

# The Billboard

The World's Foremost Amusement Weekly

JULY 5, 1941

15 Cents

Vol. 53. No. 27

PERIODICAL ROOM  
SENECA LIBRARY  
UNIV. OF MICH.



**BOYD  
RAEBURN**  
And His Orchestra

"A Favorite of the  
Nation's Campus in  
1940—A Favorite of  
the Nation in 1941"

Opening July 4  
**CHEZ PAREE**  
Chicago

NBC—7 Nights Weekly

Management:  
William Morris Agency



MILO LINWOOD presents  
**THREE STAR HIGH THRILL ACTS**



Newest Sensation  
of High Thrill Acts

**THE SKY LARKS**

THE HEIGHT OF CHILLS AND THRILLS



Miles  
in the Air

**THREE MILOS**

Aerial Artists Draw Admiration for  
Performances Even in a High Wind at Fair  
By PAUL H. MARTIN

*Acts that are pleasing the crowds are being presented both afternoon and night at the Clay County Fair with almost every attraction being enthusiastically received. The Tuesday throng in the grandstands gave the various hippodrome performances a real hand and that's about the best recommendation that can be given to any program.*

*The Three Milos on the 125-foot rigging in the infield are scoring a smash hit. Working aloft even in the high winds, the Milos have won the admiration of the grandstand audiences. The "fall" done by one of the young ladies ranks as the No. 1 thriller of any high act we've seen at previous Clay County Fairs.*



Daredevils  
of the Air

**SENSATIONAL MARIIONS**

ORIGINATORS NOT IMITATORS



**AMERICA'S LEADING AERIALISTS—INCOMPARABLE—FEARLESS**

ALL APPARATUS Fully Covered by U. S. Patent No. 2,198,537.  
Any Infringements on this Patent Will Be Prosecuted to the  
Fullest Extent of the Law.

Personal Representative

**CHARLIE ZEMATER**

54 WEST RANDOLPH STREET

CHICAGO, ILLINOIS



# HOTEL PUBLICITY LEADERS

## "Post" Discovers B'way Birthday—at Regular Rate

NEW YORK, June 28.—The New York Post rediscovered Broadway Thursday (28) with a 20-page supplement commemorating the 30th anniversary of the World's Most Glamorous Street, which also netted them a pretty piece of change.

It was a smart idea cooked up by The Post's advertising department, and the hooks were thrown into both the professional and commercial enterprises. Out of a 20-page supplement, there was 15½ pages of advertising at the regular rate of 45 cents a line, or \$1.072 for a full page. There was one page resembling the Declaration of Independence, with signatures, hailing the "Cavalade" at \$10 a signature.

In between the advertising there were readers and fillers by top feature writers of The Post and Broadway names.

## 26 Weeks in 30 on Combo Burly Route; Best Offer in Years

PHILADELPHIA, June 28.—Blending of the Terry Hirst and the Midwest burlesque wheels for next season will mean the largest single route for burly performers. Next season's contracts will guarantee 26 weeks within a 30-week period, with practically all stops being full weeks. All principals will get a single trip around the combined circuit. Previously, it meant repeating each house, both wheels offering 15 weeks with a week-and-a-half lay-off before doing a return.

Coming season will find at least 28 houses playing burlesque. Midwest houses, all full weeks, will include Jacques Waterbury, Conn.; Bialto, Chicago; Avenue, Detroit; Casino, Toronto; Palace, Buffalo; Globe, Boston; Grand, St. Louis; Fox, Indianapolis, Gayety, Cincinnati; Capitol, Toledo, O.; Roxy, Cleveland; Grand, Canton, O., and possibly the Shubert, Philadelphia.

Hirst houses include Troc, Philadelphia; Howard, Boston; Lyrice, Bridgeport, Conn.; Empire, Newark, N. J.; Hudson, Union City, N. J.; Gaiety, Baltimore; Gaiety, Washington; Gaiety, Norfolk, Va.; National, Detroit; Garrick, St. Louis; Mayfair, Dayton, O.; Casino, Pittsburgh; Lyrice, Allentown, Pa. (two days); Orpheum, Reading, Pa. (two days); Colonial, Utica, N. Y. (three days), and the Globe, Atlantic City (10 weeks summer season).

## Strict Enforcement Wis. License Laws

MADISON, Wis., June 28.—Several provisions in Wisconsin's law covering showmen's State licenses which have not been strictly enforced, effective July 1, 1941, reported William T. Marriott, chief, Division of Pairs and Trade Practice, Department of Agriculture, Madison.

Any circus or carnival showman expecting to play still dates in Wisconsin must apply to the DPTP for a \$100 license at least 10 days in advance of the first exhibition, and if three or more people are employed must provide for workmen's compensation insurance. Application for a license must be made in writing, stating in detail manner of travel and nature of exhibition.

In addition to the license fee, all attractions appearing on grounds of any society or board, drawing State aid must have a separate permit from the DPTP for each date. Every owner of a side show, ride, or shooting gallery, except when appearing in theaters, shall secure a \$20 license when playing still dates. If the application states that the license is applied for exhibitions at functions (See WIS. LICENSE LAWS on page 17)

## Waldorf, New Yorker, Astor 1-2-3; Christenberry, Case, Boomer Tops In The Billboard's Poll of Writers

By PAUL DENIS

NEW YORK, June 30.—After being second best publicized local hotel manager for two years straight, Robert Christenberry, of the Astor, climbed to first place in the Third Annual Hotel Publicity Poll conducted by The Billboard. Frank Case, of the Algonquin, dropped from first to second place, and Lucius Boomer, of the Waldorf-Astoria, jumped from 13th up to third place. Ted Saucier, press agent of the Waldorf-Astoria, pushed his hotel into first place as best publicized hotel (it was sixth last year) and then won the best hotel press agent classification, working up from third place last year. The New Yorker dropped from first to second place this year and the Astor jumped from 10th to third place. Hy Gardner, p. a. and promotion man for the Astor, wound up third best hotel p. a. after his first season as a hotel press agent. The Lexington Hotel dropped from third to fourth

place, but its p. a., George Sutton, climbed from eighth to second place.

Best all-round showing was made by the Waldorf-Astoria, Astor, Lexington, New Yorker, and Algonquin hotels, and their managers and press agents. The Belmont-Plaza was voted the least effectively hotel, with, oddly enough, the Waldorf-Astoria as a runner-up.

The poll revealed that hotels which dropped floorshows—such as the New Yorker, which pulled its ice show for two months due to a stagehands' union dispute, and the St. Regis, which dropped floorshows for the summer—suffered in (See NEWSPAPER MEN on page 17)

## Miss. Blue Laws Seen Doomed as Soldiers Seek Fun

JACKSON, Miss., June 28.—With the promise given a committee of relieving Legionnaires that amendments to the Sunday blue laws would get his backing at the 1940 session of the State Legislature, Governor Paul Johnson would bring to this State the first legal relaxation of these strict laws in more than 40 years.

Johnson said he would seek the repeal of the State ban on Sunday motion pictures. On the other hand, the coastal area of the State has never in recent years attempted to halt Sunday carnivals, beach resort entertainment or picnics.

Demand for modification in "his time of emergency" has gained strength the past two or three months, with many big civic bodies backing repeal of blue laws. Camp Shelby is now "the largest community" in the State, with over 60,000 soldiers and no shows on their Sunday off. According to army officers, soldiers walk the streets of Hattiesburg and other large communities on weekends looking for amusement, but to no avail.

## Iowa May Try Pre-Paid Tax System; Show Biz Opposes

DES MOINES, Ia., June 28.—Possibility of revamping of the Iowa 2 per cent State sales tax was seen with appropriation by the legislative interim committee of \$500 for the State tax commission to make a study of the systems used in Ohio, Indiana, and Colorado.

Principal objective will be the Ohio prepaid system, which came before the Legislature at the last session but died after opposition from amusement operators.

The prepaid system would work a hardship on amusement operators in that they would have to advance the tax money until paid by the patrons. Operators would have to purchase coupons from country treasurers and then hand out the coupons with each admission sale.

## Folding of Proser Dance Carnival Leaves Ork Leaders Holding Bag; Pickman Seeks \$ for Road Try

NEW YORK, June 28.—Monte Proser's promotion of the Madison Square Garden Dance Carnival which folded after 22 days of operation Tuesday (24), started to have its reverberations this week, with three band leaders demanding pay, and Milton Pickman, general manager of the promotion, trying to get backing for a road tour of the Carnival. No formal charges have been placed before Local 872 of the Musicians' Union for the back salaries of Charlie Barnett, to whom \$5,973 is owed; Benny Goodman, almost \$3,000, and Larry Clinton, almost \$2,000. It was said that Ben Bernie was the only band leader paid off in full.

Union, however, is attempting to collect the money without putting Proser's two night clubs, the Beachcomber (to be changed to the Zombie next Tuesday) and the Copacabana, now closed, on its unfair business. Goodman, however, has been trying to reach James G. Petrillo, A.M.P. president, directly on the situation. Barnett has a personal note from Proser for the \$5,973 he has coming, which includes the salaries of his musicians.

Meantime, Pickman has been trying to interest the RCA-Victor Recording Company to back a road tour on a tie-up

with Victor recording bands. Proser's office wouldn't confirm these negotiations, but did say that a commercial sponsor is being negotiated with at this time.

Backers lost an approximate \$100,000 on the deal. Proser blamed the flop on the hot weather and stated that if he could have held out for a few weeks, he would have made all of it back. Daniel Aronstein, head of Terminal Theatricals, was the chief backer. Aronstein, however, turned over his interest to Proser before leaving for the Orient as President Roosevelt's commissioner of the Burma Road in China.

Other bands stuck with signed contracts for a play date at the Garden include Shep Fields, who was to open the night of the closing; Bob Chester, and Vaughn Monroe. Band leaders have decided to forget about suing, because the corporation, now defunct, was responsible, not Proser personally.

The Garden fixtures for the dance carnival, which was to have run 100 days, have not yet been dismantled. The Proser group's contract with the Garden specified that it would have to leave the Garden in the same condition as before the deal.

## Ann Corio Sat and Substitute Ran Around

NEW BRITAIN, June 28.—It was all very confusing but the audience didn't mind—Ann Corio and Vera Visconti, local girl, shared the role of Tondeleyo in White Cargo last Wednesday at the Capitol Theater here.

Ann, who slipped and broke a foot bone opening night, played scenes in which she could sit up; Vera played those demanding action. Through the performance this kept up. In the third act Ann was emoting from a floor and the curtain was drawn for a moment so she could be carried from the stage. Vera did all the racing around the stage.

Ann took the final curtain call.

## Ark. Sales Tax To Cover Clubs; Fair Gate Exempt

LITTLE ROCK, Ark., June 28.—The 2 per cent tax on retail sales in Arkansas has been broadened by legislative action to cover "sales of admissions or tickets to all places of amusements and dues paid to entertainment or recreational clubs." New taxes are effective July 1. Revocation of licenses of all operators of shows of all kinds, including clubs, is threatened if taxes are not paid.

"Gate admissions only to State, county, or township fairs and exhibitions will not be taxed," Lefell Gentry, of the State Revenue Department, said.

Under the tax law revision, all persons or corporations desiring to do business in Arkansas, whether a permanent office is maintained in the State or not, must post a cash bond or surety sufficient to cover an anticipated year's taxes before a permit will be issued.

## In This Issue

	Page
Broadway Beat, The	4
Burlesque	25
Carnival	30-44
Circus	45-99
Classified Advertisements	99-51
Coin Machines	68-100
Crossroads	45
Derbyshow News	26
Fair-Expositions	50-51
Final Curtain	28-29
General News	3-5
General Outdoor	84-89
Hartmann's Broadcast	45
Legitimate	15-16
Letter List	51-58
Magie	25
Merchandise-Pipes	62-66
Music	9-14
Music Merchandising	70-77
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Orchestra Notes	10
Out in the Open	45
Parks-Pools	52-55
Pipe	65-66
Possibilities	5
Radio	6-8
Record Buying Guide	74 and 77
Repertoire-Tent Shows	26
Rinks-Skaters	56
Sheet Music Leaders	12
Show Family Albums	60
Songs With Most Radio Plays	12
Sponsored Events	43
Television	6
Thu Sugar's Domino	4
Vaudeville Reviews	22-23
Vaudeville Groups	21

ROUTES: Orchestras, page 14, Acts, Units, and Attractions, 24, Dramatic and Musical, 24, Ice Shows, 24, Repertoire-Tent Shows, 67, Carnival, 67, Circus, 67, Miscellaneous, 67, Routes Not Classified, 67. Events for Two Weeks, 66.



# NAME ORKS STILL STRONG

## Off 15 Pct. in Pulling Power in Loop Houses But Still Top Units; Miller, J. Dorsey Best Grossers

CHICAGO, June 28.—Although some 15 per cent off in pulling power, as compared with their draw in 1938 and 1939, a review of the 1940-'41 season in Loop combo houses, from week of August 29 to week of June 13, reveals that name bands are still the best box-office bets. During the 42-week season the three Loop vaude houses played 43 bands. Individually, the State-Lake led with 18 orks, the Chicago employed 13, and the Oriental (now a straight picture house) played 11.

The Oriental, which dropped flesh middle of May, has 37 shows to its credit. It played more bands while still under Jones, Link, & Schaeffer. When the house returned to the landlords and the management fell to Mike Todd February 21, girl shows were favored but faded in popularity after a few weeks. During its last seven weeks the State-Lake remained the only low-priced combo house (40-cent top), but its grosses failed to show any material gains. The repeat trade which keeps the State-Lake in the black did not switch to the neighboring 40-cent top Oriental. At the same time, bookers claim that the Oriental shows failed to develop any new, steady vaude fans, else the State-Lake b. o. would have borne evidence of this fact.

The total take of the 42-week season amounts to an estimated \$2,716,000. The Chicago, 4,000 seats, with a \$32,000 a week house average and an admission scale ranging from 35 to 75 cents, took in an estimated \$1,502,000. The State-Lake drew \$657,000, while the Oriental trails with its 37-week total of \$557,000.

Only the Chicago, which has the pick of the pictures, credits a number of its big weeks to the strength of the film or to the pic and stagelike combo. The

State-Lake, playing second-run product, and the Oriental, which had no choice of pictures, give their stagelike shows most of the credit for healthy takes.

### Units Drop in Popularity

Vaude units have dropped in popularity, and only those revues topped by a box-office name drew better than average business. Strong examples were Mike Todd's *Gay New Orleans* starring Gypsy Rose Lee, which pulled a big \$20,000 at the Oriental week of March 21, George Jessel with a nice \$19,000 at the same house week of September 13, George White's *Scoundrels* (Oriental) with a neat \$17,000 week of November 15, Sally Rand (State-Lake) with \$18,500, and George Jessel again, with Lois Andrews, at the State-Lake week of March 14, pulling a big \$18,000.

Too many units were built overnight and flopped almost as fast in this area. The Balaban & Katz houses (Chicago and State-Lake) tightened unit buying during the season, and only box-office gems were grabbed. Nate Platt, head B&K booker, figured his production department can build average units. During the season, however, the State-Lake was stung with several dogs.

Glenn Miller topped the band parade week ended June 10 by drawing \$46,000 at the Chicago. He has been an annual ace for some three years now, also some of his past grosses have been better. (See NAME ORKS on page 30)

### Hiya Sister

PORT JOHNSON, S. C., June 28.—A soldier here recently approached Yola Galli, soprano in a mobile troupe touring army camps: "Are you a prima donna?" he queried. "Of course not," the singer replied. "I'm a chanteuse." The soldier pondered a minute. Then, "Well, well, I'm a selectee, eh?"

## Cincy's Zoo Opera, Saved From Grave, Begins 20th Year

CINCINNATI, June 30.—Cincinnati's Zoo Opera, which seemed doomed this year thru lack of finances, only to be rescued a few weeks ago by a local committee of opera lovers which put on an ardent campaign to enlist the necessary financial aid, began its 20th annual season last night. Initial offering was Verdi's *Il Trovatore*, with Giovanni Mar... (See CINCINNY'S ZOO OPERA, on page 13)

### Pioneers Set P. A.'s

PHILADELPHIA, June 28.—Sons of the Pioneers, singing sextet of Uncle Ezra's Campbell show, coming in from Chicago for a series of first-time "in person" appearances at outdoor amusement parks and theaters in the Mid-Atlantic territory. Group signed by Jolly Joyce, local theatrical agency, for a five-week series of one, two, and three-day stands, starting June 30.



TOPPING his own high mark of 1,510 for the week previous, Charlie Spivak and his band pulled 1,783 into Glen Island Casino, New Rochelle, N. Y., Saturday, June 21, which necessitated parking cars all over the place, including areas perilously near the water's edge. One of the cars was parked so near that when one of the parking lot attendants opened the door of a car to get out he stepped out—into Long Island Sound. . . . Young and pretty Jane Hunter, p. a. of the St. Regis Hotel, has been forewarned that in about 10 years her tithen curls will be snow-white. It isn't the woe of being a press agent that will give her gray hair, it's a hereditary condition. . . . Employment department: Davy Vine, vet. auditor, has signed his son Billy, the current Hurricane comic, to a five-year personal management contract. . . . Jack Holms, of the CBS press department, has a genius for sketching. You put three lines on paper, straight or curved, in any position, and Jack will draw a picture using those three lines. Several years ago he filled in at a vaude theater in Burlington, Vt., when an act didn't show up. The audience kept him on for three and a half hours.

THOSE close to the subject are telling the story of an agent in the Brill Building who had his office outfitted by his brother-in-law so that he (the b. i. l.) would have a center-city address and a recipient for mail and messages. The agent, however, rebelled at having the name of his brother-in-law's firm printed on the door despite the fact that he pays more than his way. The firm's name is United Can Company. The compromise legend now on the door is United C. Co. . . . Another story making the rounds is about one of the lesser known personal managers who extracted money from one of his acts in order to promote a radio sponsor for the act. The manager then went to Chicago and did the act in partnership with another comic.

LOUIS WOLFE, quizmaster on the *Kid Wizards* broadcast, inaugurated the custom of treating the juvenile mental mazers to ice-cream sodas after the broadcast at the Walgreen Drugstore in Times Square. Now the management places a sign on the same table every Tuesday night, "Reserved for WIN's Kid Wizards. . . . One of the press releases sent out by ASOAP, in one sentence called Neville Miller, NAB head, a Charlie McCarthy, One-Man Band, and *We Boy* for the major nets. That's what we like about press releases—their restraint.

FRANK GOODMAN, press agent, has become screen critic and columnist for *Spears* magazine. Bide Dudley has the dramatic chafe. . . . Joey Nash, the singer, is in rhapsodies now that he's met a girl who, he says, is so gorgeous that she looks like a marijuana dream come to life. . . . Sam H. Harris and John Golden are mulling the idea of reviving the legit, *Burlesque*. Al Trahan is being considered for the lead.

### BOYD RAEBURN

(This Week's Cover Subject)

A BAND contest among college outfits was the event which launched Raeburn on a professional band career. While attending the University of Chicago he organized an orchestra and later entered a campus band competition at the Sherman Hotel, Chicago. The Raeburnerk took first honors, and as a result of the publicity gained the leader was given a year's contract by Chicago restaurateur Byron Harvey Jr. This was in 1933, the first year of Chicago's World Fair.

Today Raeburn has a 14-piece band and plenty of successful theater, club, and hotel engagements behind him. On July 4 Raeburn and his band take over the podium in Chicago's swank *Chez Paree* for an indefinite engagement.

