

Concessions

Cookhouse, Jack and Mabel Conway, owner-managers; Lonnie Steadman, chef; Fred Bennit, yardman and dishwasher; Alfred Warmouth, headwaiter; Max Dye and Frank Tilton, waiters; Charley Grafton, griddleman; Ethel Smith, cashier. Corn game, Bob and June Coleman; Vivian Tomlinson and John Herman, clerks; June Coleman, stock; Joe Gidaro, assistant caller; Bob Coleman, chief caller. Penny pitch, Bob and June Coleman, owners; Walter Reid and Frank Metlow, agents. Ball game, Charlie Metlow, agent. Hoop-la, Ollie Parton and Bob Swigart, agents. Bowling alley, Jack White and Dick Gillam, agents. Diggers, J. L. Johns, owner; Frank Johns, agent.

Cotton candy and popcorn, George Como; Francis Thomas, agent. Carey's concessions, pill game, Mrs. Hazel Kaminski; roll down, White Miller and Charlie Riley, agents, Pete Kaminski; cigarette wheel, Red Wheeler, agent; cigarette gallery, Tommy Thurman, agent; ball game, Sarah and Therese Miller, agents; nickel pitch, Frank Flanagan and Tommy Watson, agents. Popcorn and candy apples, Mr. and Mrs. Philip Bender; pan game, Henry Yost and Tommy Earle, agents; mouse game, Clarence and Ruth Sargee.

Palmistry booth, Mr. and Mrs. Carl Metlow; photo gallery, Mr. and Mrs. Carl Snyder; fishpond, Mrs. Harold Vincent; over and under, Harold Vincent; Mr. and Mrs. Woods, palmistry booth; Walter S. Cooper, long range gallery; Mr. and Mrs. John Ely, palmistry booth; penny pitch, Searles Brummit and Madge Wommer, agents; Roy Fann, owner. Ball game, Tessie Swather and Marie Thompson, agents.

Weather Hurts Large Draw At Start in Zeigler, Ill.

ZEIGLER, Ill., May 3.—Inclement weather held down attendance and cut business for H. P. Large Shows at their opening week's stand here. Shows came in from quarters in East St. Louis, Ill., and the midway, featuring much new equipment, proved an attention getter. New Ferris Wheel arrived in time for opening and played to good results. Agent Sam Collins returned from a successful booking tour.

Among visitors were F. M. Sutton and son, of Sutton Greater Shows, and Cotton Grissom. Few additions to last year's personnel were noted at opening, Monroe Smith reported.

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Los Angeles

LOS ANGELES, May 3.—Ross Ogilvie, midget, left here recently for a three-month trip thru the West and Midwest to visit friends and relatives. His trip will take him as far east as Milwaukee and Chicago, where he will spend a few days before returning to the West Coast. Phillip Darling Jr., who was in charge of the aerial rigging for his mother, Mademoiselle Florence, is entering the army's Signal Corps. He has been engaged in radio repair work here in recent years.

With Craft's 20 Big Shows playing in Lynwood, Calif., visitors to the Pacific Coast Showmen's Association rooms included Jimmie Lynch and Whitey Bahr from the cookhouse. Other visitors were G. L. Mike Wright, Chicago; Ray Harris, Pasadena, Calif.; Edw. J. Frankfurt, Edw. LaZelle; Rose Bennett, Bennett Sisters; D. L. Hall and Dr. LeVant, London; E. L. Roberts, Nassau, N. Y.; Charles M. Downing, and George Edwards, London. While en route to San Francisco from Los Angeles, Tom Hughes visited Corey Bros. Shows in Paso Robles and the Arthur's Mighty American Shows in Salinas, West Coast Shows, in San Jose, and the Wrightsman Shows in Benicia, Calif. He says all were doing well, and added that Playland-at-the-Beach, San Francisco, is doing good business, with Warren Collins in charge for George Whitney. Arthur Shows added a Tilt-a-Whirl at Salinas. Sale was made thru Hughes.

Truck and Trailer Legislation

LANSING, Mich., May 3.—No truck weighing over five tons, including the load, may cross a railroad track in Michigan without coming to a full stop under provisions of a bill passed April 30 by the House of Representatives. This act provides that the stop be made within 50 feet, but not less than 10 feet from the tracks.

AGRICULTURAL

(Continued from page 48)

Great Britain. But the full beneficial effects of the national defense program have not yet been realized. Military expenditures are still rising. These expenditures totaled \$24,000,000 a day in March, or more than three times the daily average of last September. Production in new defense plants to be completed in large numbers by midyear will become increasingly important.

At the outbreak of European war there was a sharp increase in United States exports of farm products—principally cotton exports. Exports subsequently declined, and this has offset to some extent the effects of the substantial gains in domestic demand for farm products on farm prices and income. New developments, passage of the Lease-Lend Act, the possibility of increased food shipments to unoccupied France and to Spain, and new dollar credits to Finland, suggest some improvement in the export situation. P. H. BOLLINGER.

Income: RISING

Cash farm income is rising seasonally now, and the total from marketings and government payments will probably be larger in the second quarter of this year than in the like period of 1940. Basis for this is the expectation that income from livestock and livestock products will continue to show substantial increases over corresponding months of last year, that income from crops also will increase. Government payments will be smaller.

Total during the first quarter was slightly larger than in the like period of 1940. Income was about the same this January and February as last but the total in March was a little larger than in March last year. Returns from marketings of grains, vegetables, and tobacco were smaller in the first two months of this year compared with last; income from cotton and cottonseed, fruits, meat animals, dairy products, and poultry and eggs was larger. Cash income from crops usually declines thru April, then increases until October. Possibly the low point for this year was in February. Higher wheat prices in March made profitable in some areas the redemption of wheat under government loan, and this probably added to income in that month. Income from truck crops is likely to increase more

than seasonally as the spring market gets under way.

Prices: HIGHER

Prices of farm products average around the high point since the outbreak of the European war. The index as of mid-March was 103, but there were subsequent gains when wheat prices advanced to the best level for the season. Prices of truck crops and cotton went up, but hogs were selling lower than at the turn of the new calendar year. The mid-March index of prices of all products combined was six points higher than at that time last year.

The outlook is for a higher average of prices of farm products this year than last, since signs of improvement in domestic consumer demand have not diminished, and to this has been added the prospect for increases in exports of farm products over the recent low volume. Among the major groups of products, grains, cotton and cottonseed, and fruits sell considerably below pre-World War averages. These would have to advance considerably to raise the purchasing power of all farm products combined to pre-war figures. Products selling highest in relation to pre-war values are meat animals, dairy products, and truck crops.

AROUND THE GROUNDS

(Continued from page 49)

L. V. Tirrell, Amherst, Mass., and Prof. H. L. Garrigus, Storrs, Conn.

FREDERICTON, N. B.—All earned surplus of Fredericton Exhibition Company will be invested in non-interest-bearing war certificates, directors have decided. About \$1,000 will be available annually under the plan. Fredericton Fair has been suspended for duration of the war. C. H. Forbes, president, is now a captain in the Canadian Army.

WEST UNION, Ia.—Fayette County Fair board decided not to lease the dance pavilion on the fairgrounds to an individual this year. It will be operated by the board.

ELKHORN, Wis.—Walworth County Fair board here voted to purchase a public-address system for \$1,514, to include 12 loud-speakers, three microphones, stands and cords, two pre-amplifiers, and three booster amplifiers and to be installed by Station WCLO, Janesville, Wis.

CEDAR RAPIDS, Ia.—An agreement was reached by Linn County supervisors by which All-Iowa Fair here will receive \$8,000 and Linn County Fair, Central City, \$3,000 of district fair funds for the next four years.

Action came after a protest meeting to rescind an earlier apportionment of \$9,000 to All-Iowa and only \$2,000 to Central City. Board had based its original split on assessed property valuations. Central City board members said they were not prepared for such a cut and asked additional funds.

LANSING, Mich.—Previously passed by the State Senate, a bill to allow the National Guard to use Detroit State Fair buildings for quartering soldiers has been approved by the House. It provides that use shall not interfere with the annual fair.

DOUGLAS WENATCHEE

(Continued from page 41)

openings, Al Wright; tickets, Bill Anderson, Don Turner; Ester Anderson, rubber girl; Professor Quiz; Frances O'Connor, armless girl; John Forman, muscle control; Leroy Perryman, magic, inside lecturer; Uicigi, African giantess; Francis, iron tongue; Ann McGee, levitation; Young Sampson, strong man; Chief Kiverrondo, South Sea Islander; Hazel and Helen, midget twins; Tami, balloon man; Inferno, fire and torture. Unknown man is in the annex. Girl Show, Bob and Jenny Perry, owners; Pepper Moorhead, June Cole, and Anna Reynolds, dancers; tickets, Ray Jones; talker, Shorty Moorhead.

Motordrome, Bob Perry, owner; Benny McKell, Eddie Lucas, Bob Perry, rides; Jenny Perry, talker; Athletic Arena, Jimmy Kelly, manager; Tex Smith, wrestler; Tony French, Speedy Kelly; tickets, Mrs. J. Kelly; talker, Joe Macy. Mickey Mouse, June Price, manager; tickets, Hal Abbott. Well Show, Hal Burk, owner; tickets, Hazel Burch. Turtle Girl, Andy Packard, manager; tickets, Neal West. Model City, Frank Palmer, owner; tickets, Eddy Moran.

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the AMBASSADOR hotels

Penny Arcade, Rex Boyd, owner-manager; mechanic, Charles E. Smith; Mrs. Boyd, cashier.

Rides

Ferris Wheel, Ross Keller, foreman; Art Sandford, second man; Celia Klug, tickets. Merry-Go-Round, John Solheim, foreman; Walt Klug, second man. Octopus, Jack Rice, foreman; Bill Wealdon, second man. Tilt-a-Whirl, Marge Balcom, manager; Spick Wall, foreman; Pete Dell, second man. Fly-o-Plane, Hal Hamilton, owner-manager; Mrs. Walt Klug, tickets; Harry Fisher, foreman; Bud Logan, Herb Thayer, assistants. Kiddie Auto and Aeroplanes, Bob Perry; Tony O'Brien, foreman. Pony ride, Ross Keller, owner; Charles McKim, manager; Benny Taylor, tickets. Rollo-plane, George French, manager-owner; Midge Holden, tickets; Fred Marcus, foreman.

Concessions

Cookhouse, Ann Miller, owner-manager; John Grant, cook; Ed Huff, cook; waiters, Bob Singleton, Babe Miller, Henry Burr. Bingo, Bud Douglas, manager; cork gallery, May Ward; Hal Hamilton, two ball games, fishpond, scales; agents, Babe Hamilton, Marine Stansberry, Smoky Joe Adler, Spot Kelley. Diggers, B. Evans, owner; hoop-la, Ralph Shattuck, owner; candy floss, Mrs. O. E. Douglas, owner; Mrs. Ross Keller, agent; pennants, Joe Disanti.

Country store, Jack Forrest; Tommy guns, Stonie Ston, owner; Ray Woodward, agent; lead gallery, Roy Wilson, Pee Dee Peterson; dart balloon, Spike Hicks, Mrs. Hicks; ham and bacon, Ray Holden, owner; photo gallery, A. L. McShane, owner; Will Gillespie, agent. Concessions booked for the Wenatchee stand: George Stiles, bingos; Cash Zeigler, funhouse; Harry Sussman and Tony De Fabros, novelties; Dad Williams, popcorn and candy; Harry Goodman, three concessions. Visitors included Marge Balcom, Charles Zeigler, and Ruth Cohen.

RAS START CLICKS

(Continued from page 30)

equipment is an innovation thruout and includes a huge stage, extensive wings, and dressing wagons. Its front is theater-like with peaked proscenium and corral gates that swing away when the show gets into motion. Patrons are seated in an amphitheater arrangement equipped with circus blues. Front resembles a hacienda with an acobe house on the center wagon top. Bally acts appear on walks above and a horse brigade appears on the lower bally. At opening Raynell worked the front and emceed the show.

Clif and Freda Wilson have a new front, with elaborate neon decorations. Bill Kemp's motordrome has 10 riders and features Margie Kemp's Century of Progress auto-riding lion. Altho this is its third consecutive year here, it continues among the top-money attractions. Dick Best's Ten-in-One is well up among the top-money shows. Cortez Lorow's Illusion Show, with an elaborate system of stages inside, played to outstanding results the first two nights.

Ruth Pontico's Fat Show, featuring Baby Ruth and two additional fat people, did well. Attraction was the subject of a half-page feature story in *The Post-Dispatch*. Larry Banthin's Monkey Show, with Bonzo on the bally again, has a new system of scenic effects inside, while front illumination has been enhanced. Hollywood Glamour Girls, operated by Raynell but produced by Hilda Renner, is well styled and playing to exceptional attendance. Gangbusters is here with Evelyn Prechette. Bill Aldrich's Hawaiian attraction, with an almost new cast, clicked. Among those returning are Rose Kalima, singer, and Joy (Cube) Purvis, and Lucca Newaheni (Mansfield), dancers. Only new ride erected here was the Aerial Joy Ride.

Leonard Traube's

Out in the Open

NEW YORK

Defense and Dollars

THE field of special events should be grateful to the national defense program for stimulating interest in its far-flung activities. The special event has always been a fertile producer of revenues and by combining exhibits with talent and concessions has succeeded in providing employment to many. Coupling the conventional layout with a government tie-up doesn't figure to hurt the box office.

Typical of what appears to be going on around the country is the Tidewater Area Defense Exhibition and National Home Show to be held in one of the nation's key naval centers, Portsmouth, Va. Its announced scope seems to take in everything, including, of course, the kitchen sink—"in the interest of home ownership, better housing, modern appliances and furnishings, and quality products." What home or what individual does not come within these brackets?

Eugene J. Murphy, managing director, has the co-operation of the Federal Housing Administration and the backing of the commandants of the Fifth Naval District and Norfolk Navy Yard. What could be sweeter?

ANY book about Coney Island is calculated to help the resort, but when it's by Jo Ranson and Oliver Pilat, the chamber of commerce ought to begin striking off medals at once. Ranson, radio oracle of *The Brooklyn Daily Eagle*, and Pilat, a reporter on *The New York Post*, have written *Sodom by the Sea: An Affectionate History of Coney Island*, for July publication. The book, which will have 16 illustrations, is touted as the first full-length story of the world's most famous amusement center. In a note to this column Ranson says that he and his collaborator have tried to show that Coney Island, "raucous, reckless, and rambunctious, has made its own unique contribution to our civilization."

BILL SNYDER, press agent of Lawrence Greater Shows, is certainly an unusual type of tub-thumper. He forwards a six-column picture layout from *The Raleigh* (N. C.) *News and Observer* and hopes "the space granted our show" is worthy. The average p. a. would have boasted about his skill in tricking the city editor into giving up a hefty chunk of printer's ink. Snyder talks about "the space granted" instead, even though the chances are he had more than a little something to do with the achievement. And don't forget *The News and Observer* is a big-time sheet.

In a letter accompanying the clipping he pulls another strange thing by writing about the show's custom-built office wagon instead of sounding off about himself. Wagon in question has three large compartments—Sam Lawrence's private office, a business cubicle which Snyder timidly suggests is the last word, and a living apartment complete with gas stove and electric refrigerator. The wagon is heated by circulating oil and cooled by air conditioning. Imagine him omitting any mention of liquor cabinet for visiting ink-stained wretches! This Snyder guy seems to be the last word himself.

FRANK DUFFIELD, Doc Shean, Lew Dufour, and Frank and Paul Miller chewing the fat and the food at Rogers' Corner. . . . Antoinette Concello, of the Big Show, doing her shopping on Broadway just before show time. And Hubert Castle, the tight-wire tormentor, hustling into a West 48th Street building with his hair almost as wild as ever. . . . Circus Saints and Sinners Club (Dexter Fellows Tent) has contributed \$25 to the Grover Cleveland Alexander Fund. It couldn't happen to a better expitcher. . . . George Hamid says that Betty and Benny Fox, high-pedestal terpsists, are booked solid for fairs and parks. He may also get them a schedule at his Atlantic City pier. Which reminds us that the man who announced the act at the World's Fair with such cleverness should be made part of the aggregation. He's Johnny McHugh, the Allentown boy with the silver voice. . . . Ora and Minerva, the aerialists, send greetings from Los Angeles. . . . Bill de L'horbe Jr., Flying Scooterist, in and out of town in a great hurry. . . . George

H. Lux hopped from Erie, Pa., to be present at the dedication of the monument to Linard Jones in Umatilla, Fla., thus finishing a humanitarian errand which he helped to start while the great little circus man was struggling against infantile paralysis. . . . New York firm of Leo Guild and Ezra Goodman has been named outside publicity rep of Playland, Rye.

FOR CALIF. LIMIT

(Continued from page 48)

horse racing board, and for construction of three diagnostic laboratories for livestock disease control. Measure would have no effect on State allocation to San Bernardino Orange Show; Los Angeles County Fair, Pomona; California State Fair, Sacramento, and San Francisco Livestock Show.

Notice of a motion for reconsideration, which means that another vote must be taken on the bill, was given by Assemblyman R. F. Dickey, Alameda County. If the bill again passes the Assembly, it must then pass the Senate and be signed by the governor before becoming law.

BIG CLASS A GATES

(Continued from page 48)

sale of season tickets, a departure from anything done by the fair board before.

Spring Loss at Edmonton

Moose Jaw Exhibition will have Wallace Bros. of Canada Shows on the midway, Ernie Young's revue in front of the night grandstand, and J. E. Bell's jumping horses in front of the afternoon stand, with bucking horse events and a wild horse race.

Loss of between \$1,000 and \$1,100 on Edmonton (Alta.) Exhibition Association's spring show and sale of horses and cattle has been disclosed by Percy W. Abbott, managing director. He said usual loss on the show is from \$400 to \$600. This year for the first time the federal government had withdrawn its grants, which usually amounted to about \$4,000. Alberta government, however, granted about \$2,000, \$500 more than usual. Director Abbott said he had budgeted from a \$1,000 loss this year. Prize winners were paid in full.

Hartmann's

Broadcast

CINCINNATI

By J. N. WISNER, Guest Columnist

TEXAS today has two excellent showmen. One is Gov. W. Lee O'Daniel and the other is Harley Sadler. Both have very high ideals, yet their views of a logical, tangible, sensible solution to a very vexing tax problem are distinctly and decidedly different. For instance, Governor O'Daniel during two terms of the Texas Legislature has endeavored unsuccessfully to enact what he calls a transaction tax, something which Harley and many others term a cumulative monstrosity.

But it will require a better convincer than I to get Harley Sadler to run for any political office, as he is loyal to his cousin, Jerry Sadler, who is now railroad commissioner. Also he cannot afford to relinquish or even neglect some very wise investments or a most excellent show of which he is very proud.

Governor O'Daniel and Harley are very popular. They have most excellent radio voices, their convictions are sincere, and they are universally conceded all over Texas as knowing that novelty and merit are the essentials of showmanship.

Governor O'Daniel's original popularity resulted from nine years of radio broadcasting of his Hillbilly flour, while Harley's popularity resulted from 25 years of not only giving a good show but also keeping abreast, if not ahead, of the times with original ideas. His very unusual faculty of meeting and remembering all types of people has caused him to be forcibly, also favorably, known to men and women all over Texas.

CARNIVAL execs have their fingers crossed, for some of the season's openings were almost too good to be true. In contrast to last season, most of the openings were favored with decent weather and the crowds were in a spending mood. General feeling is that big business is ahead for shows unless unforeseen complications arise. The opening of the Royal American Shows at St. Louis exceeded all expectations. Perhaps one reason was the unusually heavy billing given the show. Too many carnival men have little conception of the value of billing and newspaper publicity, particularly the latter. They are the most difficult men to sell on the idea of constructive promotional activities. But in the few instances where a thoro job has been done it has paid big dividends on the investment.

NORMAN BEL GEDDES isn't worrying about the number of workmen that will be required to move the Ringling show. But several other guys are! Maybe the estimate of 1,000 men to do the job is a bit high—maybe not. At any rate, it's not going to be an easy job for any show to get adequate help this season. It's going to be particularly tough on shows that give little consideration to accommodations for their help. Maybe the help situation will work out to the advantage of both workmen and shows!

JOE BREN came on from the West Coast last week and closed a sweet contract with Schenley for a big show at Milwaukee during the American Legion convention next fall. . . . Sam Lunis, auto race announcer, hopped back to Chi after the Reading (Pa.) races and after a few days at home left for the Jungle Park meet. . . . Joe Grein sporting the first Panama hat of the season in the Sherman Celtic Room. . . . Ralph T. Kettering, former manager of Riverview Park and now a big shot with the National Brewers' Association, greeting old friends on the Magic Carpet. . . . J. D. Newman returned to Chi Thursday (1) from a sad mission in St. Louis, his brother having passed away in the Missouri city. . . . Now that the Sky

Rider is rolling in several spots, John Courtney is busy on another new ride which he hopes to launch this year if the steel market doesn't get too tight. . . . Ralph Lynch, of the Grand Forks (N. D.) fair, in town buying attractions.

OMER J. KENYON writes from Ottawa, Can., that business with the Hamid-Morton trained wild animal show has been quite satisfactory. Kenyon has completed his work with the show and will be at Edgewater Beach Park in Detroit for several weeks on a promotional job. . . . Earl Shipley and the missus will leave Chi this week for Houston, Tex., where Earl will join the Pat Purcell unit of the Jimmie Lynch Death Dodgers. . . . The judges of the queen contest at the Greater Olympia Circus had a tough assignment. Any one of the five contestants would have been a charming queen. Mitzel LaForme, the one chosen, has youth (she's just 18), beauty, and circus background, and the choice of the judges was generally acceptable. . . . Watch for the Hustrel troupe of high-wire artists to blossom out in sartorial splendor for the summer season. . . . Orchids to Jack Burnett for his able handling of publicity for the Stadium circus. Burnett got more and better breaks in the dailies than any circus in recent years. . . . Two reasons that the show boys find early evening sessions in the Sherman Celtic Room pleasant are Lois Pertell and Elaine Bobb, accordionist and violinist who liven the evening with their smiles and music.

CHARLES E. DUBLE, circus historian, in a letter to the Crossroads, enumerates a number of circuses that had their headquarters in Indiana. "There was Van Amburg & Company; Great Golden Menagerie, Circus, and Aquarium, which wintered in Connersville in the late 1870 and '80s," he writes. "The George W. Sipe Shows of the early 1900s wintered in Kokomo. I saw this show in Louisville in 1904; had two rings and a stage—a railroad show. A clever troupe of trick bicycle riders performed on the elevated stage. Reed's European Shows put up during the winter at Vernon 40 years ago. It was a wagon show and A. H. Reed was owner and manager. Rippell Bros., another wagon show of the early 1900s, had its quarters in a Northern Indiana town I have forgotten. The Greater Norris & Rowe Circus, about a 22-car show, took up winter quarters in Evansville end of the 1909 season and started out from there in 1910. After three weeks or a little longer of financial difficulties the show was forced to close in Newport, Ky., and the Norris & Rowe Circus passed out of existence. The title has never been used since."

Heth Inks Harry F. Logan

OWENSBORO, Ky., May 3.—Harry F. Logan, vet. carnival agent, joined Joe J. Fontana's L. J. Heth Shows as special agent here on April 30, coming from Akron, O. Logan has been in the carnival field about 23 years and has acted as second man for D. D. Murphy, Beckmann & Gerety, Goodman Wonder Shows, and Johnny J. Jones Exposition.

the present session of the Legislature adjourns, which will be soon.

It is possible, also probable, that Governor O'Daniel may be a candidate for the Senate, and, while he seems to be the favorite, yet some of the candidates have a chance, but none has a cinch.

To give those who do not know an idea of Harley's personal political strength in Texas, I can safely say that he is one of a very few citizens who have been invited upon three different occasions to address the House and Senate of Texas in joint session, and it would be unwise, also unjust, for me to specify the quantity or quality of pressure that was brought to bear on me to go to Abilene and labor with Harley, but they know I am fair at all times.

The recent death of United States Senator Morris Sheppard has created a veritable flock of candidates for his unexpired term, and while Governor O'Daniel has temporarily appointed a son of Gen. Sam Houston and also ordered an election on June 28, he will remain governor of Texas at least until

Circus Model Builders and Owners' Association

By **RUSS T. WARNER**
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., May 3.—Robert D. Good and family, of Allentown, Pa., took in the Ringling-Barnum show at Madison Square Garden. Bob was in the back yard during the afternoon performance and looked over the props that went into the Mother Goose spec. He reports them to be some of the best that ever went into the making of any circus spec. While in New York, Good was the fall guy at a Circus Saints and Sinners banquet in Hotel Astor.

Russell T. Warner and Mrs. Warner, with Charlie Doelker, general manager of the CMOBA, visited the Big One at the Garden. They gave the wagons in the back yard the once over and noticed, with pleasure, that there still are several baggage wagons having the old style wheels. After close inspection of the Bell, or Chimes wagon and the old steam callope, they report that both these wagons are in very good condition. The callope, however, uses an oil burner in place of the coal boiler. Both wagons are done over in white with carvings in gold. The callope has some blue trim and ends. Both of these old-timers are rolling on rubber tires which seems to give them just a little awkward appearance. While in New York the Warners and Doelker visited Jack Kyle and also took a sightseeing trip around the town.

Edward B. Smith, of Baltimore, has joined the Association. Smith has been an active circus enthusiast for years.

Clarence Pfeffer, of Johnstown, Pa., is proceeding with arrangements for the regional meeting and get-acquainted social to be held in Johnstown May 11. Pfeffer requests all members who plan to attend to get in touch with him for details.

Another Model Builder has taken his place in the ranks of the U. S. Army. The latest one to join up is Clifford J. Schmitt, whose new address will be: Company C, 37th Infantry, Camp Croft, Spartanburg, S. C.

Russ Wagner, of Harrisburg, Pa., has his circus on the lot of the Greater Harrisburg Model Railroad exhibit. The circus made a big hit and added quite a lot of color to the railroad layout. John McCurdy has charge of the railroad exhibit which has been extended to May 8. While Russ was publicizing the circus at the railroad club, his brother, Ernie, occupied the limelight at the Harrisburg YMCA Hobby Show with his circus display. Contracts have already been closed for a large model circus display to be held in the late summer in Harrisburg, Pa.

Showfolk Form Benefit Club on Buck Exposition

TRENTON, N. J., May 3.—Plans for the formation of a benefit club on O. C. Buck Exposition Shows, to be known as O. C. Buck Mutual Benefit Association, were completed at a meeting of members here on April 23. Officers were elected, and all future meetings will be held on Wednesday night of each week, Lon Ramsdell reported. Entertainment by members of the shows will be presented at each get-together.

Elected to office were Lloyd Coffey, president; Eddie Davis, first vice-president; Jack Wells, second vice-president; Ed Evans, treasurer; Richard Tolman, recording secretary. The benefit committee is composed of Joe Holladay and Joe Falco, rides; Mrs. Edward Evans and Mrs. Winters, concessions, and Tom Brady and Goldie Fitz, shows. Mike and Ike were elected sergeants at arms.

Three Shows in a Month For Zanesville, O.

ZANESVILLE, O., May 3.—Zanesville will have three shows in approximately a month this year. Wallace Bros. played here May 2 and Cole Bros. is due May 17, with the Big One to follow June 6.

Stroudsburg Good For Penn Premier

EAST STROUDSBURG, Pa., May 3.—Owned and operated by Lloyd D. Serfass, Penn Premier Shows debuted here on April 27 to some 3,000 paid admissions. Everything is new from front to back, and shows' new panel fronts attracted plenty of attention. All with it reported successful bow business. Lew Alter's Side Show was top money getter.

Organization is carrying 8 rides, 10 shows, and 28 concessions. Jay Dee the Great, free attraction, clicked with patrons. Many visitors were entertained at the shows' office wagon. Stan Reed did a good job on publicity. Local papers co-operated, as did the local radio station.

POOL WHIRL

(Continued from page 52)

pool biz should this country enter the war this summer in the height of the season. Naturally, all present silently hoped that day would never come, but anyone who reads headlines know that it's not too remote a question to consider seriously.

Jack Rosenthal, op of Palisades (N. J.) Amusement Park pool, speaking as a park man as well as pool operator, stated that he recalled conditions during the last World War. Of course, there was very little activity in commercial pools then, but he stated that parks, carnivals, and other outdoor amusements felt a decided drop in attendance immediately following the United States declaration of war. This decline continued for a couple of months until the public became accustomed to war conditions, and then all branches of entertainment took a spurt as folks turned to amusements to get their minds off world problems. Unfortunately by the time that the change came about, following the April 6 war declaration, the outdoor season was ready to close, so it was really operators of indoor amusement places who benefited.

It is believed this war presents a different situation. Americans have become resigned to war conditions and any drop in amusement patronage is not expected to be as long as in the last tussle. Of course, if we have blackouts over here (heaven forbid!) amusement parks and carnivals would be hit hard. But swim pools, according to men who discussed this subject with your writer, will not feel any bad effects should this country enter war this summer. Ever since Uncle Sam inaugurated the defense program men and women, too, have become more conscious of their health, and there has been a definite health-building trend with the result that indoor pools have already felt the effects, and open-air aquadromes are expected to also play to this new class of patrons. Should war come, this quest for physical fitness will mount and pools will benefit.

Charlie Golembe's recent fire did not reach his Morningside outdoor pool, Hurleyville, N. Y., altho it did burn some of his buildings.

Understand George Corsan, vet who performed in some of Alex Ott's shows at Miami (Fla.) Biltmore plunge this past winter, has returned to his native Canada for executive war duty.

Some railroads are considering plans to run weekly "beach trips" this summer similar to the seasonal ski, camera, and cycling tours.

PARK BRIEFS

(Continued from page 50)

On the midway it has an 80-foot bar and seating for about 500. Johnny Hofer and his orchestra are playing. Club is under personal direction of A. M. Brown, park managing director for several years.

WHEELING, W. Va.—White Palace, dance pavilion in Wheeling Park, has started its summer season, said Manager C. W. Hartman. Local and district bands will play. Pavillion has been repainted and redecorated, a new lighting system installed, and floor refinished. This will be the 17th dance season at the park.

SPRINGFIELD, Mass.—Edward J. Carroll's Riverside Park, Agawam, got some nice publicity last week when the 116-year-old Springfield Sunday Union and Republican gave half a page of its rotogravure section to pictures of the park, showing changes made and new rides installed in a \$100,000 improvement campaign.

PALISADES' START BIG

(Continued from page 50)

contract. Park will use high acts exclusively, spaced two weeks apart. For the week-end Ben Bernie's ork doubled between free-act platform and Casino, the Yowsah maestro making a personal appearance on Saturday only. Next ork, current week-end, is Reggie Childs. About 4,500 watched the Bernie men at each performance. Full weeks for bands begin on Decoration Day.

New device on tap this year is the Sky Rider, first seen on the Royal American midway of Florida State Fair, Tampa, in February. Jack Rosenthal came over from Miami then to catch it and immediately booked it on percentage by arrangement with Elmer Velare and John Courtney, the builder. It got a good play on Saturday and into midafternoon of Sunday, when a faulty sprocket shut down the ride, but it was patched the next day.

There's a heavier outlay this season on newspaper advertising, and radio tie-ups, contests, stunts, and the like occupy a strong place in the Palisades schedule. Bert Nevins, p. a. all during the Rosenthal regime, is one of the top men in the country in this line. He is assisted by Marion Cahn Nevins and Gladys Churgin. In the important picnic booking department functions the veteran Charles C. (Doc) Morris, with his son, Doc Morris Jr., as chief aid. Joe and Al McKee, superintendents of construction, double as managers of the Bobsled and Sky Rocket. Harry Shepard is back as manager of the Casino and Clem White as announcer. Anna Halpin is in charge of the office.

Palisades billing has always been tops, but the peak will not be reached until Decoration Day nears or about three weeks after the circus closes in the Garden tomorrow. Gate admission is 15 cents, but servicemen in uniform enter for no.

LUNA TO BE COMBO

(Continued from page 50)

taurant annex. Atop the ballroom Monte Proser will operate another Beachcomber, a facsimile of the one he has in Manhattan.

At the open-air spot A. B. Marcus will present a spectacle of 60 people for which the charge will be 25 cents for bench seats and 40 cents for those at tables. Jess McMahon, fight promoter and matchmaker at Madison Square Garden over a long period, will be boss of the Palace of Joy Building, occupying the site of the former roller skating rink. Here will be staged professional and amateur wrestling and boxing. The S. L. S. Parking Corporation has the parking space concession covering two lots, one where 750 cars will be accommodated and the other 250.

Park-Operated Rides

To be operated by the park and all either new or remodeled will be the following rides: A Roll-o-Plane, brought from Seneca Falls, N. Y.; Tumble Bug, from Poughkeepsie, N. Y.; a converted Caterpillar, from Tallahassee, Fla.; Dangler, Streamlined Whip, Dragon's Gorge with new illusions, Dodgem, Iron tanks, Magic Carpet, Shoot the Chutes, Mile Sky Chaser, Carousel, Coal Mine, and an Aeroplane equipped with models of British fighting planes; Skeeball alleys, and a pony and elephant track; swimming pool, reinforced with a new marine deck where food and liquors will be served to both swimmers and non-swimmers; eight new handball courts, new lockers, two ping-pong games, two badminton courts, four punching bags, a horseshoe game, and deck tennis.

Luna's new chiefs style themselves "William Miller, in association with Edward J. and Harry Lee Danziger, and Milt Sheen." Other execs are Percy Melville, official greeter; George Stevens with Harry Sobol and Ted Hartman's office, publicity; Zack Friedman, ballroom manager; John Guelfi, construction engineer; Chick Guelfi, electrical engineer, and Jerry Friedman, supervisor. May 29 is the official opener, with free gate. Combo tickets of 17 rides will cost 35 cents. This will include six new rides.

BASS BEACH READIES

(Continued from page 50)

crushed rock. A brightly painted Merry-Go-Round building has been built. Side Open-Air Cafe and cocktail lounge is arranged so that part of the building is under shelter. Tables have been arranged on the lawn from the building to the lake shore. Adjoining the cafe is a new Kiddie Land and trained nurses will be in attendance. Lining the lake is concession row, with new buildings mod-

ernistically designed, featuring latest games with old stand-bys. Bathhouse with solarium on the roof and private lockers will be behind the concessions with entrances leading to midway and lake. White sand has been hauled from Lake Michigan for the beach. Cabins, to face the lake, are newly furnished.

"There will be 10 rides on the midway. A trailer park with hedges and flower beds for each trailer has been built at the highway. Park will be flooded with light from floodlights on towers. These will be interspersed with neon. An advertising campaign has been carried on thruout the State. Picnic grove has been enlarged and already a number of outings have been booked. Plans are under way to run excursions on the Nickel Plate and Erie railroads. A big season is expected, due to the building of a large munition plant a few miles away, which will employ between 6,000 and 10,000."

RINK HONORS

(Continued from page 56)

Darrell Albrecht, Cleveland; Frank Dailey Jr., Cleveland; H. P. Jones, Cleveland; Tadmis Hodous, Cleveland; Ernest J. Dahm, Cleveland; C. Imbriggotta, Cleveland; Clarence R. Reynolds, Cleveland; T. J. Gillmore, Toledo; W. A. Holland, White Plains, N. Y.; Richard Williamson, Cleveland; Jack D. Dalton, Cleveland; Thomas Ody, Cleveland, and E. Manzo.

AFTER an engagement at a national convention in the Hotel Netherland Plaza, Cincinnati, on April 28, the Skating Macks, Thomas Monroe, Clarence Imes, and Ernest and LaRue Mack, returned to New York to appear at Queens Roller Rink on May 2-4.

C. J. UTHOFF, Forest Park, Genoa, O., reported he has taken over an ice house in Toledo, O., and is converting it into a roller rink. It is expected to be put in operation about May 15. Carpenters are laying a hardwood floor. Interior will be redecorated and new skates, an electric organ, and air-conditioning for summer skating will be added.

CHARLES BROWN, operator of a roller rink in Worthington (Minn.) Armory during fall and winter, has dismantled his equipment. State plans for reconditioning the building having terminated the contract. He plans to go to Mitchell, S. D., where his partner, James Craford, has operated during the winter, and where they expect to set up a summer location.

GEORGE KING, manager of Silver Leaf Roller Rink, Springfield, Ill., has prepared four portables for summer, reported Alvin N. Hysler. One opened in Petersburg, Ill., on April 26 and another was scheduled to bow in Bloomington, Ill., on May 3. His Springfield rink will continue operations until midsummer. Silver Leaf Roller Club scheduled a bus trip to the Arena, St. Louis, for May 4. Recent visitors were the Earls of Whirl (Jack and Dorothy Earl and Dusty Royal), who played a two-week engagement at Gingham Gardens, Springfield night club. Series of 10 dance step eliminations have been completed. Winners of finals on April 30 were awarded three trophies.

CARL F. TRIPPE, owner-manager of three Ideal Roller Rinks in St. Louis, reported business exceptionally good. An undefeated Ideal roller hockey team has won 15 games.

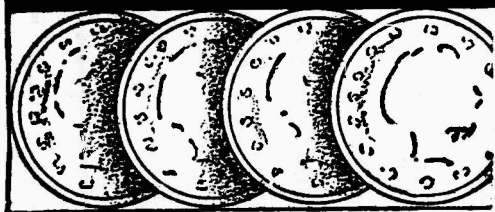
HELEN SINCLAIR, roller skate-dancer, was featured in a recent floorshow at Weber's Hofbrau, night club near Camden, N. J.

FOUR HOLLYWOOD BLONDES, roller skaters, headlined the stage program at the Carmen Theater, Philadelphia, for four days ended April 28.

FIRST annual cross-country roller skating marathon, open to all amateur speed skaters, has been scheduled for May 30 by officials of Casino Roll-o-Way, Fall River, Mass. It will start in Fall River and a five-mile course, with hills and obstacles, is planned. Trophies and awards will be supplied by local merchants. May 22 has been set as the deadline for entries.

MOXHALA Park Roller Rink, Zanesville, O., opened for the summer on May 2, with sessions scheduled nightly except on Mondays. Matinees are held on Saturdays and Sundays. Rink is under management of Jack A. Miller, who recently leased the park. He was formerly identified with amusement park business in Syracuse, N. Y.

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AMUSEMENT MACHINES

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Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Morale —

Business at stake in the present need of supporting morale of smaller nations friendly to the United States

Most of the trade trends that will directly affect the coin machine business all thru the summer are now pretty well known. The State legislative period did not prove nearly so unfavorable as had been feared. Most of the legal problems from now on will be localized in cities, and the majority of cities may be expected to lean toward a reasonable license on games.

The summer tourist trade should be better than usual, and with the increased flow of money, business in general should be very favorable. The coin machine trade as a whole will share in all favorable trends.

Federal taxes are becoming an important topic and the rates now being discussed may be only a mild beginning, unless the war takes a much more favorable turn for the free nations that are left. I would say accept the present rates with a smile (if possible) and hope that 1942 does not bring much more serious considerations.