Raeburn modestly admits that this is a long way from a little ranch in South Dakota where he first saw daylight October 27, 1913. In those days his father played the cornet as a hobby. When Raeburn was 13 his own musical career was started, first on the sax and clarinet and later on the piano.

When Raeburn first got his scholarship at the University of Chicago he split his recreational time between his new band and the college baseball team. An injured finger soon sidetracked his career as a catcher, so the band became his real love.

Today his band is classified as one of the better versatile outfits, giving out with everything from swing to Viennese waltzes. The William Morris Agency has been managing the band for over a year.

● The Billboard ● The World's Foremost Amusement Weekly ● Published at Cincinnati, Ohio, U. S. A. ●

Founded in 1894 by W. H. DONALDSON.  
E. W. EVANS, President and Treasurer.  
H. S. LITTLEFIELD JR., Vice-President.  
W. D. LITTLEFIELD, Secretary.  
A. C. HARTMANN, General Editor, Cincinnati.  
E. S. STEIGMANN, Editor, New York.  
W. A. MURPHY, Editor, Chicago.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.  
BRANCH OFFICES:  
NEW YORK — CHICAGO — 125 N. Clark Street — ST. LOUIS — 590  
1064 Broadway — No. Clark Street — Avondale Bldg. — 722 Lancaster  
MAGILLON 1-1613 — CENTRAL 8480 — CHESTNUT 6443 — MADISON 8995 — VANLIE 9493  
FOREIGN OFFICES: LONDON—Edward Grosse, Crowned House, Fulwood Place, London, W. C. 1.  
SYDNEY, AUSTRALIA—Kerle Bennett, City Terraces' s. Edg., 108 Pitt Street.

ADVERTISING RATES — Fifty Cents per  
Agate Line, \$7 per column inch. Whole Page  
\$150. Half Page \$75. Quarter Page \$37.50.  
No display advertisement measuring less than 10  
lines accepted. Last advertising form goes to  
press noon Monday.

Member of Audit Bureau of Circulation.

Subscription Rates — 8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.  
Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1941 by The Billboard Publishing Co.



## Burly Circuit Hexes Philly Nitery Peeling

PHILADELPHIA, June 28.—Local AGVA chapter has come to the defense of Stanley Carroll, coproducer of Carroll's Cafe here, on the alleged attempt of burlesque circuit officials to boycott any acts that play his nitery. Spot has been using standard strippers and comics, and situation came to a head last week when Crystal Ames sent back her contract after signing it.

Dancer was set to play Carroll's following her work at the Troc. Theater here, and her nitery appearance was advertised. However, Miss Ames advised Carroll that she would have to cancel out, claiming that in working the nitery she would be barred from the burly circuit. According to Carroll, any number of strip and comic principals have refused to accept engagements at his spot for fear of endangering their employment opportunities on the burly wheel.

Carroll turned her contract over to Dick Mayo, AGVA executive secretary here, who held the binder valid. Since Miss Ames is not an AGVA member Mayo was unable to penalize her directly. However, Mayo complained to the BAA, burly union, which ordered her to fulfill her nitery engagement. Failing to do so, Miss Ames was placed on the AGVA unfair list. Dance team of Jones and Pate, who had been booked in with the Miss Ames burly unit, walked out on the Troc because it was on the AGVA unfair list.

According to Carroll, burly principals working the local theater are not vital to his operations. However, he felt that burly performers could find lucrative employment at his spot during their summer layoffs.

## Auditorium, Chi, Saved From Folding

CHICAGO, June 28.—Auditorium Theater, which has been housing many legit offerings since 1929 and was scheduled to close for good Monday (30) due to excessive taxes, was saved this week by a group of citizens. Under charter of the Auditorium Music Foundation issued by Secretary of State Hughes, provisions are made to sponsor theatrical programs and exhibitions.

County Assessor John S. Clark reduced the assessment on the property from \$2,000,000 to \$600,000, reducing the taxes from \$70,000 to \$20,000 a year. William Alvin Dudley, of the Greater Central District Association, one of the incorporators of the foundation, said at least 25 persons will be named members of the board of trustees and they in turn will name 100 others as advisers. Financial contributions will be solicited.

## Ellington Show Set For July 10 in LA

LOS ANGELES, June 28.—Jump For Joy, the new Duke Ellington show produced by the American Revue Theater, will open at the Mayan Theater July 10. Rehearsals under way the past several weeks, will finish when Ellington returns from a series of one-nighters.

Cast will include Ivy Anderson, Herb Jefferts, Dorothy Dandridge, Garbo, Marie Bryant, Pot, Pan, and Skillet; (See ELLINGTON SHOW SET page 28)

## THE EXOTIC LIFE OF JULIAN ELLINGE

**FEMALE IMPERSONATOR**  
Who Fascinated the World With His Delicately Coiffured Hair and His Mysterious, Pensive, and Illustrated Portraits. \$7.50 Edition Deluxe, lavishly illustrated with 2087 pictures of his fabulous career. 227 American and 27 foreign. 154 Marzotto Edition with 793 other pictures also lavishly illustrated with 2087 pictures of his fabulous career. (He died in 1921). Made in U.S.A. and shipping points in N.Y.C. Mar. 7. Started at 10 in a Boston prep school, playing girls only troupe at 15, a school show, playing 69 and winning medals in 1911. Sensitive folk will enjoy these! RUDOLPH W. VALENTINO PRESS, 708 B.K. Theatre Bldg., 414 E. Hill St., Los Angeles, Calif. Add No. 445—The Abnarr!

**GUARANTEED HI-GLOSS  
PHOTO REPRODUCTIONS**  
Vivid, Money-Copies Always  
\$10 (1 subject) 50... \$3.25; 100... \$5.50  
\$17 (1 subject) 50... 2.50; 100... 3.75  
50% more for color.

**PHOTO COPY COMPANY**  
14 E. Sherman Hollywood, KANSAS

## Possibilities

**TRADE SERVICE**  
**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 NIGHT CLUBS

**CHELA CAMPOS**—an exceedingly beautiful young Mexican singer who recently completed an engagement at Mexico City's only top-line nitery, El Patio. Her sweet song delivery has made her the current local singing favorite. She is completely unaffected and has the kind of personality that has universal appeal which would be a click in American audiences. Altho she is handicapped with a bad leg, she has a perfect figure and, with the use of a cane, walks with but a slight limp.

## For HOTELS

**DOLORES DE LEON**—peppery flamenco dancer current at the Havana Madrid, New York. She is a beautiful brunette who shows some classy brassy but necessary in the authentic Latin style of dancing. Also gives out capably with other styles of dancing and, with the addition of her flashy personality, would be a good bet for a smart hotel spot.

## 100,000 Soldiers In Texas To See Marx Mobile Unit

PORT WORTH, Tex., June 28.—The soldiers in camps around here have seen their first big-time mobile show. It featured Chico Marx, and 5,000 soldiers turned out for the first showings in Texas at Camp Wolters, at Mineral Wells, June 21. Show was besides Marx, Harry Savoy, emcee; Janis Williams, dancer; Toni Lane, singer; Marjorie Gainsworth, singer; Tommy Trent, puppeteer, and Helen Holden. Bob Kroil is musical director and Hy Blane is manager.

This unit was organized by Harry Delmar, under sponsorship of the Citizens' Committee for the Army and Navy, and came to Camp Wolters from Fort Hill, Okla., where it played to around 15,000 in two nights. The unit was at Wolters June 21-23; Camp Barkley, Abilene, Tex., June 23-24; Camp Bowie, Brownwood, June 25-26, and then to South Texas to Fort Sam Houston and Randolph Field, San Antonio. Camp Ruten, at Palacios, and Camp Wallace, near Houston, where the tour ends July 5. It was estimated that more than 100,000 soldiers in this section will see the show on this tour.

## Hurok Pays \$1,500 "Kickback" to Ellington

NEW YORK, June 28.—S. Hurok, concert promoter found guilty of receiving a \$1,500 kickback by the Trial Board of Musicians' Local 802, made full restitution to the union June 12. It was disclosed this week by Max L. Arona, chairman of the Trial Board.

For subsequent tours of the Monte Carlo Ballet Russe, Hurok will hire musicians thru a steward appointed by the Federation.

During the AFM convention in Seattle, Wash., New York delegate aired the case on the convention floor and stated that during the 1938 season of the Ballet Russe, Hurok hired Sam Prochebnick as contractor to engage musicians, but that Prochebnick allegedly faked over a check for \$1,500. Union had the canceled check as evidence. Hurok had defended himself by saying it was a loan, but union found him guilty anyway.

## Girl Camp Entertainers Bored — Go Berry Picking To Kill Time; \$140-a-Month Plus Maintenance

LOS ANGELES, June 28.—Girl entertainers in Southwestern army camps are not finding the work too tough but they aren't finding it a bed of roses, either, says Ray Johnson, who put in 55 years in minstrelsy before turning to putting out shows for the soldiers. Johnson has 60 girls he trained as entertainers working in camps in Texas and on the West Coast. Approximately 500 girls were auditioned before the 60 girls, playing either individually or in groups, were selected. Girls get \$140 per month, plus maintenance. There isn't any danger of "wolves" in the camp, said Johnson.

At present army authorities are mulling changing the \$140 figure. Whether it will be lowered or raised is not known. One unit, the Campus Circle, which includes Minnie Sinclair, Claire Madden, Dagmar Wilson, Minnie Estabrook, Vivian Linstrom, Ethel Mangum, Dorothy Keane, and Emma West, has played Fort Ord and is now in the vicinity of Camp Bowie. The Star Varsity Girls, which includes Ruth Sissons, Melba Engle, Dora Miller, Alice Metzger, Laura Paige, and Esther Arnold, is at Camp Lewis in Washington.

The O'Gara Girls, the Sheridan Twins, and the Three Little Maids are also doing camp work. Two other units produced by Johnson, the Orange Grove Maids, which includes Rita Milstead, Blanche Carter, Estelle Johnson, Minnie Orto, Fay Phillips, and Rose Knight, and the Eight Sun Zitz Girls, a group including Laura Dimitris, Alma Riggs, Edith Wilson, Jane Woodfield, Jackie Sanderson, Alice Newcomb, Freda Wolcott, and Leonora Morrison, left here last week for engagements in Texas camps. May Clark is doing a wire act in camps.

According to Johnson, it is difficult to get talent to play camps. Girls don't believe the idea of being stationed on military reservations. Letters received have shattered the belief that the army is full of "wolves." The girls are actually lonesome in the camps. They are stationed about a mile and a half from camp and go there properly chaperoned in trucks to put on the shows. Military regulations require them to be out of the reservation by 10:30 p.m. To kill time during the day the girls go berry picking.

Since the pay is only \$140 a month,

Johnson has lowered his percentage received for coaching, training, and booking to a low figure. As more girls are auditioned, more units will take the field.

"It's not a lot of money, but it ain't hay," Johnson said.

## Colston-Fialkoff In Odd Actor-Agent SA Booking Dispute

NEW YORK, June 28.—Conflicting claims on the authorization to book Rio de Janeiro casinos are being circulated here. Herman Fialkoff, who is currently booking thru Francisco Maria De Souza as his South American representative, says he has received no notification of any change in the set-up, while George Colston, who is opening a talent agency, claims that after July 1 he will be the sole representative of Souza here.

Most of the bookings involved are at the Casino De Urcu, Copacabana, and the Atlantico, all in Rio. Currently Fialkoff claims talent to Souza, who in turn sells it to the various casinos. Most of Souza's strength lies at the Urcu.

Colston was recently booked thru Fialkoff at the Urcu. Colston claims that while he was there he was approached by Souza to be his New York representative.

Fialkoff counters that if any change is to take place it is because Colston must have binged away at the subject long and loud, since prior to Colston's playing no change was being contemplated. Fialkoff further claims that Colston still owes him commission for his South American date.

Colston is not dropping his dance act despite his opening of a talent office. Colston opens Monday (30) at the Tin Top Club, Montreal. The date is the first since the SA trip where his sister and partner, Arleen, was stricken with appendicitis. The Colstons are still being managed by Eddie Smith.

## QUALITY REPRODUCTIONS OF

# PHOTOS

SIZE 8x10  
500—\$20.00—1,000—\$35.00  
FROM ONE COPY  
ORIGINAL RETURNED  
48 HOUR SERVICE  
FAMOUS STARS PUBLICITY STAFF  
6412 HOLLYWOOD BLVD. HOLLYWOOD, CALIF.

## WESTERN UNION

TELEGRAPH IT! YOUR FRIENDS HAVE LEARNED TO EXPECT GREETINGS BY TELEGRAPH. COLORFUL, SMART GREETINGS COST ONLY 20c LOCALLY—25c TO DISTANT POINTS.

<b>STOCK TICKETS</b>	<b>THE TOLEDO TICKET CO.</b>	<b>SPECIAL PRINTED</b>
ONE ROLL... \$ .50	Toledo ("Ticket Town"), Ohio	Roll or Machine
FIVE ROLLS... 2.00	Manufacture the	10,000 \$ 6.95
TEN ROLLS... 3.50	<b>TICKETS</b>	30,000 9.55
FIFTY ROLLS... 15.00	You Are Looking for	50,000 12.75
100 ROLLS... 29.00	Tell Us What You Want and When You Want Them.	100,000 20.00
ROLLS 2,000 EACH		1,000,000 150.50
Double Coupons, Double Price		Double Coupons, Double Price.
Ne C. O. D. Orders Plus Single Tick. 12"		



## NBC's Burn at IA-CBS Tele Pact; Local 802 Contacts Petrillo on Tele Scale; Short-Term Contracts

NEW YORK, June 28.—With commercial tele at hand, excess of the National Broadcasting Company this week expressed aggravation over Columbia Broadcasting System's signing a pact with the stagehands' union covering use of the union's members of television. While not going into details on the contract, NBC stated that the tele situation right now is precedential and indicated that any agreement with the theatrical unions should be done with the consent and approval of all involved—meaning NBC as well as CBS and others. One NBC exec, who expressed knowledge of the IA-CBS pact, stated he thought it would prove unworkable—according to NBC's experience—and therefore detrimental to the industry because of its precedential character. He indicated another pact might have to be worked out.

Meanwhile the musicians' union swung into action on the tele front. William Feinberg, secretary of Local 802, began contacting the office of James C. Petrillo to clarify whether the tele jurisdiction would be a matter for national or local concern. Feinberg said Local 802 had already had preliminary conferences with the telecasters. He indicated the local would be very cautious in its dealings until it could ascertain whether tele shaped up as threat or a boon to employment. "One thing I can tell you," Feinberg added, "we will sign no long-term contracts, but may operate on a week-to-week or month-to-month basis."

Office of the American Federation of Musicians stated a scale for tele has been in existence for the last 12 months. An-

cording to Bert Henderson, federation exec, this scale will be in effect for the time being, but may be changed at any time.

Provisions of the scale are (1) \$18 for one hour and rehearsal, (2) \$4.50 per quarter-hour overtime, (3) radio staff orks cannot play for television, (4) rehearsal pay at the rate of \$6 per hour or fraction, and \$3 for each additional 30 minutes or fraction, (4) for photographing only the rehearsal price prevails, (5) no differentiation yet between commercial and sustaining.

## AFRA-WKRC Peace Talk Stalemated

CHICAGO, June 28.—National representatives of the American Federation of Radio Artists met this afternoon at the Ambassador East here with Fred Heber, general manager of Mutual Broadcasting Company, and Hubert Taft Jr., head of WKRC, Cincinnati, and their attorneys to reach an agreement over the current strike existing at WKRC but adjourned without making any progress. AFRA was represented by Mrs. Emily Holt, George Heller, and Henry Jaffe, who were invited by Mutual to discuss the issue.

The first of these meetings was held at the Drake Hotel yesterday (27). While no public statements were issued, it was learned that Taft would not sign a closed shop agreement as demanded by AFRA. No other meetings between AFRA and WKRC were scheduled. Mrs. Holt said it press time. The AFRA heads remained in town to map the future action against WKRC. This is the first station strike on AFRA's record.

The Cincy station is being picketed by AFRA members working on local stations.

## FCC Asks Data on Radio Commentators

WASHINGTON, June 28.—Broadcasting stations are to be asked by the Federal Communications Commission to supply data on names of speakers and amounts of time given each who have made radio speeches on American foreign policy since January 1. It is believed here that the move, ordered by isolationist senators, is calculated to scare broadcasters into giving more time to speakers opposing aid to Britain.

Senator Charles W. Tobey, isolationist Republican from New Hampshire, charged that independent stations were not carrying American First Committee speakers when they were given network facilities. Just to make sure, he asked the Senate committee to get the FCC busy checking radio time devoted to one side and the other.

This week the FCC announced it would comply with the Senate request and broadcasters who receive feminine names, dates, and time of broadcast. Return of the forms will be required by July 21.

## "Journey" Gets New Cast

CHICAGO, June 28.—Lone Journey, which moved its originating point from New York to Chicago (WMAQ) last week, has a complete new cast with the exception of Cliff Soubier, who has returned to Chicago to continue his role. Betty Ruth Smith takes the leading feminine role and Henry Hunter the male lead. Other new members of the cast are Paquita Anderson, John Larkin, John Hodak, Hugh Rowlands, DeWitt McBride, Dick Holland, and Genelle Gibbs. Show, a Monday thru Friday strip, is written by Sandra Michael. Ted McMurray is director.

## They Not Only Wear 'Em; They Buy 'Em—in Philly

PHILADELPHIA, June 28.—Selling men's clothes on a woman's program is a departure in radio that would give the average agency man the heebie-jeebies. But Browning King & Company here has discovered that wives do most of the choosing of their husband's wearing apparel. Result, sponsorship on "Anice Ives' Evening on the Air" on WFIL across the board.

## Tele's First Sponsors

NEW YORK, June 28.—First sponsors on NBC's television include the Sun Oil Company, Lever Brothers, Procter & Gamble, and Bulova Watch Company.

They debut as sponsors on Tuesday evening's tele show, beginning at 9 p.m. Lowell Thomas will appear for Sun Oil; Uncle Jim's Question Bee is scheduled to be telecast at 9:15 p.m., after his broadcast; Procter & Gamble will sponsor Truth or Consequences for Ivory, and Bulova Watch Company will sponsor two time announcements, one at 2 p.m. and another at the end of the evening show.

## Philly Space for Time Swaps Jump

PHILADELPHIA, June 28.—It's all out for WFIL in making the time for space swaps with the local newspapers. Station has had a long standing deal with The Daily News, giving it 555 separate lines a week using spots now. This week similar deals were closed with The Evening Ledger and The Evening Bulletin. Latter was the last to recap to radio, boasting the town's biggest circulation. Bulletin ignored radio until recently. Then went all out itself.

WFIL deal makes the third station to tie with The Bulletin, already having KYW and WFIL arrangements. Moreover, Bulletin has applied for an FM license from the Gibraltar Service Corporation. Deal with WFIL gives the station about 450 lines a week. A test try last month gave WFIL 100 lines. Bulletin using its time on all stations for transcribed announcements, plugging exclusive feature news yarns and by-liners.

Station's biggest swap is with The Ledger, getting close 600 lines a week. Paper using five quarter-hour spots a week for sport show, making up the difference with spot announcements.

At present every station in town has a time-for-space swap with one or more of five local dailies.