The major trends in the coin machine business and all other business from now on hinge upon the war raging across the seas. During the summer a number of my editorials will relate to the national welfare as a part of the contribution of the industry in support of national defense. Well-known leaders in the trade will also contribute articles, all for the purpose of giving full moral support as an industry to the cause of defense.

Business considerations usually weigh most in deciding how we act or think about the present world situation, but many times people are very shortsighted in their estimates of business prospects.

In the coin machine industry practically every manufacturer is known to be co-operating fully with the government, which means that the production facilities of the industry will have favorable consideration insofar as circumstances permit. The industry as a whole should be able to gain favor from many angles as the nation continues its preparedness program.

The coin machine industry is all tied up with general business, however, and there are at least two general problems now that face all business seriously. The worst part about it is that too few business leaders are considering how pressing these problems are. Military experts figure that the main crisis of the war will now come in late summer instead of some time in 1942, as had been hoped.

From a strictly selfish business viewpoint, we are in great danger of losing the respect, the friendship, and the future business of such friendly nations as Australia, Canada, Mexico, and particularly the South American countries. Canada will probably have to stick to the United States to the very end for her own safety, but the other friendly nations may be compelled to beg favors of the dictators.

For the future of our business relations with these friendly nations the United States blundered seriously in not giving some definite help to Greece. Small nations like Canada, Australia, and Greece have put up a brave fight. They cannot respect a rich nation of 130,000,000 people that delays, bungles, and debates until it is too late. Our trade relations with them will get a severe jolt in the future unless the American people redeem themselves. It is certain, of course, that the dictators have less respect for us than ever; to Hitler now we are worse than "fat pigs."



CANADA AND THE UNITED STATES work together for defense. (Cartoon by Battenfield in *The Chicago Daily Times*.)

A second serious business problem is that of growing taxes. As we lose the friendship of other nations, and then see them fall one by one, the only future we have is that of large standing armies, a big navy, and a wall of steel around our extensive borders. Inside the nation it will mean low living standards, low wages, and all the evils that go with it, and the end of many lines of business which contribute to the amusement and diversion of the American people.

If we complain about taxes today, we haven't seen anything yet if our nation becomes isolated from world trade and forced to compete with the economic machines of the dictators. This is a business problem which faces most seriously the small business man and the man who must work for a living.

While the majority of Americans are working to boost the morale of the United States, the immediate and pressing need is to bolster the morale of Britain, Canada, Australia, Mexico, South America, and all other countries who might be friendly and with whom we might enjoy a growing business once the dictators have been defeated.

Some of these smaller nations are putting up a daring fight. Men who know say the crisis for them will come within the next few months. That calls for daring action on the part of America.

Defense Eagle Production Upped

CHICAGO, May 3 (Manufacturer's release).—Al S. Douglis, of Daval Company, this city, counter game manufacturer, reports: "We have stepped up production of the Defense Model American Eagle due to the growing demand.

"Since the introduction of the Defense Model American Eagle there has been a great demand for this machine. For some time we have been able to keep up with this demand without speeding up our production system and taking men away from assembling Marvels, Cubs, Aces, and "21."

"This past week we found that the demand was getting beyond our present production schedule and therefore re-adjusted our production system so as to step up the assembly and the manufacture of the parts necessary for the Defense Model American Eagle.

"The free play token payout of this machine has clicked with everyone. The mystery award feature still remains one of the most outstanding attractions of the machine. The ball gum vender has helped many an operator to realize a better operation in his community.

"But what has placed the American Eagle in the permanent counter game class and what has caused us to step up our production on this machine have been the new defense reels. These reels feature tanks, parachutes, machine guns, anti-aircraft guns, etc. The game continues to grow in popularity daily, and we believe that before long we shall again have to step up production to meet orders."

To Offer New Lock to Trade

HAMMOND, Ind., May 3 (Manufacturer's release).—Deutsch Lock Company, Inc., reports it is preparing to offer shortly a new lock for use on coin machines. "It will be an entirely different controlled-key idea," reports M. William Deutsch. "We feel that we are doing a real service in presenting the lock to the trade, because a lock and key like the new Deutsch lock will stop losses that many operators have had thru duplicate keys.

"Operators have been calling at our plant asking when they can get delivery. Often they are operators of whom we have never heard before . . . they have learned of the new Deutsch locks from other operators who are waiting for them.

"We shall have an announcement for the trade shortly—an announcement that will mean less loss thru stoppage of pliffing of cash boxes by the use of duplicate keys and other methods of illegally opening locks," concluded Deutsch.

Allied Reports Purchasing Grows

CHICAGO, May 3 (Distributor's release).—"Operators are buying in larger quantities than ever before," said Sam Kleiman, of Allied Novelty Company, Chicago. "Instead of single lot purchases, the average now seems to run to large orders. Not only that, but they buy oftener.

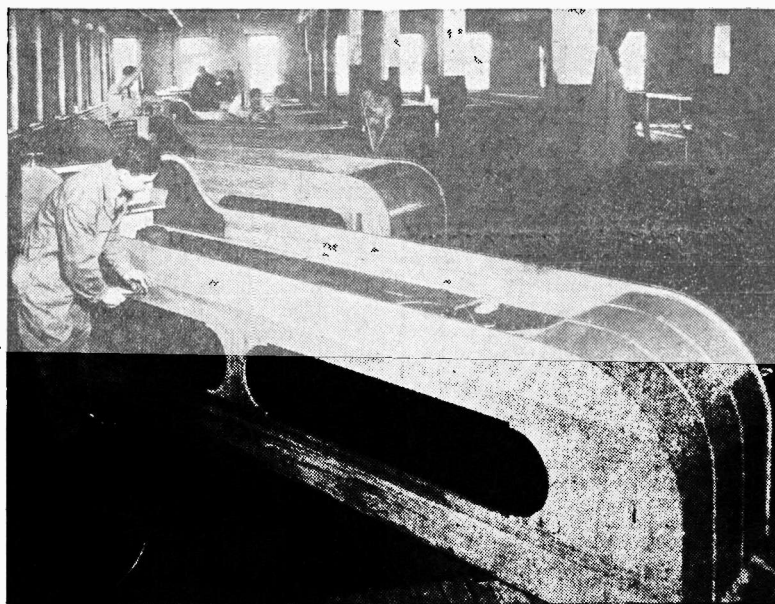
"Reorders are literally pouring in to us. I consider this an important trend of the coin machine business. Operators are aware that this year will probably be the best in coin machine history. So they are evidently protecting themselves for the future by buying as much as possible now.

"To meet this condition," Kleiman continued, "Allied has provided the largest stocks of reconditioned machines ever assembled on our floors, all ready for immediate operation."

Target Skill Hits the Mark

CHICAGO, May 3 (Manufacturer's release).—"Target Skill is scoring a bull's-eye hit! Distributors from all parts of the country are hailing it as the greatest Baker game," declared Carl Huppert, sales manager of the Baker Novelty Company, as the company announced full production on the game.

"Never before have I seen a game with such snap and action," he said, "never one with such tremendous popular ap-



DEMAND IS SO GREAT for the new Tally Bowl game that factory is working double shifts, firm officials report. Photo shows workmen at the Tally Bowl Manufacturing Company's plant putting finishing touches on the new game. (Manufacturer's release.)

peal. For some time Target Skill has been undergoing every conceivable kind of location test in various parts of the country. In every case the game came thru with flying colors. Mechanically, Target Skill has proved itself 100 per cent perfect, entirely free from bugs. Reports agree, it's the outstanding hit of any we've yet produced, and that's going some.

"Owing to our rush of orders for Baker's Pacers, Lucky Strike counter game, and Salute," Carl continued, "our factory was scheduled for only limited production on Target Skill for several weeks to come. But our distributors became so insistent for larger shipments of the new game, as their customers flooded them with orders, that we are now compelled to go into all-out production on Target Skill to keep up with the demand."

Badger Sees Big Resort Season

MILWAUKEE, May 3 (Distributor's release).—"As general business improves, so does the resort business," reports William (Bill) Happel, head of Badger Novelty Company, Milwaukee. As a direct result of improving resort business, operators' collections are higher. They in turn buy more machines from distributors.

"Because distributor sales are rising, we are led to predict that the resort business will be very good this year. It is true that large numbers of young people will be absent because of selective service, but we look for an increase in business because many persons who have skipped vacations in past years are going for them now.

"Our salesmen, William Doyle and Martin Olson, both report an increasing amount of enthusiasm among operators, especially in the larger cities, where collections are surprisingly good.

"Our policy has been to base our purchasing program on a thoro study of future events and conditions. Following this program, we are carrying the largest stock of pin games, in our history. This is true of other types of machines also. Equipment is being moved more rapidly than ever before, which leads to our forecast that the Northern resort section is preparing for a boom season."

Coinman's Praise For High Dive

CHICAGO, May 3 (Manufacturer's release).—"High Dive is a brilliant new addition to the Gottlieb line of winners, worthy of the Gottlieb name and reputation," declares Al Haneklau, of Olive Novelty Company, St. Louis. "In High Dive you'll find the latest versions of all the hit features that have made Gottlieb games such unequalled location successes.

"In our experience," Al went on, "we've found Gottlieb games consistent. The answer is simple. Gottlieb games have the action, flash, features, and come-on that get the play. Conse-

quently, they get into the top spots where their superiority tells an amazing story in big earnings.

"Operators tell us that most of their locations insist upon Gottlieb games, because the take is so much more. In many cases the games are actually responsible for a good percentage of the traffic in the location and prove a decided stimulant to business."

Larger Quarters For Milwaukee Coin

MILWAUKEE, May 3 (Distributor's release).—New, larger, and more modern quarters will soon be occupied by the Milwaukee Coin Machine Company, Milwaukee, according to Sam London, head of the firm.

"Our business has expanded so rapidly that we've once more outgrown our location and been compelled to go into larger space," Sam explained.

"Our new quarters are under preparation now and will be ready for occupancy in about four weeks. They will be large, fine, and conveniently located sales offices, equipped with the latest and most modern equipment and facilities.

"We'll be able to step up our famous Milwaukee Coin service even more. Announcement of our removal and opening will be made shortly."

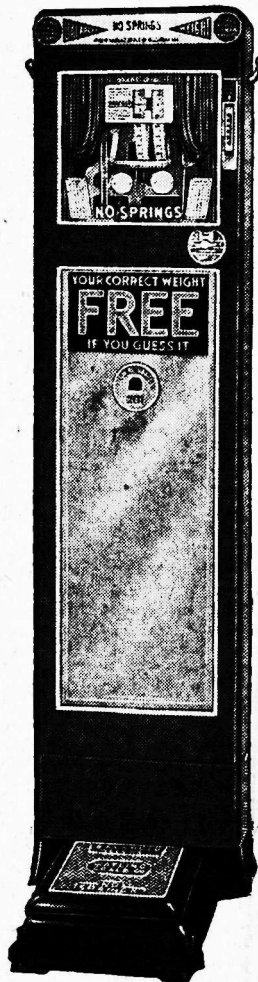
National Coin Expands Stocks

CHICAGO, May 3 (Distributor's release).—"Joe Schwartz, head of National Coin Machine Exchange of Chicago, recently returned from Florida, is on another extensive buying trip, picking up suitable equipment for the resort season," reports Harry Heiman, sales manager of the company.

"Included in Schwartz's purchases are large stocks of varied machines, including pinball tables and a complete varied line of legal equipment.

"Indications point to a marked improvement in the demand from operators during the coming season, and our aim is to be prepared to supply all our customers' needs."

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Height, 71 in.; Width, 17 in.; Depth of Base, 26 in.; Net Weight, 183 Lbs.

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Liberty Bells . . . 18.50 Thistlecrown . . . 44.50
Mercury . . . \$17.50

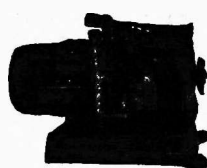
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Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AG radios, electric organs, pin-ball games, etc.
Complete 850 Watt, 110 AC Light Plant—List . . . \$ 97.00
Complete 500 Watt, 110 AC Light Plant—List . . . 180.00
850 Watt Kato Rotary Converter—List . . . 61.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

MUSIC MERCHANDISING

Frank Hammond Reviews Progress Made by Phono Operators' Assn. of Eastern Pa. and N. J. During Year

PHILADELPHIA, May 3.—A frank, yet optimistic note was sounded by Frank Hammond, business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, in his year-end report stating the association's progress during the 1940-'41 season. Hammond, in part, stated:

"The Phonograph Operators' Association of Eastern Pennsylvania and New Jersey has passed another milestone in its history, and while the total membership has not increased during the year, those remaining have been welded together more firmly for the good of the industry. Some new members were accepted during the year and some were lost to us, due to withdrawing from the business. The number of operators suspended from active membership were few, considering conditions and existing circumstances in our business this past year. One hundred per cent membership is not expected at any time, especially with the ease of entering our field at present.

"The year saw the failure of the Wilkes-Barre (Pa.) Chapter to surmount the obstacles in its path and to weld together the operators in the upper part of Pennsylvania into a smooth-working organization. Thus, no Wilkes-Barre Chapter roster appears in this issue of our Year Book.

"Recently the reorganization of the Newark (N. J.) Chapter took place. Here again local conditions caused much unrest and adverse conditions in the operating of music machines. Hopes are high for the success of this new group; while considerably less in number, they start with a clean slate. Their membership is expected to increase rapidly.

Tax Situation

"The license and tax situation has become quite acute and appears to be spreading rapidly thruout the country. Since January the situation has become more serious to the men operating in New Jersey. The passage of music machine license fees by many towns has caused the removal of many machines from the poorer locations and started a hunt for new locations for these machines in tax-free sections. While passage was fought in all cases possible, many were passed over the protests and sound facts offered as proof by the association and its members. The pleas in some cases were considered and the tax dropped or considerably reduced.

"The city of Camden, N. J., recently passed a tax, and Pennsauken, N. J., has a similar bill now pending. Other communities near by are talking of also taxing music machines, so that the serious spread thru Jersey is expected from now on, and we will be kept busy fighting them. While the Pennsylvania Legislature again had music machine tax bills before it this session, the passage of any of them at this time seems remote. Ten communities in Western Pennsylvania, however, introduced and passed taxes on music machines during the first two months of 1941. This fast spread, we feel, was due to no organized protests being entered against these ordinances by the operators in the territory. There is no association in Western Pennsylvania at this time, and here again the value of an association is shown, if for this purpose only.

New Officers

"As usual, the regular election of officers of the Philadelphia Chapter took place in November, with the following results: Charles W. Young, Delaware Music Company, was elected president to succeed Phil Frank; Jack Sheppard, Bell Amusement Company, re-elected vice-president; Harry H. Elkins, Royal Distributing Company, elected secretary to succeed George Field, and Joseph Mellwig, Cameo Amusement Company, re-elected treasurer. Few changes took place on the board of directors, as former officers were elected to serve on the board in place of men elected to office.

"The Harrisburg and Newark chapters deferred their elections until later, due to the existing conditions at that time. The Harrisburg Chapter, furthermore, lost the services of its business manager,

Tommy Mullin, who accepted a position as salesman for Rock-Ola products with the Keystone Vending Company. A new business manager was recently appointed and it is expected that he will carry on satisfactorily. He is Dallas S. Gangewer, of Allentown, Pa., and with the experience he has had in organization work, should prove a valuable aid to the Harrisburg Chapter members.

92 at Convention

"Ninety-two men from our territory made the trip to the annual coin machine show in Chicago in January. The only regret we had was the fact that only one music machine manufacturer was represented there. The advent of several new wall-box manufacturers into the field was welcomed. Members were successful in obtaining the distributorships of these boxes for our territory and all reports at this time show they are being heartily supported. They have proved a help to the business, and experience has proved that the use of this type of equipment increases receipts, in addition to holding locations against nearly all competition.

"While various makes of coin-operated movie phonographs have been shown and tested, no serious menace to the regular music machine operating business is seen from this source for some time. However, if they should increase the number of their subjects to the same number as at present in use on music machines and become selective, with considerable reduction in the cost of the equipment and film rental, then they will become a factor in the industry.

"The fact is clear to all that the association has accomplished much for the good of our business, and nearly all members voice their belief in our ideals strongly. We shall continue to better conditions in our small way and believe that the day is coming for us to realize our aims."

The association represents a membership of 146 operators in the territory, with the Philadelphia Chapter boasting a membership of 70, taking in the city and the surrounding territory. The Harrisburg Chapter has a membership of 44, with 32 members in the Newark Chapter.

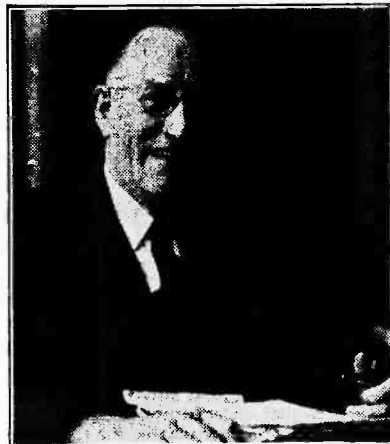
Philadelphia Members

Membership in the Philadelphia Chap-

Music Supports Defense . . .

Good music, cheering music, is always mighty useful in any time of crisis. Now that we are bending our national effort in a great job of preparedness, all good music is a real help in completing the job. Thousands of music boxes in all parts of the country are doing a

daily job of boosting the national morale. These phonographs are especially helping the rank and file of the people, the men and women who work in factories, shops, and plants where materials for defense are being made. The working people of America enjoy good music and they find it in the music boxes in their favorite store or establishment.



J. E. BROYLES

industry has been featuring patriotic songs as a contribution to public spirit.

The automatic phonograph industry heartily approves the idea of "I Am an American Day," set by the President for Sunday, May 18. The industry is fortunate in having a number of patriotic records that correspond with the sentiments of this day. These records will be featured in many phonographs during the week of May 12-18.

J. E. BROYLES, President,
Automatic Phonograph Manufacturers' Association.

ter includes the following: Samuel Stern, Maurice Finkel, Alec Lederer, Joseph J. Mellwig, William Yanks, Harry Elkins, Max Bushwich, Louis N. Sussman, Ellis Sugar, Irwin Newman, Sidney Myers, William L. King, Edward Klein, Samuel Weinstein, Louis Lalli, Herbert Sheward, Jack Sheppard, Harry Yanks, Ben Fireman, Martin Mitnick, Max Katz, Thomas A. Brett, Leon Gottlob, Arthur Pockrass, Harold A. Reese, Harold E. Irwin, Raymond Bernhardt, Herbert G. Rhofis, Sam Lerner, John Manion, Henry Margolis, Philip Dribin, Harry Stern, Meyer Cowen, Herman Scott, Samuel Snyderman, Meyer Frank, William Appel, Fred Bantel, Mrs. M. Schmid, Louis Zayon, Harry Hart, Samuel Litt, Ben Hankin, James Clement, Max Margolis.

Out-of-town members in the Philadel-

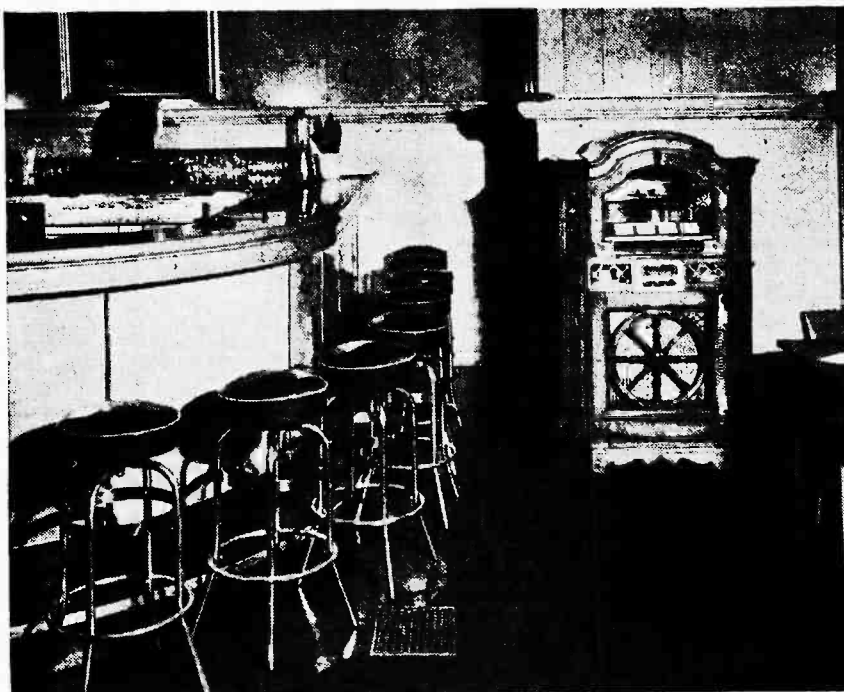
phia Chapter are Edgar E. Wilkinson, George Workman, William J. Burke, F. E. Brown, P. Frank, M. Lenny, L. Shackleton, D. Berliner, of Chester, Pa.; George Field and William Murphy, of Jeffersonville, Pa.; Edward Leopold, Hatboro, Pa.; Wally Schneider, Darby, Pa.; Harold Rlon, West Chester, Pa.; Chester D. Ely, Bristol, Pa.; Charles W. Kauffmann, Fort Washington, Pa., and George Zercher, Llanerch, Pa. William Westphal, Leo Spector, and Martin Levit, of Camden, N. J.; Charles Juniewicz, J. Friedenber, and Edward Bess, Atlantic City; Arthur Segar and Willard Ashmore, Asbury Park, N. J.; Margaret Visicidi and Alec Feldman, Paulsboro, N. J.; Lyman W. Medes, Stratford, N. J.; Budnick Brothers, Pleasantville, N. J.; Charles Young, Haddonfield, N. J.; Sofchak Brothers, Roebing, N. J.; James Maselli and Joseph Mangone, Vineland, N. J., and W. L. Mongan, Berlin, N. J.

Harrisburg Members

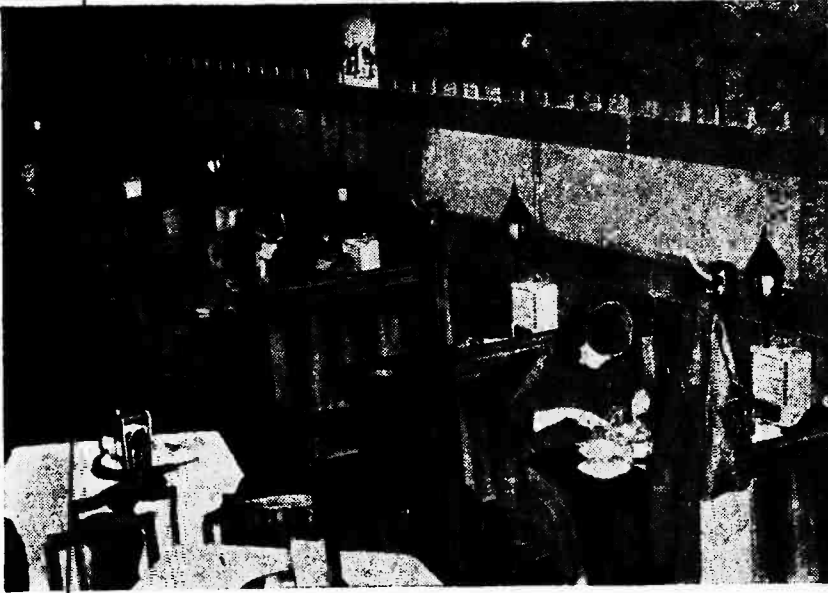
Harrisburg Chapter membership includes Walter C. Yost, William J. Embar, and Harry Goodman, Lebanon; Hoffman & Esterson, S. Joseph Freedman, Harry Rubin, Hoover Radio Supply Company, and Albert S. Barth, Harrisburg; Raymond C. Williams, West Reading; Melvin Missmer, A. F. O'Donnell, Rollin H. Snyder, Joseph Domitrowich, William Wallitsch, Carl Wolbach, Albert Knotek, Robert Kuhns, Ray Moore, William Erney, Archie Federman, George H. Everson, and Roy S. W. Hartman, Allentown; Joseph P. Malnick, Tower City; G. B. Aunkst, Watsontown; M. F. Malarkey, Pottsville; Larue D. Hess, Millville; M. W. Stees, Mifflinburg; Leon P. Noakes, Mahoney City; David Joyce, Hanover; Harry B. Fisher, Hokendauqua; Michael Sacks, Lehighton; John Young, Catasaqua; Albert Rosman, Lancaster; G. Wilson Riffert, Pennbrook; Harry B. Gormley, Bethlehem; Allan Strausser and Joseph Schugars, Reading; Miller & Bernstein, and Martin & Lynnwood Shirey, Lewistown; Griffith & Patz, and Matthew Eskow, York, and J. E. O'Donnell, Franklin W. Young, and Jack Gumph, of Easton.

Newark Chapter

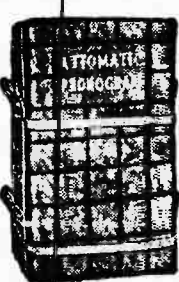
Newark Chapter membership includes: Harry Pearl, Herman Halperin, Morris Emerson, Barnet Sugarman, and Joseph De Leo, Newark; D. F. Westervelt, Neptune; Samuel Pinn and Jerome Morris, Plainfield; William R. Miller and Harry Asnes, Jersey City; David Stern, Harry Wichansky, and Everett Masterson,



BUFFALO'S "31" CLUB LIKES THE HARMONY of the Wurlitzer Colonial phonograph, not only musical harmony, but the harmony of design with surroundings. Vic Schmidt, music merchant who installed the machine, says earnings have been a revelation. Albert Shillaire, location owner, reports compliments on the appearance of the phonograph. (Manufacturer's release.)



CARZI'S CAFE, DORCHESTER, MASS., boasts one of the first 1941 Seeburg music systems in the Boston area, according to Atlas Coin Machine Company officials, Barney and Louis Blatt. Operator Charles Garrilles declares interest in music in the spot has shown a sharp increase since the installation. (Manufacturer's release.)



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Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

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- No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") \$8.50
- No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") \$10.50
- No. 39 Adjustable Carrying Harness (for all size cabinets) \$6.50

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Inc. 1921.
3815-3825 Cortland St., Chicago, Ill.

Elizabeth: Theodore Sutter, Palisades Park; Humbert Betti, Union City Warren Brower, River Edge, Eddie Nazzaro, Dover; Philip Kurtz, Brooklyn; Joe Minero, Haledon; Herbert Ruetsch and August Herkert, Woodridge; Lester Shawber and Robert Weller, Cliffside Park; Steve Kalman, Bogota; S. H. Barclay, North Arlington; John F. Neiderman, South Amboy; Edward Marks, Bayonne; Ozzie Suckles, Matawan; Ernest W. Michaels, Roselle; Albert Haas, New Brunswick; Frank Savage, Bloomfield, and Horace V. Grant, Lakewood.

Seiden Visits Buckley Factory

CHICAGO, May 3 (Manufacturer's release).—Henry Seiden, factory representative for Buckley Music Systems, was a Chicago visitor this week. To give him an opportunity to spend as much time in the factory as possible, he flew into Chicago from Syracuse and then flew back to Syracuse.

In talking about the trip, Seiden said: "There have been so many new developments in the music system field and in the Buckley factory during the past few weeks that I figured that I should spend a day looking over these new developments. I have always been a great believer in service and the only way that I can give the distributors in my territory this service is to get the first-hand knowledge right from the factory."

"The Buckley line has grown so fast since the introduction of the illuminated music boxes that I feel we have everything a music man could want. In the New York territory which I cover one can find Buckley Music System installations in practically every good-sized town."

"Any music operator in the country who drives thru New York in the next few months is invited to look around and get acquainted with the satisfaction that the Buckley installations are giving distributors, operators, and locations."

73 TOP DISTRIBUTORS NOW SERVE YOU "BETTER TONE" MUSIC WITH BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH-TO-TOUCH" ACTION

COUNT 'EM! 73 OF THE NATION'S LEADING DISTRIBUTORS NOW SERVE YOU—"The Finest One For '41"—BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION—"BETTER TONE" MUSIC—SEE YOUR NEAREST DISTRIBUTOR NOW!

- | | | |
|---|--|--|
| <p>ALBANY, N. Y.
Henry W. Seiden (Special Representative) 1230 Broadway</p> <p>ALLEN TOWN, PA.
Paula Vending Co. 102 E. Emaus Ave.</p> <p>AMSTERDAM, N. Y.
Columbia Novelty Co. 8 Blood Street</p> <p>ABBURY PARK, N. J.
Casino Amusement Co. Monroe & R. R. Aves.</p> <p>BALTIMORE, MD.
Oriole Coin Mach. Corp. 138 W. Mt. Royal Ave.</p> <p>BELLMORE, L. I., N. Y.
Supreme Vending Co., Inc. 201 Grand Ave.</p> <p>BIRMINGHAM, ALA.
Birmingham Vending Co. 2117 Third Ave., North</p> <p>BLOOMFIELD, N. J.
General Amusement Co. 86 Valentine Rd.</p> <p>BOSTON, MASS.
Bond Sales Company 1022 Commonwealth Ave.</p> <p>BROOKLYN, N. Y.
Brooklyn Amuse. Mach. Co. 660 Broadway</p> <p>BUFFALO, N. Y.
Rex Amusement Co. 1443 Main Street</p> <p>COLUMBUS, O.
G. N. Vending Co. 663 W. Broad St.</p> <p>CHICAGO, ILL.
Martin-Lindlof Dist. Co. 8020 Lincoln Ave., Niles Center</p> <p>CHATTANOOGA, TENN.
Dixie Amusement Co. 615 Cherry St.</p> <p>CHESTER, PA.
Automatic Vending Co. 525 Parker St.</p> <p>DALLAS, TEX.
Walbox Sales Company 1713 Young Street</p> <p>DENVER, COLO.
James E. Blackwell (Mountain States Dist. Sales Mgr.) Blackwell Distributing Co. 555 Milwaukee St.</p> <p>DETROIT, MICH.
American Novelty Co. 3165 Grand River Ave.</p> <p>ELIZABETH, N. J.
Atlas Vending Co., Inc. 410 No. Broad St.</p> <p>ELIZABETH CITY, N. C.
R. D. Box 216 N. Martin St.</p> <p>FARIBAULT, MINN.
Gopher Sales Company 601 Central Ave.</p> <p>FRESNO, CALIF.
Joe H. Baker 154 N. First St.</p> <p>FORT WAYNE, IND.
Indiana Sales Company 208 So. Cornell Circle</p> | <p>GREENVILLE, N. O.
McCormick Music Co. 217 E. Fifth St.</p> <p>HABANA, CUBA
L. H. McMasters Bacardi Bldg., No. 301</p> <p>HARRISBURG, PA.
Tri-State Music Co. 4123 N. 3rd St.</p> <p>HOUSTON, TEX.
Sun Amusement Co. 518 Dallas Ave.</p> <p>INDIANAPOLIS, IND.
Wired Music 626 Madison Ave.</p> <p>LADOGA, IND.
Merry Whirl Amusement Co.</p> <p>LINDEN, N. J.
Arrow Amusement Co. 17 Northwood Ave.</p> <p>LOUISVILLE, KY.
J. E. Cobb Distrib. Co. 516 So. Second St.</p> <p>LOS ANGELES, CALIF.
General Music Company 2277 W. Pico Blvd. Charles A. Robinson 1911 W. Pico Blvd.</p> <p>MASSILLON, O.
Elum Sales Company 127 W. Trimount St.</p> <p>MEMPHIS, TENN.
Tri-State Music Co. 664 Marshall Ave.</p> <p>MEXICO, D. F.
Robert W. Weekes Apdo. Postal 5902</p> <p>MIAMI, FLA.
Les Purlington 525 N. W. 24th Ave.</p> <p>MILWAUKEE, WIS.
Patterson & Dennison, Inc. 6210 W. Greenfield Ave. West Allis, Wis.</p> <p>MINNEAPOLIS, MINN.
Music Installations 1318 Nicollet Ave.</p> <p>NEWARK, N. J.
Major Amusement Co. 10 Pennington St. Music Systems of N. J., Inc. 641 Hunterdon St. Ace Music Co. 11 Coes Place</p> <p>NEW ORLEANS, LA.
Buckley Mfg. Sales Co. 2215 Canal Street Pleasure Music Co. 1010 Poydras St.</p> <p>NEW YORK CITY
Wm. Blatt (N. Y. C. District Sales Mgr.) Bell Music System, Inc. 557 Rogers Ave., Bklyn., N.Y.</p> <p>OAKLAND, CALIF.
Bee Music Company 850 E. 14th St.</p> | <p>OMAHA, NEB.
Howard Sales Co. 1508 Farnum St.</p> <p>ORLANDO, FLA.
Southern Music Co. 503 W. Central Ave.</p> <p>OTTAWA, ILL.
Wolfe Music Company 920 E. Main Street</p> <p>PASSAIC, N. J.
Famous Distributors 53 Amsterdam Ave.</p> <p>PERRY, N. Y.
Silver Lake Amuse. Co. 17 N. Main St.</p> <p>PHILADELPHIA, PA.
Universal Amusement Co. 2010-12 Market St. Keystone Vending Co. 1423-25 Spring Garden St. Quaker Vending Co. 5241 Oxford Ave. Capital Amusement Co. 614 Spring Garden St.</p> <p>PITTSBURGH, PA.
Oriole Coin Mach. Corp. 1410 Fifth Ave.</p> <p>PORTLAND, ORE.
Aubrey V. Starlor 807 S. W. 16th Ave.</p> <p>PONTIAC, MICH.
Wolverine Entertainers, Inc. 88 Newberry St.</p> <p>ROCHESTER, N. Y.
Rex Amusement Co. 339 Clinton Ave., N. Wisman Vend-o-Matic Co. 210 Court St. A-1 Amusement Co. 192 Clinton Ave., No.</p> <p>SACRAMENTO, CALIF.
D. B. Soost 1921 Sixteenth St.</p> <p>SAN FRANCISCO, CALIF.
William Corcoran (Pacific Coast Dist. Sales Mgr.) 927 Larkin St. Metro Music Company 280 Golden Gate Ave.</p> <p>SAVANNAH, GA.
Mullinix Amusement Co. 41 Habersham St.</p> <p>SEATTLE, WASH.
Heberling Brothers 106 Elliott Avenue, East</p> <p>SPOKANE, WASH.
Orest Novelty Company 243 W. Trent Avenue</p> <p>SYRACUSE, N. Y.
Rex Amusement Co. 710 So. Salina St.</p> <p>TOLEDO, O.
National Sound System 2137 Tryon Lane</p> <p>TRENTON, N. J.
Central Amuse. Novelty Co. 204 Perry St.</p> <p>UNION CITY, N. J.
M. Betti & Sons 182 New York Ave.</p> <p>UTICA, N. Y.
Rubin Sales Co. 410 Washington St.</p> <p>WATERTOWN, N. Y.
M. Forman 103 Public Sq.</p> |
|---|--|--|

WIRED MUSIC
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All steel constructed and will last a life-time. Large easy-rolling rubber-tired wheels. Heavy rubber padding to prevent marring or scratching of phonographs. Order a sample. If not satisfied you may return it for full refund within 7 days.

SPECIAL TRACK FREE WITH "HANDEE" PIN-GAME LIFT TRUCK
One man can now load pin-games off and on your truck and install them in your locations. All you need is the "Handee" Pin-Game Lift Truck and special track. Combination price, for both \$37.50

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and Thanks!

TO ALL THESE ARTISTS
FOR THEIR FINE
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INTERMEZZO

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The David O. Selznick Production
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INTERMEZZO
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- No. 3674 — Guy Lombardo and His Royal Canadians (dance)
- No. 3696 — Salon Orchestra, Dir. Harry Horlick (instrumental)
- No. 3692 — Bob Hannon (vocal)
- No. 3275 — Albert Kerry (violin solo)

INTERMEZZO
on COLUMBIA RECORDS

- No. 36050 — Benny Goodman (dance)
- No. 36041 — Xavier Cugat (dance)
- No. 36017 — Clyde Lucas (dance)
- No. 36007 — Marie Green (vocal)
- No. 35886 — Vladimir Selinsky (violin)

INTERMEZZO
on VICTOR RECORDS

- No. 27355 — Enric Madriguera (dance)
- No. 4458 — Toscha Seidel (Souvenir de Vienne) (violin)

INTERMEZZO
on BLUEBIRD RECORDS

- No. B11123 — Freddy Martin (dance)

INTERMEZZO
on OKEH RECORDS

- No. 6120 — Charlie Spivak (dance)

★

Publishers of **INTERMEZZO**

**EDWARD
SCHUBERTH & CO. INC.**

11 E. 22ND ST.,
NEW YORK

★

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

E. R. Lewis, general manager of Decca Record Company, Ltd., London, was dismissed recently when a Luftwaffe bomb blitzed his home. Luckily neither Lewis nor his family were hurt, due to the fact that they were all in the dining room at the time and it was one of the few rooms left intact. Their pet cat was missing, but had evidently been out strolling when the bomb hit, because it casually walked into the house later. A hep-cat, no doubt.

The Martins, new singing starlets, have signed a Columbia recording contract to start this month. . . . Johnny Long's vocalist, Helen Young, did the lyrics for Fletcher Henderson's four debut sides for Columbia. Band has both white and colored musicians playing. . . . The Saturday Evening Post's story on the "Land of the Jook," by Theodore Pratt, listed the biggest money-making records in the Florida glades as "Hey, Stop Kissin' My Sister"; "Whatcha Know, Joe?"; "A Chickden Ain't Nothin' But a Bird," "Bucket's Got a Hole in It," "Address Unknown," "Gee, I Wish I'd Listened to My Mother," "Papa's in Bed With His Britches On"; "Hello, Ma, I Done It Again"; "Down Highway 61," "Bus Rider Blues," "Hit the Road," and "Penthouse in the Basement." . . . Glenn Miller's songbird, Marion Hutton, has decided not to rejoin the band after having her baby.

National Music Week

Many special record promotions are taking place thruout the country this week in connection with National Music Week, May 4 to 11. A few operators report that they are taking advantage of all the nationwide publicity attending the campaign by placing stickers and placards on their phonographs. Paramount Pictures has tied in the release date of the film *There's Magic in Music* with this week. Music dealers in all key cities have rigged up special displays and are plugging it hard. There is a psychology which works behind these "Drink Milk Weeks," etc., and many people fall in line with the propaganda, drinking milk, playing records, or whatever they're told to do that week. Phonograph operators should take advantage of these breaks whenever it applies to them. It may seem stupid, but P. T. Barnum never figured that way, and look what he did.