## WCAU Wants Hinterland 'Billies; Plenty in Town

PHILADELPHIA, June 28.—Its high-powered facilities reaching out to the hinterlands, WCAU aims to cash in on its 50,000 wants to build a listening audience in the rural areas to match that of the cliff dwellers. Charles P. Shaffner has been added to the exec staff as director of rural programs. A former farm editor, having conducted his own farm shows on the radio for many years, Shaffner will build shows designed primarily for the cracker-barrel clan.

## Radioites in Wilm. Show

WILMINGTON, Del., June 28.—Directed by John E. Styles, George Washington Slept Here is being presented this week by the Wilmington Drama League as its final production of the 1940-'41 season, with a radio-timed cast. Styles, announcer on WILM, played leading roles in two of this year's Drama League productions. Cast also includes Ray Mulderie, WILM announcer; Patricia Johnson and Jean Little, both veterans of local radio productions, and William Penn Frank, drama critic of The Journal-Evening.

## Tele To Bring Back Vaude, Says Morris Jr.; Hutchinson, Loewi, Poppele Speak at Tele Forum

NEW YORK, June 28.—American Television Society, formed as a clearing house for tele information, held the first tele forum Thursday at the Hotel Astor, with a raft of speakers expressing news and views of the budding industry. Talks given by William Morris Jr., of the Morris Agency; Dr. Paul Lazarusfeld, director of radio research, Columbia University; Thomas Hutchinson, chief tele producer for NBC; Mortimer Loewi, vice-president of Dumont Laboratories; J. R. Poppele, chief engineer of WOR; Ira Hirschmann, vice-president of Bloomingdale Bros., and Solomon Sagall, of Scopophony, Ltd.

William Morris Jr. stated that tele would bring back vaudeville, adding that vaude went out of fashion because large theaters of 3,000 and 4,000 capacity were not amiable to vaude artists, whose mimicry and intimate entertainment could best be appreciated in small audiences of 1,500 to 2,000. Tele would bring back the "close-up," he stated.

Queried prior to the meeting, Morris Jr. stated that his agency had booked talent for English tele as far back as eight years ago and was optimistic over present outlook for talent. He added that the Morris radio department would handle tele. "We began in vaude and will go back to vaude," Morris stated.

Morris scouted reports that lack of aluminum and other products would stymie development of tele. "That's a lot of hooey," he said. He predicted that in two or three years the new art would develop artists of great stature.

Loewi, of Dumont, stated success of tele would depend upon the program's entertainment value. The new medium, he added, would not follow the motion picture form (with which it cannot compete owing to cost of rehearsals and other factors) but would be a combination of the best in pic and radio.

NBC's Hutchinson, stating that tele as an engineering achievement is accomplished, added that for the first time in history there would be competing programs on tele. He added, "We cannot compete with pictures, but we can do things with the medium nobody else can do. We don't have to beat the movies; we can go far beyond them."

He predicted that the ad agencies would use tele extensively and pointed out the alteration of NBC's new call letters, WNDT (Why Not Buy Time?).

Poppele spoke on engineering aspects; Lazarusfeld on educational aspects. Chairman was Warren M. Caro, president of American Television Society.

## NBC Tele Rates Set; Accent on "Class Angle"

NEW YORK, June 28.—National Broadcasting Company yesterday released its rate card for commercial television. According to NBC execs, NBC would try to sell television time on the "class angle"—similar to the approach used by class magazines with small circulations in the upper brackets. Figuring on the basis of 4,000 sets out now, NBC figures a conservative average of five persons to a set, making a circulation of 20,000 for the metropolitan area. Advertising agencies, queried on whether they were seriously regarding tele as an ad medium, gave mixed answers. The American Association of Advertising Agencies was non-committal, stating that size of the audience would be the big element.

NBC's rate card is as follows:

	60	30	15
	Min.	Min.	Min.
6 p.m.-11 p.m. daily...	\$120	\$60	\$30
8 a.m.-12 noon daily...	60	30	15
12 noon-6 p.m. daily...	60	30	15
(Ex. Sat., Sun.)			
12 noon-6 p.m. Sat., Sun.	90	45	22.50
11 p.m.-until sign-off, daily	90	45	22.50

Card also provides for studio facilities charges. In the main studio, these charges are \$150 for 30 minutes; \$60 for 30 minutes; \$60 for 15 minutes; \$33 for 10 minutes, and \$45 for 5 minutes.

Facilities charges in the small studio are \$75 for 60 minutes; \$45 for 30 minutes; \$30 for 15 minutes; \$26 for 10 minutes, and \$23 for 5 minutes.

Charges for field pick-ups will be \$75 for 60 minutes, and the minimum charge will be \$75.

Rate card also provides for service spots (one minute), at a charge of \$8 in the evening and \$4 daytime.

Other provisions are (1) 15 per cent commission on gross billings to recognized ad agencies on transmission charges, program facilities, and program production charges; (2) all talent, announcers, effects, musicians, and music and script rights at NBC-quoted production costs; (3) charges for rental or purchase of properties, costumes, and stage dressings not in stock, and for art work and construction.

## WIP Sets Build-Ups for 3; Scouts Cowbarns for Talent

PHILADELPHIA, June 28.—Radio is following the lead of Hollywood and is scouting the cowbarns for potential air fare. With the opening of the Bucks County Playhouse at suburban New Hope, WIP scouts discovered that two of the actresses had singing talents. As a result, in addition to adding to its sustaining roster, station's artist list gets names from scratch. Uncovered as singing finds were Judy Abbott, daughter of George Abbott, New York theatrical producer, and Sonya Stokowski, daughter of the conductor. Both girls skidded for air shot builds.

Another getting a WIP build is Jack Hutchinson, singing favorite at local night clubs for many years, but turning to radio for the first time. Hutchinson also brings to radio a unique combination of personal managers, being under the guiding wing of Jake Freedman, who manages a stable of prize fighters, and Ray Keane, prez of the Philadelphia Apartment Owners' Association.

## Dorothy Miller Post

BOSTON, June 28.—Dorothy Miller has been appointed to the newly created post of continuity supervisor for Westinghouse stations WBA-WBEA. Has been with WBE for six years in the sales management, and program departments.

## Fingers Crossed

PHILADELPHIA, June 28.—WDAS is looking forward to getting its 50,000th letter or card from a listener before the end of the month. Sender will be feted by an evening at a local niter and be interviewed on the air. However, station execs are hoping the stunt won't backfire as it did last year, when the sender of the 25,000th letter was to be honored.

The letter turned out to be a complaint.



# PRODUCERS' WOES MOUNT

## Radio Talent

New York By JERRY LESSER

WHAT is believed to be the first tie-up of its kind with regard to a news commentator was completed last week between WINS and Embassy Newsreel theaters in a mutual promotion with TEX MCCREARY, WINS's commentator. MCCREARY, on WINS Monday, Wednesday, and Friday at 8:30 p.m., has a weekly commentary in the Embassy theaters. Theaters plug the fact that MCCREARY can be heard on WINS and state the time on the screen. WINS plugs the fact that MCCREARY can be seen at the newsreel theaters and offers listeners 25 pairs of tickets at close of each program. . . . NORMAN CORWIN, author and director of the CBS 26 by Corwin series, had one script idea walk right into his house and set up housekeeping with him. CORWIN retired to a secluded cabin overlooking the Hudson River when he started writing the series. His first visitor was a mongrel dog that moved in and remained. The author-director has named his companion NICK. The two got on so well that CORWIN has made NICK the hero of a drama scene to be presented in the series as *Afternoon with Nick*. . . . When PATRICIA RYAN, who plays Claudia in CBS's new *Claudia and David* series, was 12 she wrote an original fairy tale, *Silver Knight*, and submitted it to NILA MACK, CBS's director of children's pro-

grams. Miss MACK decided to present it on *Let's Pretend*. One scene, however, was doubtful. A page was to enter a palace reception hall and announce, "Cocktails are served." Miss MACK questioned cocktails in a children's program. PATRICIA explained, "Oh, I meant tomato juice cocktails." The line stayed in the script. . . .

YVETTE, singer on *Penthouse Party*, this week turned down her fifth single picture offer and her second from Columbia Studios. Her reason remains the same. She wants one musical comedy before launching a screen career. . . . ARTHUR HUGHES will be written out of *Just Plain Bill* during August vacation. . . . VACCA, the renowned European Gag-Ologist, who substitutes bits of cloth for the palette and brush, would be a good bet for television. . . . *Wor's Ma Corbett's Fight Camp*, with MARION BARNET, SAMMY BYRD, BEDELLA PALLS, JERRY LESSER, JOHN HAMILTON, and GEORGE MATHEWS, looks good for an early sale, according to many nibbles the show is getting. . . .

LUCILLE MANNERS, heard on the Ciffer Service Concert over the NBC-Red network, will fly to Toronto to take part in the American Legion celebration on July 4. Her regular broadcast that night will be remoted from here.

## Production Too Risky a Gamble; Claim Terrific Wax Audition Cost; See Clamp on Ideas; War Trouble

NEW YORK, June 28.—Woes of the radio producers have mounted in the last year, chief reasons being the high cost of auditions and the international situation. Result is that the business has become—more than ever—a risky gamble. Owing to cost of wax auditions, producers are hesitant to put their ideas on transcriptions preparatory to selling; and because of the war, producers envisage a decrease in the number of sponsors to whom shows can be sold. . . .

Producers point out that since inception of the American Federation of Radio Artists' transcription code, a sum of \$500 to \$600 must now be expended in putting a program on wax so that it can be peddled to agencies. This \$500-\$600 figure is estimated on the basis of six hours of work for eight actors, musicians, etc. Six hours, producers claim, is normally required to do a good 30-

minute program. Breakdown of the figure shows \$40 per actor, scale being \$12.50 for the 30 minutes, plus \$6 per hour for first four hours, plus \$4 each additional hour. This totals \$930, to which is added about \$70 for studio time and \$60 for two sound men, the latter figured on the basis of \$5 per hour per man. Musicians and script make up the rest.

Tough part of it, say the producers, is that the recording may not be so hot and may require reworking, necessitating more dough. Then an agency may suggest changes, requiring a third wax job—with no assurance that there will be a return on the investment. One producer is known to have spent \$3,000 on a series of wax auditions for one program. He failed to sell it.

Results of this high cost of audition (See PRODUCERS' WOES on page 8)

## Comparative Talent Costs

NEW YORK, June 28.—According to an NBC inter-department memo, new light on talent costs has been shed by research data compiled by Louis Honig, Director of Research for Erwin Wasey, San Francisco. According to the research findings, NBC points out that proper selection of program type has been a major factor in the success of smaller advertisers in the \$25,000 to \$50,000 class. Pointing out the hopelessness of trying to compete to high-priced variety shows, Honig's data indicates graphically that non-variety programs, which cost considerably less but are nevertheless successful, are a good bet for small advertisers. Honig, by dividing the talent cost of a program by its CAB rating, obtained a cost per unit of rating—or "per 1 per cent of rating." He arrived at the following figures for variety, dramatic, quiz and musical shows.

	Rating	Talent Cost	Cost Per Unit Of Rating
VARIETY (Average of top-ranking program)	33.8	\$10,950	\$324
DRAMATIC (Average of top-ranking program)	24.9	6,150	247
QUIZ (Average of top-ranking program)	15.3	2,330	151
MUSICAL (Average of top-ranking program)	17.2	4,640	270

One of the conclusions is that while variety shows build up more than twice the audience quiz shows get, quizzes are so much cheaper in cost per 1 per cent of rating—or per 1,000 listeners—that quizzes and cheap programs are ideal for small advertisers.

## Chicago

By NAT GREEN

ALEXANDER McQUEEN is returning to the air July 7 after an absence of a few months, with his program *Nothing But the Truth*, which will be heard Monday thru Friday, 7:25-7:30 a.m. . . . HAIR WALLISER, Helen Trent producer, back from a Hawaiian vacation. . . . EDNA ODELL returned from a 3,000-mile solo auto trip covering 14 States in 11 days, in time to take over the song star role in the new *Hop Hazard* show on NBC. . . . BUNDA LOVE, SYLVIA LEIGH, and DUKE WATSON are additions to the *Ma Perkins* cast. . . . FRED KRESS, writer of *College Humor* and the *Linn Borden Doghouse* skit, has been signed to write the *Holland Furnace* show starting July 17. Guests on the show, starting BENNY GOODMAN and the ANDREWS SISTERS, will include FIBBER MCGEE AND MOLLY, DOROTHY LAMOUR and HERBERT MARSHALL the first three weeks. . . . LOUISE MASSEY, vocalist of the Westerners on the NBC *Pianissimo Party*, has left for Roswell, N. Mex., to spend two weeks with her parents. . . . GUYE AUTRY has engaged Andy Anderson to do 13 foot-high figures for Autry's new ranch home in the San Fernando Valley hills. . . . CBS actress MARY PATTON back from a three-week vacation in California, where she and her husband visited radio writer HARLAN WARE.

LIS PAUL, guitarist featured on the Fred Waring show the past three years, has resigned to become musical director of WJXD. He replaces BEN KANTER, who has held the post for eight years and is resigning to devote his time to other radio interests. . . . Uncle Ezra's Station EZRA closed for the summer following the broadcast Saturday (28). FRANK ALLISON, contracto, will go to Memphis for the third and last of a series of facial operations to correct an injury suffered in an auto accident. PAT BARRETT (Uncle Ezra) and his wife, NORA CUNNEEN, will move to their farm near Hebron, Ill., for the summer. Remaining in Chicago will be CLARENCE HARTZMEL, who has various radio commitments, including a part in the *Vic and Sade* show. . . . SONS OF THE PIONEERS will make a four-week p. a. tour thru Pennsylvania, then go to the West Coast to do five movies. . . . THE CUMBERLAND RIDGE RUNNERS have returned to the WLS staff after an absence of five years. They have been on WLS for several years. . . . PEPE PANOS, who made his radio debut May 29 in *The Great Gunns*, was retained for the show and has joined AFRA. . . . STUART STEVENS, CBS-WBBM staff vocalist who was inducted into the army June 13, has been appointed choirmaster at Camp Grant.

## Hollywood

By SAM ABBOTT

MAJOR MARVIN YOUNG, NBC writer-producer, leaves July 1 for Washington, where he will be attached to the army morale division. . . . JUNE MERRIAM added to the KJL staff as secretary to Sydney Gaynor, commercial manager. . . . ARTHUR Q. BRYAN will appear in his Raymond Wallace character with co-stars DICK POWELL and PRANCES LANGFORD on the CBS summer program *Southern Cruise*, starting July 4. . . . PAUL FIERCK of CBS will replace KEN NILES as producer on this new show. . . . BEN BYERS, NBC press rep, is back following two weeks' vacation. . . . CLAUDE SWERTEN and his orchestra are also heard on this program. . . . KNOX MANNING, CBS newscaster, will do narration of Columbia Pictures serial, *The Iron Claw*. . . . AL POSKA is emcee on KFTV's *The People vs. Smart Alec*. . . .

RITA MURRAY, heard over the Columbia Pacific network, returned to Hollywood this week after doing her twice-a-week broadcast from San Francisco for 10 days. . . . Attending the opening of ABE LYMAN'S band at the Palladium were FRANCES SULLY, style expert, and Mr. and Mrs. NOEL CORBETT, press rep of NBC. . . . HARRY R. LUBCKE, director of Television of W6XAO, has been invited to contribute national defense inventions to the National Inventors' Council. A. H. FAXTON, chief engineer for the Western Division of NBC, is back in town after attending the annual division engineers' meeting in New York. . . . GENE AUTRY returned Thursday from a trip that took him to El Paso, Tex. . . . BILL DAVIDSON joins the KJL-Mutual Don Lee July 1.

LOUISE KING

... NOW SINGING ON

YOUR HIT PARADE

for Lucky Strike Cigarettes

Exclusive Management  
COLUMBIA ARTISTS, INC.

SATURDAYS  
9-9:45 P.M., EDT

Over C.B.S. • Coast to Coast



# Program Reviews

EDST Unless Otherwise Indicated

## "Marjorie Mills Hour"

Reviewed Thursday, 1:30-2 p.m. EDST. Style—Home hints. Participating on WNAC (Boston).

One of the chief reasons for the scarcity of good programs in the Hub is the emphasis placed on programs of this type. Marjorie Mills, who spends a half hour daily giving out with folksy comment on how to cook, clean house, read books and do everything except cut your toenails, is the gal who just oozes with hominess during this participation stint.

Letters from listeners are read and the gals at home exchange ideas on how to do anything around the house. On one spot recently, Miss Mills elaborated on how to cook rose petals, guaranteed to make a delicacy the entire family will jump for. Not my family, sister.

With a voice that has the animation and enthusiasm of a dead-end street, this gal, day after day, takes up one of the best half-hour spots with these innocuous dissertations on how to be happy the a hombody. She recommends plays, books, quotes from the writings of newspaper men and manages to conduct the only radio version of a general store cracker-barrel discussion ever heard.

On show caught, she spent some time discussing some new prepared food or other, and climaxed it with the thrilling information that it has a high ham content. She ain't kidding.

Mike Kaplan.

## "College of Practical Knowledge"

Reviewed Tuesday, 1:45-2 p.m. Style—Shopping and household hints. Sponsor—L. I. Brothers Department Store, Philadelphia. Agent—Placed direct. Station—WHAT (Philadelphia).

This College offers a varied course of shopping suggestions and household hints. Interest is limited to housewives looking to radio to help their home-making. To stimulate that interest, Miss Kay Martin offers dollar gift certificates, redeemable for merchandise in the sponsoring L. I. Bros. store, for all household helps used on the program.

Commercial palaver is plenty, but has a novel twist. Patterns after the pattern of the department store elevator operators, Miss Martin first plugging the bargains in the basement and then going up a flight at a time to point out the specials on each floor. Recorded music intersperses to give the "teacher" a breathing spell.

M. H. Orodenker.

## A Date With Judy

Reviewed Tuesday, 6:30-9 p.m. PST. Style—Comedy. Agency—Lord & Thomas. Sponsor—Peppodent, Station—KNX (Hollywood, CBS network).

With Bill Goodwin, announcer, the only person staying over from the Bob Hope show, *A Date With Judy* series debuted as the summer replacement. Written by Jerry Schwartz and Aileen Leslie, show presents some lively comedy, but there are still kinks to be ironed out. Audience at show caught needed a hypo.

With Ann Gillis as Judy, Paul McGraw as Melvin Foster, her father; Dix Davis, Randolph, her little brother; Margaret Bayton, Mrs. Foster, her mother, and Mercedes McCambridge, Gloria, her girl friend, show has potentialities. Plot complications lend opportunity for good comedy.

Story is that Judy and her girl friend are detestable until rumors spread over town that a new fellow is there. He turns out to be Tiger, nephew of Mr. Foster's partner. Judy tries to eliminate competition before it ever starts. Little brother Randolph is always around with quips. Father Foster is inveigled

to invite Tiger to dinner and Judy is a-jitter getting ready. He shows up but Judy is disappointed. He's not glamorous as his name has indicated. It is put over in style good enough to make you want to hear more.

Goodwin's commercials are effective and there's not too much of them. Bill Hatch and his orchestra also heard. Bill Lawrence produces.

Sam Adboff.

## "Auction Quiz"

Reviewed Friday, 7-7:30 p.m. CDST. Style—Quiz. Sustaining on WLS, Chicago for four weeks, then sponsored by Standard Oil Company of Indiana. Agency—McCann-Erickson.

Here is a quiz twist that gives promise of catching on in a big way. Broadcast from the stage of the Women's Club Theater, it has a limited audience capacity but sufficient to get a good play. Idea is to auction off questions to people in the audience. Auditorium is divided into sections, each pertaining to a specific topic, such as history, biography, sports, etc., and people in each section bid on their particular subject.

Auctioneer announces what subject the question offered pertains to, sets a value on the query, and invites bids, which can be raised only \$1 at a time and cannot go above the value set. Bidding stops at sound of gong and the auctioneer picks the successful bidder, who goes to the mike. If he answers the question correctly he receives the amount of his bid. If he misses, the amount goes to the sender of the question, who also is paid \$5 for submitting the query. Difference between value set on the question and the amount bid, less \$5 to the sender, goes into the jackpot. After seven questions have been disposed of the jackpot question is auctioned. Score, showing the various amounts, is kept on a big blackboard. Bidding for questions is spirited.

Chuck Acee, emcee, keeps up a running comment of comedy and human interest, and Bob Brown, auctioneer, is dressed for the part—long-tailed coat, broad-brim hat, and flowing black mustache, and between them they keep the audience in high good humor. Don Donaldson is a capable announcer, and Earl G. Thomas and Archie Scott do a good production job.

Nat Green.

## "Front Page Farrell"

Reviewed Monday, 1:30-1:45 p.m. Style—Drama. Sponsor—Anacn. Agency—Blackett, Sample & Hummert, Station—WOR (MBS).

Latest addition to the daytime opera brigade looms as competition for the already established serials. Billed as a story of a marriage and a newspaper office, the yarn shows signs of not dwelling too long on journalism, but starts out with a bang on the marriage problem.

Opening episode has Sally Howard, femme reporter on *The New York Eagle*, being feted at a farewell party prior to her marriage to a wealthy older man. In saying good-by to David Farrell, the Hildy Johnson of the sheet, she breaks down and confesses that she is going for the old duffer because he is wealthy enough to provide for her apparently worthless family. Our hero tells her that she can't do that and before he'd see her doing this act of martyrdom he'll marry her himself.

The story elements, as appearing from the sheet, are orthodox and contain nothing original. There is, however, good writing and fast direction. Performances are also okeh. The yarn stands a good chance of attracting a sufficient femme audience to earn its keep.

The plugs for Anacn are about the usual length, which is still much too long.

Joe Cohen.

## AFM-Wax Pacts Up

NEW YORK, June 28.—American Federation of Musicians' licenses granted to recording and transcription companies expires Tuesday (1), but can be renewed for another six months upon application. Six months ago Federation passed a ruling that wax licenses would hold only six months, instead of one year as formerly.

## Advertisers, Agencies, Stations

### NEW YORK:

FELIX SUTTON, formerly with Brown & Thomas, added to Erwin, Wasey & Company, Inc., to handle radio commercial copy. . . . Kay Preparations, Inc., signed 66-week contract with WHN for daily 10 and 15-minute programs of recorded music. Product is called Formula 301. . . . Procter & Gamble has renewed WGN's *Waxman Sample-Hummert* thru Blackett-Sample-Hummert. . . . H. M. Beville, research manager for National Broadcasting Company, has been elected committeeman-at-large by Market Research Council. . . . John C. Schramm appointed production manager of WBYN. . . . New announcers at WOR include Frank Dunne and Joe Ripley. They go into spots formerly held by Alois Havrilla and Jerry Lawrence. Frederic R. Gamble, managing director of American Association of Advertising Agencies, elected president of Trade Association Executives. . . . Gordon G. Vandewalker, of NBC-Red net sales service department, appointed assistant to George H. Frey, general sales service manager. . . . Warner Brothers Pictures contracts for two weeks of participation on Arthur Godfrey's *WOB* program, 7-7:15 a.m., in the interests of pic, *Sergeant York*. J. Walter Thompson is the agency. . . . Peggy Pickus, secretary to Ben Selvin, recording manager of the AMP Recording Studios, returned from a three-week vacation in New Haven, Conn. Looks like a million, if you like freckles.

### CHICAGO:

BURRIDGE D. BUTLER, owner of KOY, Chicago, Ariz., and WLS, Chicago, has created a trophy cup to be presented to the outstanding flying cadet of each graduating class at the new Phoenix training base, Thunderbird Field. . . . Bruce Dennis, director of publicity for WGN, and Mrs. Dennis are spending a two-week vacation in the Canadian Northwest. . . . Consolidated Drug Trade Products, Inc., is sponsoring a 30-minute portion of the *WBIM* Farm Service Program heard Monday thru Saturday at 6:15-6:35 p.m. . . . Great Western Laundry, thru Salem N. Baskin Advertising Agency, has extended its sponsorship of the *Musical Clock* on *WBIM* to run thru October 3. . . . WIND has augmented its new coverage with the addition of AP 24-hour wire service, renewal of Irving Pfaffman, Chicago *Times* foreign editor, and renewal of Dr. Gerhard Schacher, foreign correspondent and lecturer on foreign affairs at Medill School of Journalism, Northwestern U. . . . John Strohm, WLS correspondent, has just returned from a 25,000-mile air tour of South and Central America. Harold Safford, WLS program director, is back at his desk after a week's cruise to Mackinac Island, and Wilma Gulliland has returned to the WLS promotion department after an absence of three years. . . . Newspapermen invited to the first anniversary party of the *Quiz Kids* received invitations in the form of an engrossed diploma, together with a mortar-board cap. . . . Barrett Schillo, WGN engineer, has been called to active duty in the navy's communication division.

### LOS ANGELES:

Over KECA the Murine Company, Inc., thru Batten, Barton, Durstine & Horn, Inc., is plugging *eyewash* with a series of 78 one-minute transmissions at the rate of six a week. Deal runs to September 12. . . . Also over KECA, Scholtz Advertising Service is plugging fruit and vegetables for the Fresh Fruit & Vegetable Advertisers of Southern California with 157 quarter-hour programs, *Here's to the Ladies*, Monday, Wednesday, and Fridays at 9:30 a.m. Contract runs to September. Lawdon Chemical Company, maker of wax, has a contract with KFI for 65 150-word participation in *Art Baker's Notebook* at the rate of five a week from July 14 to October 10. Allied Advertising Agencies, Inc., handled the deal. . . . American Cigarette & Cigar Company, Inc., superceded its previous order for 325 one-minute transmissions and bought, thru Ruthrauff & Ryan, 390 one-minute spots to be used by WYAT a week from June 9 to September 7.

### PHILADELPHIA:

HAROLD ROSINSKY, of the Philadelphia Record, doing his first radio stint, scripting the *Kerry Drake* of the *Sammy Davis* series on WYLI. . . . WYLI welcomes back Lew Fisher to announcing staff after three months in naval reserve training. . . . Instead of cash, *WIBG*

giving defense bonds and stamps for its three daily money-telephone-award programs. . . . Radbill Oil Company buying time on KNK, Hollywood, for its Penn Rod motor oil, but waiting for the oil situation to clear up before tempting the Eastern markets. . . . Bill Edmunds leaves WFIL for an announcing post with WHN, New York. . . . Privates Bob Pennington and Dave Zinkoff, encamped at Indiantown Gap, Pa., and formerly of KYW, still may be heard broadcasting over that station. . . . Bob conducts a camp ork and Dave dishes out the soldier gossip in the number of "guy hour." Arthur Simon, WFEN general manager, made captain of the radio division for the USO drive. . . . Helene Caskin, KYW's *Story Lady*, penning and presenting a monthly book review on NBC's *Streamlined Journal*.

## PRODUCERS' WOES

(Continued from page 7)

waxes, say the indie producers, will be a curtailment of ideas for radio programs, an increase in the number of "guy hours" produced, and a decrease in such costly "experimentation."

### Cutting Costs

A number of radio directors in town are able to shove thru a 30-minute wax audition in three or four hours, instead of the six normally required for a good job. This practice obviously cuts corners on costs and may result in a fair show if the director is very capable, but often results in a cheap production job. These "quickie" jobs require continued use of the same actors—who are tried and true and can snap into almost any routine with minimum waste effort, thus saving producers time and money. Another saving in time and cost is effected by having the actors become thoroughly familiar with their scripts prior to the audition date—a system which obviates reading and explaining the script by the director.

### The Other Side

Indie producers claim that prior to the AFRA code they could secure the services of an actor for \$20 to \$25, as compared with approximately \$40 now required. Directors could be obtained cuffs, and musicians were reportedly "very co-operative." Cost of the six-hour wax job for a 30-minute program was approximately half the present cost—result being that a producer was more inclined to gamble on a risky proposition.

Actors queried, however, stated that while some ethical producers did pay \$20 for an actor's services and promised the actors and director jobs in the event the program sold, there existed, nevertheless, a batch of producers who offered no talent cuffs. Gimmick was not only to obtain talent cuffs on the promise of possible jobs, but to threaten non-employment on all future programs in the event the actors proved "difficult."

### War Troubles

In addition to high wax costs, producers are fearful that the war and defense effort will ultimately result in a smaller number of sponsors for air shows. Oil industries, mechanical products and, finally, foods are expected to be affected, as well as other industries, thus making the number of potential sponsors fewer. Unsettled condition of some industries now (all is an example) is already making a producer's sales approach very difficult. Producers say this situation is barely beginning to be felt now, but will become worse. One result is expected to be a curtailment in the movement of programs from sponsor to sponsor.

SALISBURY, N. C., June 28.—Carl Watson has been made chief engineer at WSTP. Replaces James H. Yost, who resigned to join WIOD at Miami, Fla.

## Grabbing Trade

LOS ANGELES, June 28.—Announcers are known to go a long way to get in a plug for their sponsors, but the record for this sort of thing is held—at least for the time being—by Hank the Night Watchman (Bill Kease) of Station KPFD. Someone called in for a number on his nine-at-night-to-six-in-the-morning recorded program and asked what "suettes" meant in *The Nut-Song*. Hank couldn't give the definition but suggested the person go down to the Victor Clothing Company, his sponsor, where they had a number of good "suettes" for \$19.95.

**Denver's Original 24-Hour Station**

Represented by Blair





Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

## DISKERS' WAR PROBLEMS

Iturbi Refuses  
To Conduct With  
Goodman Soloing

PHILADELPHIA, June 28.—A fit of "loughair" temperament on the part of pianist-conductor Jose Iturbi culminated Wednesday (25) in Iturbi's release from one of the Robin Hood Dell concerts here which he was to have conducted July 10—and it was all over either not liking Benny Goodman, or jazz band leaders, or both.

Goodman and Iturbi were each set to take a turn at wielding the baton over the Philadelphia Orchestra, and at one point in the program Iturbi was to conduct Goodman's performance of the Mozart Clarinet Concerto. Goodman will also have his Sextet on hand.

But after ranking over the situation for some days, Iturbi finally long-distanced the Dell manager, G. David Hocker, from the Iturbi residence in Beverly Hills, Calif., telling Hocker he refused to appear on the same night that a "jazz band leader" was going to conduct. After some futile persuasive attempts, Hocker said he would release Iturbi from the engagement. "But I do not want to be released," Iturbi protested. "Why should I be the one who always has to give in? I want you to release Goodman."

In as polite language as possible, Hocker told Iturbi that if he didn't want to appear with Goodman he could do something else on that night. Iturbi is contracted for seven other Dell dates before July 18, and has agreed to fill these if he is paid for the original eight. Dell management obeyed this arrangement.

As for Goodman, when informed of the Iturbi ultimatum via telephone from New York to La Porte, Ind., he said, quote (laughs), unquote.

Goodman has heretofore kept such august longhair company as John Barbitrol, Budapest String Quartet, and others of that stripe, and on July 14 will appear with the New York Philharmonic at Lewisohn Stadium in New York. Various "friends" of Iturbi seem to think that the maestro may have other reasons for his disapproval of Goodman, but hesitate to say what they might be. They pointed out, however, that Iturbi seemed to have no objection to appearing with Bing Crosby, Bob Burns, saxooska, et al, on the Kraft Music Hall air program, and also taking a turn at the saxooska, no less.

Gordon Moves From  
Bluebird to Decca

NEW YORK, June 28.—Gray Gordon this week signed with Decca Records, and will cut his first four sides for the 35-cent label next week. It makes the first label switch for the erstwhile "tic too" maestro in a couple of years, his work having been on Bluebird during that period.

Band will wax its new sweet-swing style, with the emphasis on swing for the first time since Gordon dropped his former temple-blocks style. Line-up of disk fare for the week is a half dozen standard tunes along the lines of his *Make-Believe* and *Why Do I Love You?* current Bluebird platter, the last to be cut by Gray for that label. Several original swingers are also planned.

## There Ought To Be a Union

NEW YORK, June 28.—Harry Mow, Music Corporation of America exec, is "enduring" a three-day vacation this week-end. Mow tells a sad tale in connection with this "vacation."

Originally it was to be a three-weeker with a trip to the Coast, but after announcing that Mow was plagued with questions like this: "You really think you can get away for that long?" piped his colleagues.

The Mow conscience finally started working, and the MCA-ex gradually pared the time down to four days, then three, or what's commonly known as a long week-end.

Pedro-Paydro, as Long  
As He's Healthy

CHICAGO, June 28.—Don Pedro (pronounced Peedro), band leader at the Rambles Casino, is getting a lot of indignance mail from radio listeners who have become Latin America conscious, insisting that his name should be pronounced, "Paydro."

While he was born of Mexican parentage, he insists on the "Americanized" pronunciation, because he was born on a train in Laredo, Tex., which was carrying his parents into the U. S.

Name Bands Signed  
For New Pic Policy

NEW YORK, June 28.—Universal Pictures announced new plans and a heavier budget this week for its film shorts department, with name bands scheduled to come in for a heavy haul of the new coin. The new short series, which will cover the 1941-1942 season, is to be dubbed "Personality and Name Band Musicals," and Jan Garber, Henry King, Skinny Ennis, and Russ Morgan signed to lead off.

Universal is also launching another series which will include sports, political, and comedy subjects. According to Bernard Kreiser, shorts chief, the new policy will follow closely Universal's formula on features as to production, direction, etc. More time as well as money will be expended.

Woody Herman Sets High  
Mark at Detroit Eastwood

DETROIT, June 28.—Woody Herman pulled the largest crowd in the history of Eastwood Gardens here, setting an all-time high last Saturday (21) when he drew 4,322 people at 75 cents a head, according to Max Kerner, secretary-treasurer of the dancant.

\$2,500,000 Seen for ASCAP  
If NBC's Plan Is Okehed

NEW YORK, June 28.—Board of the American Society of Composers, Authors, and Publishers meets Monday (29) to consider the National Broadcasting Company's proposals for a settlement of the music situation. NBC's offer was made late this week, following Columbia's offer last week, and was regarded in music circles as somewhat more favorable to ASCAP than the CBS plan. NBC's plan contains these points: 1—NBC offers to pay 2½ per cent on network commercial business, and proposes that individual stations pay 2 per cent on local and national spot commercial business. 2—NBC will clear and pay for use of ASCAP tunes on network sustaining and public service programs. 3—NBC asks that ASCAP offer to indie network stations four alternate methods for use of ASCAP music locally. 4—NBC proposes that television, frequency-modulation, short-wave pay for the ASCAP music on the same basis when commercial revenue for these services is forthcoming.

NBC's offer of 2½ per cent is for net receipts after deductions, as line charges, etc. Plan also provides for blanket license form, and contract is to hold until December 31, 1949.

ASCAP would make no official comment until the NBC proposal gets the once-over by the ASCAP board Monday. Attitude of non-official ASCAP sources, however, expressed the following points:

NBC proposed contract, if applied to the entire industry, would give ASCAP a yearly radio income of \$2,500,000, as compared with 1940's income of \$4,300,000 for the last year of the old 5 per cent contract. This despite the fact the NBC proposal quotes NBC Prexy Niles Trammel as saying the contract calls for NBC

Essential Materials in Record  
Making Affected; Price Raises  
Possible If Situash Continues

NEW YORK, June 28.—Major recording companies are beginning to feel the pinch of World War II, and they foresee a hectic future for themselves if the battle continues more than another year. Retail prices of disks are almost a cinch to go up, if the war drags out into a long struggle, and the waxes are already taking stock of the situation with an eye toward what strategic measures can be taken to offset the resulting sales displacement. Prices of materials going into the manufacture of records, and the ever ominous possibility of a federal 10 per cent excise tax on luxuries being imposed, are the chief concerns of the disk pressers.

If world conditions do have a future wet-blanket effect on the record biz, the clip on the chin will be all the harder to take because of the fact that record company execs and stockholders predict the biggest year in recording history for 1941-1942. Diskers had hoped that this sales peak would be just a step in the ladder to an even higher sales pinnacle, but now they're not so sure.

At the present time, the cost and supply of materials has not presented too much of a problem to Decca, Victor, and Columbia. Aluminum, which used to be a must ingredient in the manufacture of records, is no longer used for master disks; so in the recording field the current shortage of that metal has affected only the transcription makers, since the latter still buy aluminum for the pressing of masters.

Record companies, however, are watching the copper and shellac markets with plenty of apprehension. These two commodities are "essentials" to the manufacture of records, the disk execs say, and also they all have large stocks of them on hand at present, they look suspiciously toward the day when copper and shellac will have to be restocked.

During World War I, for example, shellac rose in price from 10 to 15 cents per pound to \$2 a pound. Today, a shortage

of this product is imminent already. Most shellac is shipped from India, and within the past month two boatloads of the stuff were sunk by enemy action. Some of the disk companies' consumption of shellac has been reduced thru the use of a synthetic resin processing, but not enough to eliminate the need for the shellac.

## Price Raise Talk

Price of copper has gone up, but diskers say not enough to cause too much strain on cost of making records. Clay and carbon black have not presented a problem yet, because these products are not listed by the U. S. as priorities. One recording exec stated that up to now his company had decided to absorb the rising cost of materials, and would continue to do so until the returns from retail sales failed to warrant the extra expenditure. Competition from other diskers has made this policy, since no one outfit wants to raise its retail prices until the others do likewise.

The 10 per cent excise tax on luxuries, which is now being discussed by the Congressional lawmakers, might include disks if the law is passed. If it is, this is one price raise which would be passed on to the consumer, waxes say. But in the same breath they hope the U. S. Government will declare recordings essential for "moral purposes," as has been done in England. So far the government has not asked the record manufacturers to commit themselves to any positive policy on this score, but on their own initiative waxes have been promoting "moral" and "patriotic" catalogs.

In recent weeks, much trade gossip has been babbled about, concerning Decca, Columbia, and Victor, and whether they would get together on retail price changes should they become necessary. Observers feel the situation would have to get plenty tough before Decca would come in on such a meeting, because its power is in the 35-cent field, and a price raise might hamper it more than any loss it might take on absorbing higher manufacturing costs. Victor and Columbia on the other hand, it is reported, are patiently waiting to see what Decca does before they make a move affecting their distributors and/or the consumer.

Whatever happens will still hinge on the war, and also on how soon the diskers are forced to replenish their stocks of materials. All of the three major recorders say their supplies on hand are large, but are not committing themselves on how large. No comment has been made on whether or not labor costs will also exert an effect.

Tomei Rumored Interested  
In Local 77 Presidency

PHILADELPHIA, June 28.—Strong rumors at the local musicians' union have it that A. Anthony Tomei will sling his hat in the ring this December for the presidency of the local. Tomei caused a storm at the AFM convention in Seattle earlier this month when he charged that the AFM administration is a "dictatorship."

Tomei was president of the local union for several years and then threw up union politics to return to his music, grubbing of a French horn seat with the Philadelphia Orchestra. Return to politics will mean resignation from the symphony.