Release Prevues

Jimmy Dorsey's next recording session

will include Jimmy Flora's latest tune, "A New Shade of Blue," for Decca. . . . Okeh made four sides with Buddy Clark's band, doing "Little Old Church in England," "Lamplight," "When That Man Is Dead and Gone," and "C'bye Now." . . . Xavier Cugat's coming record line-up for Columbia includes "Minnie From Trinidad," "I Wanna Lot of Love," "Mala Noche," two Afro-Cuban tunes, and "Pedro and His Mule." . . . Frankie Masters did "First One To Say Good Morning" and "Yours" for Okeh. . . . Dinah Shore and Jan Savitt are scheduled to record "It's So Peaceful in the Country" for Victor. . . . "Spanish Shawl" and "Keep a Song in Your Soul" will be Joe Marsala's next Decca recordings. . . . Abe Lyman will record Eddie Lane's new tune, "When the Lilacs Bloom Again," for Bluebird. Lane, besides his penning of songs and many other duties, is now handling Lyman's recording promotion and publicity with the phonograph operators.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

DES MOINES, IA.:
Just a Little Bit South of North Carolina. Gene Krupa.

Ditty has been out a few weeks now, and altho not a sensation as yet, it has picked up a "going strong" rating in the corn country out this way. Tricky lyrics and a nice smooth treatment of the music by Krupa give the tune a better-than-average chance of making the grade elsewhere, too.

WINNIPEG, MAN.:
I Do, Do You? Dick Jurgens and Dinah Shore.

This is a brand-new one and has already hit the active brackets up this way. The two mentioned recordings present neat arrangements and song work of the lilting melody, so operators investing in either will probably be betting on a favorite. Tune is also showing heavy sales in the Midwest of the U. S.

HELENA, MONT.:
Breakfast for Two. Freddie Martin.

BMI is responsible for this tune, which is one of its most recent. Reason for its sudden popularity on the automatic ma-

chines in this territory is Freddie Martin, who has been a strong favorite in the West for many years. He has put in a lot of his time on the West Coast recently and has had a lot of air time which covers this area.

INDIANAPOLIS:
May I Never Love Again. Bob Chester,

A recording that is ranking right up among the top money-getters here in the Hoosier territory. Tune is a BMI'er, so is getting its share of radio plugs. But aside from that, maestro Chester is a pull in this section of the country thru his records and one-night dates. As the title implies, tune is a sweet and sentimental ballad.

WILMINGTON, DEL.:
Everything Happens to Me. Tommy Dorsey.

Bandleader T. Dorsey dug up this ditty himself and his recording of it is as neat as a pin. In the seaboard town mentioned operators have it heavily spread around their routes and report high meter readings from same. A Dorsey item is usually good for a few twirls on any phonograph, but this one is very likely to do better than that and soon pop out of the territorial classification.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended May 3 and the week before, ended April 26. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—Amopola	4
2—My Sister and I	5
3—Do I Worry?	1
4—Two Hearts That Pass in the Night	6
5—Things I Love	8
6—Walking by the River	—
7—Maria Elena	2
8—There'll Be Some Changes Made	7
9—Oh, Look at Me Now	—
10—It All Comes Back to Me Now	10

Baltimore

BALTIMORE, Md., May 3.—The local units of the Howard Johnson chain of restaurants have become outlets for cigarette vending machines.

Thirty-five vending machines are being installed in the new Bendix Aircraft plant on Joppa Road, Towson, several miles north of Baltimore.

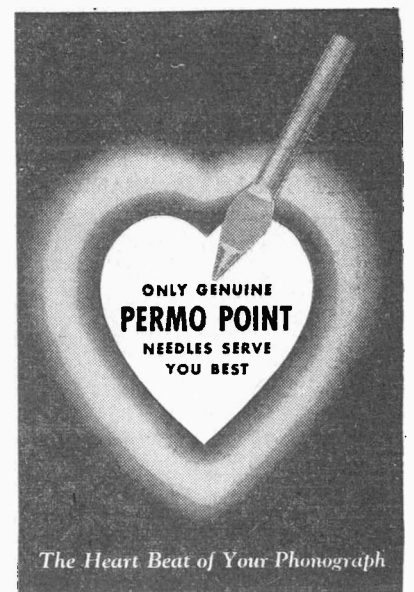
Twelve vending machines will be installed in the new Allied Aviation Corporation plant at Dundalk, scheduled to open soon with an initial working force of about 1,000 men. More machines will follow.

A sharp upswing in sales of used machines is reported by Art Nyberg, head of the Calvert Novelty Company. Nyberg also says the past week witnessed a brisk activity in sales of music boxes. Bally's Play-Ball game, Nyberg reports, continues to enjoy an excellent demand.

Mills music boxes are moving at a brisk sales pace, states William J. Claire, of the Baltimore division of the Keystone Novelty Company.



ORCHESTRA LEADER MEL MARVIN, at the Blue Gardens, Armonk, N. Y., features Jim Mangan's song in his broadcasts over the Mutual network. Kate Smith also uses the "We're All Americans" tune for her concluding aria to further the spirit of Americanism. (Manufacturer's release)



On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 15)

SAMMY KAYE (Victor 27391)

Daddy—FT; VC. *Two Hearts That Pass in the Night*—FT; VC.

Kaye should have a terrific coin phonograph item in the A side here. Taking a simple little lyric number, he foregoes his customary sweet style, and makes the side nine-tenths vocal, the band boys singing in unison backed by a distinctly toe-tapping beat. It's the latter and the vocal treatment that should get them, for the tempo is irresistible, and the words are amusing and sung to their best advantage. The hot trumpet licks in the short instrumental interlude between vocal choruses is another departure from the usual Kaye style. Reverse reverts to type, the band smoothly melodious, and Arthur Wright singing a good vocal. But side A has the unusualness and the catchy appeal to run up sizeable sales; it will be surprising if music machines and home phonos aren't soon playing this in droves.

EDDY DUCHIN (Columbia Album Set C-52)

A Natural—Four 10-inch records. A natural is right, for here Duchin combines with the late George Gershwin to produce a packaging of superbly played Gershwin compositions. Eddy doesn't use his band on these disks, carrying the tunes himself on the piano with rhythm backing. Some of Gershwin's best and best known songs are included, among them *The Man I Love*, *Someone To Watch Over Me*, *Embraceable You*, *Wonderful*, *Somebody Loves Me*, and *Summertime*. Duchin's work is excellent in the style that is his alone, and the quality of the performance and the material, plus the name value of the artist and the composer, will unquestionably result in one of the best-selling albums Columbia has put out to date.

MART KENNEY (Bluebird B-11128)

Love at Last—FT; VC. *There'll Come Another Day*—FT; VC.

Kenney, one of Canada's foremost bands, contributes a pair of unexciting sides here, with his string section the most notable feature of both arrangements. Clearly defined dance beat is lacking on side A, altho the reverse manages to achieve better rhythm. A guitar bit on the second side is nicely done, and a vocal group is fair on the words. Art Hallman doesn't bring much to his first side word-selling.

BING CROSBY (Decca Album Set No. 221)

Crosbyana—Six 10-inch records.

Grouping 12 of Crosby's picture tunes of several years ago in one package constitutes one of the smartest merchandising jobs done by Decca in an album way recently, not only as regards the albums Bing has on the label, but taking in all the many Decca packagings. Platters here are all reissues, and in that is contained further appeal, for on three of the disks Crosby is backed by the erstwhile Dorsey Brothers' orchestra. Songs are all from Bing's Paramount films of a few years back, such as *Two for Tonight*, *Mississippi*, and *Here Is My Heart*. Plenty of sales potentialities here.

ROY ROGERS (Decca Album Set No. 226)

Cowboy Square Dances—Three 10-inch records in album.

Decca has another interesting album in this one, but far less over-the-

counter possibilities are inherent in it than in most of this company's packagings. That isn't because Rogers and Cooley's Buckle Busters don't do a good job of calling square dances, but simply because probably not too many people are interested in how square dances are called.

WILL BRADLEY (Columbia 36082)

Shadows in the Night—FT; VC. *Call Me a Taxi*—FT; VC.

Shadows is a conventional ballad, done a little better than conventionally by this adroit bunch of tootlers, but despite the forthright musical performance and Terry Allen's smooth lyricizing, it's just another side that won't mean too much because it's just another song. Flip-over is different. Ray McKinley again makes much of a vocal chorus in his inimitable drawl, and altho the ditty's theme is reminiscent of *Whatcha Know Joe?*, the lyrics are amusing, McKinley is highly entertaining, the ork gets a great beat, and listening or dancing are on the same high plane.

FRANKIE MASTERS (Okeh 6155)

G'Bye Now—FT; VC. *We're in the Army Now*—March FT; VC.

With *G'Bye Now* causing so much favorable reaction among both trade and

instrumental of the Zez Confey and Vincent Lopez stripe. But if disk buyers hear it, they can't help marking down Reichman as a genuine musical artist and a departure from the usual trumpet-clarinnet-trombone type of band leader. B side is short, bright, sparkling, and ear-arresting. Reverse is an ordinary ballad, played well, with Joe's piano ripping constantly thru it.

JOAN MERRILL (Bluebird B-11125)

I Went Out of My Way—V. *Summertime*—V.

This is Miss Merrill's second Bluebird disk, and except for the choice of song on the second side (the Gershwin masterpiece from *Porgy and Bess*) not a great deal better than her initial effort. Her pseudo-dramatic, forced, and unfeeling approach to a lyric is too close to the way torch songs used to be delivered in the 1920s, and while it may have been effective in those days, styles in everything change, including vocal stylization. *Summertime* possesses such basic fragile, lovely melodic beauty that it's pretty hard to ruin it, and as a result this singer is carried along by the song and made to sound better, not thru any merit of her own, but due entirely to Gershwin's composing genius. Her phony histrionics and coldly dispassionate voice make nothing of a pedestrian torch number on the A side.

JIMMY DORSEY (Decca 3721)

Au Reet (Au Rote Au Root)—FT; VC. *Man, That's Groovey*—FT; VC.

The combination of this band, Helen O'Connell's vocal style, and a better-than-average swing ditty is hard to beat. Miss O'Connell is starred on both sides here, while the tune on side B is well below average as a number, the companion song is proportionately above average. Therefore it's side A that offers



BIG WURLITZER INSTALLATION proves profitable in a Southern location. In Tim's Cafe, Selma, Ala., there is a Wurlitzer Model 800, 12 Wurlitzer wall boxes, and three bar boxes. Patrons keep the phonograph going most of the time, encouraged by the remote control units strategically placed thruout the location. (Manufacturer's release.)

public, Masters' waxing of it is quite likely to come in for its share of good comment and satisfactory sales returns. It's the type of number this crew can do well, and it fits Frankie's vocal personality like the proverbial mitten. Bright, danceable, listenable thruout—with a particularly expert piano passage—this is a good phono bet, and a definite must for Masters' followers. Companion piece is likewise a good job, taking the old *You're in the Army Now* melody and giving it a new and timely draft twist. Tempo is partly strict march rhythm and partly swing, with practically everyone in the band contributing lyric bits solo and ensemble. This is novelty stuff out of the top drawer.

JOE REICHMAN (Victor 27393)

It's Sad, But True—FT; VC. *Variations in G*—FT.

Reichman's recorded efforts so far have been uniformly good, and with side B here he ought to establish himself definitely as one of the best keyboard maestri in the business. The title, *Variations in G*, is not the most commercial in the world, and it may hold back some interest, particularly since it's a piano

the greater listening pleasure on this disk, and use of the word "pleasure" is no overstatement. Helen, assisted by the band boys, sings a terrific vocal here, and the fundamental beat of the song, plus its natural lift, makes this a great bet for home or coin phonos. Reverse is less effective because the song is more forced, altho Miss O'Connell and the band do well by it.

HARRY JAMES (Columbia 36081)

For Want of a Star—FT; VC. *Braggin'*—FT; VC.

James's full band, now complete to a smoothly working string section, makes a sweet sounding version of the A side ballad. Song is a bit long and draggy, but the scoring brought to it by this outfit covers up the composing sins, and Dick Haymes, occupying a good many grooves on the vocal chorus, sells his part of it nicely. Tempo of the B side number (which is in the *Lazybones* tradition) is similar to James's *Music Makers*, and with the solid rhythm alternating with the strings, more fine listening can be chalked up here. Harry's trumpet gets in a few licks here to good advantage, also.

WOODY HERMAN (Decca 3738 and 3745)

Intermezzo—FT; VC. *My Mom*—FT; VC. *G'Bye Now*—FT; VC. *Until Tomorrow*—FT; VC.

Latest Herman sides contain contrast and considerable merit. Woody's interpretation of *Intermezzo* stacks up with the best waxings of this lovely melody, and from the coin phono angle he is liable to have the top record, because of the feeling with which he sings the lyric and the simplicity of the arrangement. Delicate patterns woven by the reeds thruout the side are another ear-

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WOODY HERMAN Orchestra	G'Bye Now Until Tomorrow 3745
LAWRENCE WELK Orchestra	Friendly Tavern Polka You Are My Sunshine... 3725
BOB CROSBY Orchestra	You Forgot About Me Gone But Not Forgotten ... 3417
WOODY HERMAN Orchestra	Intermezzo My Mom... 3738
LAWRENCE WELK Orchestra	Clarinet Polka Canadian Capers 3726
TERRY SHAND Orchestra	I've Been Working on the Railroad Casey Jones... 3714
THE JESTERS	Repasz Band Maguire's Musketeers. 3719
YORK BROTHERS	You Took My Sunshine With You Speak To Me, Little Darling... 5933
BUDDY JOHNSON Band	Please, Mister Johnson Swing Along With Me 8507

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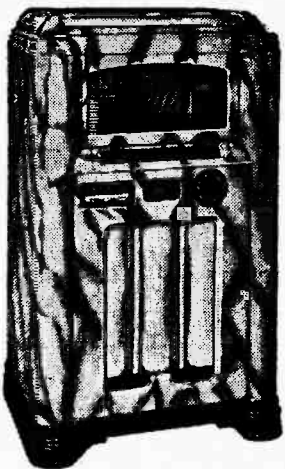
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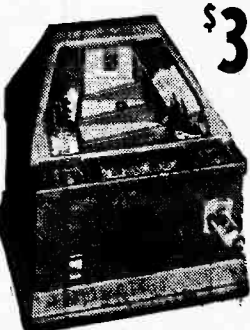
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compelling feature. Reverse is a timely item for impending Mother's Day sentimentalists, and Herman sings the Walter Donaldson maternal tribute sympathetically and with warmth. Band gets a strong beat on *G'Bye Now*, with Muriel Lane's clean delivery and fine diction making her vocal chorus-and-a-half the side's standout. Gal is getting better with each succeeding release. Last side again spotlights a Herman vocal, with Hy White's guitar pickings worthy of note. Brasses and saxes alternate on the arrangement's second half. Each side here has better-than-average possibilities for over-the-counter and music machine sales. There oughtn't to be any trouble realizing them.

TOMMY TUCKER (Okeh 6145 and 6156)

I Love You—FT; VC. *Lazy River*—FT; VC. *Number 10 Lullaby Lane*—FT; VC. *Nice Dreamin' Baby*—FT; VC.

After considerable length of time on the Okeh label Tucker finally gets around to recording his theme, on the first side of the first disk of this quartet of numbers. The theme song idea is, of course, the disk's main selling point, and good sales should result because of the average record fan's customary desire to have a band's identifying musical signature on wax. Tucker naturally does the song as he does it on the air, with the Voices Three warbling most of the arrangement. Reverse is easy and relaxed, but too spiritless; Don Brown and the Voices Four this time take the lyrics. Second set of sides are in the usual Tucker style, unexcitingly adequate for listening or dancing, with nothing in the band's performance or Amy Arnell's or Brown's vocalizing to demand further hearings.

VAUGHN MONROE (Bluebird B-11129)
Pagliacci—Vesti La Giubba—VC. *Some-where in England*—FT; VC.

Monroe will boost his stock considerably higher thru the A side here. Singing the Leoncavallo aria is an ambitious undertaking for a singer of pop songs, but Vaughn's deep baritone carries it off extremely successfully; he's no Caruso, of course, but no pretense at being one is made, and it's an excellent performance of a difficult thing. It would have been better perhaps if it had been sung in Italian instead of English, for it's the idea here rather than the actual content of the composition that counts, but that's quibbling in the face of an unusual, highly commercial and still artistic recording effort. After a dramatic intro, Monroe sings in slow tempo, with the arrangement going swing (aided by some imaginative scoring touches by Johnny Watson), and then winding up with Monroe again. Jump part has all the drive of Vaughn's *Salud, Dinero y Amor*, and there's greater contrast than there was on that disk via the slow-fast-slow set-up. Pattermate is nothing out of the ordinary, but *Pagliacci* doesn't need any backing; it's the whole story here, and it ought to have a very happy sales ending.

ANDREWS SISTERS (Decca 3732)
Aurora—V. *Music Makers*—V.

The Harry James tune on side B is by far the better of the arrangements here, and altho the singing sisters do it in faster tempo than the way James plays it, they don't diminish its appeal any.

Patty, as usual, is excellent in her solo stint, and the arrangement, especially near the end of the side, is inventive and effective. *Aurora* is lacking as a song, and while the girls do it brightly—Patty standing out again—there is little that's exciting here. Either side, however, can be potent music machine fodder.

BOBBY BYRNE (Decca 3739)
Music Makers—FT. *When You and I Were Young, Maggie*—FT.

Byrne does *Makers* in a vein similar to the James arrangement, with nice scoring emphasized more than the beat, altho there is plenty of that present. Shading at the end of this version is extremely interesting, and the whole thing adds up to one of the best things that Byrne has turned out on wax in some time. Companion number is not outstanding, the old sentimental ditty knocked out in medium jump tempo, with customary solos and ensemble scoring.

TEDDY WILSON (Columbia 36084)
But Not for Me—FT; VC. *Oh, Lady Be Good*—FT.

A Gershwin melody and Teddy Wilson to interpret it make for a happy combination, and here the sepiá pianist-maestro has waxed two of Gershwin's numbers. Altho this is strictly fine jazz output, average diskophiles can get enjoyment out of it, because it's not the screaming, red hot type of blasting that only hep cats can appreciate. It's intelligent, musicianly jazz, exhibiting virtuoso qualities of the soloists, and while its greatest appeal is to those who go for the finer points of le jazz hot, this disk is much broader in its scope than most of its type. Helen Ward, remembered as Benny Goodman's vocalist a few years ago, and in the opinion of some swing experts the greatest of the girl band singers, supplies a fine vocal chorus on the A side.

LARRY CLINTON (Bluebird B-11130)
That Night We Met in Hononu—FT; VC. *Smiles*—FT; VC.

A smooth, medium ballad job is found on the first side here, but even a Peggy Mann vocal and some astute Clinton arranging can't lift a weak song out of the doldrums and make it mean anything. Far better is the dressed-up version of the B side oldie, played as a jump tune, with a particularly effective tenor sax first chorus. Only flaw here is a brazen lifting of the vocal style of Tommy Dorsey's *Marie* (and other Dorsey follow-ups to that); Butch Stone vocals the lyric, backed by the ensemble with interpolated comments. It's not even a good copy, because the chorus lines are unfunny.

CHARLIE SPIVAK (Okeh 6146)
Move Over—FT; VC. *A Tale of Two Cities*—FT; VC.

Side A shows off the swing side of this band, with Spivak's golden trumpet left for showcasing on the reverse. Showcasing is perhaps the wrong word, since Charlie has only about a half-chorus before giving way to some full band tootling and Gary Stevens's vocal. Both songs are well arranged, and Ginger Maylen does well with her first side warbled chorus, with an assist from the band boys. Tune on this side has a catchiness of melody and rhythm that ought to pay off in over-the-counter sales.

COUNT BASIE (Okeh 6157)
Jump the Blues Away—FT. *Wiggle Woogie*—FT.

This double is solely for the jazz hounds who can understand and appreciate this type of dance music. Strictly jump stuff all the way thru both sides, it will have little or no appeal to the average record purchaser, and automatic phonographs won't care a hoot. Which isn't to say that some fine things aren't present on either side; Basie's piano alone is worth the price, and there's more to it than just the Count. But commercialism is nil.

THE JESTERS (Decca 3719)
Repas Band—V. *Maguire's Musketeers*—V.

Spirited, martial, the Jesters' vocal work on these two numbers is in the same vein as *MacNamara's Band*, and either side here stands the same chance of attracting attention in coin phono locations that go for this type of thing. Boys do nice work, and in its own limited and particular way, it makes good listening.



HOMER E. CAPEHART, chief of the Packard Manufacturing Corporation, Indianapolis, is one of the 11 members of Coin Machine Industries, Inc., board of directors.

Cleveland Assn. Hit Tune Advertised in Cleve. Press

CLEVELAND, May 3.—Advertisement of the Phonograph Merchants' Association of Cleveland announcing that the hit tune of the month is *Just Plain Folks* appeared in *The Cleveland Press* April 30.

The hit tune of the month is picked by servicemen employed by Cleveland operators. The tune selected is placed on all member's phonographs during the entire month. Close co-operation from record retailers, department stores, and locations has made the program successful during the three months it has been in operation.

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- 5528 HEAR MY SONG, VIOLETTA
THE BREEZE AND I
- 5702 THAT'S FOR ME
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- 5716 FERRY-BOAT SERENADE
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Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Dolores. After a steady advance, this picture song hits the top brackets this week, with TOMMY DORSEY* and BING CROSBY carrying its standard in the phonos. It's from Dorsey's *Las Vegas Nights* movie, and the showing of that around the country is undoubtedly responsible to a large degree in boosting the song.

The Band Played On. Another film tune (alho it was written years ago) is this new addition to the list of blue-ribbon winners. Used in *Strawberry Blonde*, it has made an impression on the public, and in the GUY LOMBARDO* version it is now popular in music machines in a nationwide way.

There'll Be Some Changes Made. (7th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WEEMS*.

It All Comes Back to Me Now. (6th week) GENE KRUPA*, HAL KEMP*, TED WEEMS*.

Amapola. (5th week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE BOWELL.

Oh, Look at Me Now. (2d week) TOMMY DORSEY*.

The Wise Old Owl. (2d week) AL DONAHUE*, JOE REICHMAN*, DIOK ROBERTSON*, TEDDY POWELL*.

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.

Friendly Tavern Polka. Rising rapidly is this HORACE HEIDT* recording, with chances good that another week, or two at the most, will see it up among the topnotchers.

G'bye Now. Again HORACE HEIDT* has an extremely profitable record, only a little behind *Friendly Tavern* in its climb to the top. There are other disks available on this that have potentialities, but thus far Heidt has the only pressing to achieve universal prominence.

Do I Worry? Getting ahead nicely, if not sensationally, this is producing favorable enough dividends for the operators playing it. TOMMY DORSEY* and the INK SPOTS split up the honors of making it known to music machine patrons.

I'll Be With You in Apple Blossom Time. As the ANDREW SISTERS' version of *I, Yi, Yi, Yi, Yi*, of which disk this is the reverse, slides downhill a bit, this is growing in popularity. It may never be a world beater, but currently it's a fair enough item for any location.

Intermezzo. Touted in "Possibilities" for the past couple of weeks, this lovely melody finally gets going in a concrete way and shows promising signs of a quick march to the top. GUY LOMBARDO and BENNY GOODMAN have started off as its principal phono exponents.

My Sister and I. This is another ballad that has been listed in the section below this in previous weeks. Now its potentialities are being realized, and as the song gets increased radio plugging its career on the machines is being furthered nicely. JIMMY DORSEY* has another click disk here, and the KING SISTERS have a vocal quartet version that is attracting considerable notice.

I, Yi, Yi, Yi, Yi. As remarked above, this ANDREWS SISTERS' disk has been slipping slightly of late, giving way to the other side of the record. This side is still around in a number of boxes, but the path leads down now rather than the other way.

I Understand. Suddenly stymied again in its progress up the ladder, this JIMMY DORSEY* recording is not living up to the promise it showed last week. Possibly another week will make a difference.

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 tho they most probably will never climb into "Going Strong."

New San Antonio Rose. (12th week) Dying. BING CROSBY, BOB WILLS.

Tonight. (11th week) Weakening fast. JIMMY DORSEY*, GENE KRUPA*, XAVIER CUGAT*.

Boogie Woogie Bugle Boy. (7th week) Heading downward. ANDREWS SISTERS, WOODY HERMAN*.

Until Tomorrow. (6th week) Not doing too well. SAMMY KAYE.

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.

Everything Happens to Me. This is heading toward bigger things, judging from reactions in locations which have already placed either the TOMMY DORSEY or WOODY HERMAN disks under the needles.

My Mom. Another WOODY HERMAN* recording that has a timely appeal. This isn't likely to be a big coin phono number in itself, but as an item for Mother's Day (May 11) it deserves a place on the turntables.

Let's Get Away From It All. A TOMMY DORSEY* disk (in two parts) that seems to be pointing for the heights. Operators would do well to keep an eye on the progress made by this one.

Maria Elena. This has been popular in scattered locations, and now indications point to a more widespread interest, particularly in the JIMMY DORSEY* record of it.

Daddy. SAMMY KAYE* has an unusual record here that has every possibility for coin phono success. Irresistible rhythm, humorous lyrics, and a catchy tune combine to make an exceedingly likely looking item.

Green Eyes. Still another JIMMY DORSEY* effort that has already garnered some interest in a few machines. Alho it's too soon to tell at the moment, this may equal some of Dorsey's other current hits.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.



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*So Fue La Cumparsa—
Gonga

27408 *The Things I Love
Manhattan Sun*
Jan Savitt & his Top Hatters

27404 *Simpatica
*Amellie

27405 Moon Glow
Artie Shaw & his Orchestra
My Blue Heaven

27406 Body and Soul
Mr. J. B. Blues
Duke Ellington & Jimmy
Blanton

**BLUEBIRD "POPULAR" RELEASE
NO. 328—LIST PRICE 35c**

B-11131 *Au Reet
*They Still Make Love in
London

B-11132 Blue Danube
*A Rendezvous n Rio
Teddy Powell

B-11133 *Bless 'Em All—Waltz
*Where's the Captain's Hat?
Art Kassel & his Kassels-in-the-Air

B-11134 When I See All the Loving They Waste
on Babies (I Long for the Cradle
Again)

Me Took Her for a Sleigh Ride (In the
Good Old Summertime)
Bill Murray with Harry's Tavern Band

B-11135 The Spirit is Willing
*The Air Minded Executive
Glenn Miller

B-11136 Hindustan
*Everything Happens to Me
Alvino Roy

B-11137 *We Go Well Together
*What Do You Hear From Your Heart?
Mitchell Ayres & his Fashions-in-Music

B-11138 *Make Believe
*Why Do I Love You?
Gray Gordon

BLUEBIRD RELEASE NO. 328

OLD FAMILIAR TUNES—LIST PRICE 35c

B-8681 So I Joined the Navy
Sleepy Rio Grande
Carson Robison & his Buckaroos

B-8682 Blue Moon
Back Water Blues
Dewey and Gassie Basset

B-8683 Wonderful
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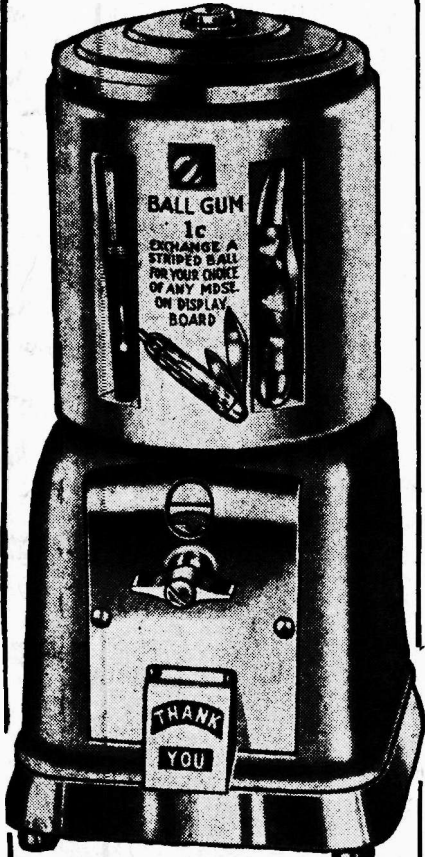
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Mass. Moves To Restrict Cig Mach. Licenses to State

BOSTON, May 3.—Cigarette machine operators are watching a new tax bill reported favorably by the legislative committee on taxation which would make permanent the present temporary 2-cent-per-package cigarette tax. Measure has one important feature as far as cigarette men are concerned.

Bill, as reported out of committee, contains a recommendation that no city or town shall have the right to license cigarette vending machines.

This is believed to be the first time in the history of the vending industry that a State has made any provision for eliminating the practice of local taxes.

It is understood that the set-up under the bill, if passed, would be for a State regulatory board. All jurisdiction would be taken from the local municipal authorities.

Walter Guild, manager of the Cigarette Merchandisers' Association, has prepared copies of the bill and is sending them to members of the association for them to study.

Tally Bowl Factory Working Overtime

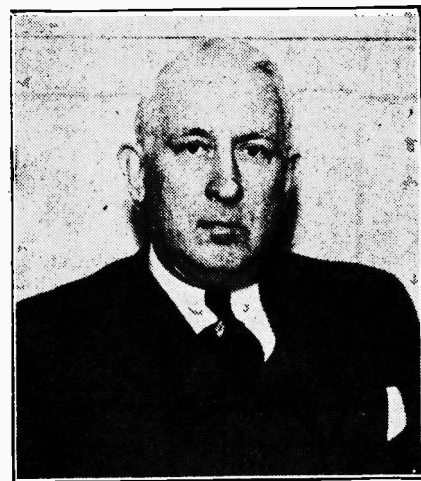
BOSTON, May 3 (Manufacturer's release).—Word has been received from Maurice Kushner, head of Tally Bowl Manufacturing Company, that the factory is working double shifts in order to meet the demand for its new game.

"When we received our sample orders for Tally Bowl, we shipped them immediately," states Kushner. "Now that the new bowling game has caught on like wildfire we are receiving orders for hundreds of games and have enlarged our productive capacity accordingly.

"We knew that Tally Bowl would be one of the biggest hits offered the trade because it is different and legal everywhere. The game offers just as long a roll as on regulation alley—only we have divided it into an upper and lower platform. The player has the additional thrill of watching the ball come back to him to strike the pins."

Constructed of specially treated materials which can withstand the greatest stress, the game is designed in the latest streamlined manner. It can be easily dismantled and moved from location to location.

Batteries are being set up by summer resort concessionaires, arcade and sportland men, reports Kushner. "Every letter we receive brings added praise for Tally Bowl and it is recognized as one of the finest money-makers ever offered the trade," says Kushner.



JOHN CHREST, sales manager of Exhibit Supply Company, was selected to be secretary of Coin Machine Industries, Inc., by the board of directors.

COMING EVENTS

- May 11 to 17—Bottled Carbonated Beverage Week.
- May 18—Amusement Board of Trade of New Jersey, Inc. "Banquet of 1941," celebrating "I Am an American" Day at 7:30 p.m. in the Continental Ballroom, Newark, N. J.
- May 15 to 17—Retail Tobacco Dealers of America, Inc., annual convention at Hotel Pennsylvania, New York.
- May 21—Meeting of Ohio State Automatic Electric Phonograph Owners' Association, Hotel Statler, Cleveland.
- June 9—American Federation of Musicians' Convention, Seattle, Wash.
- July 10—Ohio Cigarette Vendors' Association annual meeting at Cedar Point, O.
- Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Big Turnout for Chi Premium Show

CHICAGO, May 3.—Attendance at the 11th annual National Premium Buyers' Exposition held at the Palmer House here April 28 to May 2, inclusive, was 25 per cent ahead of any previous year, according to report from Howard Dunk, secretary of the Premium Advertising Association of America, show sponsors.

A wide variety of prize and premium merchandise was displayed at the 155 booths set up to exhibit the products of 205 manufacturers represented. Many of the items were suitable for salesboard use and sportland prizes and are reviewed in the Wholesale Merchandise Section of this issue.

Especially evident at this year's show was the trend toward increased use of plastic materials and patriotic items. Many lines featuring red-white-blue items were shown.

Monday, Tuesday, Thursday, and Friday were devoted exclusively to the Exhibition Hall, with Wednesday being given over to business sessions at which problems current in the premium field were discussed by industry leaders. Highlight of this session was the address by Charles Wesley Dunn, attorney for the group, on "Premium Law Progress." Annual banquet was held Wednesday night.

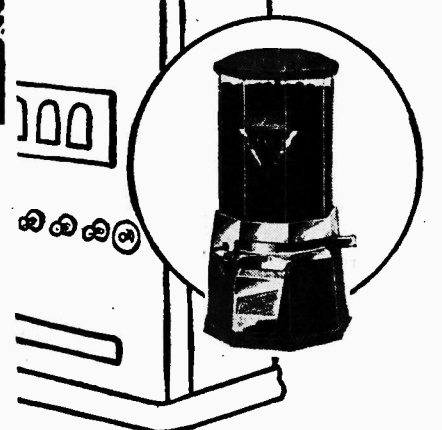
Peanut Farmers Approve Market Quotas

WASHINGTON, May 3.—The agriculture department reports that peanut growers in 14 commercial producing States approved marketing quotas in a referendum Saturday by a vote of 50,327 to 7,632.

Under the program, to be in effect for three years, growers will limit their commercial production to 1,610,000 acres in 1941.

The department's tabulation of the

EXTRA PROFIT FROM CIGARETTE AND CANDY BAR VENDERS

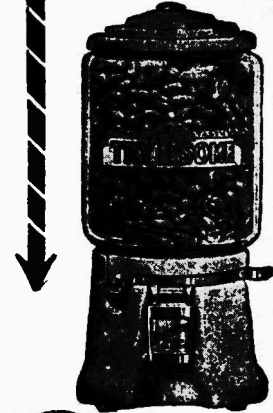


Operators, increase your income! Pay your taxes! Servicing costs! Attach the midget Northwestern 33 Junior to your cigarette and candy bar vendors—the one machine adopted by hundreds of operators for these astounding extra earnings. See for yourself! Write for details today.

THE NORTHWESTERN CORPORATION
 5 EAST ARMSTRONG STREET, MORRIS, ILL.

Here's the way to bigger VENDING MACHINE PROFITS

Model 39
 Each in Lots of 100 or More \$8.25
 Each in Single Lots \$8.75



WRITE FOR FREE PRICE LIST

USED MACHINE BARGAINS

All kinds of Merchandise Ball Gum, 1/2 in., 3/8 in. Stands—Brackets—Globes—Charms.

NORTHWESTERN SALES & SERVICE CO.
 589 Coney Island Avenue, Brooklyn, N. Y.
 Phone: BUCKMINSTER 4-2266
 58 Frelinghuysen Avenue, Newark, N. J.
 Phone: BIGELOW 3-2560

PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

Big opportunity for Experienced Route Salesmen.

FIELDING MFG. CO., Dept. B-63, Jackson, Mich.

3 Column U-NEED-A-PAK Cigarette Machines \$15.00

Complete With Cabinet Stand.
 Operate 15¢ or 20¢, 1/3 Dep., Bal. C. O. D.
 SEND FOR LIST.
X. L. COIN MACHINE CO., INC.
 1351 Washington St. Boston, Mass.

votes by States included Oklahoma, 1,798 for to 1,401 against; Texas, 3,660 to 2,110, and New Mexico, 42 to 34.

EASTERN FLASHES

NEW YORK, May 3.—The busy summer season, with seashore resorts opening for business, is expected to increase the demand for coin machines. Many jobbers and operators are preparing for the summer rush.

Scientific's Batting Practice has made such a hit that many out-of-town boys are making personal visits to Max Levine, in addition to their letters, wires, and calls. Levine reports he expects to have his entire distributor set-up ready before many more days. . . . Max Glass, of Gerber & Glass, Chicago, spent most of his New York visit at International Mutoscope Reel Company, praising Drive-Mobile, Ace Bomber, and Voice-o-Graph. Before he left he arranged for a large shipment of this popular trio. . . . Bill

Alberg spent a week in Chicago, visiting H. C. Evans Company, while Charlie Aronson ran things over at Brooklyn Amusement. . . .

The new outdoor Adams Gum Vender is going over with a bang. Miss A. M. Strong states that operators throught the country are sending in orders and inquiries. . . . Sol Silverstein, road man for Keeney, was around town all week with Joe Fishman, newly appointed local distributor for Keeney. . . . Bert Lane, of Seaboard Sales, finds the days too short to keep up with orders for the lines he now handles. "Genco's games, Mutoscope's Ace Bomber, Drive-Mobile, and Voice-o-Graph, and Daval's "21" are so in demand that before I turn around it's quitting time and the day is gone," said Bert. . . . Doc Eaton, Eastern regional director for Buckley Music System, and Willie Blatt, metropolitan sales manager, hopped to Chicago to speed up delivery schedules. . . .

Earl C. Backe, of National Novelty, sends word that many new operators are taking advantage of his credit plan. Orders for Rotor Table games are increasing, with operators using them as a wedge into spots that were never open for pin games before. . . . Jack Devlin, of the Fitzgibbons outfit, is kept busy taking orders for Bally's new game, Play Ball, while Fitz himself proudly displays his new offices on the second floor of the Bally Building to visitors. . . . Savoy, Brooklyn, now has a truck at its disposal every day to take care of the many out-of-town orders received by Al Simon, Murry Simon, and Jack Semel.

AROUND THE TOWN . . .

Hymie Budin, in from Brooklyn, meets Irv Morris, in from Newark, on 10th Avenue. Hymie earnestly tells Irv how to put on weight and Irv recounts ways of keeping Hymie's girth down. Finally both boys quit kidding each other to join forces in remarking about Dave Simon's ties. . . . George Ponser Company's bowling team beat Seaboard in a bowling match. Seaboard had previously beaten Fitzgibbons. Now the Ponser team is claiming the title. Team members were Sanford Warner, Fred Wheeler, and "Whitey" for Seaboard, and Bruce Salter, John Coffey, and Hank Silver for Ponser.

Busy Mike Munves attempting to talk a few friends out of a golf date and taking care of a couple of customers at the same time. Mike finally ended the golf discussion by saying: "Make a pin game out of it and I'll be interested." Joe Munves pitched in and showed a mechanic how to finish a job when the latter complained he didn't have enough material.

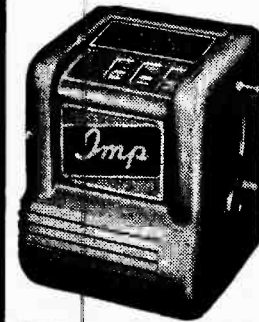
Ambassador Vending Company, Brooklyn, is building a fine jobbing business. In a few months Al Sheery, Phil Gould, and Al Koondel have built up a national reputation with their new and used equipment. . . . Tony Gasparro, of Weston Distributors, serves notice that Exhibit's new game, Double Play, is one of the best he has ever handled. . . . Dave Firestone, of Cent-a-Mint, anxious to hit the road again, is chained to his desk taking care of orders.