## New Steel Pier Bookings

ATLANTIC CITY, June 28.—Revised bookings of name acts for the Steel Pier here this summer now include Sammy Kaye, July 4-5; Jimmy Dorsey, July 5-6; Charlie Barnet, 7 to 11; Benny Goodman, 12-13; Harry James, August 17-23; Glenn Miller, August 30-31.

Trammel, in tendering the proposals, expressed gratification over the success of BMI, stating that use of BMI music will continue. Once ASCAP pacts are signed, a competitive market for music will have been established, according to Trammel, who claims this as the "real purpose behind the formation of BMI."



## Tucker Held to \$682 By Bridgeport Heat

BRIDGEPORT, Conn., June 28.—Tommy Tucker, in for a one-nighter at Pleasure Beach Ballroom here last Sunday (23), ran up against the stiff competition of the hottest night so far this season, and suffered accordingly, with only 887 customers braving the heat. With ducaats priced at 77 cents, box office counted up \$682.20. On his last ballroom appearance at the Ritz here last September 8 he drew 1,600.

Also bucking the hot weather, the Krakowiak Polish orchestra, in their third appearance this season at the Ritz, drew 820 persons last Sunday, and with admission set at 35 cents, gross totaled \$451, not bad considering the Tucker competition. Because of the unexpected popularity of the Polish orchestra in this sector, the Ritz will run Polish dances indefinitely Sunday nights.

## Petrillo Saves Chi Free Park Concerts

CHICAGO, June 28.—The free summer concerts in Grant Park, sponsored by the American Federation of Musicians and the Chicago Park Board, will be resumed July 8 and continued thru August 29. The project was saved after James Petrillo, AFM prez, promised to add \$10,000 from the AFM treasury to the \$32,400 to be appropriated by the park board. The AFM will also stand the costs involved in bringing guest stars.

Since 1935, when the first concert season was staged, the park contributed \$50,000 annually. Due to other important projects awaiting completion, the board claimed it would be unable to present these concerts this summer. The situation was remedied this week when the board decided to contribute a reduced appropriation and the AFM offered its donation. Between 40 and 50 local musicians will be employed.

## J. Dorsey Pulls 5,200 at Phila. Police Union Dance

PHILADELPHIA, June 28.—Jimmy Dorsey lived up to expectations, and proved a terrific draw for one of the biggest dance promotions ever staged here. Sponsored by the Fraternal Order of Police, Dorsey attracted 5,200 dancers at \$1.25 a head Friday (26) at Convention Hall. Although cops sold the ducaats, they were not allowed to force any sales, dance being sponsored by the policemen's union and not by the city police department.

Since \$6,500 will be bigger after all returns are in, since 10,000 ducaats were distributed, and a good number sold were never used, dance hitting a heat wave. Herbert Fritzsche and the Mayfair Men, local combo, made for continuous music.

## First Summer Ork Sked

CHICAGO, June 28.—The Fifth Bandwagon summer policy of "band discoveries" starts again tomorrow (29), giving the show's talent budget a breather till fall.

MCA still setting orks, although not all hands will be office accounts. Dean Studson will be heard tomorrow (29), followed by Jack Coffey.

## BMI's First Pub Performance Statement Runs Into Squawks

NEW YORK, June 28.—Broadest Music, Inc., received a flock of complaints this week from its member publishers when the first BMI performance statement was released. On the current BMI royalty rate of 3 cents per performance, many of the pubs figured their slice at a good deal more than the BMI statement gave them. When confronted by the pubs, BMI admitted it had made a mistake in some instances, and offered as an explanation the difficulty of ascertaining a fair sample pool on which

**PHOTO REPRODUCTIONS**  
 Plates, glass prints, in all sizes. In large quantities, 50¢ per doz. 4¢ each. Return order: MCA, ECA, Victor, etc. New York, N.Y., etc. Write for prices.  
**MOSS PHOTO SERVICE, 155 W. 46, N. Y. C.**

8x10
50—\$3.25
100—5.50

# Orchestra Notes

By DANIEL RICHMAN

## New England Newings

CLAUDE THORNHILL is traveling thru New England on a series of one-nighters, coupled with an almost unprecedented amount of college dates. . . . He played Wentworth Institute, Massachusetts State College, Massachusetts Institute of Technology, and Holy Cross within 10 days. . . . AL JOHNS at the Riverview in Neponset, Mass. . . . RUBY NEWMAN opens the SWANK Melrolis (Mass.) Casino. . . . HARRY MORRISKEY into the Beachcomber in Boston. . . . TONY BRUNO, long established at the Latin Quarter in Boston, moves to Cape Cod when the Latin Quarter opens there for the summer. . . . RED NOBVO moves into New England for a series of one-nighters, including a Sunday night date at a Lawrence, Mass., hotel, which features one name band weekly. . . . GENE KRUPA winds up a week at the Totem Pole, Auburndale, Mass., and starts a series of one-nighters at Hampton, N. H.

## Of Maestri and Men

SHEP FIELDS straightened out the matter of wires at the Sea Oirt (N. J.) Inn, and opens July 9 for the season with both Mutual and CBS lines. . . . MILDRED LAW stepped out of the Pei GUY cast to add additional femme decor to the Vauxance ensemble band. . . . Marilyn Duke remains with the ork. . . . JIMMIE FARM, formerly with Dean Hudson, moves into the Johnny Long outfit on trumpet. . . . GUY WOOD takes his new band into the Chanticleer, Baltimore, Md., for an indie stay. . . . DALE BLEMONT will do the vocals for the crew.

Gray Gordon added LEONARD ROSES his sax section, and BILL (LAMBIE) PIE BLAIR takes over the bass fiddle chores with the band. The 300-number will be featured by Gordon as a rhythm and comedy singer as well. . . . JOE WIDER, formerly of the Music Corporation of America radio department, is now handling the managerial reins on CARL HOEPF and his new ork, currently playing their first stand at Blue Gardens, Armonk, N. Y. . . . JOE REICHMAN closes at the Baker Hotel, Dallas, and moves over to New Orleans and the Roosevelt Hotel as of July 3. . . . PANCHITO begins his fourth year at the Versailles in New York. . . . PAUL BARON is reorganizing a large combination of five brass, four sax, and four rhythm for nitery and hotel work. . . . he'll be set to debut it in the fall. . . . RALPH YOUNG is now doing the vocals for Les Brown, after a sojourn with Tommy Reynolds. . . . JEANNE CARROLL, formerly a show gal at Ben Marden's Riviera, New York, is now chirping with Jack Teagarden.

Later also took on Phil Moore, colored arranger, to work on monographs for the band exclusively. . . . DON REDMAN is engaged in a similar capacity by the Michael Loring outfit. . . . MEL MARVIN and His "Take It Easy" Music get a four-week renewal ticket from Herman Shubert at the new Pelham Heath Inn in Westchester County, New York. . . . BUDDY WARREN, drummer with the Marvin band, may be going into the army any day now, with JIMMY CLEVENGER waiting on tap to step in when Warren exits.

Meanwhile, the pubs have chosen Pete Doraine, of Doraine Music Company, as their spokesman in the matter and a meeting between Doraine and BMI has been arranged for Thursday (3) to try and iron out the situation.

BMI admitted also that it was in the throes of trying to work out a more elaborate check-up system to eliminate such headaches in the future. Big problem, BMI says, lies in getting a fair sample. Some of the pubs, it says, had got their songs performed on the nets, but had not yet hit the small stations, and vice versa. Also, BMI's formula of calculating performances on one clear channel station, and using this figure as a basis for performances on other clear channels, did not turn out as representative.

## Atlantic Whispers

LEO ZOLLO, maestro at Philadelphia's Benjamin Franklin Hotel, now flying an MCA banner, his binder with the agency calling for platter cutting next fall. . . . JUANITA leaves the Club Ball, Philadelphia, to join CIRO RIMAC and the ADRIAN BOLLEN TRIO at Atlantic City Hotel President this week, with EDDIE LEHARON expected in late in July. . . . CARMAN CAVALIERO makes his Atlantic City bow at the Rita-Carlton Hotel Merry-Go-Round, stand held by NAT BRANDWYNNE for several summers. . . . DOLORES O'NEILL, former Bob Chester canary, who is devoting herself to mothering her new baby at her home in Philadelphia, has just received an offer to join PAUL WHITEMAN. . . . DICK WHARTON, ex-Jan Savit singer, who started to wave a stick on his own, gets the season's call at the Blue Room of the Shore Night Club at Beach Arlington, N. J. . . . BEST SCOTT, with Washington House, Bechtelsville, Pa. . . . JIMMY McGUIRE for the Dumpling Grill dancing in Trenton, N. J. . . . JIMMY ROBINSON for the rhythms at Carlisle Drive, Allentown, Pa. . . . COLE RIDDLE DAVIS and the Hardy Bros.' ork set to summer at Club Harlem, Atlantic City.

## Okla. City Aud To Host Names Monthly

OKLAHOMA CITY, June 28.—A program of name bands once a month has been announced by T. T. Johnson, manager of the Municipal Auditorium here, for the auditorium's new Orkto. Spot will accommodate between 6,000 and 7,000 dancers. First band will be Glenn Miller, scheduled for a one-nighter July 5. And will book General Amusement Corporation bands, and Johnson expects to fill out a year-round policy of name appearances. Intensity of the program probably will hinge on success of the Miller date, Johnson said.

## 1,792 for Barry McKinley 7,300 for 6 Days in Mass.

NEPONSET, Mass., June 28.—Barry McKinley, in at Riverview Ballroom here for a two-night stand, chalked up a better-than-average gross, bucking terribly hot weather. Band drew 918 dancers Friday (26) and 878 dancers Saturday (27) for total of \$963 at 85 cents per person. McKinley will be rebooked, and operator Fred Freeman anticipates good biz with a decent weather break.

## Gordon Beats the Heat With 7,000 for 6 Days in Mass.

AUBURNDALE, Mass., June 28.—Gray Gordon, playing his first date here, set up a neat gross for a six-day date, bucking an unprecedented heat wave that had the temperature never below 83 during the evening hours when dancing was in progress.

Despite this handicap Gordon drew 7,300 hoofers during the week at \$1.35 per couple for a very nice gross of \$4,927 for the six-night stand.

## New Pa. Name Ork Spot

SAYLORSBURG, Pa., June 28.—F. P. Barthold of Saylor's Lake, announced a new policy of booking name bands. A. J. Perry is promoter. Initial attraction will be Alvina Rey and the King Sisters July 5, with Sammy Kaye following July 8.

## Beat Me, Daddy

MARYSVILLE, Mo., June 28.—Eight boys and girls of high school age were arrested here recently and lectured by a police court judge for playing boogie-woogie music. The catch is that the youngsters broke into the old South Methodist Church here and made use of the pipe organ to "beat out" the hot eight-to-the-bar rhythms. After being warned against entering properties without permission, etc., the teen-agers were released.

## Cute Kids

PHILADELPHIA, June 28.—Glennie Fuhrman, KYW musical director, is sprouting a crop of gray hair, all because the band boys felt like having some fun. The regularly scheduled KYW *Rhythmaires* stanza was canceled at the last minute the other evening to make room for a patriotic speech. Band was already set up in the studio when the program change was announced, but Fuhrman hadn't come in as yet. And the boys didn't tell him. At 6:30 on the dot he signaled for the signature, but what came back shouldn't happen to a dog, says Fuhrman. Boys were flat, playing in different keys and different tunes, and even rumored to have uttered some words that make program managers faint away. Fuhrman turned red, white, and blue in quick succession before the boys broke down.

## Music Items

### Publishers and People

ROBBINS MUSIC is publishing *Apothegms* and *Decees*, two new Latin litters penned by Panchito.

Dave Bernstein has been doing some of that Hut-Sut Song contacting in the East for Schuman Music. Walter Schumann, head of the firm, is due in New York from Los Angeles this week.

Ben Lejar, operator of Melody Mill Ballroom near Chicago, turned temporary angel and song-plunger when he bought Henry Cramer's *Moonlight in Melody Mill* for \$50, and had Tiny Hill record it on Oklah. The first 1,000 disks were given free to dancers at Melody Mill.

Frances Saunders, professional manager of the New York branch for Forster Music Company, says the revival of the firm's oldie, *Hindustan*, has started new recordings of it by Jan Garber, Alvino Rey, and Pancho.

Latest addition to Tin Pan Alley is the Reid-Singer Music Publishing Company, headed by Don Reid and Murray Singer. First tune set is a novelty bachelors' as a kids' bounce-the-ball game. It's titled "One Two Three O'Larry," and was written by Max Chamitov and Don Reid. Reid was formerly tenor soloist on the Al Pearce radio show, and Chamitov recently left the Ray Nobel ork as pianist.

### Songs and Such

HARRY LINK, professional manager for Leo Peist, Inc., has made a flock of tie-ups with Canadian and U. S. firms to plug the ditty, *Under Blue Canadian Skies*, written by Al Lewis, Larry Stock, and Vincent Rose.

Shepherd *Serenade* is the first tune off the press of the new Shepherd Music firm. Owner Abe Farman, ex-contacts man with Melody Lane.

It's Yours, a new tune penned by Alan Courtney and Will Levin, and published by ROY Music Company, has been recorded by the King Sisters on Bluebird. Courtney is plugging it over his "Eleventh Club" program on WOV, New York.

Robbins Music signed pianist Joe Sullivan to a year's contract to do piano transcriptions and originals.

Redd Evans is looking for a publisher for his ditty, *It's A in the Army and A-I in My Heart*. It's already been waxed by Alvino Rey and the King Sisters.

Chicago music publisher, Maurice O. Wells, has had two of his newest tunes recorded. "I Forgive, But Can't Forget You" was done by Eddy Howard for Columbia Records, and "You're the Sunshine of My Heart" was waxed by Dick Jurgens for the Oklah label.

## Detroit Maestri Getting Kicks as Night Club Ops

DETROIT, June 28.—Entrance of band leaders into the night club business is becoming a minor trend in this town. Latest entry was Mike Falk, with the big Westwood Gardens, and Larry Clark, currently playing at Westwood, now plans to take over the Stage Door Bar in the Fox Theater Building.

Others who have been operating night spots here for varying lengths of time are Dick Bowen and Les Backer, of the Par Four Club; Steve Ernst, of the Sand Bar, and Don Marton.







# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By DANIEL RICHMAN

## ART JARRETT (Victor 27474)

*Loveliness and Love—FT, VC. You Started Something—FT, VC.*

WHEN the late Hal Kemp died of injuries sustained in a car smash-up last winter, the public and the music business lost an orchestral style and a type of dance music that had been a distinctive adjunct of musical Americana. The loss, however, now turns out to have been only temporary. Alex Holden, Kemp's former manager, has salvaged the style of the late maestro and some of the keymen of the old band, and has put them together again, this time under the baton of Art Jarrett.

There is a definite place for this crew. Kemp's easily identified dance music conceptions were highly popular for a good long while, and the abandonment of them caused by his death created a musical void for a good many people. The ork that Jarrett now fronts should be able to fill that void without much difficulty, for the only thing it lacks is the late leader's personality himself.

Jarrett has a fair name in his own right, both as a vaude and night club singer and as the one-time husband of Eleanor Holm. The voice he exhibits on the A side of this first disk is the least attractive aspect of the new set-up; on his chorus-and-a-half of the wodge he chants pleasantly but weakly, and if this band is to carry on in the Kemp tradition, as it should be able to do, it will be the unique and characteristic style of staccato brass and soft, subtle reeds that does it. Second side is typically in the Kemp vein here, more so than side A, and the parallel is further drawn by a vocal by the Smoothies trio that sang with Kemp over a year ago.

The Hal Kemp band used to have its share of coin phone hits, and there is no reason, except for the lack of the late leader's name value, that the outfit can't repeat under its new leadership. Jarrett isn't devoid of name strength, and the distinguished melodic style that made the Kemp ork known wherever there was a phonograph remains intact in this rebuilt band. These two songs are from the "Moon Over Miami" film, and as such will attract attention; played in the popular and familiar style that made this ork famous before, either one is excellent machine fodder, and may be the start of a new attraction of great nickel-pulling power for operators.

## BARRY WOOD and the LYN MURRAY SINGERS (Victor 27478)

*Arms for the Love of America—V. Any Bonds Today—V.*

IRVING BERLIN's particular genius has never been shown to such advantage as in these two patriotic numbers, the first one written at the request of Major General Charles M. Wesson, Chief of Ordnance, United States Army, and the second at the suggestion of Henry Morgenthau Jr., Secretary of the Treasury, to stimulate the sale of defense bonds. That Berlin was able to take these two thoughts and turn them into songs that get across their propagandistic message musically, entertainingly, and without a trace of ork, is, in this corner's opinion, one of the greatest examples of the songwriting ability of the country's No. 1 tunesmith.

As done by Wood, the Lyn Murray chorus, and an orchestra under the direction of Leonard Joy, RCA-Victor's recording chief, they make inspiring listening. Not since the days of the war has there a lyric line in occasion the spine-tinglingly customarily attendant upon flag-raising epics. *Arms* is a spirited martial melody, with intelligent words that are never hackneyed and phony, and that make their propaganda point in an adult, direct way. *Bonds* delivers its message with a wealth of that important saving-grace, humor, and its relaxed, easy swing tune isn't going to make that message any harder to take, either.

With two such excellent pieces of material to work with, Wood and the chorus sound as if they really enjoyed singing them, and the effect is at times thrilling. This department feels that, with the exception of Bing Crosby, no male singer at the moment can pack as much fine singing and as much superb vocal personality into a number as Wood can. He has the capabilities to be one of the greatest singers there the country has ever known, that they haven't been realized thus far in any way near the proportion that they should be is strictly the public's fault. His work on this disk combines superior singing and humor with his naturally splendid voice, to such an extent that the entire Murray chorus, good as it is, is overshadowed. When the listener stops listening only to Wood (if possible), the excellence of the chorus, the band, and the arrangements get a chance to shine.

Without Wood, this would be a very good platter; with Barry, to coin a phrase, it's terrific.

Operators have something here. The Irving Berlin songs, despite being ASCAP, will be allowed on radio networks, because they were government-commissioned, and while it's true that flag-raising matters haven't done so well on the machines, these are so different and so vastly superior to the usual output that it will be a great surprise if they fail to click. The way they're done here should insure large phone patronage response.

## DICK KUHN (Decca 3826)

*The Window Washer Man—FT, VC. Bedelia—FT, VC.*

One of the minor mysteries of the recording business is the manner in which an ordinarily capable disk outfit can handle this or that ork property in precisely the wrong way. Kuhn has probably the best of the small cocktail combinations in the field today, and one of the only crews of its type making records. It's an outfit that can produce smart, sophisticated, colorful music despite its limited size, but its ability along these lines is beautifully hidden under the innuendoes of the songs given it here. Particularly on the A side is there a stupidly inept attempt at novelty song writing, and the band, as well as Lenny Herman on the vocal, seems embarrassed by the whole thing. Reverse is not much better. When a little group has the basic ability to deliver as much music as this one can, it's a shame to waste that ability on a drive like this.

As pointed out in these columns when Kuhn's first record appeared some weeks ago, this is the sort of band instrumentation and style that can appeal strongly to patrons in smarter, swankier phone locations. But the appeal is almost entirely dissipated thru the wrong kind of songs, such as on both sides here. When Kuhn is given the sort of material that fits his combination, then and only then should he be recommended to operators as a potential nickel-puller for the right locations. (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.

## Eddy Morgan

(Reviewed at Hamid's Million-Dollar Pier, Atlantic City)

A STANDARD favorite with resort dancers, Morgan wisely eschews the spectacular, leaving that to the steady stream of big names brought here, and places emphasis entirely on music for dancing. As such, brand of syncos dispensed pleasantly enough is adaptable to both the pier ballroom and the hotel room (band doubles at Rita-Carleton Hotel's Merry-Go-Round).

Morgan making the downbeats out front, band set-up takes in three saxes, three trumpets, and three rhythm. Flaying sticks throughout, there's little to make one sit up and take notice. However, it's plenty satisfying for tamping.

In keeping with the temper of the tooting, tunes are all culled from the hit parade folios, with the melodic content intact. Song selling is on the strong side as well, Harry Shuster baying the ballads, and Naomil Ryan handling the rhythm titles. Trane slingers also make for desirable stand order, polishing off the general neat ork appearance.

Orodenker.

## Johnny Long

(Reviewed at the Terrace Room, Hotel New Yorker, New York)

ON HIS first important, prestige-carrying location, Long is impressive with an assured versatility, foregoing the flashier aspects of sensational swing in favor of a smooth, well-rounded performance that is completely satisfying in its ability to accomplish what it sets out to do. This isn't the sort of outfit that gets its kicks playing (or trying to play) for the jazz intelligentsia; Long's intention is to please the customers with consistently listenable, danceable music and bandstand showmanship.

His shrewd realization that the trend is away from super-swing and toward good musical entertainment backed by solid dance music, plus his facility in fulfilling that realization, may conceivably put him in the upper band brackets before long. The jump and sweet rhythms produced by the five brass-four sax-four rhythm set-up may never approach the classic jazz vein of other of the younger orks, but the well-stocked library is cogently arranged and cleanly played. And while certain of the newer bands carry a strong appeal for the small critical circle of jazz cognoscenti, Johnny's chances for success are larger because his present and potential audience is larger; his brand of pleasant, variegated music is of a type understood and appreciated by the average dance band fan who wants a potpourri of ballads, rhythm tunes, and Latin numbers.

# 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

## Bob Strong

(Villa Moderne, Chicago, NBC Blue Network, Sunday (15), 11:05-11:30 p.m.)

BAND is not too compact. On the faster tempos there is a tendency toward too much slap-dash, which is okay when under some kind of control. Ork may not be entirely to blame, since some of this could have come from a poor distribution of mikes. Example was the drummer, whose beating continuously overshadowed much of what went on in the brass and reed sections. Result was a corny sounding affair similar to a four or five-piece outfit. Ork showed up much better on the ballads, where all the lads seemed to be in on things and there was some genuine solidly.

Sid Reid, saxist, and Ray Macintosh took care of the vocal department, former doing the sweet ballads and latter, Suf piping the novelty stuff as Hut-Suf. Both are okay for those grooves. Band showed some originality in its arrangements of the current pops, and this helped to put it over.

## Cab Calloway

(Sherman Hotel, Chicago, NBC Blue Network, Monday (16), 12:05-12:30 a.m.)

CALLOWAY'S band is right up Harlem alley. Besides the instrumental grooving, Cab himself scat vocalizes many of the lyrical refrains. Results of the latter are sometimes highly amusing. For example, his "hi-de-hi" style of singing *My Sister* and *I* is strictly a riot but bordering on the sacrilegious if the listener is hep to the sad sentiment portrayed by the lyrics.

Ork's distinctive swing style definitely sets it off as a remote airer. In the outfit's line-up are a flock of top tooters, and each manifests himself in one or more of the arrangements. Library is mixed between pops and low-down Harlem-style originals. Only piece of definite bad judgment shown in this respect was having hide-tapper Cozy Cole run off a too-long solo, which may have been sock entertainment for those watching the broadcast, but n. g. for the radio audience.

played with a clearly defined rhythmic beat and uncomplicated tunefulness.

Long finds the happy medium of being musically commercial without ever being corny, and the same note is struck in the outfit's only attempt at a style—the band chorus singing that is highly effective in its full, unison warbling of special lyrics and extended melodic lines of familiar standards. The showmanship involved here is tops. On the solo vocal work, Bob Houston and Helen Young carry the major assignments, both excellent vocally and visually. Pam Harmon, tenor sax, shares in the wodge chorus, as does Swede Neilson, trumpet, on novelties.

Long's left-handed fiddling comes to the fore only during occasional soft-lights-and-sweet-music medleys. Johnny lending a nice personality and affability to instrument-less fronting most of the time. He sets the pace for a clean-cut enthusiastic bunch of boys who are not interested in playing out-of-the-world jazz that appeals to the few, but in providing the widest possible audience with intelligent, expert dance music entertainment.

Richman.

## Larry Herman

(Reviewed at Figueroa Ballroom, Los Angeles)

HERMAN and his boys are from the Midwest and are doing a good job here. There is nothing sensational about the aggregation, but it plays straight sweet swing that it is as good for listening as it is for dancing.

Herman occupies a spot at the piano and also handles the celeste and arranging. Using an instrumentation of four brass, four reeds, and three rhythm, style is to let the reeds predominate above the brass. Latter come in for plenty of work, but are restrained so that the saxes can be heard to an advantage.

Trombonist Pat Herman, a brother, is heard on ballads, and bass fiddler Rocky Donovan handles the fast vocal toques and novelties. Both are good. Milt Lewis is featured on sax, and the hot trumpet parts go to Frank Uhlig. Drummer Johnnie Byers is also featured and does a good job.

## Don Kaye

(Reviewed at the St. Francis Hotel, San Francisco)

KAYE fronts a young band, popular in this area because of a smooth style and clever showmanship. Combo comprises 12 musicians, with Kaye at times playing one of the two pianos. Other is handled by King Ebner. Unit plays commercial music with a little jive on the side. Two girls with the outfit are Audrey Brownell, a singer with good looks, and Beverly Blake, who plays the electric guitar and violin and consistently gets a good hand.

Band doesn't have a wide range, and is therefore ideally suited for this type of location. Set-up is standard instrumentation. Numbers, mainly pops, are played in medleys, with the accent always on dance rhythm. Kaye has a genial personality, and handles the band easily.

Murphy.

## Myron Hanly

(Reviewed at Child's Spanish Gardens, New York)

A FIVE-MAN combo, including Hanly and his fiddle. Leader gave up his own ork a few years back to go with Happy Felton, then struck out with his present outfit six months ago.

Some very rhythmical and danceable music is put forth by the miniature ork. Instrumentation besides Hanly includes piano, accordion, drums, and a reed man. The 88 has a Solovox attachment which is used to round off some of the arrangements. Hanly's fiddle leads most of the melodies, and the lad's work with the bow is very good.

An A to Z parant is run on the library—rumbas, ballads, and a few oldies and swingers. Mae McKen does a sweet, straight vocal job which adds to things. All told, ork makes for a nice intimate outfit for dancers who want to do just that.

Humphrey.





# Selling The Band

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

## Feedback Freddie

EDDIE HELLER, new record promotion chief for Abe Lyman, concentrating on the music machine circuit, has cooked up a country-wide campaign for the maestro's latest recording, *Feedback Freddie*. For a starter, Heller sent out boxes of simulated boloney candy to all the biggest music machine operators in the country with a tessar card reading: "This is no Boloney! but we know you will eat it up. And certainly, relish the new Abe Lyman recording of that new character called *Feedback Freddie*!"

In Cleveland, Lyman feted the music ops at a novelty luncheon. At each place was a special bag of candy with another tessar card: "Watch your collections jump with the Abe Lyman hit record coming out Friday. The name is *Feedback Freddie*." On opening the bag, candy popped out in jack-in-the-box fashion.

In key cities, Heller has arranged for a contest to be handled by a leading music box operator to find the town's typical *Feedback Freddie*. Winners cuff a trip to Los Angeles as Lyman's guests to compete in the contest finals at the Waldorf on June 20, maestro's opening night. Preem night will be dedicated to the Coast ops, who will serve as judges to select the nation's typical *Feedback Freddie*.

Jack M. Williams, Victor-Bluebird advertising and sales promotion manager, is aiding in the promotion by getting out 15,000 tessar cards for placement on all music machines. A two-color card, carrying a cut of a music machine and a pocket-book closed with a heavy iron lock, reads: "Are you an F. P. 1? Play No. 1, Abe Lyman's *Feedback Freddie* on this machine . . . and find out!"

In advance of Lyman's week at the Shubert Theater, Cincinnati, Heller worked out an effective street rally. Loading up his car with a gang of bathing beauties, he scouted the city streets with a side valance ballying "A pretty girl is like an Abe Lyman melody coming to the Shubert Theater!"

Jimmy Doney stirred up excitement that counted for picture breaks on his dance date for the Amalgamated Meat Cutters' Union at Town Hall, Philadelphia, late in May. Donning the butcher's uniform, the maestro made a personal appearance at the Reading Terminal meat markets. With due ceremony, after a hundred 10 seconds on how to dig out the choicest cuts in a loin of beef, Doney was inducted as an honorary member of the meat cutters' union.

## Music Box Rally

MANY BANDS have been overlooking the continued exploitation of hit records they made months or even years ago, concentrating only on new releases which may not have the exploitation possibilities of the older ones. Hansen-Williams exploitation office makes capital of oldies, and fancy figures result at the box office.

Good example is Bernie Cummins' oldie *Sagins Cowboy Joe*. Scattering the disk on music machines and radio stations in Dallas, Tex., in connection with the band's coming to the Baker Hotel, revival created a new interest in Cummins. And Frank Burke, H-W rep in Chicago, duplicated the revival for Cummins' stand at the Edgewater Beach Hotel.

Same stunt by the H-W office is credited for the record-breaking gross of Clyde McCoy at the Palace Theater, Fort Wayne, Ind., that had every music machine in town spotted with the maestro's *Sugar Blues* classic.

Also directed at the music machines, H-W exploiters designed special selection slips for machine lists in the interests of Ted Weems. Eye is centered on the copy by red arrows which carry the imprint of the maestro's name.

Music box slips were also gotten up for Mitchell Ayres' recording of *I'm Nuts About the Good Old U. S. A.*, for which a special tie-up was made with Chateau Martin wineries. Attention-getting red arrows carried a head cut of "Gaston," wineries' trade-marked wine. H-W office also getting out similar slips for the Shep Fields recordings.

## Phil Harris Pulls Great \$2,000 in Spokane, Wash.

SPOKANE, Wash., June 28.—Phil Harris, always popular here, made his biggest percentage when he drew 2,700 dancers to Natorium Park Ballroom last Saturday (21). At 85 cents per person, gate hugged a \$2,000 figure, 40 per cent above Harris's guarantee.

Ozzie Nelson is the next name booked by Owner Louis A. Vogel, set for July 14.

MAGNOLIA, Mass., June 28.—Charlie Ross and his rumba group open at the Cabana Room of the Magnolia Casino tonight. Marks the first time a second band has been used at spot. Ruby Newman ork plays in main room of the Casino.

## Much Activity Among Small Local Orks In Summer Resorts Thruout Midwest Area

CHICAGO, June 28.—The seasonal activity in summer resorts in this area is keeping the smaller booking offices busy. Few resorts buy name bands for the entire season, but most of them employ locally popular outfits ranging from four to 12 men, and most of them are handled by the smaller booking agencies.

The big ones, MCA in particular, are concentrating on one-night stands in vacation spots, picking up an average of four summer dates in the better known lake-side hotels.

Cole Keyes, of the Stan Zucker Agency, lined up eight resort accounts this season that will keep some 14 bands busy. The Colonial Hotel, Rochester, Ind., started the season with Jimmy Richards, to be followed by Eddie Camden (July 4-17), Red Roberts (18-31), and Dick Shelton (month of August). Name bands will be spotted on "big" nights.

Hed's Casino, Niles, Mich., will have Howard Kramer (July 4-17), Mary Marshall (18-31), Billy Yates and Rex Cook (month of August). Latter two combos were set by the local General Amusement office.

Bartlett's Beach, Jackson, Mich., led off with Bob Sylvester, followed on June 20 by Howard Kramer. Red Roberts comes in July 4, to be succeeded by Lefroy Smith (18-31), Don Grimes (August 1-21), and Jimmy Baschel (August 22-September 1).

Grimes moved into the Cold Springs Hotel, Hamilton, Ind., yesterday, followed by Howard Kramer (July 18-31), Red Roberts (August 1-14), and a return run of Kramer, who will remain thru August. Lakeview Pavilion, Manitou Beach, Mich., is set with Gene Sullivan (now to July 17), Don Grimes (18-31), Howard Kramer (August 1-14), and Red Roberts (15-September 1). Shadowland Ballroom, St. Joe, Mich., will use local combos until July 18, when Eddie Camden moves in for the remainder of the season.

Denny Becker goes into the Ramona Ballroom, Sister Lakes, Mich., July 3, followed by Little Joe Hart August 5. Wrightville Beach, Va., will use Hart from June 27 to August 4.

# Reduced Prices Answer to Sheet Music Sales Decline, Pub Feels; Leeds Music First To Take Step

NEW YORK, June 28.—New move to salvage the consistently declining sheet music business was instituted by Leeds Music Company last week by cut-rating the prices of piano folios from between 50 and 75 cents to 40 cents, and an attempt to organize other publishers to cutting the price of pop sheet music from 35 cents to as low as 20 cents. Lasting angle, however, is replete with legal entanglements and must proceed with caution.

Low Levy, manager of the Andrews Sisters and owner of Leeds Music, claims that the answer to the situation is price-cutting on an industry-wide scale, and he started the ball rolling by topping his piano arrangements to 40 cents a folio. Levy said that during the first week 8,000 of these folios were sold, and that there were 4,000 advance orders before the printing.

Levy claims that with smart merchandising, and the writers' willingness to play ball, the shorter royalty take, the sheet music business could hit the 500,000 strides again. Those were during the days, tho, when the five-and-ten-cent stores sold music for 10 cents. Levy wishes it could be done again.

As for the writer and composer end, J. Fred Coots said that he would be willing to take a royalty cut from the existing three cents to two cents if he could get a guarantee of volume sales as of old. Top sales for a song now rates around 125,000 under existing conditions.

Walter Douglas, Chairman of the Music Publishers' Protective Association, however, said that a concerted move on the part of the industry to cut prices would be a violation of the Peid-Crawford Price Fixing Act, and the publishers involved could be prosecuted under the anti-trust laws. According to the law, it is illegal for any group to "conspire" price control, either upward or downward. Douglas pointed out that this is what got the drug industry into so much trouble. An individual, however, such as in the case of Levy, can charge whatever he pleases for his product, as long as he isn't selling below cost, which would create a well of unfair competition.

Douglas said that he had heard of no general movement to cut the prices of sheet music, and that if any publishers did want to, they would have to do it on their own and not thru the organization. Sales of the music to the largest pub-

lishers, specifically the 15 who control 80 per cent of the music industry, would be illegal, if the boys got together first and agreed upon a scale of prices. It's not illegal, tho, for one to cut and the others to follow suit, that is, the publisher and not the sheet music stores.

## Politics Rears Its Head in Olsen Mich. State Fair Booking

CHICAGO, June 28.—There is a story behind the booking of George Olsen for the Michigan State Fair which opens August 27. MCA has the contract to book the music, and had no intentions of selling a band which is not handled by its own office. Olsen is a free lancer.

It took the governor of the State, Murray Van Wagoner, to sell MCA on the idea. Olsen and Van Wagoner are fraternity brothers. The maestro recently visited the governor to see what he could do to help him land this plum. A letter from the governor to MCA followed. The request was at first turned down. But when MCA learned that the commission will be collected, anyway, Olsen's band was ok'd.

## CINCY'S ZOO OPERA

(Continued from page 4)  
tinelli, Rose Hampton, and Robert Weede in lead roles. *Il Trovatore* will be repeated July 2.

Supporting the opera company is an orchestra made up of 30 members of the Cincinnati Symphony, under the direction of Fausto Cleva. Season runs six weeks and operas are presented nightly, except Monday. Reserve seats are scaled from 75 cents to \$2, with general admission 25 and 50 cents. Zoo opera pavilion has accommodations for 4,000 people. Sixteen operas will be presented during the six-week run.

Among the opera personalities slated to appear during the season are Grace Moore, Bida Sayao, Gladys Swarthout, Kirsten Thorborg, Josephine Antoline, Rose Hampton, Vivian Della Chiesa, Jean Dickinson, Ruby Mercer, Monae Paul, Elsa Zebranska, Giovanni Martinelli, Jan Perce, James Miller, Editha Earliest, William Hain, Giuseppe Cavadore, Angelo Piloto, Robert Weede, Frank Chapman, Wilfred Engelman, Nicola Moscona, and Virgil Lanzari.

Bizet's *Carmen* will be presented tonight and Thursday, July 3, and Bonizetti's *Lucia di Lammermoor* tomorrow and Saturday, July 3.

## "America" Groups Winning Tunesters

NEW YORK, June 28.—Winners of the patriotic song contest sponsored by the woman's division of the Committee to Defend America by Aiding the Allies were announced this week, and former vaudevillean William A. Dillon copped the \$300 first prize with his *Me and My Uncle Sam*. Dillon is from Ithaca, N. Y., and was voted first among 1,675 entries in the contest.

Ralph Herrick, Boston musician, who entered *Prepares, America*, and Allie Wrubel, well-known tunesmith, who turned in *My Own America*, were tied for second place, with each getting \$150. Wrubel was the only pop songwriter to figure in the money. He is best identified with such hits as *Farewell To Arms*, *Gone With the Wind*, *The Lady In Red*, etc.

A fourth prize of \$100 was knocked off by two women. Twelve other no-cash prizes were also awarded. Judges were Gladys Swarthout, Larry Ross, Benny Goodman, Louis Bernstein, Merritt S. Tompkins, Samuel Chotznoff, Erno Rapee, Christopher La Forge, Alice Duer Miller, Arthur Outerman, Morton Gould, Carleton Smith, Nikolai Sokoloff, and Dr. Edwin Franko Goldman.

## SUGAR'S DOMINO

(Continued from page 4)  
The Four A's case in this column by a duly appointed representative of the Four A's. The last question concerning the AGVA begs an answer from any duly designated official of the AGVA. Answers must be in by the end of the month or all bets off. We place a limit of 1,000 on combined wordage from both sources — considerably more than comprises this week's column.

## WIS. LICENSE LAWS

(Continued from page 3)  
sponsored by societies receiving State aid, license shall be granted upon payment of the following fees: For a caravan, circus, or menagerie, \$25; for a side show, \$10, and for any ride or shooting gallery, free. Further provisions of the law state that any show giving a performance deemed objectionable will not be granted a permit for subsequent fairs.

## 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*, 23-27 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.

# ROLL TICKETS

Printed to Your Order  
Cheapest GOOD TICKET on the Market

## 100,000 for

Dept. B  
**Keystone Ticket Co., \$17.50**

10,000 ... \$8.00  
25,000 ... 7.25  
50,000 ... 6.75

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



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

**A**

Abba, Vic (Hook Cadillac) Detroit, h.  
Akin, Bill (De Soto Beach) Savannah Beach, Ga.  
Alberio, Don: (El Chico) NYC, no.  
Alfonso: (Park Central) NYC, h.  
Allen, Henry: (Cafe Society) NYC, no.  
Alpert, Mickey (Cocoanut Grove) Boston, no.  
Alto, Bill (Berlitz) NYC, no.  
Arturo, Arturo: (deAlpina) NYC, h.  
Augustine, Aggie (Club LaValle) Los Angeles, Ca.  
Austin, Gene: (Village Barn) NYC, no.  
Ayres, Mitchell (West End Casino) West End, N. Y., no.