The boys are putting posters on the wall of Charles Litchman's Federal Vending offices, advising that Charlie promised to take them out for "coffee and" whenever asked. So many have taken advantage of the offer that Litchman now calls it his personal breadline. . . . A dust speck in Earl Winter's eye

SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS
SOLD-ON-TIME PAYMENT



\$12.50
6 for \$60.00
1c, 5c or 10c Play
1-3 DEPOSIT



HERE'S THAT TERRIFIC LUCKY STRIKE
CIGARETTE COUNTER GAME with Ball Gum Vender. New! Has no usual 3 reels! New popular brand cigarette-play, high award 10 packs (150-1 odds). Fortune telling feature, 1¢ play.



Roll a Pack
the most fascinating counter cigarette dice machine ever produced! Tested and proven a REEL money maker! Order today!
Sample Roll a Pack **\$12.50** Ea.
Case of 2 Only **\$45.00**

Notice: Roll A Pack Available With Ball Gum Attachment Only \$2.00 Extra
WRITE FOR TIME PAYMENT PLAN

TORR 2047 A-SO. 68 PHILA., PA.

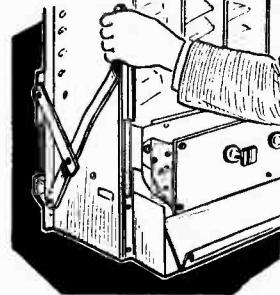
ASCO WEEKLY SPECIALS

- | | |
|--|---|
| VENDORS | COUNTER GAMES |
| 1¢ Hershey 40 Bar \$1.95 | 1¢ CrissCross B.G. \$4.95 |
| 1¢ King Jr. . . . 2.95 | 1¢ Reel Races . . . 4.95 |
| 1¢ Columbus Pnut. 2.95 | 1¢ Cent-a-Pack . . 5.95 |
| 1¢ Stick Gum 2Col. 2.95 | 1¢ Imp 6.95 |
| 5¢ Hershey 54 Bar 3.95 | 1¢ HomeRun B.G. 12.50 |
| 1¢ Eveready 4 Col. 3.95 | 1¢ Hole-In-One B.G. 12.50 |
| 1¢ Cigarette 2 Col. 3.95 | 1¢ Spitfire B.G. . 12.50 |
| 1¢ Northwest Stand. 3.95 | 1¢ Tot Tok. Pay. 13.50 |
| 1¢ Log Cabin 2Col. 3.95 | 1¢ Marvel B.G. |
| 1¢ In-a-Bag 7.95 | Token Payout. 19.50 |
| 1¢ Cent-a-Mint 4C. 8.95 | 1¢ Liberty T.P. . . 21.50 |
| 3/4" Ball Gum, 25 Boxes 2.75 | 1¢ Ex-Ray T.P. . . 21.50 |
| Pistachio Nuts, 8m., lb.32 | 1/3 Dep., Bal. C.O.D. Send for Complete List. |

ASCO, 140 ASTOR ST., NEWARK, N. J.

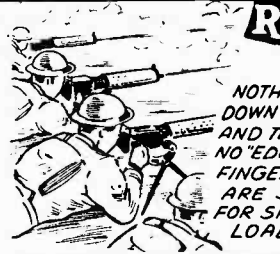
FACT AND FAME!

REASONS WHY OPERATORS OF THE ROWE STANDARD MAKE MONEY



IT'S FASTER AND EASIER TO SERVICE THAN SHIFTING THE GEARS OF YOUR CAR!

PULL DOWN THIS RESET LEVER ONCE...PUSH IT BACK...THAT'S ALL YOU DO TO RETURN EVERY EMPTY TRAY TO LOADING POSITION!



RAPID-FIRE LOADING!

NOTHING TO SLOW YOU DOWN...NO "HOOKS" TO CATCH AND TEAR WRAPPERS... NO "EDGES" TO CUT AND SCUFF FINGERS ALL THE TRAYS ARE SMOOTHLY ROUNDED FOR SPEEDIEST, EASIEST LOADING

BIG BARS, LITTLE BARS--- IT HANDLES THEM ALL!

NO NEED TO ADJUST THE SHELVES—JUST LOAD THEM! EVERY TRAY WILL HANDLE ANY STANDARD 5¢ BAR. PUT THEM IN AS FAST AS YOU REACH FOR THEM. GENEROUS SPACE BETWEEN EACH TRAY PERMITS THE FASTEST LOADING YOU'VE EVER DONE



HERE'S THE MACHINE THAT SLASHES SERVICE TIME IN HALF . . . HERE'S THE MACHINE THAT SELLS THE POPULAR "EXTRA-BIG" BARS MOST OTHER MACHINES CAN'T HANDLE . . . HERE'S THE MACHINE THAT CANDY MEN CALL "MONEY-MAKER"! If you want to know more about it, and the price (which is surprisingly low), write for Folder C-2.

ROWE MANUFACTURING CO., Inc.
World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines
BELLEVILLE, NEW JERSEY

Looking for me?? I am new
COFFEE FLAVORED CANDY COATED PEANUTS
PAN'S **JAVA-P-NUTS**

Complete Vending Service
CANDIES—3/8" GUM—SALTED NUTS—CHARMS
WRITE ONE ORDER — PAY ONE FREIGHT

PAN CONFECTIONS-CHICAGO
345 W. ERIE ST. SUP since 1800
ORIGINATORS OF HARD SHELL CANDIES
345 W. ERIE ST. CHICAGO, ILLINOIS



WALTER TRATSCH, head of A. B. T. Manufacturing Company, is one of the men who guided the destinies of Coin Machine Industries, Inc., as a member of the board of directors.

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/8" and 3/4"
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

turned out to be a steel sliver which, luckily, was extracted with a magnet. After a few days' rest Earl will be getting out new Mutoscope games again.

FAST FLASHES . . .

Irving Mitchell reports he had one of his best weeks selling used pin games. . . Herb (Red) Horowitz was elevated to the position of manager of the record department of Krich-Radisco, Newark, N. J., distributor of Victor records in New Jersey. . . Simon Sales is running a series of special values on used equipment, with Murray Sandow in charge of the bargain counter. . . Nat Cohn, of Modern, says the Illumitone speaker he has on display is winning the acclaim of operators. All new records operators want to hear are played thru the speaker, and its tone and beauty make strong selling points. . .

Sam Sachs, of Acme Sales, will have a new rebuilt phono model ready for delivery in a few days. Sam has been busy fixing up his new factory but is



"Pinballitis"
As the Cartoonist Sees It

THERE'S NO DOUBT ABOUT IT NOW. That well-known cartoonist, William H. Summer, must be a pinball fan—otherwise how could he depict so realistically the emotional tumult a dyed-in-the-wool pinball fan goes thru every time he plays a game? Notice the various types of body-english pictured, the intense concentration of the player. Where else do you suppose such a fan could find such perfect surcease from the troubles of this war-torn world for only a nickel? (Cartoon from The Buffalo Evening News, March 18, 1941.)

You Get Amazing Profits

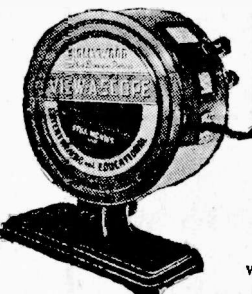
With "PRIZE KING" FREE PREMIUM VENDOR HURRY for SPECIAL DEAL

— ONLY —
\$11.00
WITH
24 PRIZES
1,100 BALLS
GUM



SHOW—Gypsy Rose Lee, Sally Rand, Ice Follies, Chez Paree, College Inn, Earl Carroll's Beautiful Girls.

VIEW-A-SCOPE



35mm Film, Life-like 3rd dimension. Operates on single dry cell battery. Use any place, it's legal.

Only **\$29.95** Ea.
Complete with 3 Films

Other Vendors \$3.95 Up
Order from ad or write for circular

AUTOMATIC GAMES
2422K FULLERTON CHICAGO

shipping all orders when promised. . . Leon Taksen reports that the many customers he is shipping games to always compliment him on the condition of his equipment. . . Jack Berger, of Newark Colno, says that in addition to out-of-town mail orders some of the coinmen from other cities call him for used games. He keeps a record of these calls. Last week the most distant call came from Birmingham, Ala. . . Daval counter games and Snacks are the two most popular mail-order numbers on Al S. Cohen's books at Asco, with old equipment being traded in for the new items.

HERE AND THERE . . .

Irv Morris, of George Ponser's Newark office, may yet make a name for himself as a sports promoter. One week he promoted an auto race between two distributors and now he's matching two operators for a golf game. John Boyle,

of Madison, and Sam Horrocks, of Orange, two former golf pros, will meet shortly under Irv's sponsorship. Irv also tells the interesting story of a location owner who couldn't wait until his remote-control system was completely installed. He hired a boy to put the records on as soon as he heard a nickel drop in one of the wall boxes while the mechanics were still working on the wiring.

Jack Kronberg, of Crown, finds many new customers sending him mail every week. . . Harry Wichansky, of Atlas Vending, Elizabeth, is busier than ever, with local and out-of-town business increasing. . . Dave Stern, of Royal, another Betsytown booster, dropped in to see Joe Eisen, of Manhattan Distributing Company, Wurlitzer distributor, and

brought along an operator who was a professional magician years ago. The magician entertained the boys with a few sleight-of-hand tricks.

Al Loudon, of Loudon & Company, Newark, N. J., says the demand for reconditioned machines is so strong he has a difficult time keeping machines on the floor.

OF MEN AND MACHINES . . .

Irv Orenstein is one of Florida's chief boosters. Ever since he returned he's been showing vacation pictures and telling the boys how much he enjoyed himself. . . Barney (Shugy) Sugerman, of Music Systems of New Jersey, finally got a chance to do a little shopping. On a shopping spree in New York one afternoon he explained: "I don't know when I'll get another chance to leave the office, so I better get everything this time."

Roy McGinnis, of Baltimore, Md., reports business better than ever. . . Word comes from Joe Ash, of Active in Philly, that things are really beginning to hum there. . . Irv Blumenfeld, major-domo of the General Vending Service, Baltimore, advises that he is pushing some fine used equipment. . . The Panoram soundies are making a hit throughout New England, reports Ed Ravreby, of Owl Mint Machine Company, Boston. With Jack Sherman and Milton Graham, the Ravreby brothers have formed Panoram Soundies Sales Corporation and are operating many of the machines. . .

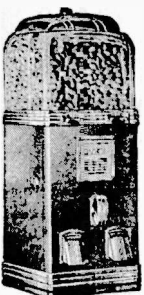
Art Nyberg, of Calvert, Baltimore, reports the demand for Baker's Lucky Striker is still mounting. . . Lew (Leander) London, of Leader Sales Company, Reading, Pa., is so busy he hardly has time to correspond with friends.

Majorette Productions
Releases 10 New Films

HOLLYWOOD, May 3.—Ten of the 21 Majorette productions soon to be released by Etienne Noir Film Productions for soundies were previewed at a special showing here Thursday afternoon in the American Room in the Brown Derby. Etienne Noir, president of the firm, and W. G. Campbell Bosco, producer-director, were on hand to meet the guests and explain the firms plans for distribution. They left by plane last night for Chicago, New York, Baltimore, Atlanta, and other key cities to make ready for the release of these and future productions.

Color productions include *For Heaven Snakes*, featuring the Humanettes, marionette figures of Laurel and Hardy; *The Man in the Moon*, *Frankie and Johnnie*; *St. Louis Blues*, with Dolores Gray; *A Night Out*, with Fulton and Johnson and male quartet. Lou Bring's music is featured in the productions. Black and white films shown include *The Mexican Way*, *Moment Magicale*, *Cupid's Dilemma*, *Howdy Cousin*; *My Man*, with Dolores Gray, and *A Queen of the Arena*.

Noir said the films were based on the musical arrangement to be used and the story written around it. Bosco explained that while music was predominant in the films, the orchestra was never shown. He said this relieved the "monotony of seeing a hand leader waving a baton and each film tells a complete story."



DE LUXE
Northwestern
The World's Finest Vendor

10-day trial — De Luxes are sold on a money-back trial. If not satisfied return for a full refund.

DE LUXE
\$15.90
26 or More—
\$15.75

Time Payments — 12 months to pay.
Liberal trade-ins.
Immediate delivery on all models.

YANKEE DOUBLE HEADER



Think what YANKEE means to you! Now you run it as a Cigarette Game, with the 1:40 winner rhythm, then you change to Fruit Symbols with the 1:12 Frequency.

\$19.75 EACH
CASE OF 6 . . \$110.00
Straight 1c or 5c Play

What's more, you can make this change right on location, without tools, in two minutes or less, by following simple instructions.

Equipped with 75-25% Coin Divider. Large Cash Capacity. Size—6 3/4" wide by 7" high and 9" deep. Ball Gum Vendor.

1/3 Deposit Required With Order. SEND FOR LITERATURE OF COMPLETE LINE.

RAKE—2014 MARKET STREET, PHILADELPHIA, PA.



A. E. GEBHARDT, of Advance Machine Company, Chicago, is second vice-president of Coin Machine Industries, Inc.

To Make Some . . .
REAL MONEY



ROY TORR

Recommends that all his friends get in on VICTOR'S New Esquire Premium Vendor.

SOMETHING NEW AND ORIGINAL

Send for Sample **\$12.50**

TORR 2047A-SO. 68
PHILA., PA.

Install President Moloney

Coin Machine Industries Party Honors New Head; Induct Officers

Evening marked by pleas for unity and co-operation—new CMI member record

CHICAGO, May 3.—George Moloney, of the Bally Manufacturing Company, took up the gavel as president of Coin Machine Industries, Inc., here April 30, as Dave Gottlieb, retiring president, and assembled members paid tribute to the new head of the manufacturers' association.

Other officers inducted were Dick Hood, first vice-president; A. E. Gebhart, second vice-president; John Chrest, secretary, and Dave Gottlieb, treasurer. The board of directors was also installed. In addition to the officers, the board consists of Sam Wolberg, W. E. Bolen, Dave Rockola, Homer Capehart, Walter Tratsch, and Richard Groetchen.

The installation party was held in the Bal Tabarin of the Hotel Sherman. Well over 200 attended, partook of dinner, and witnessed the ceremonies.

In installing George Moloney, Retiring President Gottlieb told of the struggle which the board of directors had to get Moloney to accept. "He felt that some of the older men of the industry should have the job. But we all knew how hard he has worked to make the association a success and we finally prevailed upon him to accept." Gottlieb declared that Moloney was the youngest man ever to hold the presidency of any coin machine manufacturers' association and foretold that tremendous strides would be made under his leadership.

In return the said-to-be bashful Moloney made a strong presentation during which he called for co-operation of all in making the coming year one of the best the industry has ever had. He complimented Gottlieb on his two-year reign as president and pointed out: "Dave Gottlieb had the tough two years. He started the association and had to keep it going for those two years. Meanwhile he has increased the membership from 21 members in 1939 to 106 members in 1941."

Officers Introduced

Introduction of other officers and

the board of directors followed. All stressed the importance of co-operation during the coming year inasmuch as "no one knows what lies ahead of us." They said this in reference to the current war in Europe and the terrific strides being made by the U. S. in the defense effort.

Humorously, several of them remarked that several years ago suppliers had come to them and begged them for business. "Now," they said, "we get down on our knees and beg them to give us parts and materials for our products." Suppliers, members of the association, who were in attendance cheered justly but indicated their intent to co-operate with other association members as far as possible.

Moloney's Statement

During the evening President Moloney took occasion to follow up this line of thought and declared: "Strange times are ahead, but I shall do my utmost to aid in every possible way to keep this industry of ours going as it should. The board of directors are a great group of men and we can all count on them to do the best they can. If we'll all co-operate we can make this industry even greater during the coming year."

Homer E. Capehart, in addressing a few short remarks, declared that there was no finer industry to be in than the coin machine industry. "However," he said, "there are a few things which keep it from rising to even greater heights." Chastisingly, he continued: "This fault lies in every section of the business from the manufacturer on down to the operator. It is a certain selfishness and greediness which must be stamped out if we are to make great strides forward."

Capehart said he will some day retire to his Washington, Ind., farm for about two weeks during which time, he said, he would write an article which would explain just what he meant and just what he thought should be done to correct it.

The meeting was closed by reading telegrams from several persons who had been unable to attend and in the presentation of an hour-long floorshow.

Anniversary for Genial Jim

CHICAGO, May 3.—Thursday, May 8, will mark the end of the third year of the reign of "Genial Jim" Gilmore as secretary-manager of Coin Machine Industries, Inc. At the recent installation of CMI officers, Gilmore declared: "As I go into my fourth year of service to CMI, I pause to reflect that never have I worked with such a fine group as the officers and directors of CMI, or with such a fine industry."

"I hope, if I am permitted to do so, that I may continue to serve as secretary-manager for many more years."

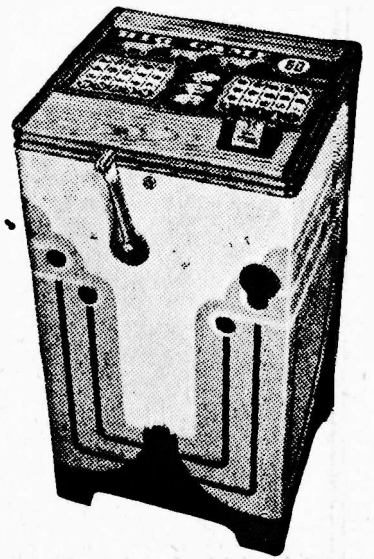
George Moloney, new CMI president in introducing him said: "Here's Genial Jim Gilmore, the guy who does all the work for the association." Kiddingly, he said: "Honest, we don't do a thing—we just get the ideas and then Jim has to do the rest."

Gilmore refuted this statement, saying it was real co-operation which had brought the association during his tenure from 21 members to today's high of 106 members.

New Bally Replay Multiple

CHICAGO, May 3 (Manufacturer's release).—Announcing release of the Club Trophy replay multiple game, George Jenkins, general sales manager of Bally Manufacturing Company, stated that the machine is designed to bring to replay operators the same earning power enjoyed by Jockey Club in pay-table territory.

"Club Trophy," Jenkins explained, "has all the features of Jockey Club, including a reserve which steps up from 20 replays to a 900-replays top—the new build-up Bonus and 'Wild' Four features introduced so successfully in Jockey Club. The sensational success of Jockey Club, which has increased multiple profits for operators in all payout territory, proves that Club Trophy means increased earnings for multiple replay operators."



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips.

Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. Fulton St.

CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2776
Cable address "WATLINGITE," Chicago

Coin Machine Operators WANTED

... We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation.

For full details write or wire TODAY.

International Multiscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

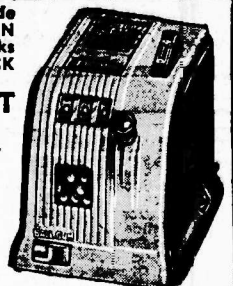
BLAST

YOUR WAY TO BIGGER PROFITS

WITH-NEW "DEFENSE" MODEL

★ AMERICAN EAGLE ★

The most timely... most sensational moneymaker made featuring FREE PLAY MYSTERY AWARD TOKEN PAYOUT and NEW Victory Reel Symbols—Parachutes—Tanks—Machine Guns—Anti-Aircraft—Etc., Etc. ORDER QUICK FOR THE BIGGEST PROFITS YOU'LL EVER EARN! WE'VE BOOSTED THE PROFITS... BUT NOT THE PRICE!



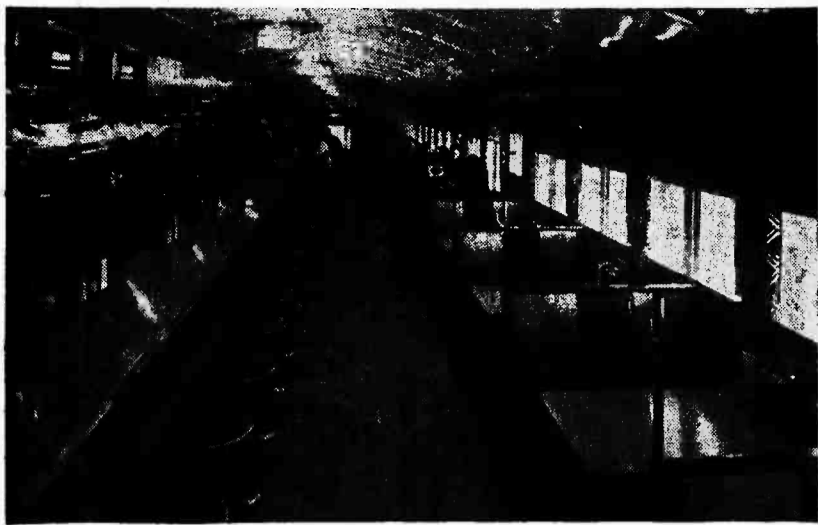
STILL ONLY 10 FOR \$275.
Sample \$32.50 BALL GUM MODEL ONLY \$2 EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast • MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.



IN THE PARAMOUNT PICTURE "LAS VEGAS NIGHTS" Constance Moore, Orchestra Leader Tommy Dorsey, and Lillian Cornell are pictured with three Mills Novelty Company machines—two Blue Fronts flank the Mills Gold Award. (Manufacturer's release.)



CUSTOMERS OF THE TOWN HALL DINER, East Hartford, Conn., have been enthusiastic about the tone of the Packard Pla-Mor wall console recently installed in this attractive lunch car. (Manufacturer's release.)

Mutual Broadcasting System Signs ASCAP Agreement

Hurries to get music back on air before NAB Convention, May 12

NEW YORK, April 3.—Mutual Broadcasting System execs, in accord with the American Society of Composers, Authors, and Publishers on a new contract which would return ASCAP music to MBS, are making heroic efforts to have affiliated stations okeh the ASCAP terms prior to May 12, which is the opening date of the National Association of Broadcasters' Convention in St. Louis. "Otherwise," says an MBS spokesman, "insidious influences will try to mow us down."

At this writing, no appreciable progress toward a settlement has been made with either Columbia Broadcasting System or the National Broadcasting Company, and their problems are regarded as much different than those of MBS.

MBS, moving in the direction of a deal with ASCAP as quickly as possible, points out that a deal with ASCAP would not raise the total cost of its music beyond the figure paid under ASCAP's old 5 per cent contract which expired December 31, 1940. This despite the fact many stations will continue to hold licenses from Broadcast Music, Inc., music company set up by the National Association of Broadcasters to fight the Society.

As provided by the federal government's consent decree, MBS is offered either a blanket or per program method

For National Defense . . .

There is no industry in America today that will support the national defense program any more heartily and enthusiastically than will the coin machine industry. Many of its members served the nation in some definite way during the last war and are today members of the American Legion or other civic and patriotic groups.

The coin machine industry has learned by actual experience what democratic forms of government mean to business. Before the present march of the dictators the coin machine industry was enjoying the advantages of rapidly expanding trade in all the democratic countries of the world. Personal friendships between our citizens and citizens of other friendly democracies grew from these business relationships. From a purely business viewpoint our industry is for helping America to help all free nations everywhere.

In a still higher sense the members of the coin machine industry are loyal Americans and will support our national defense program along with fellow citizens in all other industries.

The industry and its member associations heartily approve the President's proclamation of "I Am an American Day," Sunday, May 18, and will join with other civic groups in observing the day or hold their own appropriate observances.

HOMER E. CAPEHART, Chairman, Committee on Defense Support, Coin Machine Industries.



of payment. The blanket license currently is viewed more favorably, and provides for a 3 per cent fee on network programs for four years, followed by a 3½ per cent fee. The license would hold until December 31, 1949.

Mutual points out that it will have won a moral victory by breaking the ice—even tho the pact may not go thru prior to the NAB convention. The execs point out that "the public wants ASCAP music, the government wants a settlement, and we want it."

Thruout the radio-music fight, MBS has never been very anti-ASCAP. This is in line with the ancient enmity between NBC and CBS on the one hand and MBS on the other—MBS having always charged that CBS and NBC were monopolies. It is regarded as not unnatural now that MBS should move out of the industry's so-called united front.

Of great significance to the coin machine industry will be the final disposition of Broadcast Music, Inc. Queried Friday, BMI stated, as it has all along, that it fully intends to continue as a music publishing house and radio licensing organization. BMI also states that it now has renewals on 99 per cent of its original licensees plus a number of new stations. These renewals hold until April 1, 1942, and—according to BMI—the renewals solve the company's financial problem for the year at least.

This means that BMI songs will continue to be plugged on the air—but how extensively is another question. Should MBS sign with ASCAP soon, this will mean that ASCAP's catalog of better

than 1,000,000 tunes returns to 175 stations. In the event CBS and NBC remain outside the ASCAP fold, the question will be whether or not MBS's plugging of ASCAP tunes can put a dent into the popularity of BMI tunes plugged by CBS and NBC. This is all conjectural. MBS feels that in the event CBS and NBC do not sign, MBS will have a terrific advantage from a competitive standpoint. "What," say MBS execs, "will the other chains tell their clients?" If this line of reasoning is correct, it may force the other chains into signing quickly. Should this happen, the entire song popularity picture may possibly change overnight—the question then being whether BMI will be able to maintain an output of hit songs in the face of the ASCAP competition.

That it will be a dog-eat-dog fight is obvious from the fact that the great majority of stations will continue to operate under both licenses, ASCAP's and BMI's—until May 12 anyway.

NEW YORK, May 3.—Friday night, ASCAP wired Neville Miller, NAB prexy, stating that NAB would be held responsible for damages in the event that NAB was successful in delaying the signing of ASCAP-MBS pact until after the NAB convention. Miller and John Shepard III, latter prexy of Colonial and Yankee networks, are working hard to stall pact so that pact can be "analyzed" at the NAB Convention. Fred Weber, general manager of MBS, burned at Miller and NAB. He charges NAB with coercion and restraining the free choice of action of indie stations.

MARVEL

is terrific!

TERRIFIC PLAYER APPEAL!

TERRIFIC LASTING POWER!

TERRIFIC, STEADY PROFITS!

A TERRIFIC BUY! RUSH YOUR ORDER QUICK!!

★ TOKEN PAYOUT ★

★ CIGARETTE REELS ★

STILL ONLY 10 FOR \$275.
SAMPLE \$32.50
BALL GUM MODEL
\$2 EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast • MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

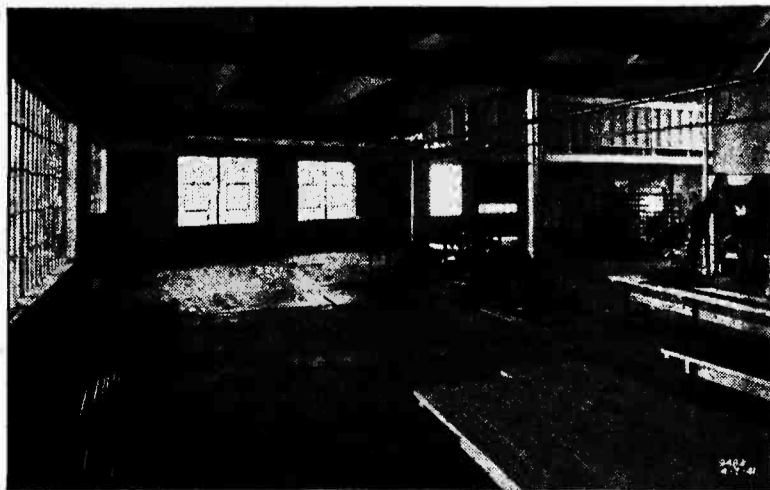
You can ALWAYS depend on JOE ASH — ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!!

Brite Spot . . . \$12.50	Cadillac . . . \$24.50	Double Feature \$12.50
Flicker . . . 54.50	Dixie . . . 27.50	Fleet . . . 29.50
Formation . . . 32.50	Gold Star . . . 37.50	Leader . . . 37.50
Landslide . . . 19.50	Mills 1-2-3, F.P.	Limelight . . . 22.50
Lite-o-Card . . . 14.50	Anim. Reels. 67.50	Mascot . . . 17.50
Rotation . . . 14.50	Red, White & Blue 47.50	Sara Suzy . . . 29.50
Score Champ . . . 14.50	Summertime . . . 19.50	Stars . . . 58.50
Yacht Club . . . 19.50	Sporty . . . 19.50	Variety . . . 10.00

Daval Cub and Daval Ace (in original cartons), \$7.00 Each.
1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

ACTIVE AMUSEMENT MACHINES CORP.

909 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



ADDITION TO BALLY FACTORY is reported as tripling the firm's output. Photograph shows section of new building just before equipment was set up. (Manufacturer's release.)

March Coin Machine Exports Show Rise Over February

Drop in Canadian imports offset by ever-increasing South American interest

WASHINGTON, May 3.—A total of 452 coin machines, valued at \$61,656, were exported during the month of March. This is almost a 50 per cent increase in number of machines exported over March, 1940, when total shipped was 271 machines valued at \$51,825. March total cost figures are \$9,831 above figures for the corresponding month in 1940. Altho machine and value totals show a marked decrease from February figures, when 926 machines valued at \$91,862 were exported, a breakdown of statistics gives every indication that the coin machine industry will have a good year. New markets are opening up, particularly in South America, and Mexico, Republic of Panama, and Union of South Africa imports continue to show strength.

for the sharp decrease in imports. However, the loss of this market is offset by the increasing interest of South American countries. Careful cultivation of this market should be to the advantage of the industry, as orders are always for higher grade equipment. Colombia imported 35 machines, valued at \$9,227, in March, almost triple the figures of the previous month. Brazil imported 17 machines valued at \$3,953.

As usual, coin-operated phonographs led the list of exports, with 259 machines valued at \$45,122 being exported. Altho this is five machines less than the exports for February, it is particularly interesting to note that value total for March exceeded February's figure by \$2,148.

Mexico is now the biggest importer of all types of coin-operated machines, taking a total of 245 machines valued at \$31,743. Games and vender figures have been hit hard by the loss of the Canadian market.

A tabulation of coin machine export figures for March follows:

Country	Automatic No.	Phonographs Value	Vending No.	Machines Value	Amusement No.	Devices Value
Canada	—	—	5	42	14	\$ 376
Mexico	207	\$30,138	15	517	23	1,088
Netherlands	—	—	—	—	—	—
West Indies	2	220	—	—	—	—
Cuba	1	233	1	15	1	207
Brazil	17	3,953	—	—	—	—
Colombia	25	8,732	—	—	10	495
Hong Kong	1	198	—	—	—	—
Philippine Islands	6	1,648	5	1,607	—	—
Union So. Africa	—	—	20	2,355	59	5,919
Rep. Panama	—	—	1	75	37	3,665
Panama Canal Zone (Pacific)	—	—	—	—	1	160
Ecuador	—	—	—	—	1	13
Totals	259	45,122	47	4,611	146	11,923
Grand Total	452 machines	valued at \$61,656				

Phonographs Have Display Value

By NAT COHN

Modern Vending Company, New York

IF YOU purchased a painting of fabulous value for the enrichment of your home, I am certain that you would not hang a black cloth over it to dull its beauty or display it in some obscure space, obliterating its purpose. . . . You would put it in a conspicuous space



NAT COHN

where it would compel the attention it merits, thus fulfilling its purpose. I make this comparison merely to express my opinion that some operators have been overlooking the psychology of the display value of the phonograph. It would almost seem as if they go to the extreme in prac-

tically burying this attractive instrument in their locations. The operators' wares, their "for sale" sign, their source of revenue, is hidden from the consumer—buried in some obscure place away from the vision of the music buyer.

For many years now the automatic phonograph has established a definite place for itself in the hearts of its patrons. The automatic phonograph is a means to greater enjoyment of music at a comparatively consistent economy. For the small expenditure of a nickel, dime, or quarter John Public may indulge in music running the gamut from swing to classics.

It would seem, therefore, with a definitely established taste for this music on the part of the public, that the operator must use a little sales psychology. The brightly lit plastic of the phonograph must be constantly be-



FABER'S ARCADE on the boardwalk at Coney Island, N. Y., features a Photomatic and half dozen Sky Fighters. These machines are placed in the most prominent spot in the arcade.

IT'S STONER'S LATEST

WOW

Ready Now . . .

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

STARS \$55.00	FLICKER \$52.50	WRITE QUICK for Our Complete Price List of All New and Used Machines!!
RED, WHITE & BLUE 52.50	ZOMBIE 45.00	
LEADER 35.00	1/3 Deposit With All Orders — We Ship Balance O. O. D.	
GOLD STAR 35.00		

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

fore the eyes of the customers. It must suggest itself—and not too subtly—as a means of entertainment. The lighted, brilliantly attractive phonograph is synonymous with good music to the public . . . and must, therefore, be in the limelight. It is your patron's pleasure—and your own bread and butter. The constant appearance and reminder of your phonograph's existence means more collections for you, music for sale to the public, more consumption of music, and a definitely more successful location for you.

I am definitely not discouraging the use of remote control equipment. This is only another source of additional revenue for you. We realize only too well that remote control wall and bar boxes mean just so much more suggestion—so many more places where coins may be inserted for the purchase of your music. Remote control equipment has the value of convenience for your patrons which cannot be discounted . . . it is too important! However—all these are complementary to your phonograph . . . your phonograph compels the thought and your equipment is a necessary factor in carrying out the act.

Our ultimate goal is making a success of the music business. The constant play which your phonograph will get is the means to an end. Therefore, do not underestimate the importance of display value. Like that painting purchased to enrich your home . . . properly dis-

WANT TO BUY 25-1938 TRACK TIMES
(State Serial Numbers and Lowest Cash Prices!)

FOR SALE 3 PHONOGRAPH ROUTES
50 Phonographs on Each Route
3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
515 Cathedral St., Baltimore Office: Baltimore, Md.

played, your automatic phonograph has greater value to you. It means greater volume and, ultimately, greater profits.

GET IN ON THE PROFIT BOOM!

TRIPLES PROFITS! **THREE TIMES GREATER PLAY!**

That's what they say about SUCCESS' New

BOOM TOWN

with the Money-Making "BUY-BACK" feature! SEE FOR YOURSELF! Order Today!

And BE SURE TO GET THE BIGGEST MONEY MAKER OF ALL!

NIGHT BOMBER

300-SHOT RAPID FIRE GUN MACHINE! REALISM! PROFITS!

Success Mfg. Corp.
1320-1328 ELSTON AVENUE • CHICAGO

SPECIAL!

WE HAVE JUST FOUND OUT THAT WE CAN SAFELY MAKE THE FOLLOWING OFFER!

We guarantee that BOOM TOWN will make twice as much money on location as any other 5-ball pin table on the same location or your distributor will refund the money you have paid for a sample BOOM TOWN. This same guarantee has been made to your distributor.

THERE HAS BEEN NOTHING AS GOOD AS BOOM TOWN IN THE LAST THREE YEARS!

Success Mfg. Corp.

ATTENTION! MANUFACTURERS

HAVE YOU A GOOD ITEM THAT APPEALS TO THE COIN MACHINE TRADE?

A Distributor, having the best of connections throughout the East among Jobbers, Machine and Sales Board Operators, also Clubs, is looking for some item that can be sold through these and other channels.

It need not necessarily be a coin operated device, although this would be preferable. However, it must be new and have the proper sales appeal, and it must be on an exclusive basis.

If you have such an item, write, giving full particulars, and an interview will be arranged.

BOX 245, Care of The Billboard, 1564 Broadway, N. Y. C.

New Orleans

NEW ORLEANS, May 3.—Advent of warm weather has moved interest of coin machine operators of all kinds to outdoors. Signal for the migration has been the opening of the lakeside pleasure resorts and particularly the start of the season Saturday (3) at Pontchartrain Beach where, as usual, will be one of the largest and most complete coin machine playlands in the South.

As proof that operations have expanded, distributors report the best turnover in many months. The largest phonograph distributors in town say it is impossible to get in equipment fast enough, so brisk has been the demand.

Consolidation of the staff of the liquidated Dixie Music Company and

Pipitone & Pace with that of the Dixie Coin Machine Company under the merged management of Nick Carbajal gives the Dixie company one of the best equipped firms in the South. Carbajal reports the best turnover in new pin games, bells, consoles, and counter games of the year and reports sales nearly doubled those of a year ago. New machines in brisk demand this week include Bally's new Trailway; Bally's one-ball jackpot, Club Trophy; Gottlieb's Hi Dive, and J. H. Keeney's Four Diamonds.

One of the most colorful figures in coin machine circles is Mark Boasberg, known to the turf fans of a decade or so ago as Jack Sheehan. This week found Boasberg back at his old stand as manager of the Sport Center on St. Charles Street. This big downtown sportland has taken a new lease on life

of late, and the management reports a steady pick-up in play since the middle of April.

Charles Wicker, sales manager of the J. H. Peres Amusement Company, returns this week from a business trip in North and Central Louisiana, where he reports a big pick-up in business. The Peres company is State distributor for Wurlitzer phonographs. Al Mendes, district sales manager for the North Tona-wanda factory, is in Texas this week calling on operators.

A 53 per cent gain in sales of RCA-Victor recordings over April, 1940, is reported by Hugh Smith, manager in charge of disk sales for the Electrical Supply Company, distributor in this section. Smith gives the phonograph operator much credit for the expansion of sales and has been forced to add to his staff to handle orders.

You Will Have **MONEY** In The Bank Operating Victor's **ESQUIRE PREMIUM VENDOR** Complete Deal Machine & Mdse. **Only \$12.50**

THE ATLAS SALES CO.
6121 LORAIN AVE., CLEVELAND, OHIO



LOOKING OVER JENNINGS' 1941 MODEL SILVER MOON CHIEFS are Phil and Fritz Burgeson, Jennings factory distributors, and Leo J. Kelly, vice-president of O. D. Jennings & Company. (Manufacturer's release.)

George Warner, former operator of Columbus, O., is doing a good business at Shreveport since moving his operations to that thriving oil center. He operates all types of coin devices.

Fletcher Blalock, of the FAB Amusement Company, Pensacola, Fla., was in New Orleans last week. Blalock is well liked in New Orleans. He extends his operations of phonographs to four Gulf States, including Louisiana.

Back to sailing these days for sport is Buster Clesi, of the Great Southern Novelty Company. Clesi is most happy with a boat between his mits and when he opens that phonograph at his best downtown location.

Andy Monte, of A. M. Amusement Company, reports a steady improvement in the wired phonograph service which he and two other operators recently inaugurated, with headquarters in the Masonic Temple here. A second service for Negro nabes will soon be put into service. The firm uses Rock-Ola, Seeburg, and the Betty systems.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Coinography



Harry Hoppe

WHO is the father of coin machine exports?

"Harry Hoppe, vice-president of the Baker Novelty Company, Chicago," say old-timers who recall the pioneering work done by Harry a number of years ago which paved the way for the large volume of export business done by the industry in recent years. Harry Hoppe has done notable work in many branches of the coin machine industry, but nowhere has he done better work than in the foreign field.

Harry was convinced of the great possibilities for coin machines abroad, and he believed that the quickest way was to "take the bull by the horns." So as early as 1935 he made trips to Europe and opened the field in England, France, Belgium, and Holland. He also made similar trips to Africa, South America, and Central America, as a result of which American coin machines enjoyed a flourishing foreign business.

In France, Harry introduced merchandise machines with such success that the sale of French novelties was greatly stimulated and employment promoted at a time when it was of momentous importance.

In recognition of his work he was given the decoration of the order of the Croix de Sang by the French Government. The coin machine business today enjoys many benefits in consequence of the pioneering work done in the foreign field by Harry Hoppe, for which a special place of honor must be accorded him.

Jennings Machines In Parks, Arcades

CHICAGO, May 3 (Manufacturer's release).—O. D. Jennings & Company are enjoying a good business from arcades and amusement parks, according to Leo J. Kelly, vice-president.

"A particularly popular model is the Flasher Console that has the exclusive elevated reward indicator," said Kelly. "A number of amusement parks are using Flashers with flashy premium displays, the player selecting his awards in merchandise. Another popular idea is the use of tickets honored for rides and other concessions in the park.

"Other Jennings arcade equipment includes the famous Ciga-Rola, dual action cigarette vender, on which the player may play for amusement or make an outright purchase of cigarettes.

"Jennings' Beverage Dispenser has also been in big demand by amusement parks. It enables the park or arcade to take advantage of the most advantageous spots for the sale of cool, refreshing beverages.

"The sanitary In-a-Bag Peanut vender is also going over big in amusement park locations, as well as the Automatic Library that vends little blue books."

Groetchen Offers 3 Counter Games

CHICAGO, May 3 (Manufacturer's release).—"We are in quantity production on three grand Groetchen counter games," reports Ed Hansen, of Groetchen Tool Company. "The three outstanding in the counter game field are Yankee Double Header, Klix, and Pok-o-Reel. All have several things in common; that is,

they are modernly styled, have coin dividers, and large cash capacity.

"Yankee Double Header features the use of either cigarette or fruit reels by simply moving a movable window mask from one side to the other. The three-reel counter game has a reversible metal award plate which shows fruit symbols on the front and cigarette awards on the back. All changes can be made quickly on location.

"Pok-o-Reel, second of the standout Groetchen games, is a five-reel game dealing regulation poker hands. The game covers a complete scale of awards from two pairs to a straight flush. Pok-o-Reel is a wonder in appearance, performance, and earning power.

"Klix, third and also a standout, really clicks on any location. It deals a genuine Black Jack or 21 game. The first two reels show the deal to the player, who can trip one or more shutters to disclose additional cards. The fifth reel, shuttered to the last, discloses the amount the player must beat to win.

"All three counter games are available in straight penny or straight nickel play and all have visible gum venders. Games are packed six to a box for sale to operators. Individually or together, they are the standout counter games on the market today," concluded Hansen.

Nyssco Handles Keeney Boxes

NEW YORK, May 3 (Distributor's release).—New York Specialties Supply Company announces that it is now distributor for H. Keeney & Company's wall and bar boxes.

Leon Berman, back from a visit to the Keeney Chicago factory, reported: "We believe that the new Keeney wall and bar boxes are bound to prove themselves the most popular on the market. We are arranging for a complete installation and service organization and will be in a position to help the music operators enjoy the finest service.

"Phil Bogin, a member of our firm, is well known as one of the oldest and best music machine men in the business. Phil will devote most of his time to the Keeney wall and bar box division and is already making contact with operators thruout his territory. He made his first sale even before the arrival of the merchandise."

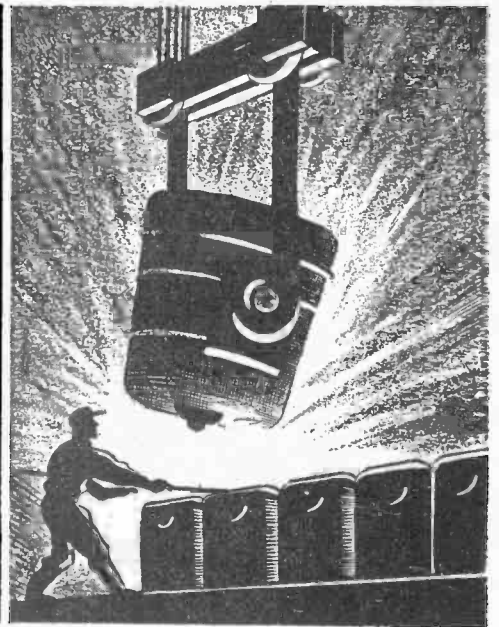
Phil Bogin stated: "Not only have we the installation and servicing experience, but also placement experience and know all profitable methods for music operators."

Acme Swamped With Biz on New Models

NEW YORK, May 3 (Manufacturer's release).—Sam Sachs, of Acme Sales, phono remodelers, reports the firm has been literally swamped with orders for its new Super Models.

"Our new Super Models have been acclaimed by all purchasers as among the finest products produced in this business," said Sachs. "The all-leather

SOLID STEEL and INNERLINED STEEL DRILL PROOF CABINET!



ANOTHER OUTSTANDING FEATURE ON THE WORLD'S OUTSTANDING MONEY-MAKER

BUCKLEY 1941 DAILY DOUBLE TRACK ODDS

Nothing short of an arsenal could get into your BUCKLEY 1941 DAILY DOUBLE TRACK ODDS... because its solid steel and innerlined steel cabinet is drill-proof, tamper-proof, and burglar-proof! And its terrific appeal is depression-proof! YOU'VE NEVER SEEN SUCH GOLD MINE PROFITS BEFORE! BUCKLEY 1941 DAILY DOUBLE TRACK ODDS is by all odds the greatest moneymaker in the world. We've proven this by an actual 5-year acid test on several entire routes on location before offering it to you! And look at THESE super features: Machine Gun Payout mechanism that spits coins trigger-fast!... cashbox that holds over \$250.00 in nickels!... "Safe-steel" cash door, like they use on bank vaults! Tempered "Tuf-Flex" glass that can't be cut or drilled—bell bearing clutch handle that can't be hurt or broken. New type Variator positively prevents "stalling"! NOW'S THE TIME TO GET AHEAD WITH BUCKLEY 1941 DAILY DOUBLE TRACK ODDS! Write, wire, phone TODAY for full details!



INVENTED - DESIGNED - MANUFACTURED BY - BUCKLEY MANUFACTURING CO. 4227 W. LAKE ST. CHICAGO - ILL.

remodeling and the new Marbl-Glo finish plus the complete going over of the entire unit has met with approval.

"Our showing in Philadelphia this week was highly successful, and we are working day and night to fill orders. The same is true from other territories surrounding New York. Phono operators have been calling us daily to make arrangements for remodeling their machines. Many have given us orders and we are working on completing the machines so that shipments will continue on schedule.

"We feel that these machines are equal to anything now on the market. For many locations our new models are perfect, as they harmonize with the decorations of the spot."



GRACING THE CEILING OF MODERN VENDING COMPANY showrooms in New York is this popular Illumitone Speaker. Many operators visiting the showrooms have admired the attractive appearance—the metal parts are a golden color and it is enhanced by indirect lighting. The tone quality is especially good. The speaker is connected to one of the Seeburg display phonographs. Located in the center of the room, it produces a true, even tone.

TIME PAYMENTS on Rebuilt Phonographs and Arcade Equipment

Now available to responsible operators anywhere in America. 1,000 modernized, factory rebuilt. All makes... ready for your selection.

Write for particulars, stating number of machines required.

GERBER & GLASS

914 Diversey Blvd., Chicago



Cash in on the BASEBALL SEASON!

A new deal for Jobbers and Operators! Keep ahead of your competitors by placing this money-maker on your locations now! Takes in \$126.50 at 5¢ per sale with an average profit of \$48.00.

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES

645 HAMM BLDG., ST. PAUL, MINN.

— A BARGAIN — Vest Pockets, \$26.00; 5¢-10¢-25¢ Blue Fronts, Cherry Bells, Melon Bells, Consoles and Jennings Chief, \$47.50; Mills 25¢ Dice Game, \$50.00; Paces Races King, over 5000 serial, \$75.00; Galloping Domino, \$25.00; Cigarola, \$75.00; Mercury's Sparks, Gingers, 5¢ and 1¢, \$14.75. All equipment in excellent condition ready for locations. One-third cash, balance C. O. D. EAGLE VENDING CO., 205 Tampa St., Tampa, Fla.

Man Alive! What a Money Maker!
WESTERN'S Sensational NEW

SEVEN FLASHERS

Has Everything!

1. 1 or 5-Ball Free Play Game!
2. 6-Coin Multiple Play!
3. 20 Sets of Changing Odds!
4. Big Build-up Award!
5. 2 Roll Overs for Build-up Award!
6. AllGlo Roll Over Lites All Selections!
7. Immediate Delivery!

DISTRIBUTORS!
 Territories for the Sensational New WESTERN Line Are Still Available! Write at Once!

WESTERN PRODUCTS, INC.
 925 W. NORTH AVE · CHICAGO

Mills Nov. Gives Stadium Lights To Fort Sheridan

CHICAGO, May 3.—To boost soldier morale and keep them on military reservations during the night, Fort Sheridan, near Chicago, has accepted a gift from the Mills Novelty Company of stadium lighting equipment. The expensive lighting equipment comes from the old Mills Stadium, which is being razed to make way for a new Mills factory addition.

The gift was arranged thru *The Chicago Times* and extensive publicity to the gift was given on *The Times* sports pages, especially in Sports Editor Mervin McCarthy's column. McCarthy recently conducted a survey of army reservations in regard to sports and says he was repeatedly told: "Give us lighted fields for night sports and they'll be the biggest single factor in combating our problem."

McCarthy writes: "Spontaneous enthusiasm and instant co-operation made it possible to give starting impetus to a vital and significant movement which is certain to be watched by army eyes all over the land."

"Bill Harley, long the 'maestro' of Mills," was called and asked: "What about the lighting equipment you have out there at your stadium?"

"What's up?" he asked, and was told. "That's swell!" he exclaimed. "Wait until I tell the company about it."

"In no more than 15 minutes there came a return buzz—a message direct from the Mills company bosses themselves, the brothers Herb, Fred, Ralph, and Hayden Mills: 'There's no better cause than that. . . . We're delighted to turn over the complete lighting equipment to Fort Sheridan's playfield. . . . (No strings attached!) No 'ifs' and 'buts' . . . all the light needed to turn night into day with the casualness of striking a match!'"

The project was laid in the laps of Fort Sheridan authorities and was snapped up immediately. The field is expected to be ready before the end of May and will be set close to barracks on the reservation. The field is being laid out for either baseball or softball, with provisions for football, an ice rink, and boxing.



RICHARD GROETCHEN, head of Groetchen Tool Company, helps to formulate policies of Coin Machine Industries, Inc., as a member of board of directors.

Denver

DENVER, May 3.—Denver Distributing Company now has a model ToneColumn installation at the popular Ken Grill here. Gibson Bradshaw reports visits of many out-of-town operators to view this location. Firm has been appointed distributor in Colorado, Wyoming, and New Mexico for Scientific's Batting Practice, which Bradshaw believes will prove one of the biggest hits in coin machines in many years. With the installation of painting and refinishing equipment, firm is also reconditioning many pieces of used equipment and is making its own console stands for target skill machines, which do much to increase play on this type of machine.

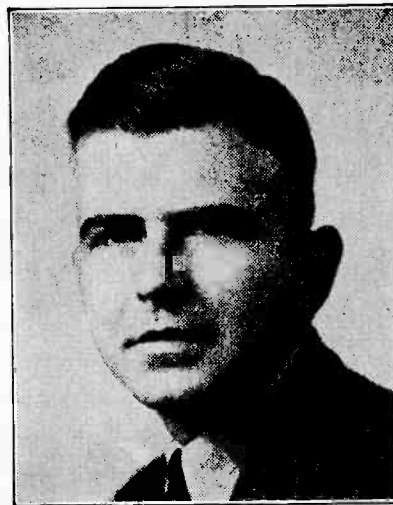
Jim Gaddis, of Mountain States Music Distributors, is taking a 10-day trip thru New Mexico together with the company's new territorial representative, Bert Alcott. Gaddis plans to return to Denver for his eighth wedding anniversary celebration May 8, and then take another trip thru the Wyoming territory.

Al Roberts, manager of Wolf Sales Company, had no sooner returned from his trip to the San Francisco branch of the company than he had to make a flying trip to Salt Lake City to confer with the sub-distributor there, Wolf Reiwitz, head of the company, and George Rowe, salesman, are in Phoenix, Ariz., where a warehouse was recently established in connection with the company's acquiring distribution of Wurlitzer products in Arizona. Both report excellent sales in the Arizona territory.

W. A. (Bill) Bye, Wurlitzer district manager for Western United States, was a recent week's visitor on a return trip from the East en route to San Francisco. J. C. Ditto, head service man, recently conducted service schools in Pueblo and Trinidad, Colo., and Roswell, N. M. Mrs. Kathleen Phillips has been added to the secretarial staff.

Gibson Bradshaw, of Denver Distributing Company, reports brisk sales of games, guns, and various other arcade machines. Recent visitors included Harry Cory, of Sterling; Mr. and Mrs. W. C. Johnson, Rawlins, Wyo.; Fred Schrader, Laramie; the Hart Brothers, Boulder; L. A. Webber, Pueblo; Harold Rounds, Lovell, Wyo. Operator C. V. Anderson, of Colorado Springs, has moved his offices to 117 E. Pikes Peak Avenue there. Mrs. O. M. Yant, of Sterling, one of the few women operators in this region, has recovered from a recent illness.

Al Roberts, manager of Wolf Sales Company, is highly optimistic of the future for coin machine operations in this region. The government's \$20,000,000 munition plant is gradually taking shape, and with the great influx of tourists expected this year, due not only to restricted European travel but also the State's expenditure of \$50,000 to advertise Colorado as a vacation resort. Roberts expects a banner year for all operations. Sales for the past quarter far exceed those for any similar period. Recent visitors at Wolf Sales headquarters included J. A. Watson, of Franney, Wyo.; M. W. McBroom, Colorado Springs; Jack Shuman, Cheyenne, and John Hubbard, Del Norte.



Gibson Bradshaw

THAT it pays to be on the lookout for new prospects for coin-operated machines is the belief of Gibson Bradshaw, head of the Denver Distributing Company. Proof of that statement, according to Bradshaw, are the inquiries from carnivals and traveling arcades he has received of late. Forecasting a spurt in this type of machine, Bradshaw recently added a number of lines of manufacturers catering to arcades.

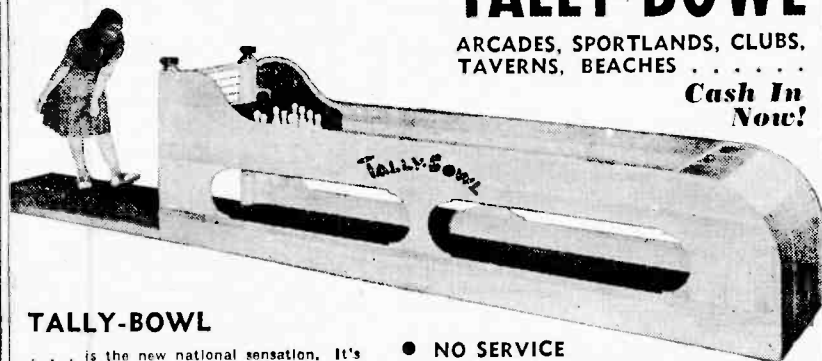
His first appeal was to his regular customers, which brought a fine response and which has been growing constantly for penny machines, vendors, games, etc. And now from outside his normal sales area Bradshaw is receiving inquiries regarding machines of this type which are growing in popularity not only thru their own amusement qualities but also due to the demand in areas which have grown in population as a result of national defense expansion. Bradshaw has completely equipped an arcade in Denver which not only serves as a model for prospective operators but affords operators visiting the city an opportunity to see the machines in actual operation. (Distributor's release.)

The Game EVERYONE Has Been Waiting For

TALLY-BOWL

ARCADES, SPORTLANDS, CLUBS, TAVERNS, BEACHES

Cash In Now!



TALLY-BOWL

. . . is the new national sensation. It's portable—easy to assemble—can be used indoors or outdoors.

- NO SERVICE
- NO SLUG PROBLEMS
- LEGAL EVERYWHERE

BOWLING—NOW UNIVERSAL—played by men, women and children everywhere. TALLY BOWL gains play continually. Every game brings more thrills. Skill and more skill develops with every game. **DISTRIBUTORS! WRITE, WIRE, PHONE for TERRITORIES!**

TALLY-BOWL MANUFACTURING CO.

1353 WASHINGTON STREET, BOSTON, MASS.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY GAMES	JOLLY \$27.50	TOPPER \$17.50
AIR PORT \$17.50	LITE-A-CARD 25.00	TRIUMPH 10.00
ARROWHEAD , 1 Ball 15.00	LONE STAR 27.50	DOUGH BOY 6.00
BALLY BEAUTY 25.00	MAJORS 17.50	FAIR 8.50
BOWLING ALLEY 22.50	MERRY-GO-ROUND 27.50	PURITAN VENDOR 4.50
BIG SIX 12.00	O'BOY 20.00	REEL POKER 4.50
COMMODORE 22.50	POLO 37.50	FRUIT SALAD 4.50
DANDY 10.00	RED HOT 18.00	TOT 8.00
DAVY JONES 12.00	ROXY 25.00	ZIP 7.50
DOUBLE FEATURE 22.50	SCOOP 13.50	BLUE & GOLD VEST
FIFTH INNING 15.00	SCORE CHAMP 22.50	POCKET BELL J.P. 37.50
FANTASY 15.00	SHORT STOP 27.50	
FLAG SHIP 17.50	SPORTY 37.50	
FOLLIES 25.00	SPARKY 40.00	
GOLD CUP , 1 Ball 40.00	SPORTS 25.00	
HEADLINER 17.50	SUPREME 10.00	

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D. We have all the New Games on hand for immediate delivery. Write for prices. **OLIVE NOVELTY CO.** 2625 LUCAS AVE. ST. LOUIS, MO.

San Francisco Columnist Herb Caen Writes Pro-Pinball Items

SAN FRANCISCO, May 3.—Castigating anti-pinball machine groups, columnist Herb Caen of *The San Francisco Chronicle* has pointed out in recent columns the benefits derived from pinball games. Caen's column, "It's New to Me," is widely read by San Franciscans, who read the following pro-pinball notes in his columns on recent dates:

April 11. "Here are the figures which show that the lowly pinball machine, target of so many old furies who consider it an evil, is paying the rent for many a little business man here. There are 1,456 spots in San Francisco with pinball games. Each spot makes, on an average, \$15 a week from each machine.

April 10. "This new campaign against the pinball machines has a lot of the townfolk worried, too—so important has the income from these gadgets become; incidentally, there aren't 18,000 machines in San Francisco as the anti-claim—3,000 is a lot closer to the actual number."

April 9. "The beautiful young blonde playing a pinball machine in a series of pictures in the current *Friday* magazine is Kathie Thompson, of this village niece of Kathleen Norris."

April 4. "The pinball industry has a lobbyist in Sacramento to combat anti-

pinball legislation demanded by certain civic groups. . . . I don't suppose pinball games are undermining too many morals, besides which they support a lot of small merchants."

April 2. "Cute: The Bostonian, one of Sutter Street's cozier pubs, has a large sign reading "Gaming Rooms" over one of its inner doors. So y'walk thru the door and find—one pinball machine.

April 2. "A laughing cop, winning five games on a midtown pinball machine and roaring: "Don't tell the police commission about this—me beating a defenseless pinball game!"

March 29. "Local civic groups are booming for anti-pinball legislation. Might be well to keep this in mind: When pinball games were declared illegal in Los Angeles, 475 small drugstores, cigar stores, groceries, etc., folded up and some 8,000 people were thrown out of work—Y'see, the take from said games was paying the rent."

Coin Machines at Chi Liquor Show

CHICAGO, May 3.—Wurlitzer phonographs and Mills Panorams were on display at the National Exposition of Distilled Spirits, Wines, & Malt Beverages, held here in Chicago from April 28 to May 1. Both occupied prominent sections of the exhibit hall of the Hotel Sherman.

Suppliers of liquor, distillers, and allied industries were represented at the four-day show. Conventioneers attended several round-table conferences and general forums during the conclave.

The Mills exhibit was manned by factory men, while the Wurlitzer display was sponsored by the Chicago Simplex Distributing Company, Wurlitzer distributor in the Chicago area.

Coin Machines in Closed Theater Lobby

ST. JOHN, N. B., May 3.—A coin-operated shooting stand has been established in the lobby of the Opera House, old roadshow theater here, which was closed two years ago.

J. B. Jones, a local coin machine distributor, has installed seven machines. The location is in the center of the city. The best position has been given to Bang-a-Deer, and second best to Sky Fighter. There are four floor shooting machines and one elevated candid camera machine. F. Doody is in charge.

This is the first time so many coin-operated shooting games have been grouped together at one location in St. John. Not more than four have been placed at one stand hitherto. The games have improved in popular appeal, not only for soldiers, sailors, and air force men but for civilians of both sexes as well.

ETIENNE NOIR

Producers of

MAJORETTE PRODUCTIONS

for coin-operated movie machines

" . . . quite the best subjects yet made for 'slotties.' "

HOTEL SHERMAN, Chicago, week of May 5.

HOTEL ASTOR, New York City, week of May 12, or

Address inquiries:

MAJORETTE Distributing Company

2514 West Seventh Street
Los Angeles, California

GET IMPERIAL'S DEAL
ON COUNTER GAMES
NEW—ALL KINDS
AND SAVE MONEY

CASH OR TIME PAYMENTS
UP TO ONE YEAR TO PAY

Every Game Guaranteed for
One Year With Service

IMPERIAL VENDORS
2022 Market St., Philadelphia, Pa.



GEORGE MOLONEY, official of Bally Manufacturing Company, who was installed as new president of Coin Machine Industries, Inc., April 30. Last year he was a member of the board of directors of CMI.

Shoot Earnings Sky-High—

With this sure-shot thriller! Loaded with skill-tempting targets . . . crammed with "come-on" jammed with action! Get TARGET SKILL quick! Draw a bead on bigger collections! Order today!

SURE FIRE HIT!

6 WAYS TO SCORE! BIG SPECIAL BULLS-EYE FEATURE!
THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL

WANTED

300 Pieces of Legal Equipment to Operate in Closed Territory. No Pin Games. Games such as Western Baseball, Bally Alley, Batting Practice, Roll In Barrel and Rock-Ola World Series are the only type which can be used.

This equipment to be operated on a 50-50 basis in very good territory in locations which are begging for machines at this time.

Address all replies to Box D-63, Care The Billboard, Cincinnati, Ohio

OPENING SPECIALS

Leaders \$49.50	FREE PLAY GAMES	Zombie \$55.00
Repeater of 1941 59.50	Click \$10.00	On Deck 29.50
Gold Stars 49.50	Cadillac 29.50	Defense 49.50
Anabel 29.50	Formations 44.50	Mr. Chips 19.50
School Days 65.00	Seven Ups 65.00	
	Lone Star 29.50	

CONSOLES		ARCADE EQUIPMENT	
Mills Square Bells \$49.50	Mutoscope SKY FIGHTER \$189.50	1939 Saratogas 79.50	Keeney Air Raider, F.S. 145.00
1940 Saratogas 95.00	Roll In Barrel, F.S. 95.00	Charley Horse, 5-102 59.50	Skeeballette 39.50

Write us for complete details on **BATTING PRACTICE** and Exhibit's complete line of Arcade Equipment. Half deposit with order, balance C. O. D.
CENTRAL OHIO COIN MACHINE EXCHANGE, INC.
491 S. HIGH STREET COLUMBUS, OHIO

YANKEE Double Header



TWO GAMES IN ONE

MOVABLE WINDOW MASK HAS BEEN PUSHED TO LEFT TO SHOW FRUIT SYMBOLS ON REELS

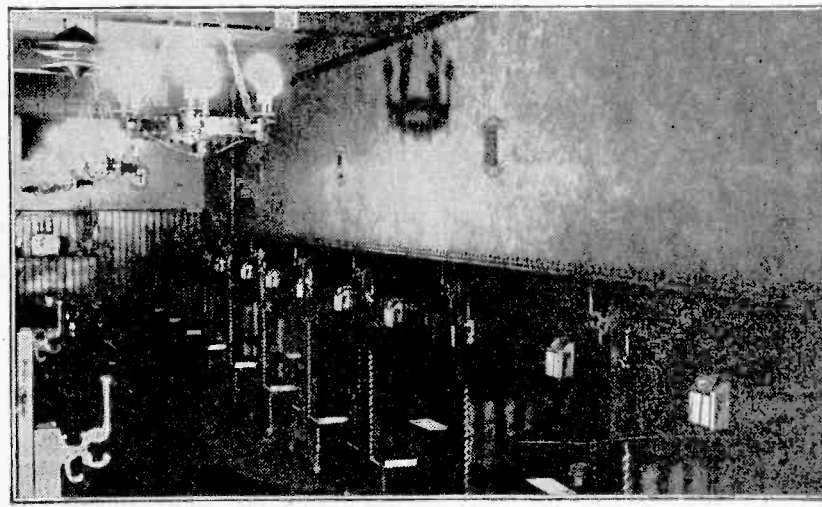
PUSHING WINDOW MASK TO RIGHT WILL DISCLOSE CIGARETTE SYMBOLS ON REELS

Reversible Metal Reward Plate shows Fruit Symbols on front, Cigarette awards on back. Quickly changed on location.

\$19.75 EACH

Double Your Profits With **YANKEE**

GROETCHEN TOOL CO., 130 N. Union, CHICAGO
 WEST COAST OFFICE: JOHN KAGAN, 978 1/2 So. Stearn Dr., LOS ANGELES



BUCKLEY MUSIC SYSTEM INSTALLATION in the Tavern Restaurant, Watertown, N. Y. The installation consists of 18 wall boxes and was made by operator M. Forman, of Watertown. (Manufacturer's release.)

Western Biz Good, Says Glassgold

HAVERHILL, Mass., May 3 (Manufacturer's release).—Burnhart (Blp) Glassgold, sales manager of Arthur H. DuGrenier, Inc., back from a three weeks' flying tour of 16 Western States, reports increased activity there. Enlarged factory commitments for defense supplies are responsible for increased business, and operators are rapidly expanding their routes to accommodate customers.

"Joe Snow, Joe Martin, DuGrenier's Western representatives, and I were certainly glad to see operators working feverishly to build up their routes," stated Glassgold. "Every city we visited reported increased sales, with the DuGrenier Champion cigarette merchandiser and the Candy Man 5-cent candy bar machine playing a big part in operator's expansion plans.

"One of the largest orders we took was from Hymie Zorinsky, of H. Z. Vending & Sales Company, Omaha, Neb. Hymie said he places the Champion in all top locations. Walter Knack, of Dixon, Ill., also placed a huge order for our Champion machine and is expanding his operation by leaps and bounds.

"The augmented activity of all operators I saw is a healthy sign for the industry as a whole."

program will not in any way interfere with our service to operators."

Mac Churvis, sales manager, now finds himself busier than ever. "When we finish our remodeling program," he says, "we shall have the finest showroom in the Midwest. With our enlarged space we will be able to continue to give the operator the best possible attention. We know that our excellent service has been an important factor in our rapid growth and that even the smallest operator turns to us because he knows he can depend upon us."

Genco's Hi-Hat Going Strong

CHICAGO, May 3 (Manufacturer's release).—Genco's new game Hi-Hat has clicked big with the trade thruout the country, Myer Gensburg, of the firm, reports.

"From the first showing of Hi-Hat," says Gensburg, "we have actually been deluged with orders for the machine. Everyone is of the opinion that this game will prove one of the most outstanding we have ever manufactured. Speedy and thrilling action, better scoring awards, and the general new-idea-play of the game is bound to hold the players by the hour.

"We have never before seen a game take so rapidly with the trade. The men are not only enthusiastic over the game itself but they are even more enthused over the first profit reports.

"This is the machine that the trade itself built. It is the product of suggestions from leading distributors, jobbers, and operators thruout the country. It is the kind of product we like to build—something that the man in the field himself demands from experience right on his own location. Surely, we can state, 'This is an operators' machine built by operators.'"

Genco also reports that Hi-Hat production is going ahead at more rapid rate than any other game the firm has built in many months."

Majors Clicks-- Production Swamped

CHICAGO, May 3 (Manufacturer's release).—Samuel Gensberg, Chicago Coin Machine Company executive, reports that distributors have presented so great a demand for the new Majors of '41 that all production facilities in the recently enlarged factories are now being devoted to turning out a record run of the replay game.

"Tho we had expected Majors to be as fully successful as were its predecessors, we were amazed at the immediate response," Gensberg stated. "All available men and machinery were put to work at once, and tho there will be a little normal delay for a few days, our new production set-up soon will have games pouring into our distributors' showrooms in every part of the nation.

"We have been highly complimented on the features of Majors of '41, as the present orders on hand seem to indicate. Pennant lanes, special award lanes, four home run bumpers, sequence, and high scoring are but a few of the play-compelling ideas we placed into Majors. All signs point to a banner location season for operators who begin now with our latest hit."

Remodeling at Grand National

CHICAGO, May 3 (Distributor's release).—The remodeling plans of Grand National Sales Company, Chicago, are under way, according to Al Sebring, head of the company. "Because of the pressure of increased business, we found it necessary to add 5,000 square feet of floor space to our present quarters," said Sebring. "The co-operation of every member of our organization has been so excellent that I am sure the remodeling



DAVE GOTTLIEB, head of D. Gottlieb & Company, leaves the presidency of Coin Machine Industries, Inc., to assume the portfolios—or bankbooks—which go along with the office of treasurer.

CHECK AVON'S LIST FOR THE BEST BUYS!

★ ★ FREE PLAY FIVE BALL ★ ★

EXHIBIT	GENCO	GOTTLIEB
Stars	Four Roses	Paradise
Leaders	Dude Ranch	Bowling Alley
Avalon	Blondie	Score Card
Duplex	Follies of '40	Big Show
	Big Chief	Gold Stars
	Formation	
	Seven Up	
CHICAGO COIN	MISC. FREE PLAY	ONE BALL FREE PLAY
Nippy	Box Score	Sport Page
Topper	Super Six	Grand Stand
Tucky	Attention	Sport Special
Buckaroo		Dark Horse

PHONOGRAPHS

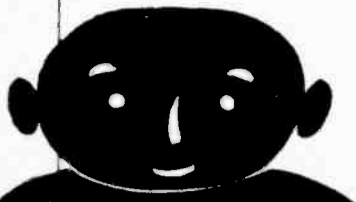
RECONDITIONED AND MARBLE-GLOED	ROCK-OLA MONARCHS
	Rock-Ola Standards
	Wurlitzer 600 Keyboard, completely remodeled
	Wurlitzer 412
	Seeburg Classic
	Rock-Ola 12 (no marbledge)
	Wurlitzer 716
	Wurlitzer 616

ARCADE EQUIPMENT
Bally Rapid Fire
Keeney Air Raider
Rock-Ola World Series
Late Model Mutoscope
Sky Fighter
Chicken Sams
Jall Birds
Anti Aircraft



1/3 Deposit, Balance C. O. D. WE BUY • SELL • TRADE.

AVON NOVELTY SALES CO., INC.
 4700 PROSPECT AVE. CLEVELAND, OHIO



a midget

IN SIZE

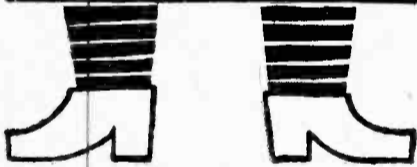
Completely automatic payout machine, with Bell reels, metered jackpot. An 8-inch cube, weighs only 18 lbs; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammerloid blue and gold. Terrific demand right now—rush your order. Mills Novelty Company, 4100 Fullerton, Chicago.



MILLS VEST POCKET BELL

a giant

IN EARNINGS



CLEARANCE SALE

FREE PLAY GAMES

1 Sports Special, F.P. \$69.50	2 Pyramid \$ 7.50
5 Gold Cup, F.P. 32.50	3 Super Six 10.00
5 '40 1-2-8, F.P. 64.50	2 Davy Jones 7.50
5 '39 1-2-8, F.P. 27.50	1 Flash 7.50
1 Derby Day Cons. 27.50	1 Line Up 25.00
1 Slant Top 7.50	1 Sara Suzy 25.00
3 Big Six 7.50	1 Bally Double 7.50
1 Charm 10.00	Feature 7.50
2 Chevron 7.50	1 Hold Over 15.00
2 Red Hot 12.50	6 Daval Ace 6.50
2 Thriller 7.50	5 Daval Cub 6.50
1 Mul. Free Races 10.00	2 Oh Boy 12.50
3 Score Champ. 12.50	3 Fifth Inning 7.50
3 Birdie on Deck 15.00	1 Congo 25.00
5 Mystics 60.00	3 Roxy 15.00
4 Variety 7.50	3 Beauty 15.00
6 Pickem 7.50	3 Double Feature 12.50
	3 Polo 22.50

1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.
419 MARKET ST. PHILADELPHIA, PA.

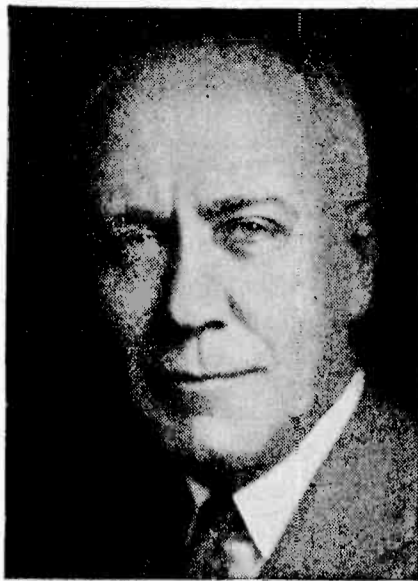
Music Men Meet Kaye at Modern

NEW YORK, May 3.—“Pleased to meetcha” was the theme of the day at Modern Vending Company when Band Leader Sammy Kaye, of swing and sway fame, paid a visit to Nat Cohn. Sammy greeted many music operators.

The band leader was impressed with the new “ear level” tone of the 1941 Seeburg phonographs. He gave out many personally autographed photos and records of his new hit disk, *Daddy*, reported going over in a big way.

Sammy also exchanged congratulations with Eddie Lane, the coin machine industry's own songwriter, on Eddie's new song, *When the Lilacs Bloom Again*.

The music operators were charmed with the leader's gracious personality, and he made a lot of new friends.



JIM GILMORE, secretary-manager of Coin Machine Industries, Inc., going into his fourth year of stewardship of association affairs, reports that CMI membership has grown from 21 members to 106 members.

Big Demand for Games, Is Report

CHICAGO, May 3 (Distributor's release). —“Thanks to our buying connections, we have become known as one of the best sources of supply for used games in the country,” declares Bud Lieberman, head of his own distributing firm.

“News of the condition of the equipment we offer has brought a steadily growing clientele to us,” he said. “Not a day goes by in which operators do not compliment me on the appearance and condition of the games they have purchased from us. Herb Besser, representing me on the road, is constantly scouting for equipment. Together with used games, our new game sales have kept my staff on the job from morning till night.”

Baby Production

Vince Shay, sales manager of Mills Novelty Company, Chicago, announced his first offering in the field of baby production this week.

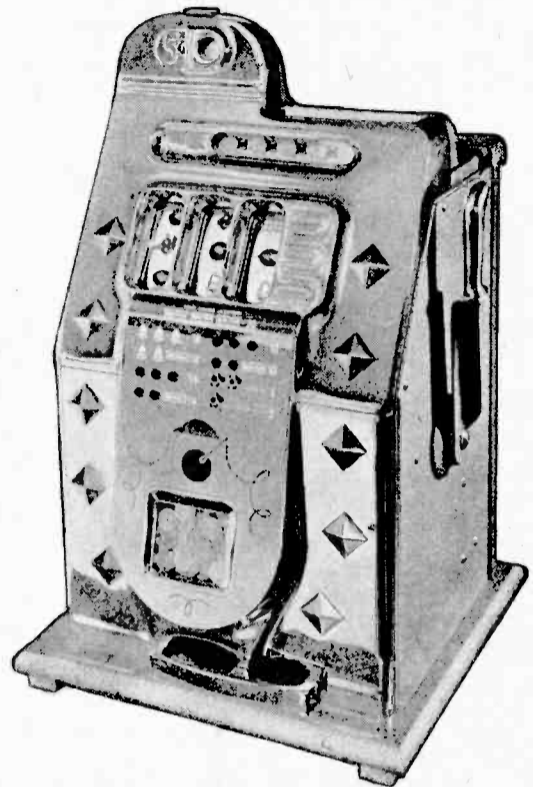
The new product is a boy, weighing seven pounds, and showing rapid development at the West Suburban Hospital, Chicago.

The preview showing to close friends was made April 30. Altho Shay has been with the Mills firm for many years and has helped introduce many of their products to the trade, this is his first venture in turning out his own productions. He and Mrs. Shay formed their partnership about two years ago and both are to be congratulated on their first offering.



R. W. (DICK) HOOD, head of H. C. Evans & Company, is first vice-president of Coin Machine Industries, Inc., to which position he was installed April 30.

MILLS CHROME BELL



MILLS NOVELTY COMPANY, CHICAGO

“THE RICHEST BELL EVER MADE!”

WE WANT A FEW GOOD OPERATORS!

We are ready to supply operators with unlimited quantities of coin machines to meet all operating conditions . . . on the NEWEST and FAIREST operating plan ever offered. After you get the details you will readily understand why more and more operators use our idea. This is an operating deal for you . . . offered by financially reliable and well-known people. Write, stating what you require. Give all details.

BOX 3070, THE BILLBOARD, ASHLAND BLDG., CHICAGO

BUD LIEBERMAN Says

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

FREE PLAY BARGAINS		CONSOLES
Flicker \$59.50	Sport Page . . . \$49.50	Square Bells . \$57.50
Stratoliner . . . 57.50	Record Time . . 82.50	Kentucky Club 42.50
Leader 45.00	Mills 1-2-3, '39 29.50	Long Champs . 34.50
Grand National 83.50	Gold Cup 42.50	1/3 Deposit with order, Bal. C.O.D.
Grand Stand . . 70.00	Thisledown . . 52.50	
Sport Special . . 85.00		

Hundreds of superbly conditioned 5-ball free play games available at rock-bottom prices. Let us know what you need.

SEE BUD FOR ALL THE BEST NEW GAMES!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



“Every Deal Personally Handled by Bud.”

Bargains in Automatic Pay Tables and Counter Games

Clean and in Good Operating Condition—Bought New From Factories

PAY TABLES	COUNTER GAMES
3 Mills Pearl Harbors \$ 7.50 Ea.	8 Mills Puritan Bells \$5.00 Ea.
8 Mills Tycoons 15.00 Ea.	1 Grotchen Twenty-One 5.00
4 Mills Railroads 15.00 Ea.	3 Grotchen High Stakes 5.00 Ea.
3 Mills Post Time 10.00 Ea.	2 Mills Tickettes 2.50 Ea.
20 Mills McCoy's 15.00 Ea.	1 Jennings Dicette 2.50
1 Mills 25¢ Dice Machine with Stand, Like New 35.00	5 Bally Preakness 15.00 Ea.
5 Jennings Flickers, Late Model, Red or Green Cabinets 15.00 Ea.	2 Bally Ponies, Horse or Cigarette Symbols 7.00 Ea.