**B**

Bailey, Layton (Madura's) Hammond, Ind. h.  
Bardo, Bill (Continental Terrace) Syracuse, O.  
23-July 4; (Kenosa) Kenosa, W. Va., 3-11, h.  
Barker, Art: (Warwick) NYC, h.  
Barnes, Halloh (Excellent) Excelsior, Minn., 21-July 4, p.  
Barnet, Charlie (Madison Square Garden) NYC, h.  
Barnett, Arne: (Harry's New Yorker) Chd. no.  
Barras, Louis (Moulin Rouge) NYC, no.  
Bartel, Hughie (Tavern-on-the-Green) NYC, no.  
Bass, Blue: (Edison) NYC, h.  
Bass, Cecil (Hill-Carlton) Boston 3-22, h.  
Bassie, Joe: (Olympic) Irvington, N. J., p.  
Bassler, Percy (Hamona Pavilion) Essex Lakes, Mich. h.  
Bessona, Josephine (Dayton) Dayton, O., t.  
Beth, Ding: (Carmichael) NYC, h.  
Bethel, Chuck: (Hiawatha Garden) Manhattan, Colo., no.  
Beverly Twins (Roosevelt) Jacksonville, Fla., h.  
Bey, Ted: (Verdian Gardens) Tacoma, Pa. c.  
Bestie, Earl: (Armando's Summer Terrace) NYC, no.  
Bishop, Charles: (Wivel) NYC, no.  
Bradd, Edie: (Beaside) Atlantic City, h.  
Bradley, Will (Paramount) NYC, t.  
Bradley, Bill (Happy Hour) Saratoga, N. J., no.  
Bradyswinn, Nat (Versailles) NYC, no.  
Brown, Belle (Hind Hartman's Tavern) Reading, Pa., no.  
Brown, Les (Log Cabin) Armonk, N. Y., ro.  
Hundy, Rudy (King & Prince) St. Simon, C. I., no.  
Burns, Cliff: (Marionnet Inn) Cincinnati, no.  
Bussie, Henry (Burr Beach Club) Virginia Beach, Va., 1-1, no.  
Byrne, Bobby (Pennysylvania) NYC, h.

**C**

Cashin Boys (Cellar Bar) Warren, O., c.  
Cahot, Tony (Whisper) Chd. h.  
Cala, Sam: (Porthole) Chd. NYC, no.  
Calloway, Cab (Shore) NYC 4-21, t.  
Calvi, Oscar: (Casa Maria) NYC, no.  
Canden, Eddie (Rita's Casino) Niles, Mich., co.  
Campbell, Sam (Manhattan) Miami, Fla., no.  
Cannella, Joe: (Latin Quarter) Boston, no.  
Cannavaro, Ray (Remier's Club Royale) Savannah, Ga., no.  
Cappella, Joe: (Jimmy Kelly's) NYC, no.  
Carles, Don: (Caucho) NYC, no.  
Carlyle, Lyle (Pier Ballroom, Colobon Park) Savannah, Ga., no.  
Carroll, Irv: (Demper's) NYC, re.  
Carroll, John: (Casa Manana) Boston, no.  
Carroll, C. (Carmichael) Manhattan, N. Y., Fort Lee, N. J., no.  
Chard, Al (Henna) Syracuse, h.  
Chaves: (Beachcomber) NYC, no.  
Chick, Bob: (Chatterbox) Mountaintide, N. J., ro.  
Chieta, Don (Ye Old Cellar) Chd. c.  
Childs, Reggie (Palmside) Palmside, N. J., no.  
Clark, Buddy: (Park Central) NYC, h.  
Clements: (Hainbow Room) NYC, no.  
Cline, Bob (Brooklyn) Bathing, Pa., re.  
Coffey, Jack (Jenkinson's Pavilion) Point Pleasant, N. J.  
Collins, Bernie: (Newman's Lake House) Saratoga Springs, N. Y., no.  
Comfort, Roy: (Claridge) Atlantic City, h.  
Conniff, Ray (Nick's) NYC, no.  
Courtney, Del: (Claridge) Memphis 3-16, h.  
Craik, Charlie (Million Dollar) Los Angeles, t.  
Craig, Carvel (Del Monte) Del Monte, Calif. h.  
Crawford, Dick (The Dome) Bismarck, N. D., h.  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
Cusber, Danny (Chic's Rendezvous) Glasco, N. Y., no.

**D**

D'Amico, Nick: (Beachcomber) NYC, no.  
Daly, Duke: (Playland) Shore, N. Y., p.  
Danders, Eddie: (Del Rye) Chd. h.  
Davis, Johnny (Beak) (Arson) Chd. h.  
Davis, Eddie: (La Rue) NYC, no.  
Davis, Milton: (Rainbow Room) Washington, D. C., no.  
Daw, Freddie (Big Pavilion) Sagsstuck, Mich. Day, Bobby: (Arcadia) NYC, h.  
Denger, Carl (Hotel) Manhattan, Manitoa Beach, Rochester, N. Y., h.  
Denny, Jack: (Roosevelt) Jacksonville, Fla., h.  
Derrick Frank (Coco Corner) Detroit, no.  
Devoni, Don: (El Morocco) NYC, no.  
Downing, Joseph: (Park Central) NYC, h.  
Donohar, Al (Tropics Gardens) Louisville 1; (Lakeside) Dayton, O., 3; (Eastwood Gardens) Detroit 4-1, h.  
Donohar, Sam (Coral Cables) E. Lansing, Mich. h.  
Dorsey, Jimmy (Sherman) Chd. h.  
Dorsey, Tommy: (Aster) NYC, h.  
Dowell, Jimmy: (Geo. Washington) Jacksonville, Fla., h.  
Duka, Edgar: (Broadwater Beach) Elton, Miss., h.  
Dudley, Don (Sheraton) Boston, h.  
Duffy, George: (Cleveland) Cleveland, h.



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; ch—cabaret; cc—country club; h—hotel; mh—music hall; no—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Dunham, Sonny (Meadowbrook) Cedar Grove, N. J., no.  
Dunn, Jack (Zenda) Los Angeles, h.

**E**

Eddy, Ted: (Leeland) NYC, no.  
Elliot, Baron (Oh Henry) Chd. h.  
Emerick, Bob (Jimmy's Hi-Way) Kentwood, La., no.  
Emm, Skinnay (Palmer House) Chd. h.  
Ennis & His Normettes (Castlebrook) NYC, re.  
Ernie, Val: (La Rue) NYC, no.  
Everetts, Jack (Baken) Rapid City, S. D., p.

**F**

Faggio, Louis: (Morocco) Detroit, no.  
Farber, Earl: (Netherland Plaza) Cincinnati, h.  
Fasina, Nore: (Radio Frank's) NYC, no.  
Ferraro, Don (Palladium) Hollywood, Calif. h.  
Fields, Shep (Sun) Sea Girt, N. J., h.  
Fisher, Freddie: (Old Vienna) Cincinnati, no.  
Fisher, Mark: (Old Club) Chd. no.  
Fitzpatrick, Ed: (Plantation) Houston, Tex. no.  
Fountain, Sonny: (Walton) Phila., h.  
Foster, Chuck: (Billmore Bowl) Los Angeles, h.  
Fowler, Mike & Cascade of Melody (Tropics) El Paso, Tex., no.  
Funk, Larry: (Lookout House) Covington, Ky., no.

**G**

Garcia, Julio (885 Club) Chd. no.  
Gaston: (French Monte Carlo) NYC, re.  
Gentile, Bill (Golden Dragon) Wildwood, N. J., no.  
George, Milton (Fox and Hounds) Boston, no.  
Goodman, Henry (Hershey) Hershey, Pa., 4.

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

P: (Beach Point) Mamaroneck, N. Y., 2; (Steel Pier) Atlantic City 6, N. Y., no.  
Gordon, Don: (Old Cedar Inn) Brookhaven, N. Y., re.  
Gowry, Cecil: (Schroeder) Milwaukee, h.  
Graham, Fred: (Merrill) NYC, h.  
Green, Syvan: (Pamona Door) NYC, no.  
Grey, Tony: (Bal Tabarin) NYC, no.

**H**

Hamilton, Bob: (Majestic) Long Beach, Calif. h.  
Hayes, Myron: (Child's Spanish Gardens) NYC, no.  
Harris, Jack: (La Conga) NYC, no.  
Harris, Paul: (Orpheum) Omaha, Neb., t.  
Harrison, Ford: (El Morocco) NYC, h.  
Hart, Joe: (Washington Merry-Go-Round) Pittsburgh, Pa., no.  
Hayes, Sherman (Tropics Garden) Louisville, no.  
Heath, Andy (Park) Pittsburg, N. Y., h.  
Heathorn, Ray (Billmore) NYC, h.  
Heidt, Horace (Beverly Hills) Newport, Ky., no.  
Henderson, Fletcher (Eagles) Davenport, Ia., 3; (Regal) Chd. 4-18, t.  
Herbeck, Ray (Elbow Garden) Denver 30-July 3; (Playmer) Kansas City 5.

**Bands on Tour—Advance Dates**

MAXINE SULLIVAN AND BENNY CARTER: Palais Royal, Norfolk, Va. July 3; City Auditorium, Bluefield, W. Va., 4; Armory, Danville, Va., 6; Benevolent Temple, Greenville, S. C., 7; City Auditorium, Knoxville, Tenn., Auditorium, Fayetteville, N. C., 8; Armory, Charlotte, N. C., 10; Armory, Winston-Salem, N. C., 11; Beckley Arena, Beckley, W. Va., 12; Carolina Warehouse, Asheville, N. C., 13; Memorial Auditorium, Raleigh, N. C., 14; Auditorium, Roanoke, Va., 15; Township Auditorium, Columbia, S. C., 16; Auditorium, Charleston, S. C., 17.

VAUGHN MONROE: George F. Pavilion, Johnson City, N. Y., July 3; Colobon Park, Jamestown, N. Y., 4; Hershey Park, Hershey, Pa., 5; Meyer's Lake, Canton, O., 6; Waldameer Park, Erie, Pa., 7; New Elms Ballroom, Youngstown, O., 8.

JIMMIE LUNCFORD: Shrine Auditorium, Los Angeles, July 24; Municipal Auditorium, San Jose, Calif., 23; Sweet's Ballroom, Sacramento, Calif., 26; Sweet's Ballroom, Oakland, Calif., 27-28.

FOUR INK SPOTS: Nu Elm Ballroom, Youngstown, O., July 3; Steel Pier, Atlantic City, 4-6.

ERSKINE HAWKINS: Edgewater Beach, Edgewater Beach, Md., July 3; City Auditorium, Donora, Pa., 6; Ulme Arena, Washington, 8; Carrs Beach, Annapolis, Md., 13.

HENRY BUSSE: Folly Pier, Charleston, S. C., July 9.

PAUL WHITEMAN: Earle Theater,

Herman, Larry (Figueras) Los Angeles, h.  
Herman, Syvan: (Harclay) Phila., h.  
Herman, Woody (Colonial Gardens) Rochester, Ind. 1; (Whitehall) Herrin, Ill., 3; (Dunbar Gate) Clearwater, Wash., 4; (Castle Farm) Cincinnati, O., 5, no; (Crystal Beach) Vermilion, 6, p; (Electric) Waterloo, Ia., 8, p.

Herold, Lou: (Bal Tabarin) NYC, no.  
Herrh, Mill: (Syracuse) Syracuse, N. Y., h.  
Herr, Dick: (Hi-De-Ho) Phila., h.  
Hill, Eddie: (Pena) Trenton, N. J., h.  
Hill, Tiny: (Melody Mill) Chd. h.  
Hines, Earl (Murfy Rink) Alexandria, La.; (Auditorium) Galveston, Tex., 2; (Auditorium) Houston 3; (Temple Roof Garden) Baton Rouge, La., 4; (Blue Moon) Hankow 5, no; (Rhythm) New Orleans 6, no.  
Hill, Les (Auditorium) Junction City, Kan., 1; (Val-Air) Des Moines, Ia., 3, h; (Shore Acres) Sioux City 4, h; (Arkeen) Sioux Falls, Ia., 5; (Westfield) Weahter, 6, h; (Lake Lawn) Delavan, Wis., 8-20, h.  
Holt, Ernie: (El Morocco) NYC, no.  
Holmes, Herbie (Park) Chilpeewa Lake, O., 2-11, no.  
Honorable Mr. Chang (Sunset) Mount Vernon, O., no.  
Howe, Dean (Hassland) Los Angeles, h.

**I**

Irwin, Marty: (Churchill Tavern) Pittsburgh, Pa., no.

**J**

Jackon, Jimmie (Paradise) Chd. h.  
James, Harry: (Lincoln) NYC, h.

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

James, Jimmy: (Auld) Cincinnati, p.  
Jarrett, Art: (Blackhawk) Chd. no.  
Jarets, Art: (Lakeland) Denver, p.  
Jehona, Henri (International) Boston, c.  
Johnson, Johnny: (Shelton) NYC, h.  
Jones, John Paul: (400 Club) Ft. Worth, Tex., no.  
Joy, Jimmy (Hemmarck) Chd. h.  
Jurena, Tommy: (Sbow Walk St. Louis, no.  
Jurgens, Dick (Casino) Catalina Island, Calif., no.

**K**

Kain, Paul: (Mayfair) Washington, D. C., no.  
Kaggar, Gordon (Endure) Brooklyn, re.  
Kasos, Art: (Lakeland) Denver, p.  
Kavett, Jack (Jefferson) Detroit 30-July 4; (Coney Island) Cincinnati 5-11, p.  
Kay, Herbert: (Blue Moon) Wichita, Kan., c.  
Kay, Sammy: (East House) NYC, no.  
Kearney-Kallander (Casino) Hampton Beach, N. H., h.  
Keller, Leonard (Palm Island) Longview, Tex., 3, no.  
Kendig, Sonny: (Stork) NYC, no.  
King, Peter: (New Yorker) NYC, h.  
King, Eddie: (El Pinter's) Phila., c.  
King, Teddy (Bennay's) Syracuse, N. Y., c.  
Kinney, Ray: (Lexington) NYC, h.

**Bands on Tour—Advance Dates**

Philadelphia, July 25 (week); Stanley Theater, Pittsburgh, Aug. 1 (week).

CATS & THE FIDDLE: Lou's Bar, Philadelphia, July 13.

DEL COURTNEY: Paramount Theater, Hammond, Ind., Aug. 3.

FARL HINNEY: English Village, Tulsa, Okla., July 28.

LAWRENCE WELK: Auditorium, Huron, S. D., July 14; Neptune Ballroom, Sioux Falls, S. D., 15; Ballroom, Austin, Minn., 16; Ballroom, New Munich, Minn., 17; Auditorium, Yankton, S. D., 18; Pia Mor, Kansas City, Mo., 19; Pia Mor, Lincoln, Neb., 20; Auditorium, Schuyler, Neb., 21; Roof Ballroom, Arnold's Park, Ia., 22; Excelsior Park, Excelsior, Minn., 23; Valair Ballroom, Des Moines, Ia., 24; Skyline Ballroom, Sioux City, Ia., 27; Lakeside Ballroom, Guttenberg, Ia., 28; Pair Grounds, Arcola, Ill., 31-Aug. 2; Starved Rock Pavilion, La Salle, Ill., 3; Lake Lawn, Delavan, Wis., 5-10.

ANSON WEEKS: Idora Park, Youngstown, O., July 5 (week); Ballroom, Urbana, O., 12 (week); Fair Grounds, Vandalia, Ill., 20; Forest Park Highland, St. Louis, 27 (two weeks).

BUDDY FISHER: Avalon Ballroom, Niles, Mich., July 5 (week); Euclid Beach, Cleveland, 12 (week).

HERBIE HOLMES: Beverly Hills Country Club, Southgate, Ky., Aug. 13 (two weeks).

CHARLIE AGNEW: Geneva-on-the-Lake, Lake Geneva, O., June 29 (three weeks).

Kirby, John (Fefe's Monte Carlo) NYC, no.  
Kishit, Job: (Piazza) NYC, h.  
Ko-Kesa, Tze: (Ochikindai) Superior, Wis., no.  
Kole, Shelley: (Butler's Tap Room) NYC, no.  
Korn, Kobbler: (Friedlip) Gunt, N. J., c.  
Kristol, Cecil: (Minnie) Marguette, Mich., no.  
Kurize, Jack: (Sagamore) Rochester, N. Y., h.  
Kyer, Roy: (Club Charles) Baltimore, no.

**L**

Lally, Howard (Barry Plaza) NYC, h.  
Lamb, Everal (Hudson Gardens, Waldameer) Erie, Pa., p.  
Lande, Jules: (Ambassador) NYC, h.  
Lane, Eddie: (Broadway) NYC, h.  
Lang, Lou: (Sheraton) NYC, h.  
Laporte, Joe: (Old Romanian) NYC, no.  
Leighton, Joe: (John Marshall) Richmond, Va., h.  
Lewis, Ted (State) Uniontown, Pa., 2, t.  
Lombardo, Guy (Strand) NYC, t.  
Long, Johnny (Starz House) NYC, h.  
Loring, Michael: (Luna Park) Coney Island, N. Y., p.  
Lucea, Clyde (Cavalier Hotel Beach Club) Virginia Beach, Va., 1-13.  
Luncheonette (Casa Manana) Culver City, Calif., no.  
Lynan, Abe (Palladium) Hollywood, Calif., h.  
Lynn, Sammy: (Bomb Shelter) Dallas, no.  
Lynn, Al (Orpheum) Los Angeles, t.

**M**

McCoy, Clyde (Meadowbrook) St. Louis 20-July 3, no.  
McCune, Bill (Chatterbox) Mountaintide, N. J., ro.  
McIntire, Lani (Lani's Merry-Go-Round) Dayton, O., 23-July 5, no.  
McManama, Freddy (Cosmopolitan) Atlantic City, Pa., no.  
McNeil, Fred: (Louise Riviera) Washington, D. C., no.  
Madden, Bill: (Traymore) Atlantic City, h.  
Makulu, Juan (Vila Verde) Chd. no.  
Mason, Fred: (Sherman's Inn) San Diego, Calif., no.  
Marlowe, Ben (Black App Inn) Lock Sheldrake, N. Y.  
Marshall, David (Florentine Gardens) Hollywood, Calif., no.  
Martel, Gus: (St. Regis) NYC, h.  
Married, Paul (Vivida) NYC, h.  
Martin, Bobby: (The Place) NYC, no.  
Martin, Dave: (St. George) Brooklyn, h.  
Martin, Jerry: (Eddy's) NYC, no.  
Martin, Red: (Frank's Casa Nova) Buffalo, no.  
Martone, Johnny (Crocketed Lake) Averill Park, N. Y., h.  
Marvin, Mel: (New Pelham Beach Inn) Pelham Bay, NYC, re.  
Masters, Frankie: (Tati) NYC, h.  
Maitly, Nicolas: (Russian Kretchms) NYC, no.