Also all kinds of Free Game Tables, clean and in good condition. TERMS: 1/3 Cash With Order, Balance C. O. D.

JACK KEY, 606 1/2 Rio Grande St., Austin, Tex.

H
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G
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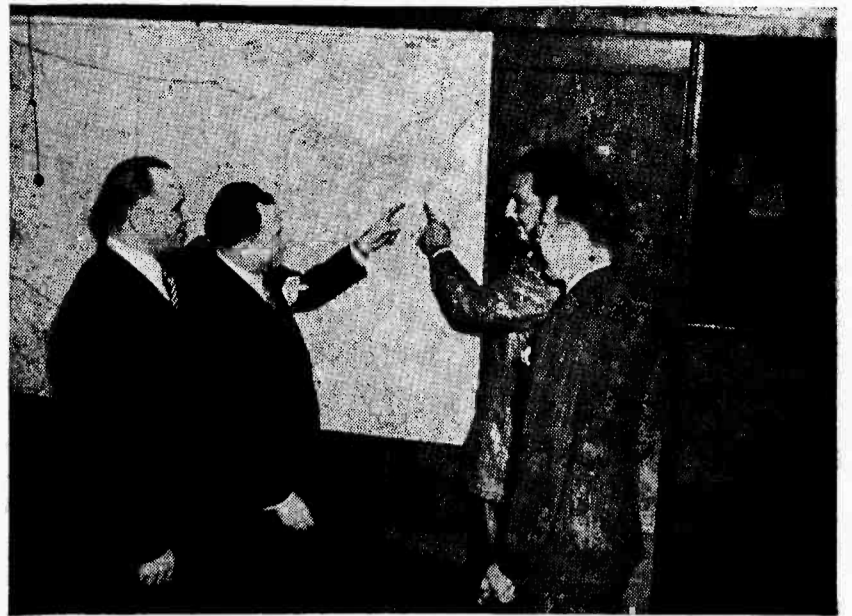
GOOD AS EXPECTED!

**The Grapevine Says
"IT'S TOPS!"**

Ready for Delivery!

D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE., CHICAGO, ILLINOIS



KEYSTONE VENDING COMPANY, Philadelphia, has secured more Rock-Ola territory for its distributive system, according to recent announcement. Left to right, Jack Nelson, I. F. Nichols, Jack Pearl, and Sam Stern look at the map and point out that their new territory includes New York City. (Manufacturer's release.)

Politicians Publicity-Seeking Anti-Pinball Attack Boomerangs

SAN FRANCISCO, May 3.—One of the biggest setbacks to a politician trying to use agitation against pinball games for publicity purposes has happened to a candidate for political office here. Typical of the usual moves made by office seekers, the candidate (at least rumored to be) has made efforts to agitate civic organizations such as the PTA and similar groups. To carry the plan still further, an organization known as the "Citizens' Committee Against Pinball Machines" was formed and used to get publicity. A number of public-spirited citizens have been taken in by the group.

The idea is said to be similar to crusading set-ups that have been tried in a few other cities. Florida newspapers reported, a few years ago, a State-wide organization was formed to represent the churches in Florida and that the church organization duped a good many upright citizens into a move that found them working alongside racing and big gambling interests to ban licensed amusement games in the State.

Sees Both Sides

But apparently the crusade will not fool so many people in San Francisco, for newspapers have already given considerable publicity to the movement and have also reported that the operators licensed of pinball games in the city are co-operating with the PTA and other civic groups to prevent minors from playing the games.

The effect of this co-operation by the operators of the games has been reassuring-to officials and to parents.

Concrete evidence of the rebuff to aspiring politicians who seek to make publicity of pinball games was seen in two letters recently sent by Edward O'Gaffney, executive secretary of the Council of Youth Organization here.

Letter To Crusaders

In a letter dated April 28, 1941, addressed to Waldo F. Postel, Citizens' Committee Against Pinball Machines, San Francisco, O'Gaffney wrote the following:

"It has been called to my attention that you are including my name on the list of membership of the Citizens' Committee Against Pinball Machines on your organization letterhead.

"I have never at any time authorized you to use my name on this committee nor any other committee.

"I am herewith advising you to remove my name from any and all of your literature and stationary immediately.

"Further, I have read the article in the *Call-Bulletin* wherein you stated you

have received an unsolicited endorsement from this organization.

"As you know, this is not the truth, as this organization has not endorsed your committee or its purposes.

"I request that you issue a retraction of this endorsement at once."

In a letter date April 26, 1941, addressed to Edmond D. Coblentz, publisher *Call Bulletin*, San Francisco, O'Gaffney wrote the following:

"In your Friday, April 25 edition of *Call-Bulletin* you carried an article in the form of a letter on your editorial page headed 'Pin Ball Games' and signed by Waldo F. Postel, chairman of the Citizens' Committee Against Pinball Machines, in which he states his committee has received an unsolicited endorsement from the Council of Youth Organization.

"I wish to advise you on behalf of myself, as well as the officers and directors of the Council of Youth Organization, that we have never at any time made any statement or given any endorsement to Mr. Postel's Citizens' Committee Against Pinball Machines and are not in any way whatsoever in sympathy with Mr. Postel's committee.

"Mr. Postel did solicit an endorsement from the Council of Youth Organization, but after investigating both sides of the question we find that the facts as stated by Mr. Postel and his committee are misleading and untrue.

"We also learned that very often the support of conscientious civic organizations, such as the Parent-Teacher Association and our own, is obtained to further the ends of selfish interests, both political and otherwise.

"We also find that Mr. Postel has used my name, as well as others, on his letterhead as members of his committee without our permission, and I personally want to deny any connection whatsoever with Mr. Postel's Citizens' Committee Against Pinball Machines.

"We will most sincerely appreciate your giving this communication an equally prominent position in your publication, the *Call-Bulletin*."

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAYS FOR IMMEDIATE SHIPMENT

CHICAGO COIN'S

- Dixie\$24.50
- Yacht Club 21.50
- Sports Parade 64.50
- Jolly 17.50
- Polo 27.50
- Stratelliner 56.50
- O'Boy 15.00
- Skyline 22.50
- Commodore 14.50

GENCO'S

- Seven Up\$59.50
- Formation 39.50
- Metro 49.50
- Powerhouse 31.50

GOTTLIEB'S

- School Days\$52.50
- Gold Star 37.50

EXHIBIT'S

- Zombie\$54.50
- Leader 42.50
- Stars 62.50
- Landslide 17.50

SUCCESS'

- Red, White & Blue \$57.50

BALLY'S

- Gross Line\$34.50
- Broadcast 52.50
- Flicker 57.50

BAKER'S
Line Up\$29.50

STONER'S
Anabel\$27.50
Sparky 42.50
Sara Suzy 34.50
*1/3 with all orders,
Balance C. O. D.*

Distributors for
Gottlieb's
HIGH DIVE
Packard's
PLA-MOR BOXES and
Phonograph Accessories
Scientific's
BATTING PRACTICE

GEORGE PONSER CO.

519 WEST 47TH ST. 11-15 E. RUNYON ST.
NEW YORK CITY NEWARK, N. J.

Batting Practice Distrib List Grows

BROOKLYN, May 3 (Manufacturer's release).—Additional awards of Batting Practice distributorships were made public by Max Levine, president of Scientific Machine Corporation, Brooklyn.

The line-up now includes George Ponsler Company, New York and New Jersey; Hankin Music Company, Atlanta; Tri-mount Coin Machine Company, Boston; the General Vending Service Company, Baltimore, Md.; Atlas Novelty Company, Chicago and Pittsburgh; Robinson Sales Company, Detroit; Mills Sales Company, Oakland, Calif.; Los Angeles, and Portland, Ore.; Denver Distributing Company, Denver; Cleveland Coin Machine Exchange, Cleveland, Ideal Novelty Company, St. Louis; United Amusement Company, Kansas City, Mo., and Banner

Specialty Company, Philadelphia.

"We're extremely proud of the distributors who are now doing such a marvelous job with Batting Practice," stated Scientific's spokesmen. "Despite enticing deals we received from important distributors, we preferred to choose carefully before allotting Batting Practice territories. We know we have an outstanding hit in this baseball game and our distributors must be just right in each territory. We have proceeded on the basis that when we appoint a distributor we must be able to make immediately quantity shipments to him, knowing the overwhelming demand among operators for the game.

Operators, looking for equipment that makes real money, have been quick to seize the opportunity for lasting, legal profits offered by the Batting Practice.

"Batting Practice will be running a year," says Morris Hankin, of Hankin Music Company, Atlanta, "and even two

and three years from today, because by duplicating baseball's thrills the game incorporates a constant 'come-on' appeal.

Truly amazing collection records are being made. The action of the game is fast, yet it gives plenty for the money."

ATTENTION, OPERATORS!

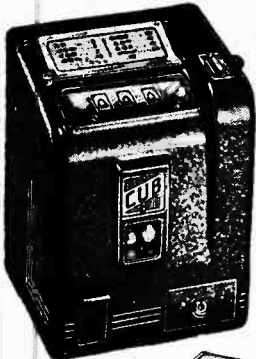
10 Bally Grand Nationals	\$ 88.50
5 Bally Santa Anitas	119.50
1 Bally Hawthorne	39.50
1 Mills Spinning Reels	79.50
8 Mills 1-2-3, Latest Type, Cash Mod.	24.50
1 Mills 1-2-3, F. P., Late '39 Model	44.50
1 Jennings Multiple Racer	49.50
10 Jennings Good Luck's	47.50
5 Mills Jumbo Parades, Free Play	89.50
1 Jennings Fast Time, Free Play	79.50
2 Pacos Brown Cabinet King Pins	65.00
10 Brown Cabinet Paces Races, High Serial, 30 Pay	89.50
5c, 10c, 25c Mills Blue Fronts, G.A. Late 1939 Rock-Ola Deluxe Phonographs	29.50
Late 1940 Rock-Ola Super Deluxe Phonographs	139.50
3 Mills Throne of Music, Like New	149.50
Wurl. 500A's, Like New, Slug Proof	149.50
Wurl. 600A's, Like New, Slug Proof	137.50
10 Wurlitzer 616's, Clean	45.00
One-Third Deposit—Balance C. O. D.	

JONES SALES CO.

1330-32 TRADE AVE., HICKORY, N. C.



COME AND GET 'EM FROM HARRY PAYNE!



CUB

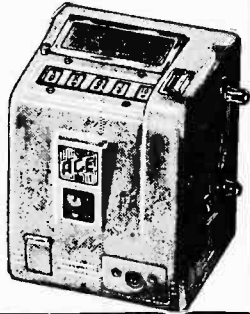
3 Reel-Cigarette Fruit or Number Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ or 10¢.

Sample \$1395
Case of 6 \$75.00

ACE

5 Reel Poker or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ or 10¢.

Sample \$1495
Case of 6 \$80.00



H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.

Monarch's Al Stern



STEPPING OFF PLANE, Al Stern, Monarch Coin Machine Company official, reports that he closed several deals which mean much for Monarch customers. (Distributor's release.)

Cleveland

CLEVELAND, May 3.—The Acme Phonograph Company, Seeburg distributor, has opened a branch at 383 Federal Street, Youngstown, for the convenience of customers in that district. Louis Nemesh is district manager, George Kitchy in charge of the service department, and J. W. Kneally office manager. Stock of the latest models is carried, as well as parts for all machines. A grand opening is planned for the near future.

William Root, president of the U. S. Popcorn Company, maker of U. S. coin-operated poppers, is back from a trip to California and the Middle West and reports business conditions look encouraging. The company is shipping many machines to amusement parks. These are finished in red, white, and blue vitreous enamel and entirely automatic. Six poppers have just been shipped to the Philippine Islands for the United States Army, and other machines are expected to go to camps in this country.

The Kan-o-Juice Dispenser Company had two of its coin-operated machines in operation at the convention of the American Inventors' Association at Hotel Carter this week. J. Gertner, company head, was in charge of the demonstration. He states that the factory expansion program has been completed and full production is now under way.

Dave Kostell, branch manager of the Mills Automatic Merchandising Corporation, is back from New York headquarters, where he attended the convention of all branch managers. The company is changing over to summer merchandise now that warm weather has arrived.

A door chime that can be operated by attaching a coin device was shown at the convention of the American Inventors' Association here by its inventor, L. G. Bergeron, of this city. It is said that housewives who are pestered by unwanted callers would welcome it since callers would have to deposit a nickel before the chime would operate.

Army Claims 2 From Ace

NEWARK, N. J., May 3.—Harry Milkin and Irving Scher, mechanics at Ace Distributors, were called into army service this week. Jack Kay sent the boys off with an elaborate party in their honor. The staff of employees were invited to the Meadowbrook Country Club Tuesday (April 29) and were given the run of the club for the evening.

2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS' GALLOPING DOMINOS

The Original Consoles —And Still Tops!



New Design Playing Top

New 2-Tone Cabinet

New Finish Coin Head

Super Jackpot, \$6.50 All Cash!

Machine-Gun Effect Payout

TOMMY GUN

Lowest Priced Gun! Send for Circular

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



THE AMAZING LEGAL FILM-A-SCOPE

Exhibits pictures in third dimension on film showing snappy girls, comics or travel views with 1c or 5c play. Now you can collect earnings without legal worry. Easy to locate anywhere and ALL PROFIT. Write for information.

L. B. KLUGH COMPANY

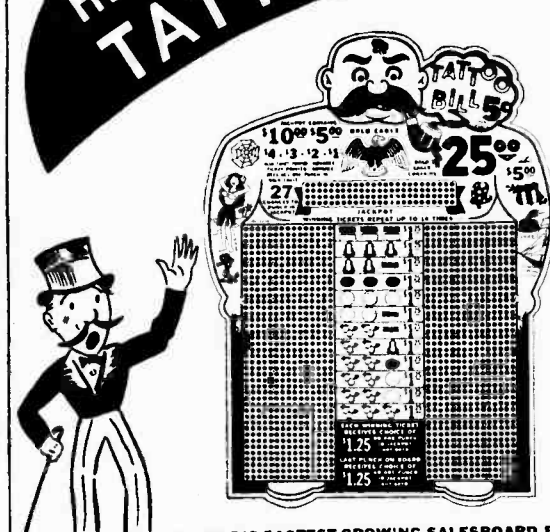
715 Arch St., Zanesville, Ohio

BEST FREE PLAY BUYS

- | | |
|-----------------------------------|-----------------------|
| All American \$45.00 | Anabel ... \$20.00 |
| Big Chief .. 37.50 | Blonde .. 17.50 |
| Broadcast .. 47.50 | Crossline .. 27.50 |
| Drum Major .. 15.00 | Flicker .. 50.00 |
| Gold Star .. 29.50 | Powerhouse .. 29.50 |
| Rotation .. 15.00 | Seven Up .. 52.50 |
| Strat-o-Liner .. 45.00 | Zombie .. 42.50 |
| Volvet .. 55.00 | Nippy .. 10.00 |
| Dble. Feature 9.50 | Red Hot .. 12.50 |
| Bandwagon .. 29.50 | Commodore .. 8.50 |
| Brite Spot .. 14.00 | Punch .. 10.00 |
| Cadillac .. 22.50 | Dixie .. 20.00 |
| Duplex .. 64.50 | Four Roses .. 50.00 |
| Stars .. 52.50 | Jolly .. 15.00 |
| Leader .. 35.00 | Metro .. 42.50 |
| Roxy .. 47.50 | Sport Parade .. 55.00 |
| School Days .. 14.00 | O'Boy .. 9.50 |
| Mr. Chips .. 9.50 | Big Show .. 12.50 |
| Gottlieb Skee-Ball-Extra .. 25.00 | C. O. D. .. 9.00 |

And Many Other Bargains in New and Used Games. 1/3 Cash, Balance C. O. D.
FEDERAL VENDING CO.
2506 Amsterdam Ave., N. Y. C.
Wadsworth 3-0640

HERE HE IS FOLKS TATTOO BILL



TATTOO BILL ... A design for cash ... Slot machine symbols ... 1200 Re holes ... 5¢ per sale ... Takes in \$60.00 ... Winning tickets repeat up to 14 times ... Each winning ticket and last punch on board each receives a choice of \$1.25 or one punch in "Jackpot," not both ... Total average payout \$33.75 ... Total average profit \$26.25 ... Additional profit from the Re arrangement is \$3.00 ... making maximum profit \$29.25 ... Extra-thick board.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

BARGAINS

- | | | |
|-------------------------------|---|---------------------------------------|
| FREE PLAYS | CONSOLES | GUNS & MISCELLANEOUS |
| Bandwagons .. \$32.50 | 1940 Evans Pacers .. \$149.50 | Keeney Air Raiders .. \$99.50 |
| Bally Mystic (F.S.) .. 67.50 | Good Luck .. 29.50 | Sky Fighters (Auto) .. 159.50 |
| Big Chiefs .. 34.50 | Jumbos (F.P.) .. 79.50 | Shoot the Chutes .. 67.50 |
| Broadcasts .. 39.50 | Jumbos (Cash P.O.) .. 79.50 | Kato Electric Plants .. 49.50 |
| Cadillacs .. 21.50 | Keeney Pastimes .. 119.50 | PHONOGRAPHS |
| Crosslines .. 29.50 | 25c Square Bells .. 59.50 | Rockola No. 2 Regulars .. \$16.50 |
| Dark Horses (Multi.) .. 94.50 | High Hands (Conv. F.P. or Cash Payout) .. 157.50 | Rockola Rhythm M-18 .. 27.50 |
| Four Roses .. 47.50 | | 11c Grills or Slug Proof |
| Gold Stars .. 32.50 | | Slots on above, extra .. 4.50 |
| Jumbo Parades .. 79.50 | | Rockola Counter Models .. 74.50 |
| Luckys .. 12.00 | | Stands for above .. 4.50 |
| Metros .. 42.50 | | Rockola Windsor 20c .. 64.50 |
| Oh, Johnnies .. 29.50 | | 11lum. Grills (all mod.) .. 4.50 |
| Paradise .. 49.50 | SLOT MACHINES | Illuminated Cabinets for |
| School Days .. 47.50 | 5c Mills Melon Bells (Ser. No. 421,000 up) .. \$44.50 | Rockola No. 2 Phonos .. 12.50 |
| Stratoliners .. 47.50 | 10c Melon Bells .. 47.50 | Melody Gum Phon. Attachment .. 9.50 |
| Ten Spots .. 69.50 | 1c Cherry Bells .. 47.50 | Willie Jiggs Phon. Attachment .. 6.50 |
| Zombies .. 45.00 | Ser. No. 11,204) .. 29.50 | |
| | Mills Safe Stands & Keys 4.95 | |

SILENT SALES, 635 "D" St., N. W., Washington, D. C.

Bally BIG-TOP

REPLAY OR PAYOUT CONSOLE-BELL

Choice of Comic Animal or Bell-Fruit Reels—a gold-mine either way! Write for details on BIG-TOP—HIGH-HAND Poker Console with Hold-and-Draw feature—ROLL-EM Dice Console with new "Double-or-Nothing" feature.

WRITE FOR FREE TRIAL OFFER TODAY!



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS



POLLY COTTER, member of the Ladies' Auxiliary Committee of the Institute of Modern Art, Boston, stands beside an automatic phonograph and a sign which announces competition among designers for a new automatic phonograph design. Details in the May 3 issue of The Billboard.

Los Angeles

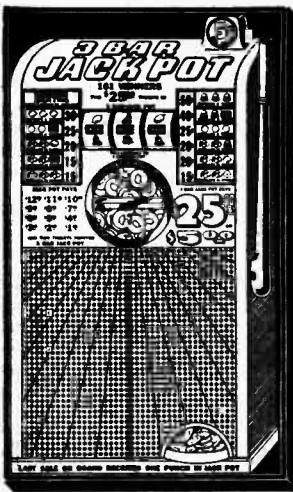
LOS ANGELES, May 3.—The Honor Roll hanging in the association offices of the Automatic Operators of Los Angeles County, denoting those members who have been called into military services, has started to grow. Barry Beauregard, of Pike Novelty Company, was the lead-off, with Lloyd Sanders, of Standard Games, in the follow-up. Plaque is impressive and fits well into the motif of the other decorations, which include many pictures and citations of the association's leader, Curly Robinson, who served in the World War and has received many letters of commendation from the American Legion and other patriotic and fraternal organizations. Curly has a Springfield rifle in one of the corners in his office. When Beauregard made it known that he was going into the army, Sam Osser and Curly Robinson went thru the manual of arms for his benefit.

tem, is anticipating an enjoyable vacation this year. Business is good, says Robinson, and this is one of the big reasons he is anticipating the rest period. Loris Leinart, installation man for Robinson, was married recently.

Hy Weinberg, field representative for Daval products handled by Mac Mohr, was a recent visitor to Los Angeles. He was in town only a few days, saw what was what, and then returned to his territory, which includes Idaho, Utah, Oregon, Washington, and Nevada. Weinberg was high in his praise of Daval "21" and the American Eagle with defense reel strip.

Another West Coast man who is thinking of his coming vacation is Bert Beutler, of the Paul Laymon firm. Last season he went to Catalina, but this year is considering a different place. Sequoia and Grand Canyon have come in for consideration, he said.

News from the E. T. Mapes Music Company is that two men of that organization, C. A. Robinson, of Buckley Music Sys-



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jack-pot at \$2.73
- 1200 Hole, F-5275, Horses at 3.92
- 800 Hole, F-5270, Pocket Dice at 1.89
- 720 Hole, F-5255, Pocket Jack at 1.86
- 600 Hole, F-5305, Royal at 2.12

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

CABINET TRIPPE Price Plus Guaranteed Satisfaction

BIG BARGAIN CLOSE-OUT SALE

All A-1 Reconditioned—Ready To Place on Locations.

FREE-PLAY GAMES	Oh Johnny	\$31.50	Rockola Imperial "20"	\$49.50
Attention	Pick 'Em	12.50	Rockola 1939 Goutar Model	79.50
Avalon	Progress	37.50	Rockola Imperial "20" (with Grills)	74.50
Arrowhead	Rag Time	12.00	Rockola #2 in New Cabinet	37.50
Anabel	Red Hot	18.50	Rockola #1 (12 Record)	17.50
Bally Beauty	Record Time	109.50	Wurlitzer 61 Counter Model 1938	67.50
Big Show	Red, White & Blue	52.50	Wurlitzer 600 with Grills	42.50
Big Town	Rebound	10.00	Wurlitzer 616 with Grills (new cabinet)	67.50
Bionde	Roller Derby	19.50	Wurlitzer P-12, in New Cabinet	57.50
Brite Spot	Rotation	24.50	Wurlitzer 500	144.50
Champion	Roxy	26.50	Seeburg Melody King (15 Record)	44.50
Commodore	Scoop	14.00	Seeburg Plaza	134.50
Chief	Score Champ	26.50	Seeburg Model E (12 Record)	32.50
Contact	Spooky	59.50	Seeburg Model A	20.00
Cowboy	Sport Special	92.50	Mills 1940 Throne of Music	149.50
Dixie	Sparty	29.50		
Doughboy	Stoner Baseball	19.50		
Flash	Super Six	16.00		
Flagship	Thriller	12.50		
Fleet	Top Notcher	16.50		
Follies	Triumph	10.00		
Headliner	Vacation	34.50		
Heldover	Variety	12.50		
Home Run	White Sails	21.50		
Limelight	Zip	12.50		
Mascot				
Merry-Go-Round				
Miami				
Mills 1-2-3 (1939)				
Mr. Chips				

AUTOMATIC PHONOGRAPHS
Rockola Rhythm King (with Grills) .. \$37.50

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St. St. Louis, Mo.

★ Once again ATLAS brings you the BIGGEST PROFIT PRODUCER in history — DAVAL'S "21" — the game you need NOW for BIG, SURE - FIRE, STEADIER, EASIER PROFITS!!

IT'S DAVAL'S "21" FOR '41

SAMPLE \$19.75
CASE OF 4 \$72.50

1/4 with orders Bal. C. O. D.

ATLAS NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. OFFICE: ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

FRIENDLY PERSONAL SERVICE

FIVE BALL FREE PLAY

Across the Board	\$18.00	Cowboys	\$12.00	Majors	\$12.00	Side Kicks	\$10.00
All Baba	15.00	Doughboys	25.00	Mr. Chips	18.00	Life O Card	15.00
Bangs	15.00	Fairs	12.00	On Deck	25.00	Sky Rockets	20.00
Big Six	15.00	Fleet	32.00	1-2-3, conv.	20.00	Speed Demons	18.00
Big Shows	20.00	4-5-6	17.00	Polo	30.00	Speedy	12.00
Bowling Alleys	18.00	Fox Hunt	35.00	Power House	30.00	Stablemate	10.00
Bubbles	10.00	Gold Cups	35.00	Punch	18.00	Stop & Go	10.00
Chevrons	12.00	Golden Gate	15.00	Pylon	25.00	Supercharger	15.00
Chiefs	10.00	Highlight	10.00	Ragtime	10.00	Super Six	15.00
Chubbies	12.00	Home Runs	25.00	Red Hats	15.00	Supreme	10.00
Circus	10.00	Jollies	20.00	Roxy	18.00	Tops	15.00
Commodores	18.00	Line Ups	30.00	Scoop	12.00	Topper	15.00
Contacts	10.00	Lucky	15.00	Score Champ	15.00	Triumphs	15.00
		Lucky Strike	15.00	Short Stops	25.00	Varieties	15.00

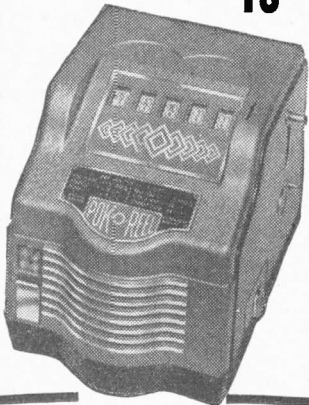
Assortment of Fifty Straight Novelty Games, 12 for \$100.00
Half Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

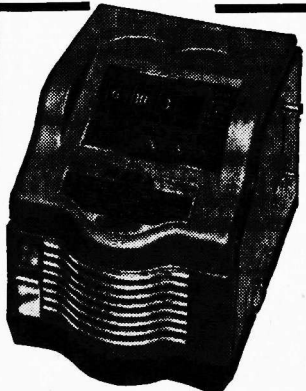
2021 Prospect Avenue, CLEVELAND, OHIO

POK-O-REEL

WITH COIN DIVIDER
\$18.50



Either Game
10 DAY FREE TRIAL
MONEY-BACK GUARANTEE
1 YEAR MECHANICAL GUARANTEE



KLIX BLACK \$19.75

JACK GAME
WITH COIN DIVIDER
1/3 Deposit With Order

GERBER & GLASS
914 Diversey Blvd., Chicago

Seven Flashers Takes Locations

CHICAGO, May 3 (Manufacturer's release).—Don Anderson, sales manager for Western Products, Inc., reports that Seven Flashers, new Western release, is fast becoming a prime location favorite.

"According to our publicized promise to produce a game vastly different from other machines now on the market, we made Seven Flashers. Incorporated in this game are some of the most appealing play angles ever presented in a free play game," Anderson declared. "Not the least of these features is that of one or five-ball play which permits operation under varied conditions and allows Seven Flashers to serve a double purpose.

"Equally important among the features is the six-coin multiple play, a money-making idea from the word go, if early reports on profits are any criterion. Of course, the changing odds, the big build-up jackpot, all glo roll-overs and two big jackpot roll-overs are other extras which are making Seven Flashers a first choice among both operators and players.

"With demand swiftly reaching a high point, our production lines are going full time on Seven Flashers, and as more and more distributors line up with us on the entire new Western line we expect to go into double time to take care of demand."

Stern of Monarch Back From N. Y.

CHICAGO, May 3 (Distributor's release).—Al Stern, general sales manager for the Monarch Coin Machine Company, has returned to Chicago after a flying trip to New York, where he purchased a quantity of equipment. He reports that his trip was successful in every respect.

"When I arrived back in Chicago, I found that telephone calls had been swamping Monarch's switchboard, wondering whether or not I was still with the firm. This serio-comic state of affairs results from the fact that another Al Stern has started a distributing firm in Chicago. I should like to take this opportunity, however, to state that I am still connected with Monarch Coin and expect to be for a very long time.

"Anyone wishing to contact Al Stern of Monarch Coin Machine Company can still reach him at the same address or telephone number," Stern concluded.

MAKE YOUR COUNTER SPACE EARN THE LIMIT WITH HI-LO-FIELD FLIP-DICE COUNTER GAME



"The Hit of Miami"

Is sweeping the country like wildfire. Earning from \$50 to \$100 daily in ordinary spots. The HI-LO-FIELD game is helping thousands of Cigar Stores, Taverns, Night Clubs and Road Spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate—NO COIN SLOT. Get your share of the biggest and steadiest dice game profits in counter game history. Portable—Quickly and Easily removed from counter. Ideal for closed territory. Over-all size 12x18. Regular price \$17.50. Should pay for itself in 1 day.

INTRODUCTORY PRICE \$9.95 Cash with order, or C. O. D. Money refunded if not satisfied after 5 days' trial.
VALLEY SALES SERVICE, 31 No. Broadway, Aurora, Illinois

LOWEST PRICES		THIS WEEK ONLY	
School Days \$47.50	Lucky Strike \$15.00	Roxy \$15.00	Anabel \$27.50
Three Score 15.00	Chips 15.00	Sparky 40.00	Triumph 15.00
Congo 19.50	Roller Derby 15.00	Nippy 15.00	Formation 35.00
5 in 1 49.50	Ocean Park 15.00	Four Roses 55.00	Commodore 15.00
Sport Parade 55.00	Line Up 30.00	All American 45.00	Contact 15.00
Home Run 15.00	Super Six 15.00	Doughboy 27.50	Oh Boy 15.00
4-5-8 15.00	Score Champ 15.00	Lucky 15.00	Topper 15.00
1-2-3 (1939) 25.00	Glamour 27.50	Cowboy 15.00	Bordertown 27.50
1-2-3 (1940) 79.50	Cub 7.00	Gold Star 34.50	Ace 7.00
Bowling Alley 15.00	Marvel 19.50	Double Feature 15.00	Imp 7.00
Limelight 20.00	Big Show 15.00	Crossline 35.00	Follies 15.00
Rotation 20.00			

Write what you want with 1/3 deposit. Mention 1st, 2nd, and 3rd choice for prompt delivery.

QUALITY SPEAKS FOR ITSELF		
ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Blue Grass \$124.50	Lot-a-Fun \$10.00	Roxy \$19.50
Dark Horse 94.50	Triumph 10.00	Sporty 22.50
Record Time 84.50	Keen-a-Ball 14.00	Limelight 24.50
Sport Special 74.50	Ocean Park 14.00	Yacht Club 24.50
Hills 1-2-3 74.50	Supercharger 14.00	Blondie 27.50
Grand National 69.50	White Sails 12.50	Powerhouse 32.50
Grandstand 68.50	Bowling Alley 17.50	All American 54.50
Jumbo Parade 79.50	Commodore 17.50	Attention 54.50
Eureka 24.50	Follies 17.50	Sport Parade 59.50
Congo 19.00	On Deck 17.50	Leader 45.00
High Flier 19.00	O'Boy 17.50	Repeater 49.50

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

SOUTHERN AUTOMATIC Announces

A SENSATIONAL NEW SERVICE FOR MUSIC OPERATORS! WE HAVE JUST ADDED A NEW CABINET REFINISHING DEPARTMENT TO OUR LOUISVILLE PLANT. IT IS UNDER THE DIRECTION OF A SKILLED CABINET AND SPRAY MAN WHO COMES TO US FROM ONE OF THE COUNTRY'S LARGEST FURNITURE MANUFACTURERS, AND FROM NOW ON USED PHONOGRAPHS WILL BE SHIPPED WITH NEW MARBL-GLO OR WALNUT FINISHES!

Order Any One of the Following A-1 Reconditioned and Refinished Phonographs! A Trial Will Convince You That You Should Place a Quantity Order!

SEEBURGS	MILLS
SELECTAPHONE—1935 \$ 15.00	DO RE MI \$ 29.50
A, B, C or D 12 RECORD 25.00	THRONE OF MUSIC 129.50
MODEL M, 12 Record Multi-Selector, Illuminated Cabinet 59.50	
20 RECORD K or Q 78.50	
REX LATE 1937 89.50	
ROYAL LATE 1937 99.50	
GEM or CASINO 119.50	
CROWN or CONCERT GRAND 129.50	
MAYFAIR 129.50	
VOGUE 169.50	
CLASSIC 179.50	
CADET, Manual Selector 179.50	
COMMANDER, Manual Selector 189.50	
CADET, Electric Selector 189.50	
COMMANDER, Electric Selector 189.50	
ENVOY, Electric Selector 229.50	
MAJOR, Electric Selector 239.50	
COLONEL, Electric Selector 259.50	

ROCKOLAS
REGULAR 12 RECORD \$ 24.50
12 RECORD RHYTHM M or K 29.50
16 RECORD 39.50
IMPERIAL 20 or MONARCH 49.50
1939 STANDARD 129.50
1939 DELUXE 139.50

WURLITZERS
P-12 \$ 27.50
412 or 312 34.50
412, Illuminated Cabinet 59.50
616 or 716 49.50
24 RECORD 79.50
COUNTER MODEL 61 79.50
800 139.50
500 149.50
700 229.50

NOTICE!
ANY OF THE ABOVE MACHINES WHICH ARE ALREADY EQUIPPED FOR REMOTE CONTROL, \$20.00 HIGHER.

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MILLS 1-2-3 PAYOUT \$29.50	ZIPPER \$19.50
RAILROAD, 7 SLOTS 19.50	JENNINGS DERBY DAY 27.50
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GALLOPING DOMINOES 59.50	SILVER BELLS 69.50
	PACES RACES, Black Cabinet 69.50

LEGAL EQUIPMENT	
Groetche's Skill Shot or Zoom \$ 17.50	Seeburg Chicken Sam Rayolite with Base \$ 49.50
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Rock-Ola Ten Pins 39.50	Bally Rapid Fire, Submarine Gun 109.50
Black Cabinet, Keeney Anti Air Craft Gun 49.50	Keeney Air Raider 119.50
Light Brown Cabinet Keeney Anti Air Craft Gun 84.50	

HERE ARE A FEW OF THE HUNDREDS OF PROFITABLE FREE PLAY GAMES READY FOR IMMEDIATE DELIVERY!

ALPS \$10.95	FANTASY \$13.95	REBOUND \$13.95
ALI BABA 13.95	FOUR FIVE SIX 19.50	ROLLER 24.50
AIR PORT 13.95	FLAGSHIP 19.50	DERBY 24.50
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AIR LINER 19.50	FLEET 42.50	ROXY 27.50
ANABEL 42.50	FOX HUNT 44.50	ROTATION 37.50
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ALL AMERICAN 59.50	GUN CLUB 10.95	SIDE KICK 10.95
CAN 59.50	GOLDEN GATE 13.95	SUPER SIX 13.95
BANG 10.95	GLAMOUR 39.50	SCOOP 13.95
BIG TEN 10.95	GOLD STAR 59.50	SUPER CHARGER 19.95
BOUNTY 10.95	HEADLINER 13.95	STOP & GO 19.50
BIG SIX 10.95	HOME RUN 29.50	SCORE CHAMP 24.50
BLACKOUT 13.95	HOLD OVER 39.50	SPORTS 24.50
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BUCKAROO 17.50	JUNGLE CAMPS 109.50	SPORTY 32.50
BIG TOWN 29.50	JOLLY 29.50	SUMMERTIME 34.50
BIG LEAGUE 29.50	KEEN A BALL 10.95	SCORE A LINE 39.50
BIG SHOW 29.50	KLICK 10.95	SPEEDWAY 42.50
BOWLING ALLEY 29.50	LIBERTY 10.95	SPEED DEMON 42.50
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BRITE SPOT 32.50	LUCKY 24.50	STARS 67.50
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CONQUEST 10.95	MIAMI 10.95	SPORTS 77.50
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CHAMPION 19.50	MR. CHIPS 22.50	TRIPLE THREAT 10.95
CONGO 19.50	MERRY-GO-ROUND 32.50	TWINKLE 10.95
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CONVENTION 39.50	OH JOHNNY 34.50	THRILLER 13.95
CROSSLINE 49.50	ON DECK 39.50	THREE UP 13.95
CHAMP 69.50	SHUFFLE 37.50	TRAPEZE 42.50
DAVY JONES 10.95	PICK EM 13.95	THREE SCORE 44.50
DANNY 17.50	PYRAMID 13.95	VARIETY 13.95
DOUGHBOY 32.50	PUNCH 24.50	VICTORY 29.50
DRUM MAJOR 37.50	PLAYMATE 37.50	VACATION 39.50
DOUBLE FEATURE 39.50	POLO 44.50	VELVET 77.50
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DUPLEX 67.50	PROGRESS 49.50	YACHT CLUB 34.50
DO RE MI 79.50	PARADISE 62.50	ZIP 13.95
FIFTH INN 10.95	RINK 10.95	ZOMBIE 64.50

TERMS: 1/3 DEPOSIT, BALANCE ORDER NOTIFY

Southern Automatic Music Company

"The House That Confidence Built"
542 S. SECOND ST., LOUISVILLE, KY. 531 N. CAPITAL AV., INDIANAPOLIS, IND. 312 W. 7TH ST., CINCINNATI, OHIO
425 BROAD ST., NASHVILLE, TENN.

FOUR BIG OFFICES

FOUR BIG OFFICES

FOUR BIG OFFICES

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

JOHN GOODBODY

1324 East Main St.
Rochester, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

TRI-STATE SALES, INC.

599 Tenth Avenue
New York City, N. Y.

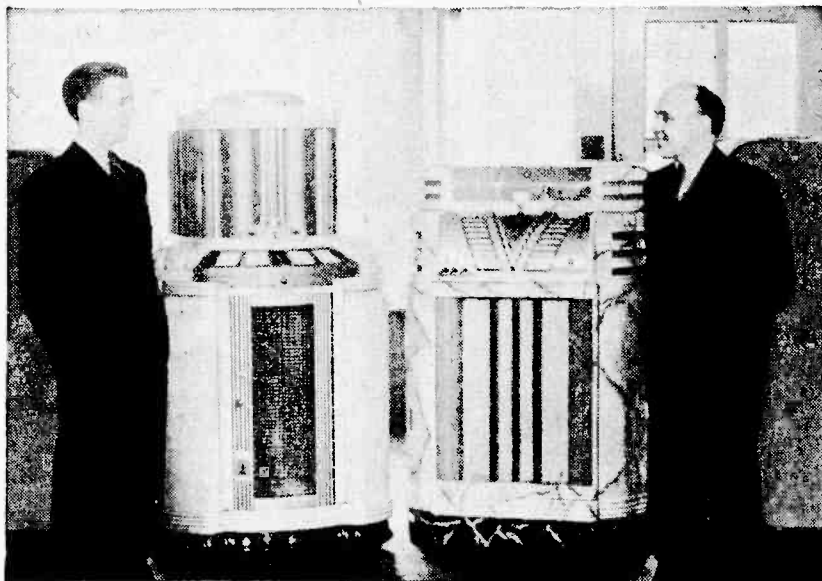
SPECIFY 1c, 2c or 5c PLAY

WANTED TO BUY

Will Pay Cash

\$200.00 Mills Four Bells, Serial over 750
\$ 50.00 Mills Brown Fronts
BOX D-49

Care The Billboard Cincinnati, Ohio



OPERATORS LUTES AND WALTER, W. L. Music Company, Dayton, O., are proud of their new Seeburg HiTone Symphonola phonographs, according to Leo Weinberger, Southern Automatic Music Company official. Both have been music operators for many years and state that they believe 1941 will be their best year. (Manufacturer's release.)

Montreal

MONTREAL, May 3.—Exceptionally fine weather has given business a definite boost here. The shortage of amusement machines resulting from last December's import ban is being seriously felt. Doubling and even tripling of prices on used machines has followed.

Shortage of machines has induced two of the largest distributors in Montreal to draw up plans for their manufacture. The two are Quebec Coin Machine Exchange and Laniel Amusement Machine Exchange.

Jack Schwartz, president of the former, has his plant almost ready to start production. A lot of difficulties cropped up for him when it came to getting permits for a number of materials used in arms making. However, he says, his scheme is working out all right and the first month's output is already sold.

On a recent tour of the maritime provinces Jack also found more business than he could handle with the present scarcity of equipment. He covered Halifax, Sydney, Yarmouth, in Nova Scotia; Campbellton, Moncton, St. John, in New Brunswick, and Charlottetown and Summerside, in Prince Edward Island. The

war boom has made affairs very brisk Down East, he reports.

Laniel Amusement Exchange's Romeo Laniel will be New York bound shortly to buy parts for the building of machines here. He intends to have cabinets made locally. The embargo affects the importing of completed equipment only, not parts, which may still be brought into the country. Plan of this distributor is to turn out one phonograph model and several of the latest design pin games.

Rapid expansion is going on over at Laniel's since they bought J. W. Drouillard's equipment last week. Further acquisitions of the firm have been the Rodrigue Chevrier & Bros.' machines at Lacute, Que. The Chevriers will handle the phonographs and pinball games from now on for Laniel Amusement. A new branch has been set up also at St. John's, Que., with Joe Dubuc as manager. With these new moves, Romeo and Edouard Laniel find little spare time on their hands.

Operator Sammy Pelt, who was for a time considering selling out, is holding on to his phonographs. Reason, he says, is that a steady pick-up in his business set in about four months ago.

Louis Dunn, of Dunn's Coin Machine Exchange, is feeling the rise, too. He is in the market for a good order of music machines.

Latin American music has taken this town over lately. Upswing in its popularity was noted when the picture *Down Argentine Way* began to play the neighborhood houses. The French-Canadians particularly have fallen for Carmen Miranda, and any of her records bring good returns.



ROLL A PACK

The "Sweetheart" of Counter Machines

Sample ROLL A PACK just \$12.50. Case of ROLL A PACKS only \$45.00. Buy ROLL A PACKS by the Case and save yourself \$5.00. All orders require 1/3 certified deposit, balance C. O. D. Contact your nearest distributor or write direct! Notice: ROLL A PACK available with Ball Gum Attachment only \$2.00 extra.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

HERE'S A SPRING TONIC

that will pep-up your locations



720 Holes
Takes in \$36.00
Pays Out \$18.45
Average Profit \$17.55

SPRING TONIC

- Double Stepup Jackpot
- Molasses Jackpot
- Sulphur Jackpot

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.

SPECIAL TERRITORIES
Open for Men To Sell Acme Boards to Operators. Write Us.

BARGAINS

- SPORT KINGS \$110.00
- SANTA ANITAS 115.00
- GRAND STAND 72.50
- GRAND NATIONALS .. 80.00
- THISTLEDOWNS 49.50

All Machines Reconditioned and Guaranteed.

AURORA CANDY CO.

338 GALE AVE., AURORA, ILL.
Phone 4263

For BIGGER Summer Profits---

MILLS 1-2-3 \$47.50
1939 Free Play Model

ALL READY FOR LONG SERVICE ON LOCATION!

- Western's Baseball, Walnut, F.P., Payout Combination \$79.50
- Keeney's Anti Aircraft, Black 57.50
- Keeney's Anti Aircraft, Brown 64.50
- Seeburg's Shoot-the-Chutes 89.50
- Seeburg's Jailbird 69.50
- Evans' Ten Strike 49.50

WANTED!!
Cherry Bells
Blue Fronts
Bonus Bells
Extraordinaries
Write, Giving Serial Number

BARGAINS IN PHONOGRAPHS!

- | SEEBURG'S | WURLITZER'S | ROCKOLA'S |
|------------------------------------|----------------------|---------------------------|
| Model C (12 Records) \$34.50 | 24 \$94.50 | Imperial 20 \$54.50 |
| Colonel ROES 259.50 | 50, 1937 49.50 | Count, Mod. '39 84.50 |
| Comma der E \$229.50 | 51, 1938 49.50 | '39 De Luxe 139.50 |
| Mayfair, 1939 144.50 | 61, 1939 82.50 | Rhythm Kings |
| Plaza, 1939 139.50 | 600 Keyboard 147.50 | '16 Rec. 44.50 |
| Rex-20 74.50 | 600 Keyboard 142.50 | MILLS' |
| Royale 82.50 | 600A 134.50 | Dancemaster, \$19.50 |
| | 616 54.50 | Do-Re-Mi 24.50 |

THE CREAM OF OUR FREE PLAYS!

- | BALLY'S | CHI COIN'S | GOTTLIEB'S |
|------------------------|---------------------------------|-------------------------|
| Gold Cup \$44.50 | Fox Hunt \$38.50 | Big Show \$32.50 |
| Sport Specials | Jolly 37.50 | Gold Star 58.50 |
| Len Model, 89.50 | Polo 44.50 | Lite-o-Card 29.50 |
| BAKER'S | Roxy 37.50 | KEENEY'S |
| Doughboy \$37.50 | Yacht Club 37.50 | Score Champs \$27.50 |
| Line-Up 42.50 | EXHIBIT'S | Super Six 24.50 |
| GENCO'S | Golden Gate, \$24.50 | STONER'S |
| Blonde \$42.50 | Landslide 39.50 | Armada \$54.50 |
| Cadillac 42.50 | Rebound (New Units) 26.50 | Holdover 37.50 |
| Mr. Chips 24.50 | | Dbles. Feature. 32.50 |

WRITE TODAY FOR COMPLETE PRICE LIST

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY PERSONAL SERVICE

COUNTER GAMES

- Bell Slide... \$ 7.50
- ABT Fire & Smoke ... 24.50
- ABT Challenger 19.50
- Mod. F. Cream 14.50
- Bingo, 1c ... 9.50
- Bones-Buckley Auto., P.O. 5c 27.50
- Booster, 5c ... 9.50
- Cent-a-Pack ... 6.50
- Cleaning House Club Vendor, 1c 12.50
- Daily Racer, Jr. 8.50
- Deuce Wild, 8.50
- Fruit King ... 9.50
- Ginger, 5c ... 12.50
- Gripper (Holly) 8.95
- High Stakes, 8.50
- Kounter King 9.50
- Lucky Seven, 5c 9.50
- Liberty, 5c ... 19.50
- Mercury, 1c ... 16.50
- Puritan, 5c ... 6.50
- Puritan Baby, 1c 6.50
- Reel Dice ... 6.50
- Reel Spot ... 6.50
- Reliance, Bally Auto., P.O. 5c 24.50
- Skill Draw, 5c 14.50
- Sparks Cig. ... 17.50
- Spinner Winner Tally, 5c ... 9.50
- Turf Time ... 14.50
- 3 Way Gripper 9.50
- Vest Pockets ... 29.50
- 21 (Groetchen) 8.50

WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

WANTED

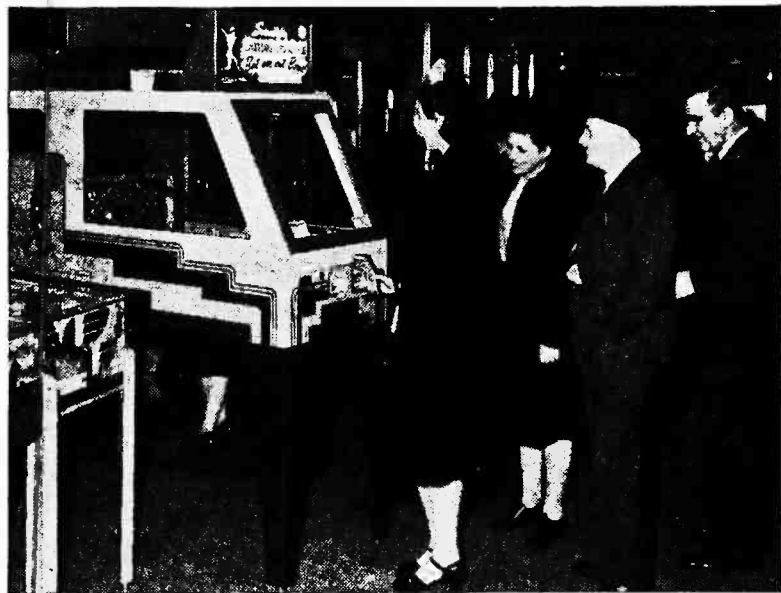
SALESMAN OR SERVICE MAN WITH CAR. EXPERIENCED IN COIN MACHINE BUSINESS. COVER SEVERAL STATES FOR RELIABLE CONCERN. EXCELLENT OPPORTUNITY FOR GOOD MAN. HURRY. BOX #481, Care of The Billboard, Ashland Block, Chicago.



FREE OFFER!!

REMIT \$12.50 FOR A SAMPLE IMP 1c CIGARETTE REEL MACHINE AND WE WILL INCLUDE 1000 BALLS OF GUM FREE.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



SCIENTIFIC MACHINE CORPORATION'S Batting Practices are the center of interest at Schork & Schaffer's Broadway Sports Palace in New York. William F. Schork is at the extreme right. (Manufacturer's release.)

tion have entered military service. They are Vance Popelka and Bob Richards. Nels A. Nelson, technical man and with Seeburg for some years, has joined the firm. M. E. Thiede is also on the sales staff and covers the beaches and area south of Los Angeles. Nelson and Thiede report that the new 1941 HiTone models are going strong with both the listening and dancing public.

A recent visitor at the Paul Laymon offices was Jack Sterns, popular Nevada operator, who came down to look at new machines.

Harry Rawlings, of County Games, leads the Pacific Showmen's Association in the Allegiance to the Flag opening each meeting.

Curly Robinson, managing director AOLAC, attended the American Legion Convention held recently in Santa Barbara.

A popular song on the radio and on music machines in this territory is *Let's Dream This One Out*, by Eddie Lane, brother of Bert Lane, of Seaboard Sales,

New York. Eddie is well known among coin machine men along the three coinrows in Los Angeles and the boys enjoy listening to his song. Popular recording is by Eddy Duchin.

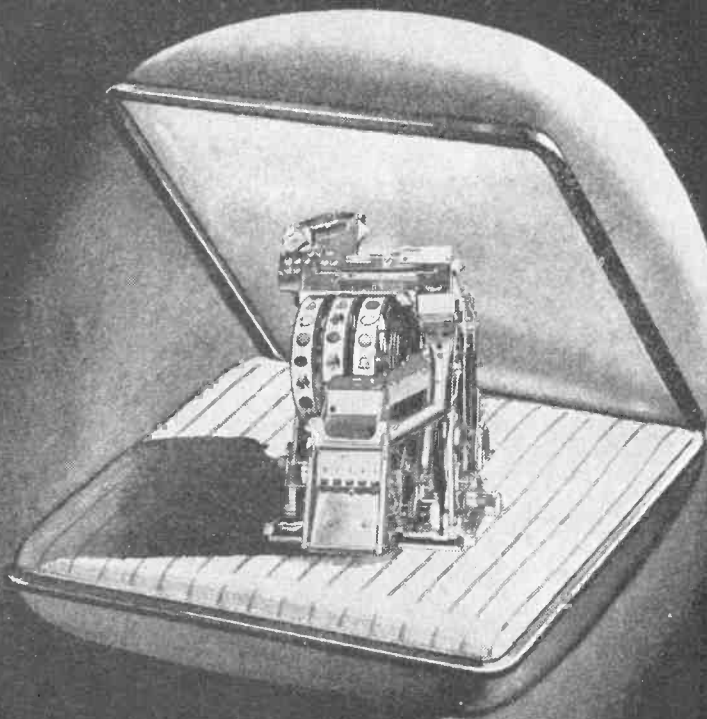
D. M. Osborn is receiving friends at the new home of the Osborn Music Company on the West Pico division of Coinrow.

Les Lorden, of the firm bearing his name, is a busy man this time of the year. Lorden says that the circulation of defense money is responsible for the good business.

Recent visitors to the offices of AOLAC included Mr. and Mrs. Roy Smith and Frank Root, of Lancaster, and Mr. and Mrs. S. L. Griffin, of Ontario, Calif.

Dr. and Mrs. Robert Segal are receiving congratulations upon the arrival of a daughter at Good Samaritan Hospital, Los Angeles. This is their second child. Announcement claimed special interest in coin machine circles, as Mrs. Segal is the sister of Frank and Morris Kozensky, of Consolidated Novelty Company.

Fine as a Jewel



**The Famous
Jennings Chief Mechanism**

In any setting — jewel case, or any one of 32 different Jennings amusement machines — the Jennings Chief mechanism represents scintillating, flawless perfection. Craftsmanship and jeweled-smoothness — just as you find in an expensive time piece; yet, all the stamina and rugged strength of a Diesel unit is housed within every Jennings machine. Here is guaranteed dependability on location, nonstop earning performance, the absolute minimum of mechanical care. One mechanism for all Jennings Models — Chiefs, Silver Moons, Consoles or other types — means confidence in your equipment and freedom from service worries. Only one mechanism to understand, or to service.

Most important of all, your Chief mechanism represents intrinsic worth — an investment which outlives any other type of coin-actuated equipment. Every Jennings amusement model is built with an eye to 'year-round player appeal and earning power; yet, after any cabinet design has served its purpose, the Chief mechanism inside is still sound and carries highest possible trade-in value.

Your money buys MORE when you purchase any of the following Jennings models equipped with Chief mechanisms:

- Silver Moon Chief • Master Chief • Silver Chief • Club Special Chief Console • Long Shot • Ciga-Rola • Gofa-Rola • Silver Moon Console • Convertible Console • Totalizer • Flasher Modern Vendor • or 19 other Jennings Chief equipped models.

Write today for complete information and prices.

O. D. Jennings and Company
4309 W. Lake Street, Chicago, Illinois

BARGAINS

The Machines listed below are slightly used and offered subject to prior sale:

5-BALL FREE PLAY

- | | | | |
|-----------------------------|---------|-----------------------------------|---------|
| 7 Bally Mystic | \$87.50 | 1 Genco Mr. Chips | \$15.00 |
| 1 Bally Chevron | 10.00 | 1 Genco Bubbles | 12.50 |
| 3 Bally C.O.D. | 10.00 | 1 Gottlieb Bowling Alley | 22.00 |
| 5 Bally Triumph | 9.50 | 1 Keeneys Big Six | 14.50 |
| 1 Bally Pick Em | 14.50 | 1 Keeneys Super Six | 19.50 |
| 1 Baker Dough Boy | 19.50 | 1 Keeneys Repeater | 49.50 |
| 1 Baker Black Out | 10.00 | 1 Keeneys Cow Boy | 17.50 |
| 1 Exhibit Flagship | 17.50 | 1 Keeneys Red Hot | 21.50 |
| 1 Exhibit Landslide | 22.50 | 1 Stoner Sparky | 69.50 |
| 2 Exhibit Contact | 7.50 | 1 Chicago Coin Roxy | 21.50 |
| 1 Exhibit Golden Gate | 12.50 | 1 Chicago Coin Ocean Park | 17.50 |
| 1 Exhibit Lancer | 24.50 | 1 Chicago Coin Commodore | 17.50 |
| 1 Genco Follies | 19.50 | 2 Chicago Coin Sport Parade | 54.50 |
| 2 Genco Big Town | 19.50 | | |

1-BALL

- | | |
|---------------------------------|----------|
| 3 Mills 1-2-3 metered | \$ 15.00 |
| Exhibit Congo Convertible | 15.00 |
| Bally Santa Anita | 109.50 |
| Bally Derby CP | 8.50 |
| Bally Sport Special | 87.50 |
| Bally Record Time | 97.50 |
| Bally Dark Horse | 97.50 |
| Rock-Ola Three Up | 10.00 |
| Pacific Pamo Parley CP | 8.50 |

CONSOLES

- | | |
|--|----------|
| 1 Evans Lucky Lucre | \$125.00 |
| 3 Evans Domino, '39 Reg. | 125.00 |
| 2 Evans Domino, '38 Reg. | 95.00 |
| 2 Pace Saratoga Jr. | 87.50 |
| 3 Pace Race, Jack Pot, Cash Pay, 5¢ Play | 105.00 |

All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write and ask us to be put on our mailing list. Above prices are effective May 10, 1941.

MOSELEY VENDING MACHINE EX., INC.

00 BROAD STREET
Day Phone 3-4511

RICHMOND, VA.
Night Phone 5-5328

A SACRIFICE SALE—ALL FREE PLAY

- | | | | | | |
|--------------------|---------|-------------------|---------|--------------------|---------|
| ALL AMERICAN | \$44.50 | FLOKIER | \$47.50 | POLO | \$19.50 |
| ATTENTION | 45.50 | FANTASY | 9.50 | SPORTY | 13.50 |
| BANDWAGON | 25.50 | FOUR ROSES | 49.50 | SCORE A LINE | 13.50 |
| BROADCAST | 39.50 | GOLD STAR | 29.50 | SCORE CHAMP | 9.50 |
| BIG CHIEF | 32.50 | GLAMOUR | 16.50 | STARS | 49.50 |
| BIG LEAGUE | 13.50 | METRO | 42.50 | SEVEN UP | 53.50 |
| BIG SHOW | 12.50 | MASCOT | 12.50 | SUPREME | 8.50 |
| LONDIE | 16.50 | NIPPY | 9.50 | THREE SCORE | 11.50 |
| DIXIE | 19.50 | POWER HOUSE | 22.50 | TRIUMPH | 7.50 |
| DRUM MAJOR | 14.50 | PICK EM | 9.50 | YACHT CLUB | 14.50 |
| FLEET | 27.50 | | | | |

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION.

1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J. PLEASE LIST SECOND CHOICE.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Washington

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ATLAS NOVELTY CO.

2200 N. Western Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ROY MCGINNIS

2011 Maryland Ave.
Baltimore, Md.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

J. H. WINFIELD CO.

1018 Main St.
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SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

PLATTE
AUTOMATIC AMUSEMENT CO.

107 N. Jeffers St.
North Platte, Neb.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

CENTRAL DIST. CO.

Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

BANNER SPECIALTY CO.

1530 Parrish St., Philadelphia, Pa.
1508 Fifth Ave., Pittsburgh, Pa.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

HANKIN MUSIC CO.

708 Spring St., N. W.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

Houston

HOUSTON, Tex., May 3.—R. N. McCormick, Decca Southern district manager, spent a few days in Houston on business recently.

Atkins & McClure Amusement Company, new operating firm, opened for business here April 17. W. C. Atkins and Fred McClure are owners. Mary Elizabeth Jackson is secretary. They operate Wurlitzer equipment exclusively.

Two prominent Galveston coinmen, representing major operating concerns, were in the city recently preparing for a great season at the Island City. They were Pete Arganis, of West Market Music Company, and Alvin Hughes, Galveston Novelty Company.

According to reports from Harold Horton, of Stelle & Horton, Keeney's new baseball game, Texas Leaguer, bids fair to lead the skill-game parade.

Eddie Oates, well known in South Texas record circles, is now traveling representative for Southwestern Music Corporation.

A. B. Garza, manager of Houston branch of Southwestern Music Corporation, reported April sales as substantially higher than previous month.

Eddie Lear, traveling representative for Electro Ball Company, Seeburg distributor, and C. R. Brewer, Seeburg service manager, were in Houston several days late in April. Brewer was supervising installation of equipment in some large locations in Galveston. Lear is working army cantonments over the South and

Southwest and reports a large volume of business in those places.

Allen McQuhae, local Electro Ball manager, reports that April was the best month of all time in Seeburg phonograph sales. Orders were still slightly ahead of deliveries, he said.

Raymond Williams, of Houston, sales manager for Commercial Music Company, Wurlitzer distributor, reports a marked increase of sales for April over March. They are able to make deliveries more promptly than in the past, he said.

Stelle & Horton, Rock-Ola distributors, report slightly increased business for April.

South Coast Amusement Company, Mills distributor, had a nice increase in business for April over the previous month. Harold Dally, owner of South Coast Amusement, spends quite a bit of time at the Capitol in Austin while the Legislature is in session.

H. M. Crowe, R. & A. Distributing Company manager, said that sales were up in all lines except counter games. R. & A. handles the Packard Manufacturing Corporation line and other merchandise for operators. Crowe recently made a tour of the Rio Grande Valley, the West Texas area, and the Gulf Coast territory. Business prospects, he said, were the brightest he had ever seen.

Out-of-town coinmen in the city recently included R. M. Campton, Pat Patterson, Fred Finch, Mrs. A. L. Gidden, Pete Arganis, Alvin Hughes, Bill Tinlin, T. B. Pierce, Joe Quardello, Johnnie Webb, Buddy Franklin, Morris Leidecker, A. A. Berry, and Willie Moke.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** **RECONDITIONED COIN MACHINES USED!**

FREE PLAY GAMES	PHONOGRAPHS
Mills 1-2-3, 1939 .. \$47.50	Seeburg Classic Marbigo .. \$169.50
Polo .. 44.50	Wurlitzer 500, Like New .. 149.50
Gold Cup .. 44.50	Wurlitzer 600A, Slug-proof .. 137.50
Dude Ranch .. 44.50	Wurlitzer 616, 16 Record .. 54.50
Landslide .. 39.50	Wurlitzer 716, 16 Record .. 54.50
Lead Off .. 37.50	Rockola Deluxe, 1939 .. 139.50
Speedway .. 37.50	Rockola Standard, 1939 .. 127.50
Mascot .. 32.50	Rockola Imperial, 20 Record .. 59.50
AUTOMATIC PAYTABLES	LEGAL EQUIPMENT, BOWLING GAMES, GUNS, ETC.
Sport King .. \$122.50	Bally Rapid Fire .. \$104.50
Grand Nationals .. 88.50	Seeburg Jailbird .. 72.50
Pace Maker .. 86.50	Seeburg Chicken Sam .. 49.50
Grand Stand .. 72.50	Evans Ten Strike .. 49.50
Hawthorne .. 57.50	ABT Target, Model F, Yellow Cab. .. 12.50
Thistledown .. 56.50	
Sport Page .. 52.50	
CONSOLES	
Jumbo Parade, Payout .. \$92.50	
Western Baseball, F.P. Payout .. 79.50	
Paces Races (Brown Cabinet) .. 89.50	
Bob Tail, Payout .. 86.50	
Ray's Track .. 38.50	

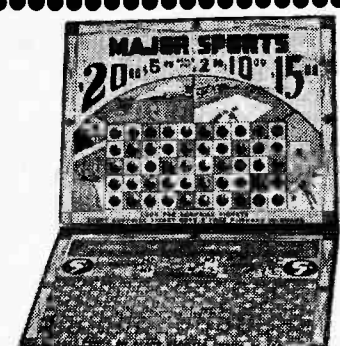
PHONE: CAPITOL 4747. TERMS: 1/3 Deposit, Balance C. O. D.

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

"Major Sports"
SENSATIONAL BOOK BOARD
1200 HOLES—5c PER SALE

Tickets Bear Symbols of All Sports
Board Takes In \$60.00
Average Payout \$29.00
Average Profit \$26.00

Globe PRINTING COMPANY
1023-27 RACE ST., PHILA., PA.



NOVELTY GAMES—6 FOR \$50.00

CHUBBY — WORLD'S FAIR — LIBERTY — BUBBLES — MAJORS — HI-LITE AND MANY OTHERS

BIG SHOW .. \$29.50	COMMODORE .. \$24.50	MR. CHIPS .. \$22.50
SUPER SIX .. 22.50	'38 TRACK TIME .. 79.50	WESTERN B. B., Nov. 32.50

BUY — TRADE — SELL **Addison Novelty Co.** 925 BELMONT AVENUE CHICAGO, ILL.

A Statement to
all Operators

IN A FEW DAYS
YOU'LL SEE...

Chicago Coin's

MAJORS

OF 1941

AT
CHICAGO COIN
DISTRIBUTORS
EVERYWHERE!

IT'S BETTER THAN OUR MAJORS OF '39!

CHICAGO COIN MACHINE CO.

1725 W. DIVERSEY • CHICAGO

BARGAINS

- | | |
|-----------------------------------|---------------------|
| ROCK-OLAS | WURLITZERS |
| 39 DeLuxe \$139.50 | Model 418 \$45.00 |
| Standard .. 129.00 | Model 418 .. 50.00 |
| 37 Imperial | Model 24-A .. 85.00 |
| 20 .. 49.50 | SEEBURGS |
| Rhythm King or | Classico, |
| Imp. 16 .. 34.50 | S. P. ... \$159.50 |
| Ambass. 16 .. 30.00 | Plaza ... 139.50 |
| Rhythm King | Crown ... 139.50 |
| 12 .. 22.50 | Regal ... 129.50 |
| Mills Throne of Music .. \$139.50 | Gem ... 109.50 |
| | Model A .. 19.50 |

- FREE PLAY EQUIPMENT**
- 1 Week Special!
\$14.50 Each; or Two for \$25.00
- | | | |
|-----------|----------|-------------|
| Avalon | Conquest | Ragtime |
| Chief | Odd Ball | Gem |
| Fair | Fantasy | Rebound |
| Paramount | Contact | Golden Gate |
| Triumph | Zip | High Lite |
| Chubbie | | |
- 1/3 Deposit — Balance C. O. D.

Write for **LOW PRICE List!**

MILWAUKEE
COIN MACHINE COMPANY
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

Pennsylvania

WILKES-BARRE, Pa., May 3.—Lou Unterberger's Rex Novelty Company has moved to larger quarters here in the location formerly occupied by Automatic Amusement Company.

Hans Lindeman, of Roth Novelty Company, agrees with the article which appeared in last week's *Sunday Independent* to the effect that jive is dying out. However, Hans has been saying that for some time now.

They don't fool in Honesdale, Pa. After the Citizens' Protective Committee lost a legal fight to stop operation and installment of parking meters in Honesdale, unknown vandals working in the night broke the glass in about 50 of the 300 meters, rendering 40 of them useless for the time being. A week previous five meters were broken from their mounts, and still later one was fished from the near-by Lackawaxen River. Duncan Meter Company installed the meters.

SAVOY'S WEEKLY SPECIALS

RECONDITIONED and GUARANTEED

- | |
|-----------------------------|
| All American .. \$49.50 |
| Cross Line .. 29.50 |
| Formation .. 37.50 |
| Fantasy (Jack Pot) 14.50 |
| Gold Star .. 37.50 |
| Leader .. 42.50 |
| Lucky .. 14.50 |
| Powerhouse .. 27.50 |
| Polo .. 22.50 |
| 1/3 with order, bal. C.O.D. |

Chicago Coin's MAJORS OF 1941

Now being delivered by us!!
Greatest Baseball Game sensation of all time! Rush us your orders quick!!

- | |
|------------------------|
| Stratoliner .. \$49.50 |
| Sports Parade .. 59.50 |
| Stars .. 59.50 |
| Triumph .. 14.50 |
| Flicker .. 87.50 |
| Big Time .. 54.50 |

SPECIAL!!

DBLE. FEATURE \$12.50

SAVOY VENDING CO.

651 ATLANTIC AVE. BROOKLYN, N.Y.

BADGER BARGAINS
SPECIAL 1939 ROCK-OLA STANDARDS \$119.50
LATE MODELS

- | | |
|---------------------------------|--|
| FREE PLAY GAMES | AMUSEMENT MACHINES |
| Bally Sport Specials .. \$84.50 | Keeney Air Raiders, Like New .. \$114.50 |
| Bally Gold Cups .. 39.50 | Bally Rapid-Fires .. 84.50 |
| Bally Eurekas .. 24.50 | Keeney Anti-Aircraft Guns .. 44.50 |
| Landslides .. 19.50 | Seeburg Chicken Sams, with Base .. 39.50 |
| Super Sixes .. 18.50 | Bally Bull's Eyes .. 39.50 |
| | Bally Eagle Eyes .. 29.50 |

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
Our New 1941 Catalog Just Off the Press. Our 32-Page Catalog Contains Hundreds of Reconditioned Machines, Supplies, Accessories, and Parts. Most Complete Coin Machine Catalog Ever Offered. Don't Fail To Send for Your Copy Today.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET

MILWAUKEE, WIS.

Look To The GENERAL For LEADERSHIP!

- | | | |
|----------------------|---------------------------|-------------------------|
| Bandwagon .. \$49.50 | Gottlieb's HI-DIVE | Metro .. \$55.00 |
| Brite Spot .. 22.50 | Scientific's | On Deck Birdie .. 39.50 |
| Doughboy .. 29.50 | BATTING PRACTICE | Powerhouse .. 39.50 |
| Formation .. 42.50 | Mutoscope's DRIVE-MOBILE, | Red Hot .. 19.50 |
| Fox Hunt .. 39.50 | CUB, ACE, "21" | Seven Up .. 69.50 |
| Four Roses .. 62.50 | Daval's MARVEL and | Sky Line .. 37.50 |
| Jolly .. 22.50 | AMERICAN EAGLE | Sporty .. 27.50 |
| Limelight .. 27.50 | | Zombie .. 59.50 |
- Many other games in stock. Write for complete list of America's finest reconditioned machines.
1/3 Cash with Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

"THE BEST PRICE LIST IN AMERICA"...

That is the reputation our Free Price List is now enjoying. Join the ranks of hundreds who make it their guide to a more profitable operation! Write for it NOW!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

QUALITY SERVICE

THE HOUSE OF "GOOD WILL"

- | | | |
|-------------------------|--------------------------|-----------------------------|
| STARS .. \$55.00 | ZOMBIE .. \$45.00 | SPORT PARADE \$55.00 |
| Power House .. 25.00 | Cadillac .. 27.50 | O'Boy .. 11.50 |
| Roxy .. 12.50 | Landslide .. 17.50 | Crossline .. 31.00 |
| School Days .. 49.50 | Commodore .. 12.00 | Big Chief .. 36.00 |
| Anabel .. 23.50 | Big Town .. 11.50 | Leader .. 36.00 |
- All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms: 1/3 Deposit—Balance C. O. D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BKLYN, N.Y.

QUEENS SALES COMPANY

- | | | | |
|----------------------|---------------------|-----------------------|-----------------------|
| All American \$50.00 | Dixie .. \$25.00 | Powerhouse .. \$27.00 | SPECIAL!! |
| Bandwagon .. 35.50 | Dude Ranch .. 26.50 | Rotation .. 19.00 | 10 7-Fl. Pokerinos, 1 |
| Blonde .. 21.00 | Gold Star .. 35.00 | Sporty .. 19.50 | complete KarmelKrisp |
| Bordertown .. 26.50 | Glamour .. 21.50 | Score-a-Line .. 22.50 | Pop Corn Outfit, 1 |
| Broadcast .. 47.00 | Jolly .. 19.00 | Skyline .. 22.50 | 12-Unit Rabbit Game, |
| Cadillac .. 26.50 | Landslide .. 19.00 | Vacation .. 19.50 | 1/3 with order, bal- |
| Crossline .. 33.00 | Leader .. 39.00 | Yacht Club .. 19.50 | ance C. O. D. |
- Write for our Complete Price List.
84-17 QUEENS BLVD., ELMHURST, L. I., NEW YORK CITY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

CLEVELAND COIN MACHINE EXCH.
2021 Prospect Ave., Cleveland, O.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

TRIMOUNT COIN MACHINE CO.
1292 Washington St.
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ROBINSON SALES CO.
3100 Grand River Ave.
Detroit, Michigan

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

SILENT SALES CO.
200 11th Ave., So.
Minneapolis, Minn.

SPECIFY 1c, 2c or 5c PLAY

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NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ADVANCE AUTO. SALES CO.
1021 Golden Gate Ave., San Francisco, Cal.
MAC SANDERS
2837 W. Pico Blvd., Los Angeles, Cal.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

GORMAN NOVELTY CO.
85 Genessee St.
Utica, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ARCO SALES CO.
802 N. Broad St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

REX AMUSEMENT CO.
710 S. Salina St.
Syracuse, N. Y.

SPECIFY 1c, 2c or 5c PLAY



SCIENTIFIC'S BATTING PRACTICE is proving a money-maker on all types of locations. In the picture above is shown a crowd gathered around the machine near the entrance to the swimming pool in the St. George Hotel, Brooklyn. Another Batting Practice is located in the hotel's pharmacy and both are getting a tremendous play.

Koplo Hails Seven Grand

CHICAGO, May 3 (Distributor's release).—"Early in 1938 the manufacturers of Seven Grand shipped the first model of the machine," declares Al Koplo, head of Koplo Sales & Supply Company, Chicago. "Since then the steady flow of orders has kept the factory on the go and today Seven Grand is as popular as it was in 1938."

"Nothing has been overlooked," he continued, "in making this a counter game of many money-making features. Seven cigarette dice, when used as a penny machine, makes a crowning cigarette award game. By simply changing the award card machine can be used as a 5-cent cigarette machine, while the seven spot dice and award card converts the machine into 5-10-25-cent play machine for cash payouts."

"The mechanism is of cast bronze and aluminum, built to stand years of hard play. Two cash boxes, a positive 3-to-1 coin divider, a visible coin chute, and tilter put the finishing touches to this fine machine."

Fishman Named Keeney Distributor

NEW YORK, May 3 (Manufacturer's release).—Joe Fishman, many years in the coin machine business, has been appointed to distribute the products of J. H. Keeney & Company in New Jersey, New York, and Connecticut.

The firm, located at 599 10th Avenue in the center of Coin Row, will be known as Tri-State Sales, Inc. The offices and salesrooms are new. All Keeney machines will be displayed and a complete stock of parts will be on hand to meet the demands of the jobbers at all times.

Joe was enthusiastic over the acquisition of Keeney's line and promises the operators some of the finest equipment ever built. "Keeney may be the House That Jack Built," claims Fishman, "but Tri-State will be the distributor who helps keep the House That Jack Built."

"I have many friends among the jobbers and operators and I know I can count on their unstinted co-operation. With the high-type coin-operated equipment being sent in by Keeney I expect to create a fine sales record in my territory," concluded Fishman.

Southern Fetes Derby Visitors

LOUISVILLE, Ky., May 3 (Distributor's release).—Leo Weinberger, Southern Automatic Music Company executive, reports that all is in readiness for the great crowds of coinmen who are expected to visit Southern's enlarged offices and showrooms during the big Derby Day week-end.

"As has been our custom, we again will play host to the many coinmen who

visit us during this big Blue Grass event," said Weinberger. "By the time this appears in *The Billboard* the big day will be a very pleasant memory, we know, for those who spent some of their time with us."

"We have many things to show the operators, and, tho Derby Day is a holiday, it will also be an opportunity for music and other machine operators to inspect our latest offerings. From experience we know that we can expect a constant stream of callers, and we are sure, too, that they will be surprised and pleased at the new service now available in re-conditioned machines. Our new refinishing department is ready to go into operation, and the remodeling of our building front, nearly completed now, will give us much more room to show not only our games but phonographs which are proving so overwhelmingly popular."

THE KING OF COUNTER GAMES
Can Be Used as 1c Cigaret, 5c Cigaret or 5-10-25c Play for Cash Awards

ONLY \$36.50
F. O. B. Chicago

YOU MUST SEND
1/3 Deposit With Order.
Balance C.O.D.

SEVEN GRAND
With plenty of money-making features. Merchants' and Operators' cash boxes—7 Spot Dice for cash awards—7 Cigaret Dice for cigaret awards—Award Cards to match. Machine convertible in one minute. You simply can't go wrong with this big number. Send in your order right now.

Price \$36.50 F. O. B. Chicago

KOPLo SALES & SUPPLY CO.
3118-B Milwaukee Ave. CHICAGO, ILL.
Exclusive Distributors

WURLITZER 61
COUNTER MODEL
With Stand
Guaranteed **\$79.50**
Perfect
With D.C. Motor, \$84.50
1/3 Deposit With Order.

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO



Remember FOLLIES?
Remember POWERHOUSE?
Remember BANDWAGON?
Here's the Brilliant NEW Triumph
by GENCO!

HI-HAT'S GOT WHAT GETS 'EM! Dazzling action... gripping, last-second suspense... cleverest play ideas of the year! Be "smart" — GO HI-HAT! Genco has outdone itself with this terrific new hit... and what more could ANY operator ask?

ORDER PLENTY—
ORDER QUICK!

GENCO*

BUILDS GREAT GAMES

2621 N. ASHLAND AVE., CHICAGO

HERE'S THAT TERRIFIC LUCKY STRIKE CIGARETTE COUNTER GAME with Ball Gum Vendor. New! Has no usual 3 reels! New popular brand cigarette-play, high award 10 packs (150-1 odds). Fortune telling feature, 1¢ play.

\$14.75 Order Quick!

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

Mississippi

NATCHEZ, Miss., May 3.—F. A. Blacklock was here on a visit recently. He flew in from Jackson in his plane. F. A. owns the F. A. B. Amusement Company and also operates in Pensacola, Fla.

Bill Eldt has been deferred by the draft board until July. He is now installing more wall boxes and bar boxes for his phonos.

Frank Perrault Jr. is back with the Seramac Company as serviceman.

Vera Koerber, secretary of the Seramac Company, has returned from a visit in Monroe, La.

With the coming of summerlike weather and with thousands of soldiers making weekly trips here from neighboring camps, coin machine operators of this area are enjoying good business.

St. John, N. B.

ST. JOHN, N. B., May 3.—Added to the pinball, music, and jackpot coin machines, which have been objectives for thieves the past few months, are telephones and even 1-cent venders. In all instances the money in the machines is not only stolen, but the machines are damaged.

F. J. Elliott, of Amherst, N. S., veteran coin machine man, is promoting the 13th Annual Amherst Motor Show. This year the show will be outdoors and for only one day, May 24, which is Victoria Day. The auspices, as usual, is the Canadian Legion at Amherst, of which Elliott is president.

Anti-aircraft games have become increasingly popular among both civilians and servicemen in the Eastern provinces. Women and girls are also showing interest in this type of game.

STERLING BARGAINS

Paces Races, Red Arrow Model, Brown Cabinet, 30-1 Odds... \$125.00
Bazzy Gold Cup... 28.50
Paces Races with Jack Pot, Brown Cabinet, 30-1 Odds... 96.50
Mills Vest Pockets... 27.50
Bally Royal Flush, Cash... 69.50
Jennings Ciga-Rolla, 5¢ and 10¢... 59.50
Genco's Seven Up, F. P... 62.50
Keeney Air Raider Gun, like new... 99.50
Mills Jumbo Parades, Cash... 96.50

Terms: 1/3 Deposit, Balance C. O. D.
Write for our complete list of Used Machines.

STERLING NOVELTY CO.
669 S. Broadway, LEXINGTON, KY.

PHOTOMATON CAMERA

Must sacrifice, have to work for War Department. 4 Photos, 10¢. 8 Photos, 25¢. Neon Sign, Show Case, Extra Parts. Machine operating now at 148A 116th Street.

H. MILLMAN, Rockaway Beach, N. Y.

WANTED FOR CASH

Bally Blue Grass and Dark Horse, One Ball Grand Nationals, Mills 4 Bells.

BRISBOIS BROS.' CO.
Fonda, Ia.

*** NATIONAL SUPER VALUES ***

5-BALL FREE PLAY GAME BARGAINS

GOTTLIEB	EXHIBIT	GENCO	BALLY
Paradise... \$57.00	Leader... \$59.00	Seven Up... \$67.50	Fleet... \$39.50
Gold Star... \$4.50	Zombie... \$7.50	Big Chief... \$6.50	Bally Beauty... 37.50
Oh! Johnny... 38.50	Pylon... 43.50	Formation... 49.50	Limelight... 35.00
Three Score... 35.00	Landslide... 38.50	Powerhouse... 44.00	Vacation... 35.00
Score Card... 35.00	Flagship... 22.50	Band Wagon... 44.50	Mascot... 32.50
Big Show... 31.50	Speedy... 15.00	Dude Ranch... 44.50	White Sails... 22.50
Bowling Alley... 31.50	Golden Gate... 15.00	Blondie... 38.00	Champion... 21.00
Lite-o-Card... 31.50	Rebound... 14.50	Big Town... 32.50	Scoop... 17.50
Box Score... 15.00		Big League... 32.50	Vogue... 15.00
CHICOIN	STONER	Follies '40... 25.50	Triumph... 14.50
Dixie... \$43.50	Sara Suzy... \$46.50	Mr. Chips... 22.50	
Yacht Club... 37.50	Anabel... 41.50	Topper... 22.00	KEENEY
Sporty... 34.50	Rotation... 34.50	Side Kick... 15.00	Speed Demon \$43.50
Roxy... 32.50	Double Feature... 32.50	Bangs... 15.00	Score Champ... 31.00
Commodore... 27.50	Brite Spot... 29.00		Red Hot... 25.00
Oh Boy... 27.50	Fantasy... 17.50	BAKER	Super Six... 21.00
Lucky... 22.50	Clipper... 14.50	Doughboy... \$38.50	Big Six... 15.00
		Playmate... 32.50	

AUTOMATIC PAY TABLES

Grand National... \$85.00	Rockola 1939 De Luxe... \$144.00
Grand Stand... 70.00	Rockola 1939 Standard... 127.50
Sport Pages... 49.00	Rockola 12 Record... 29.00
	Wurlitzer 500 Piano Keyboard... 145.00

SLOTS

Brown Front Cherry Bells, 10¢ Pl., Ser. 445,000... \$52.50	Melon Bells, 25¢ Pl., Ser. 417,000... \$55.00
Brown Front Cherry Bells, 5¢ Pl... 47.50	Blue Fronts, 5¢ Pl., Ser. 408,000... 47.50

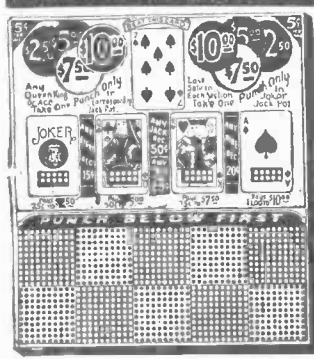
1-BALL FREE PLAY GAMES

Gold Medal... \$50.00	Bally Rapid Fire... \$110.00
Grandstand... 79.50	Jumbo Parade Payout... 89.50
Sport Page... 69.50	Shoot-the-Bull... 52.50
Sport Special, Console... 95.00	Chicken Sam... 49.50
Sport Special, Leg Model... 90.00	Keeney Anti-Aircraft... 69.50

MISCELLANEOUS

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

National Coin Machine Exchange 1411-13 DIVERSEY BLVD. CHICAGO, ILL.



YOU CAN'T BEAT THIS ONE!

"BEAT THIS CARD"

A 1000 Hole Board Filled With Single Card Symbols in Four Colors. Face of Board is Also Made Up Attractively in Four Colors. A Sure Hit.

Takes in: 1000 Holes @ 5c... \$50.00
Pays Out: (Average)... 17.28
Profit: ... \$32.72

SEMI-THICK, PRICE \$3.58. WRITE FOR CATALOG.

Special Territories Are Open. Write Today.

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

FRIEDMAN
AMUSEMENT CO.
441 Edgewood Ave., S. E.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

SAVOY VENDING CO., Inc.
651-53 Atlantic Ave.
Brooklyn, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

Birmingham Vending Co.
2117 Third Ave., North
Birmingham, Alabama

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

Owl Mint Machine Co., Inc.
245 Columbus Avenue
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

ACTIVE AMUSEMENT
MACHINES CORP.
900 N. Franklin St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

SICKING, INC.
1401 Central Pkwy., Cincinnati, O.
927 East Broadway, Louisville, Ky.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

MONARCH
COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

JUST OUT!
NEW DELUXE
TEXAS
LEAGUER

NOW — 18 BALLS 5c! IDEAL FOR HIGH SCORE AWARDS!

DIXIE SALES CO.
883 Union Ave., MEMPHIS, TENN.
BOYLE AMUSEMENT CO.
622 N. W. 3rd St., Oklahoma City, Okla.

SPECIFY 1c, 2c or 5c PLAY



EDDIE GINSBURG, seated, signs what is said to be one of the largest orders for games ever made by the Atlas Novelty Company. The order was for the new Success Manufacturing Corporation game, Boom Town. **Morris Ginsburg**, also of Atlas, right, and **Charles Castle**, Success sales promotion manager, witness the signing. (Manufacturer's release.)

Federal Slug Convictions of Sluggers for Counterfeiting

National campaign against sluggers said to hinge on conviction of three

TULSA, Okla., May 3.—Statement here by a Secret Service operative revealed that federal authorities are readying an extensive campaign against the use of slugs in coin-operated mechanisms. It was declared by the agent that the arrest of three Vinita, Okla., men for use of slugs in vending and skill machines was locked upon as a test, with the campaign against slugs hinging upon its outcome.

Basis of the case was whether or not the use of slugs in coin machines constituted violation of counterfeiting statutes. Federal District Judge F. E. Kennamer in his ruling held that the slugs were "manufactured in an effort to imitate money" and were used for the purpose of defrauding. Under this ruling that slugs are a violation of counterfeiting laws, the three men were sent to prison with sentences ranging from a year and a day to 18 months.

The ruling was hailed as paving the way for a drive in other States against the use of slugs in coin machines and other coin-operated mechanisms. The use of slugs is said to result in staggering losses thruout the U. S. each year.

Slug for Stamps—Cost 5 Years

DETROIT, May 3.—Dropping a slug similar to a 10-cent coin in a stamp machine resulted in a five-year sentence in a federal penitentiary for George Davis, of Detroit. Davis was tried for violation of the counterfeit law after the Secret Service men found several hundred slugs similar to United States coins in his room. Davis was apprehended when he

Stein Calls Attention To Games Mention in The New York Times

CHICAGO, May 3.—Attention to an item on coin machines in *The New York Times*, issue of April 23, has been called by LeRoy Stein, official of the Amusement Board of Trade of New Jersey, Inc.

The item referred to by Stein was headed "Plan Public Hearings for Proposed Federal Tax Bill." The text of the story reported that "one such levy not heretofore suggested by either the Treasury or Congress was the imposition of a tax on slot and pinball machines."

Stein points out that the imposition of a tax on machines as a whole would not be fair, inasmuch as a pinball machine "cannot bear the same amount of tax which would be applicable to slot machines."

was seen suspiciously loitering around the stamp machine by the location owner. Upon opening the machine, immediately after Davis had secured five 2-cent stamps, the location owner found slugs and secured the arrest of Davis.

BAMBINO

DIE CUT SHAPE **FAST, FURIOUS BASEBALL ACTION**

HIT BOARD OF ALL TIME!!

The sweetest baseball board in history! Gorgeous color; die-cut shape; double Jackpot; step-up with \$25 top award; 128 winners in all; last sale in each section takes punch in Grandstand Jackpot! Striking baseball-action symbol tickets! Order now!

NO. 1600 BAMBINO "A"
(5¢ Play—Semi-Thick—Baseball Tickets)
AVERAGE PROFIT \$34.50

NO. 1600 BAMBINO "B"
AVERAGE PROFIT \$38.10

PRICE: \$6.95 LIST

FREE! LATEST CIRCULARS SHOWING GREAT LINE-UP OF NEW GARDNER SMASH HITS!

GARDNER & CO.

2307 ARCHER AVE. CHICAGO, ILL.

Imps, \$7.50; Liberty, \$17.50;
Q. T., 1c Play, \$30.00; Mills Slots,
\$25.00

O'BRIEN

89 THAMES ST., NEWPORT, R. I.

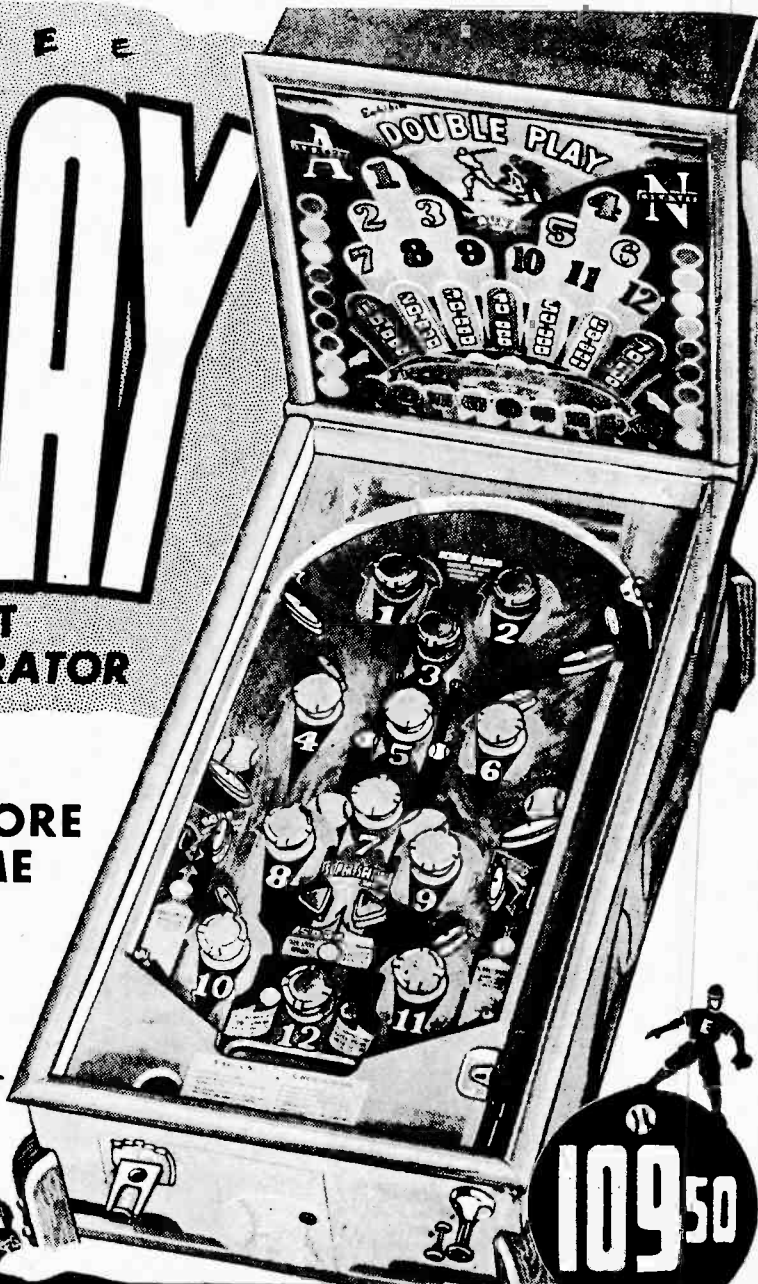
WHEE - WHEE - EEE - EEE

DOUBLE PLAY

BY EXHIBIT
to JOBBER - to OPERATOR

**NEW SCORING FEATURE
SEVEN DIFFERENT WAYS TO SCORE
FAST ACTION BASEBALL GAME**

**SEE IT
at your
DISTRIBUTOR
NOW!**



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EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

MODEL NO. 2

Cent Rolled
Thru Upright
Slit in Fence
Marked 5
Pays 5c

● 10
Pays
10c
● 15
Pays
15c

Walnut Finish Cabinet
ROLL-A-CENT

Model No. 1: Pack of cigarettes for every cent that rolls through either of the upright slits in fence. All winning pennies go into separate compartments. No record of payouts. No mechanism to get out of order. Pays for itself quick. **ONLY \$9.95** F. O. B. Chicago

(Be Sure To Order by Model Number)
Send Full Payment or 1/3 Deposit.
Get on Our Mailing List.

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Tel.: Avenue 8058

Four Diamonds Makes Its Bow

CHICAGO, May 3 (Manufacturer's release).—Following in the footsteps of preceding Keeney successes, Four Diamonds made its debut this week as the latest of the J. H. Keeney & Company replay game offerings.

"Four Diamonds is a game that reflects all the experience of Keeney designers and the exceptionally fine production facilities of the new Keeney factory," declared J. H. (Jack) Keeney, head of the organization. "In all the exhaustive tests given to Four Diamonds, nothing was found lacking to make this another highly profitable game. The features developed by our designers and the quality built into the game by master workers are fundamental reasons why Four Diamonds, like other Keeney products, is a dependable machine from the standpoints of performance and earnings.

"Commitments made by our distributors have already assured a more than average run on Four Diamonds," Keeney stated. "The advance orders have emanated, we are told, from the immediate and enthusiastic acceptance of the game by the many operators who have had an opportunity to inspect samples at distributors' showrooms."

More Soundies

HOLLYWOOD, May 3.—Shooting has been completed on Sam Coslow's second group of 20 musical shorts for the Roosevelt-Mills Soundies. Josef Berne directed, and the cast included Johnny Downs, Mary Healy, Skinny Ennis, Will Osborne, Dorothy Dandridge, Suzanne Miller, Maxine Gray, Gale Storm, Dick Hogan, and Cee Pee Johnson.

Coslow is immediately starting preparation on another series, which will start in about four weeks, with Matty Kemp and Herman Weber as production aids.

MONARCH'S ARMY OF BARGAINS PRICED FOR IMMEDIATE CLEARANCE!

Rockola World Series \$49.50	A.B.T. Challenger \$16.50	A.B.T. Blue Cab. Target Skill \$17.50
Evans Ten Strike 45.00	A.B.T. Mod. F Target 12.50	Gott. Single Grip Mach. 8.50
Gott. Triple Grip Mach. 9.50	Mills 25c Golf Ball Vendor 139.50	Mills 1-2-3 F.P. 39.50
Bally Sport Special 89.50	Bally Record Time 99.50	Bally Gold Cup 52.50
Bally Victory 59.50	Bally Eureka 39.50	Exhibit Congo 24.50

FOUR LOTS OF RECONDITIONED FREE PLAYS! SPECIAL OFFER!

Lot 1--\$15.50 ea.	Lot 2--\$19.50 ea.	Lot 3--\$24.50 ea.	Lot 4--\$27.50 ea.
Avalon Big Six Cowboy Contact Fantasy Gem Gun Club Hold Tight Lot o Fun Lot o Smoke Natural Pick Em Spottem Snooks Triumph Twinkle	Buckaroo Box Score Conquest Chief Davy Jones Flag Ship Golden Gate Headliner Hilite Jumper Keen-a-Ball Rebound Red Hot Scoop Thriller Vogue White Sails	Beauty Bowling Alley Big Show Commodore Follies Fifth Inning Punch Tops Lucky Lancer Mr. Chips Miami Nippy Super Six Sports Topnotcher Topper	Brite Spot Big League Double Feature Hold Over Jolly Limelight Mascot O'Boy Rotation Roxy Roller Derby Sporty Yacht Club Score Champ Score Card Three Scores Vacation

ONE BALL AUTOMATIC PAYOUTS

Grand National \$89.50	Santa Anita \$125.00	Grandstand \$74.50
Sport Page 52.50	Western HeyDay 39.50	Western Derby King 39.50
Hawthorne 54.50	Thistledown 54.50	Fair Grounds 27.50
Gold Medal 49.50	Mills 1-2-3 39.50	Western Quinella 39.50

Terms: Sight Draft or 1/3 Deposit With Order.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

Western '41 Mod. Baseball, F.P. \$69.50 Ea.
Evans Ten Strike, '41 Mod., F.P. 35.00 Ea.
Gottlieb Trapeze 25.00 Ea.
Keeney Red Hot FREE PLAY 25.00 Ea.
Keeney Score Champ GAMES 25.00 Ea.
Keeney Super Six FOUR 20.00 Ea.
Keeney Supercharger EACH 15.00 Ea.

1/3 Deposit With Order. All Games in Perfect Condition.

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617 So. Rampart St. New Orleans, La.

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Just 2 Things To Do for Credit:
1. Send Your Order With 10% Dep.
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CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Finest, simplest credit plan . . . same price credit or cash . . . America's finest reconditioned games.

FLICKER \$57.50
BIG TIME 47.50

BROADCAST \$52.50
ZOMBIE 49.50

5% OFF for full cash with order. Cashier's check, certified check, or money order only.


FREE! Write for Special Issue "B" of National's Illustrated Newslet. Packed with quality bargains!

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183 Merrick Road, MERRICK, LONG ISLAND, N. Y.

Now with 18 balls for 5¢
Plus
other NEW Money Making features!

Deluxe MODEL

TEXAS LEAGUER



NEW Adjustable from 18 to 15, 12 or 9 balls!
NEW Slow ball travel — easier to hit!
NEW Larger, rubber-covered bat!
NEW Sidelights illuminate playing field!
NEW Full hand grip on bat manipulator control!

The **NEWEST** COIN MACHINE SENSATION!

The **BIGGEST BUY** OF ALL at only **\$69.50**

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FOUR DIAMONDS

THE 5 BALL TABLE WITH MORE PROFIT FEATURES THAN YOU'VE EVER SEEN PACKED INTO A PIN GAME BEFORE!

YOUR DISTRIBUTOR HAS 'EM! *Only \$109.50*

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It's a **HIT!**

TAKE A SWING AT BIGGER PROFITS WITH HARLICH'S NEW PICTURE TICKET BASEBALL BOARD

No. 11385 5c A Play 1000 Holes SUPER JUMBO DIE-CUT BOARD
Takes in \$47.50
Average Payout 22.50
50 Free punches on tickets reading "Single", "Double" or "Triple".

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NOW DELIVERING

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KEENEY'S NEW DELUXE TEXAS LEAGUER

Exhibit's Double Play

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CHICKEN SAM 59.50

EVANS IN THE BARREL (Floor Sample) 89.50

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TEN STRIKE, Small Unit . . . 35.00

TEN STRIKE, Large Unit . . . 45.00

NEW!! 1941 MAJOR LEAGUE BASEBALL

1/3 Deposit, Balance C. O. D. F. O. B. New York

WRITE FOR OUR COMPLETE PRICE LIST

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DEFINITELY! THE BEST PIN GAMES FOR YOUR MONEY

Zombie \$45.00	Stars \$55.00	Stratoliner \$47.50
Four Roses 50.00	All American 47.50	

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Counts \$1.50 In pennies, \$6.00 in nickels, or \$15.00 in dimes at one time—all out-of-place coins, slugs, washers, etc., instantly detected. Jam-proof—Durable—Slips into your pocket. Operators who use this say they prefer it to any counter built for speed of counting and ease of packaging. Price \$1.00 each; 2 for \$1.75; 5 for \$4.00. Postpaid if money sent with order, otherwise C. O. D.

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Paytables-FOR SALE-1 Ball Free Plays

15 Sport Specials — 10 Grand Stands — 15 Record Times
25 1939 and 1940 1-2-3's — 15 Grand Nationals

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GUNS AND LEGAL EQUIPMENT

Bally Defender, Floor Sample \$139.50	Bally Bull's Eye . . . \$37.50	Fire & Smoke, A.B.T. Target \$16.50
Keeney Anti-Aircraft: Brown, Like New . . 49.50	Bally Rapid Fire . . . 109.50	Roll-In-Barrel, Jennings 74.50
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All Machines Ready For Locations

Ask Any Successful Operator, Jobber or Distributor

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3 Reel-3 Way Play With Automatic Coin Dividers

★A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Daval's famous Coin Dividers. Standard Model 75¢-25%. Also available in 80¢-20% model. Take your choice of Cigarette, Fruit or Number Reels!

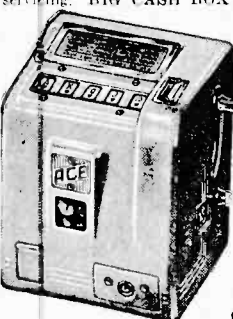


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SAMPLE \$1395
CASE OF 6 \$75.00
 Size Just 5 1/2" x 5" x 6 1/2"

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5 Reel Poker Play With Automatic Coin Dividers

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15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.

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Detroit

DETROIT, May 3.—James A. Passanante, manager of the J & J Novelty Company, arrived back in town this week after a visit to Chicago, where he contacted numerous manufacturers. Passanante has just completed a winter tour of several States.

Gene Callahan, of Ajax Novelty Company, has a real problem—trying to find time to take a day off between filling orders for Bally's new Defender machine gun.

Joseph Brilliant, founder of the Brilliant Music Company, is in Harper Hospital here recuperating from an attack of arthritis. His partner, Max Lipin, is carrying on the business in the meantime. A new front with a sign is being erected that will make this one of the outstanding coin machine and record stores in this city.

Eddie Clemons, of the Modern Music Company, has just returned from a business trip to Kalamazoo, Mich. He will remodel his store to accommodate an enlarged record department.

Sam Rosenthal, of Triangle Music Company, and his wife are back from a trip to Florida.

Gene Callahan, manager of Ajax Novelty Company, is settling in his new home here and is planning to hold open house soon for his many friends.



BERT LANE Says:

ANOTHER

NEW GENCO

HIT IS HERE!

HI-HAT

COME AND GET IT!

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FLICKER (Bally)... \$46.00
 Anabel... \$20.00 Leader... \$33.50
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 Blondie... 17.00 Stars... 53.50
 Broadcast... 41.50 Sport Parade... 56.50
 Crossline... 28.00 Stratoliner... 46.50
 Fleet... 27.00 Sporty... 16.00
 Holdover... 15.00 Score a Line... 17.00
 Jolly... 15.00 Yacht Club... 16.00
 Lite a Card... 19.00 Zombie... 43.50
 \$12.50 Ea.: Beauty, Big Show, Chubby, Follies, Nippy, O'Boy, Roxy, Super Six, White Sails.
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 1/3 Cash Deposit. Under \$18.00 Full Cash. Cable Address: Coinmachin, N. Y.
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CHOICE MACHINES! READY FOR LOCATION!

CLEAN AS A WHISTLE! BRIGHT AS A PIN! WORK LIKE A CHARM!

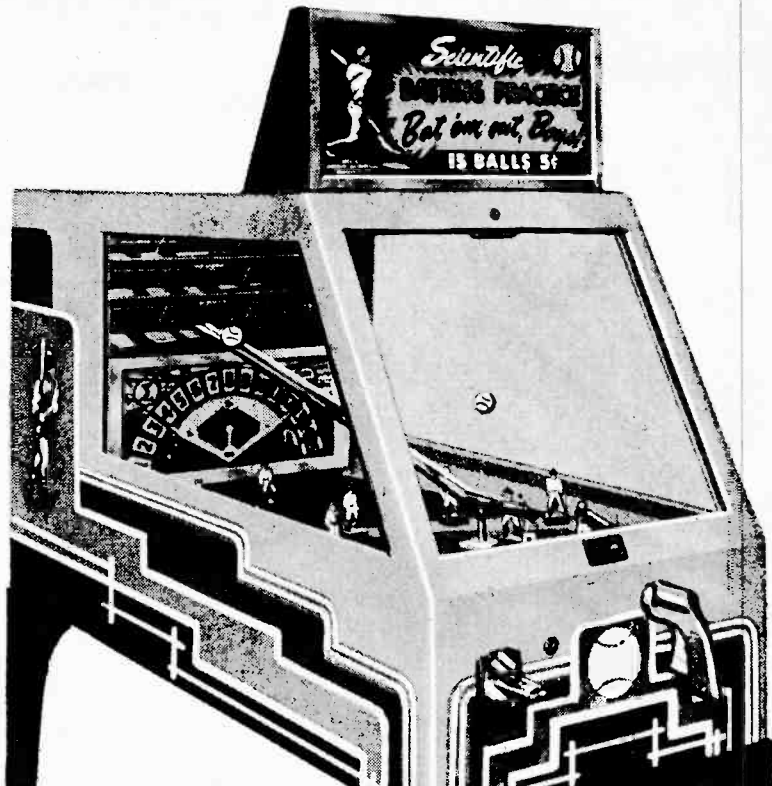
Attention	\$49.50	Gold Star	\$31.50
All American	48.50	Glamour	21.50
Anabel	23.50	Home Run	14.50
Armada	32.50	Landslide	14.50
Bowling Alley	15.50	Lead Off	27.50
Blondie	17.50	Leader	29.50
Big Show	14.50	Line Up	27.50
Big Town	14.50	Metro	42.50
Big League	14.50	Mascot	14.50
Beauty	14.50	Mr. Chips	14.50
Brite Spot	14.50	Paradise	39.50
Broadway	27.50	Powerhouse	25.50
Bandwagon	34.50	Polo	22.50
Big Chief	37.50	Red, White & Blue	54.50
Broadcast	44.50	Repeater	38.50
Big Time	48.50	Roxy	14.50
Cadillac	24.50	Rotation	14.50
Cross Line	31.50	Slinger	68.50
Defense	38.50	Sport Parade	59.50
Dixie	22.50	Stars	56.50
Drum Major	16.50	Sara Suzy	24.50
Dude Ranch	25.50	Score-A-Line	16.50
Duplex	54.50	Stratoliner	48.50
Formation	34.50	Seven Up	54.50
Fleet	29.50	School Days	46.50
Fox Hunt	28.50	Sparky	33.50
Four Roses	54.50	Velvet	54.50
Flicker	62.50	Zombie	47.50

SPECIAL!!
ORGANETTE SPEAKER complete with 12" Jensen Speaker and Volume Control. **\$19.50 Each**

MUSIC MACHINES
 OF ANY TYPE BOUGHT AND SOLD! WRITE TODAY!
PAY TABLES
 OF ANY KIND BOUGHT, SOLD AND EXCHANGED! WE HAVE A BIG STOCK ON HAND—TELL US WHAT YOU NEED!

TERMS 1/3 Cash Must accompany Orders. We Ship Balance C. O. D.

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Scientific's
BATTING PRACTICE

THE GREATEST BASEBALL GAME EVER MADE

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100% TERRIFIC BATTING PRACTICE 100% LEGAL

NO WONDER WE'RE 100% BEHIND THIS REALLY SENSATIONAL HIT! NOW TAKING ORDERS FOR IMMEDIATE DELIVERIES!

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BATTING PRACTICE CALIFORNIA, HERE THEY COME!

Here come BATTING PRACTICE and Man-Sized Profits! You bet we're 100% behind every BATTING PRACTICE sale . . . because we've seen the PROOF that it's the game of a lifetime!

WRITE, WIRE, PHONE YOUR ORDER TODAY!
MILLS SALES CO., LTD.
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ROBINSON SALES CO. BRINGS YOU THE GREATEST BASEBALL GAME EVER MADE!

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Here's a REAL baseball slugfest that's REALLY coining money! Play it and you'll immediately see why!

DAILY DELIVERIES! RUSH YOUR ORDER NOW!

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IT'S LIKE SELLING UMBRELLAS IN THE RAIN! BATTING PRACTICE



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THE GREATEST BASEBALL GAME EVER MADE

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STRICTLY IN LINE WITH OUR POLICY OF ENDORSING ONLY THE BEST... WE WHOLEHEARTEDLY RECOMMEND

BATTING PRACTICE THE MODERN BASEBALL MASTERPIECE



CHECK its amazing record of LASTING PROFITS against any game you've ever operated.

YOU'LL BE CONVINCED FAST!!

NOW DELIVERING!

ORDER TODAY!

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1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.



FRANKLY... WE SAY NEVER MIND THE ADJECTIVES. THE FACTS ARE MORE THAN ENOUGH TO PROVE THAT BATTING PRACTICE BELONGS ON EVERY OPERATORS ROUTE! DON'T MISS THE BOAT - BOOK YOUR ORDER NOW FOR QUICK DELIVERY!

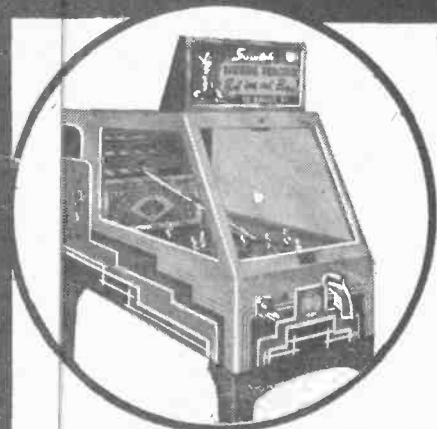
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WE HAVE IT!
WE'RE DELIVERING IT!
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GREATEST BASEBALL
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WORDS CAN'T DO IT JUSTICE - COME AND SEE IT AND YOU'LL SEE WHY IT'S AMERICA'S NO. 1 HIT!

RUSH
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IDEAL NOVELTY COMPANY

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OHIO OPERATORS

ARE NOW RIDING THE CREST OF A NEW WAVE OF PROSPERITY!

It's a FACT that BATTING PRACTICE has brought back the good old days of big, lasting profits. And what's more, operators are quick to see that BATTING PRACTICE is the straightest road to an assured future! We SERVE our operators when we sell them BATTING PRACTICE...and they're coming back for more in a big way!

IMMEDIATE DELIVERIES! RUSH YOUR ORDER!

CLEVELAND COIN MACH. EX.

2021 PROSPECT AVENUE

CLEVELAND, OHIO

SCIENTIFIC'S BATTING PRACTICE

SCIENTIFIC'S BATTING PRACTICE



HERE'S THE GAME THAT'S MAKING OUR BUSINESS A PLEASURE!

BATTING PRACTICE

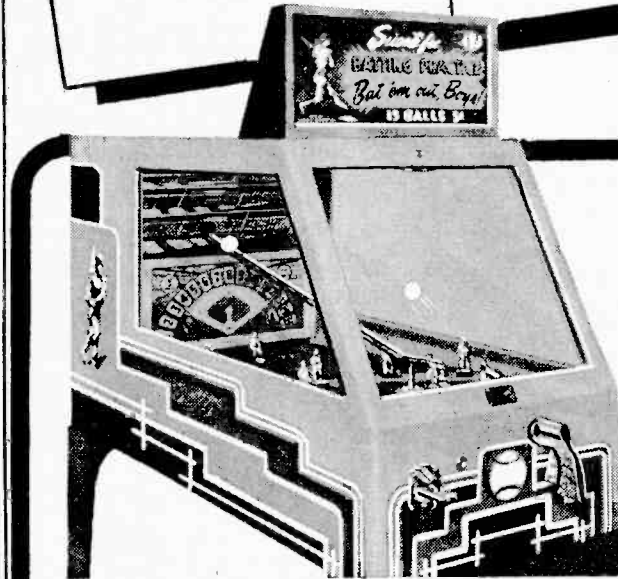
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Having a wonderful time selling the most wonderful game in years. BATTING PRACTICE. George Ponser

TO LIVEWIRE OPERATORS IN NEW YORK AND NEW JERSEY



IMMEDIATE DELIVERIES ON BATTING PRACTICE TRY IT! BUY IT TODAY!

GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY



11-15 E. RUNYON ST. NEWARK, N. J.



"MY WORD IS MY BOND"

AND YOU CAN TAKE MY WORD BASED ON COLLECTION FACTS THAT

BATTING PRACTICE

IS THE NEAREST THING TO A GOLD MINE THAT I'VE EVER SEEN! STANDS WAY ABOVE ANYTHING ON THE MARKET—IN PROFITS, LASTING POWER, AND SOCKO BASEBALL THRILLS!"

Dave Bond

TRIMOUNT COIN MACHINE CO.

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THE GENERAL'S TAKING ORDERS



... and THE GENERAL'S doubly glad to do it—on the great game that's putting our operators RIGHT OVER THE TOP!

Scientific BATTING PRACTICE

Fascinating play-by-play baseball! You smack the ball and watch it sail through the air! WHAT ACTION! And just ask the operators who have them . . . WHAT PROFITS!

DAILY DELIVERIES! GET YOUR ORDER IN QUICK!

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306 NO. GAY ST. BALTIMORE, MD.

THE GREATEST BASEBALL GAME EVER MADE

ENDORSED BY MEN WHO KNOW MUSIC BEST!



"I could hardly believe my ears!"

Right! . . . **JAN SAVITT** (Popular Victor Recording Artist)

EAR LEVEL TONE PROJECTION

Wireless WALL-O-MATIC Wireless SPEAKORGAN New Lightweight PICKUP



These Exclusive SEEBURG MUSIC SYSTEM FEATURES ARE RESPONSIBLE FOR TODAY'S MOST SUCCESSFUL OPERATIONS! Ask Your Seeburg Distributor to Demonstrate Them!

. . . Seeburg's great acoustical engineering achievement . . . is the reason for the startling realism and beauty of tone found only in Seeburg Music Systems! It is one of the big reasons, too, why music men make consistently bigger profits with the **SEEBURG MUSIC SYSTEM** and *Wireless Remote Control*.

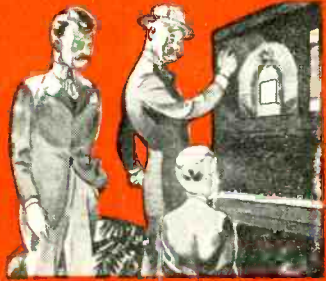
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Seeburg
I. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

FIRST VICTOR RELEASE BY JAN SAVITT and the TOPHATTERS!
VICTOR 27382 { We Go Well Together
Horizon

9 Reasons Why

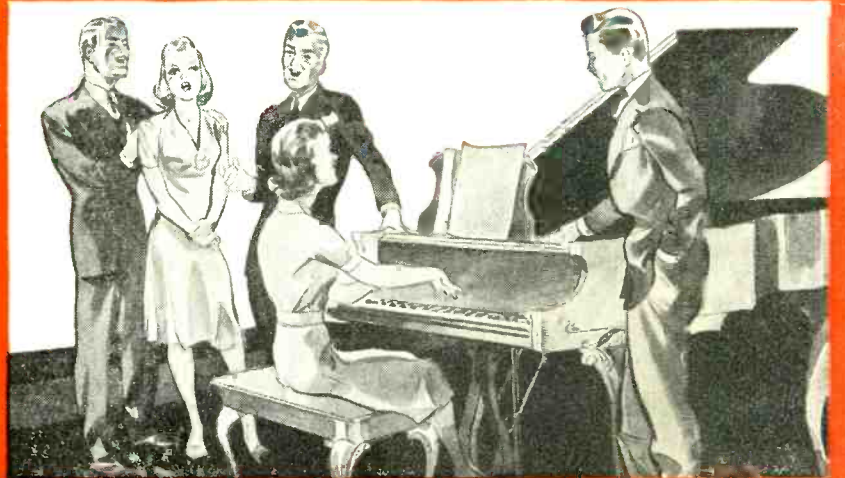
THE NAME **WURLITZER** HAS UNEQUALLED ACCEPTANCE WITH **LOCATION OWNERS AND PUBLIC ALIKE**



1 THOUSANDS OF LOCATION OWNERS have had Veterans show or tell them about Wurlitzer drums and bugles in the Civil War.

2 THOUSANDS OF LOCATION OWNERS when they were boys saw and heard Wurlitzer Coin Operated Pianos, Harps and Music Boxes back in the Gay 90's.

3 THOUSANDS OF LOCATION OWNERS own a Wurlitzer Piano or have visited friends who own one—know that Wurlitzer today sells more pianos than any other make.



4 THOUSANDS OF LOCATION OWNERS are familiar with Wurlitzer Accordions and know that Wurlitzer is America's largest manufacturer of accordions.



6 THOUSANDS OF LOCATION OWNERS have children in Wurlitzer Schools of Music.

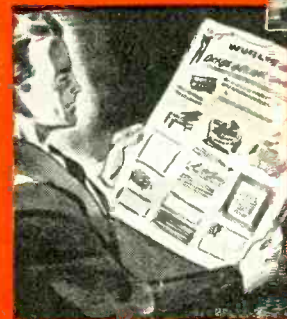
8 LOCATION OWNERS have seen or read in newspapers and magazines about Wurlitzer's Priceless Collection of Rare Violins.



5 THOUSANDS OF LOCATION OWNERS have patronized Wurlitzer Music Stores in leading cities.



7 EVERY LOCATION OWNER has heard the Mighty Wurlitzer Organs in leading Theaters.



9 LOCATION OWNERS have read advertisements on Wurlitzer Retail Stores, Pianos and Accordions in newspapers and magazines.

Here's What This Deep-Seated Acceptance Means To You!

It means that you're offering a known quantity and recognized quality when you ask a location owner to install a Wurlitzer Automatic Phonograph.

That makes it easier for you to GET locations.

It means continued satisfaction on the location owner's part after the Wurlitzer is installed.

That makes it easy for you to HOLD locations!

It means greater profits for you because the public, too, knows the Wurlitzer name, asso-

ciates it with fine music, will play the phonograph more.

These are basic, down-to-earth reasons why Wurlitzer sells more automatic phonographs than all other makes combined—why Wurlitzer Music Merchants get the cream of the nation's locations—why these men MAKE MORE MONEY!

The Rudolph Wurlitzer Company, North Tona-wanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



MODEL 850
SOLD ONLY TO MUSIC
MERCHANTS