**N**

Mays, Frollan: (Havana-Madrid) NYC, no.  
Mayer, Wilton (Club Condado) Trenton, N. J., no.  
Meyers, Fred: (Hudson) NYC, no.  
Meyrin, Jack (Pan & But's) Orens Falls, N. Y., no.  
Minkin, Joe (Starbird Inn) Atlantic City, no.  
Meador, Preston (Bess House) NYC, h.  
Miller, Al (Wharton) Swampscott, Mass., h.  
Miller, Herman: (Abraham Lincoln) Reading, Pa., h.  
Miller, Russ: (Jack & Bob's) Trenton, N. J., no.  
Miller, Ted (Ed Rose Inn) Marsa, Ill., no.  
Mooney, Art: (Beverly's) Tuckahoe, N. Y., no.

Morales, Nuro: (La Conga) NYC, no.  
Morcan, Russ: (Edgewater Beach) Chd. h.  
Morris, George: (Armando) NYC, no.  
Mortyless, Harry (Beachcomber) Boston, no.  
Morton, Ray: (Warwick) Phila., h.  
Munro, Hal (South Shore) Chd. no.

**N**

Nano, Bill (Canyon Supper Club) Wichita, Kan., no.  
Navis, Mary (Yacht Club) Phila., no.  
Nelbair, Eddie (Marigold) Chd. h.  
Nerida (Leon & Eddie's) NYC, no.  
Newman, Charles (Hazy) NYC, Mass., no.  
Nichols, Jimmy: (Carl's) Baltimore, no.  
Nichols, Red (Oswenta) Chd. c; (Trocadero) Philadelphia, Pa., no.  
Noble, Leighton (Tristan) Los Angeles, h.  
Norris, Stan (Club Royale) Detroit, no.  
Norve, Red (Coney Island) Cincinnati, p.

**O**

Oseko, Senya: (Commodore) NYC, h.  
Osburn, Tony: (Princess) Newport, Ky., no.  
Ovando, Manuel: (Walton) Phila., h.  
Owen, Harry (Miramar) Santa Monica, Calif., h.

**P**

Pablo, Jose (Palladium) Hollywood, Calif., h.  
Page, Hot Lips: (Kitty's Stable) NYC, no.  
Pais, Michael (Arcadia) NYC, h.  
Palmer, Joel (Bayside Beach) Virginia Beach, Va., no.  
Panchito (Verdian's) NYC, no.  
Panche (Ben Marlon's Riviera) Fort Lee, N. J., ro.  
Parfury, Rose: (Belmont Plaza) NYC, h.  
Parks, Bobby (Bosart) Brooklyn, h.  
Parodi, Wilbur: (Le Montparnasse) NYC, no.  
Parsons, Loris: (Hook-Cadillac) Detroit, h.  
Paster, Tony (Hawaii's Pier) Atlantic City, Pa.  
Paul, Eddie: (Mentor-on-the-Lake) O. Pennam, Biandy: (Paridan Klub) Mendota, Ill., no.  
Paw, Mto: (Rhumba Casino) Chd. no.  
Perry, Don (Kitty Hawk Room) La Guardia Airport, NYC, re.

Person, Fred: (New) Easton, Pa., c.  
Peters, Oscar: (Senator) Atlantic City, h.  
Petti, Emil: (Savoy-Plaza) NYC, h.  
Petit, Emil (Ambassador East) Chd. h.  
Puckner, Wilbur: (Lily) Dicer) Boston, no.  
Punacole, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.  
Powell, Teddy (Rustic Beach) Englewood Cliffs, N. J., no.  
Powell, Walter (Tybee Beach) Savannah, Ga., p.  
Praker, Col. Manny (Peony) Omaha, Neb., 1-19, p.  
Provost, Eddie: (Southern) Baltimore, h.  
Prusins, Sid: (Diamond Horseshoe) NYC, no.

**Q**

Quartell, Frank: (Colosseum) Chd. no.

**R**

Reaborn, Boyd (Ches Parer) Chd. no.  
Ramone, Frank (El Chico) Pittsburgh, no.  
(See ORCHESTRA ROUTES on page 27)

**IN BOSTON IS THE BROADWAY HOTEL**  
WHERE YOUR FEELINGS STOP  
DAILY RATE, SINGLE... from \$1.50  
WEEKLY, WITH BATH... from \$8.00  
315 TREMONT ST. AT BROADWAY



# HUB'S MILLION \$ SEASON

## 41 Shows Drew \$1,300,000 Total; Of 23 Tryouts, 10 Were Ultimate B'way Hits; "Hattie" Best Grosser

BOSTON, June 28. — The Hub, traditional tryout town for legit, witnessed 23 premieres during the 43-week 1940-41 season that saw six legit houses take in \$1,310,175 for 41 attractions. Some houses were dark for six or eight weeks at a time and, at one stage, the Hub was without a legit attraction for a few weeks. Of the 23 tryouts, five flopped miserably here and 10 went on to success in New York. The remainder fell by the wayside, either on tour or within a few days after their Broadway openings.

The 41 attractions ran a total of 94 weeks. Top gross of the season, based on daily averages, went to *Panama Hattie*, which chalked up \$89,000 for 17 days. Second was *Lady in the Dark's* \$51,550 for 12 days; third was Ed Wynn's *Boys and Girls Together's* \$43,000 in 16 days.

On a play-run take basis, *Life With Father* walked away with all honors, ringing up \$303,475 for 22 weeks at the Civic Repertory.

The season got off to an early the horrible start with Eddie Dowling's musical, *The Little Dog Laughed*. Show flopped after five days.

The season hadn't officially begun when the New England Town Hall, Inc., took over the Civic Rep and immediately booked *Life With Father*. Booking resulted from a controversy between Oscar Serlin and U. B. O. and the former's decision not to use U. B. O. houses. Serlin piece remained 22 weeks and the house then changed to films.

### Tryout Plan Flops

Horace Schmidlapp and Joseph M. Gaites rented the Copley from the Shuberts and announced a 12-week season with six new scripts scheduled. Plan was to try out the scripts for New York. Brought in two new plays and a revival of *Here Today*, then quit. Both new plays were rushed to Broadway, where they died, and the revival was sent on the road.

The theater of the 15, a repertory company, bowed in at the 400-seat Peabody Playhouse for a six-week season of new plays. Most of the plays were scheduled to be written by cast members. The season ended after two presentations.

Of the six regular legit houses open, four were under Shubert control. Two other Shubert houses remained dark.

The season had a better percentage of good vehicles than any season within memory. More plays were offered and, proportionately, more hits were registered.

### Week-to-Week Grosses

The week to week grosses were as follows:

August 20—Eddie Dowling's *The Little Dog Laughed*. (Shubert, 1,500 seats, \$3.30 top.) Starred Milt Monti and Paul Draper and drew mixed notices. Skidded for 11-day stand; quit after five.

September 4—*Boys and Girls Together* (Shubert, \$3.30 top). Drew rave notices. Booked for 10 days and drew a swell \$35,000. Held over for another week and drew \$28,000.

September 8—*Johnny Belinda* (Wilbur, 1,227 seats, \$2.75 top). Harry Wagstaff Oribble's production; starred Helen Craig. In the process of revision it got mixed notices but took in a fair \$7,200 for a full week.

September 26—*George Washington Slept Here* (Plymouth, 1,480 seats, \$3.30 top). Kaufman-Hart comedy, in for nine days. Drew a fair \$17,000 for nine days.

September 30—*Life With Father* (Repertory, 971 seats, \$2.75 top). Louis Calhern and Dorothy Gish got good notices. Show stayed 22 weeks. Few extra seats were thrown in during first weeks, then removed, and proceeds remained nearly consistent after that. Started off with a smash \$16,250 and topped it the following week with \$16,500. Successive weeks brought in an average of \$15,000. First 11 weeks were \$169,450. Last 11 weeks dropped to \$135,025.

September 30—*Boyd's Shop* (Copley, 1,061 seats, \$1.65 top). First presentation

of the Copley Productions, Inc., was rushed to Broadway, where it died in two days. Nine days here drew \$9,000.

October 7—*Lady in Waiting* (Wilbur, \$2.75 top). Brock Pemberton's road company starring Gladys George; got good notices. Drew pretty good \$19,000 for 12 days.

### "Panama Hattie" Outstanding

October 8—*Panama Hattie* (Shubert, \$3.30 top). B. G. DeSylva's musical drew rave notices. Drew a smash \$31,000; second week, \$27,000, but was held over a third week and drew \$30,000 for a terrific \$80,000 total.

October 14—*Pins and Needles* (Plymouth, \$2.75 top). Second edition of garment workers show drew fairly good \$19,600 for the 12-day stand.

October 14—*Returns Engagement* (Copley, \$1.65 top). Second presentation of the Copley Productions. Drew fair notices and took \$8,000 first week and \$7,000 second. Piece was taken to Broadway, where it collapsed.

October 21—*Twelfth Night* (Colonial, 1,643 seats, \$3.30 top). Gilbert Miller and Theater Guild production drew nice \$21,300 first week; \$24,000 second week.

October 28—*Night of Love* (Shubert, \$1.65 top). First Shubert musical of the season with Helen Oleason, John Lodge, and Marguerite Namara. Drew poor \$8,000 first week and horrible \$5,000 second week.

October 28—*White Haired Boy* (Plymouth, \$3.30 top). Charles Martin and Beatrice Kaufman burlesque of Saroyan,

drew a fair \$13,000 for week. Badly written, it closed here.

### Copley Plan Flops

October 28—*Here Today* (Copley, \$1.65 top). Copley Productions tried again, this time with the revival of George Oppenheimer's oldie with Ruth Gordon featured. Taken on road after two-week stand here and died. Two weeks brought fair \$12,000 total. Copley quit after this one.

November 4—*Elmer the Great* (Plymouth, \$1.65 top). Critics welcomed Joe E. Brown, but Ring Lardner's oldie drew a fair \$21,800 for 18 days.

November 4—*Ladies in Retirement* (Wilbur, \$2.75 top). Flora Robson bowed in with this for a three-week stand. Very nice \$38,500 for three weeks.

November 11—*Sim Sala Bim* (Shubert, \$1.65 top). Dante's magic revue failed to impress. Two weeks drew mealy \$10,100.

November 28—*Romantic Mr. Dickens* (Plymouth, \$2.30 top). Only about \$6,000 for one week.

November 28—*All in Fun* (Shubert, \$3.30 top). Leonard Sillman's revue, with cast changes daily during three weeks. Drew a very poor \$33,000.

December 3—*Hi-Ya Gentlemen* (Colonial, \$3.30 top). New piece by John Monks Jr. and Fred Finklehoffe didn't fare so well, despite Max Baer, Sid Silvers, and Ella Logan. Poor \$9,100 first week and \$9,000 second. Didn't go on from here.

December 9—*Old Acquaintance* (Plymouth, \$3.30 top). Jane Cowl and Peggy Wood featured. Took in fair \$23,000 for two weeks.

December 23—*Flight to the West* (Wilbur, \$2.75 top). Elmer Rice's latest, with Betty Field featured. One week; drew a nice \$10,100.

### "Crazy" Below Par

December 25—*Crazy With the Heat* (Shubert, \$3.30 top). Drew below-par \$32,000 for 18 days.

December 26—*The Hard Way* (Ply-

mouth, \$2.75 top). In for 10 days, fought it out for six and then quit for good. Gross was \$10,000 for six days.

December 30—*Battle of the Angels* (Wilbur, \$2.75 top). Starred Miriam Hopkins and presented by the Guild. Nice was withdrawn. Censor made threats. Guild later apologized.

December 30—*Lady in the Dark* (Colonial, \$3.30 top). Mose Hart's play starring Gertrude Lawrence drew a smash \$25,550 and \$28,000 for a sellout \$51,550 in two weeks.

January 13—*The Trolley Method* (Plymouth, \$2.75 top). In for one week. Drew nice notices and a nice \$15,000.

January 26—*The Male Animal* (Wilbur, \$2.75 top). Road company in for two weeks and did an excellent \$28,000.

February 3—*The Philadelphia Story* (Colonial, \$3.30 top). Katharine Hepburn competed with herself in the same vehicle at the picture houses. Did capacity \$26,000 for one week.

March 3—*Ruth and Paul Draper* at the Wilbur for one week at a \$2.75 top drew a nice \$10,200.

March 10—*Cabin in the Sky* (Colonial, \$3.30 top). Ethel Waters' show, first road date; drew a nice \$39,500 for two weeks.

March 10—*Your Loving Son* (Plymouth, \$2.75 top). Had notices greeted this one. Drew a very poor \$6,500 for one week.

March 17—*Blossom Time* (Shubert, \$2.75 top). The first of the Shubert revivals to hit Boston. Three-week total was a fair \$44,500.

March 31—*Night Before Christmas* (Plymouth, \$2.75 top). Got poor notices and drew a below-average \$9,500 for full week.

April 14—*Rose Marie* (Shubert, \$2.75 top). Second Shubert revival. Drew \$31,000, only fair for four weeks.

### "Tobacco Road" Strong

April 14—*Tobacco Road* (Plymouth, \$2.75 top). Road company chalked up a sweet \$32,000 for 12 days.

April 28—*Theater* (Plymouth, \$2.75 top). Cornelia Otis Skinner in Maughman's play did a nice job, ringing up \$32,000 for two weeks.

May 13—*Gay Divorce* (Shubert, \$2.75 top). Shubert revival. Poorly handled and grossed fair \$23,750 for two weeks. May 15—*Women Aren't Angels* (Wilbur, \$2.75 top). In for one week, this English comedy with Bobby Clark and Melville Cooper did a nice \$13,000.

May 19—*The Man Who Came to Dinner* (Colonial, \$2.75 top). Back at the house where it had its premiere, this long-run comedy, with Alexander Woolcott, drew a nice \$30,000 for the two-week stand.

May 28—*Meet the People* (Shubert, \$2.75 top). Drew nicely, building steadily into a juicy \$45,000 for three weeks.

## FROM OUT FRONT

The 10 Best Performances—Multiplied by 4

BY EUGENE BURR

AS USUAL when the task of picking the season's 10 best performances stares me in the face, I intend to equivocate desperately. As usual, the number of fine performances, any one of which would be no disgrace to anyone's "10 best" talent down to a slim dining is practically impossible. Therefore, also as usual, I intend to take partial refuge in an expanded list, naming 40 people instead of 10, and then grading those 40 more or less in the order of personal preference. However, the order can be switched around practically at will without any great harm being done. When you reach a certain standard of excellence, distinctions become too fine to be perceptible to the naked eye.

Then, too, there is the slightly disturbing thought that any number of people not even included among the 40 hereinafter named could be placed on a "10 best" list without any sign of apoplexy in this corner. As usual, the standard of acting during the season was infinitely higher than the standard of playwrighting. It may be noted, too, in the listing, that a large number of the performances come in clusters, two, three, or more having been offered in the same play. That is not only a tribute to the managerial acuteness of the producers of those plays, but also an indication that direction can often aid in the creation of outstanding acting. Pre-eminent in this respect were Guthrie McClintic and Herman Shumlin, each of whom had two shows that crystallized with fine acting jobs—*The Doctor's Dilemma* and *The Lady Who Came to Stay* for Mr. McClintic and *The Corn Is Green* and *The Watch on the Rhine* for Mr. Shumlin.

BUT to get down to actual choices, these are the 10 performances which, in this corner's eyes at least, were the best of the season:

1—Helen Craig as Belinda in *Johnny Belinda*; 2—Ethel Barrymore as the strong and tender schoolteacher in *The Corn Is Green*; 3—Thelma Schnee as the disreputably maturing schoolgirl in *The Corn Is Green*; 4—Phillip Merivale as Dr. Word; 5—Mildred Natwick as the repressed and fear-racked spinster in *The Lady Who Came to Stay*; 6—Lillian Watson as the mother in *The Watch on the Rhine*; 8—Ina Claire as the clear-headed, tender-hearted heroine of *The Trolley Method*; 9—Canada Lee as Elger Thomas in *Native Son*, and 10—Jose Ferrer as Lord Algy in the revival of *Charley's Aunt*.

CONCERNING the pre-eminence of Miss Craig's magnificent portrayal there can be, I think, no doubt whatsoever. In a season slight with fine acting, her tender, understanding, amazingly projected characterization of a deaf-and-dumb girl stood out like a brilliant beacon. It was without question a tour de force of acting, but was carried out with so much sincerity, dignity, and beauty that it became also a warm, human, and powerful characterization—a combination almost unique in my years of playgoing. Miss Barrymore's splendid portrayal needs little or no comment; it is a solid, beautiful piece of work. Miss Schnee supports Miss Barrymore brilliantly, carrying a heavy character thru the various stages of ruttish adolescence and into disreputable maturity with a change of shadings and effects nothing short of astounding. Mr. Merivale, the first man on the list and therefore, in this corner's opinion, doing the season's top job among actors, was faced with a hard and rigid character that seemed, in sober truth, unplayable. (See FROM OUT FRONT on page 16)

## Material Protection Bureau

TRADE SERVICE FEATURE

THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.



## He Didn't Like It

NOBOLK, Va., June 28.—Sour note in the swan song of Tobacco Road was sounded by the editor of *The Ledger-Dispatch* here. Denying that it was anything resembling "a great dramatic sermon" or "a powerful portrayal of one segment of American life," he said:

"While this bit of filthy dramatics was at the very height of its success, New York staged a much-publicized clean-up of burlesque, with its strip-tease acts and all the other filth. There never was a burlesque show in New York or any other American city that made so obvious, so gross, or so vulgar an appeal to the erotic as Tobacco Road made every time it was presented."

## Savoy Opera Guild Offers "The Mikado"

NEW YORK, June 28.—The performance of the second half of *The Mikado*, as it's presently being offered Thursdays and Saturdays by the Savoy Opera Guild at the Cherry Lane Theatre, is the best that this reporter has ever seen. That takes in a practically appalling number of *Mikados*, but it's a measured statement. On the tiny Cherry Lane stage, with an orchestra composed of a single piano, but under the splendid musical guidance of Arthur Lief and the amazingly effective stage direction of Lewis Denison, the troupe is doing a job that should bring delight to the heart of every Gilbert and Sullivan fan—even those to whom *The Mikado* has become the most showman item in the repertory. For the company, under Messrs. Lief and Denison, has actually managed to discover new and effective values, both musical and dramatic, without at any time losing the traditional spirit of the presentation.

The first half, when caught last Saturday (21), started slowly and seemed a bit heavy and unsure. This, probably, was because of the absence of a chorus member or two (Mr. Denison had to double in the ensemble at the last moment), a substitution of one of the principals, and the all but unendurable heat. Once the company found its feet, however, it really started to travel—and the result, as reported, is the best second half I've ever heard.

With the general level of excellence so high, it's almost impossible to single out anyone for special plaudits. If any are to be given, however, they should probably go to Seymour Penzner as the Mikado, Puth-Glorioff as Katisha, Wells Gary as Pook-Bah, and Sylvia Clyde as Yum-Yum. Mr. Penzner, the lacking sense of the headiness of the late Wilbur Ross, is without question the most superbly humorous of Japan in the annals of G & S; he reads excellently (his "boiling oil" speech is practically

a classic) and uses his fine basso to excellent advantage in *My Object All Sublime*. Miss Giorloff is the first Katisha I've ever seen who emerges as a fully rounded human being; her *Living I and Hour of Gladness* are legitimately and dramatically affecting—and yet she never loses the humorous implications of the role. As a matter of fact, they are if anything increased as you find yourself liking and sympathizing with the usually caricatured character. Mr. Gary, without the physical aids to pomposity that mark most Pook-Bahs, does a splendidly humorous job, offering out standing readings and carrying the musical sections excellently. Miss Clyde is a charming Yum-Yum, and her beautiful voice shows to better advantage than ever in *The Sun and I*.

The other, tho, aren't far behind. Charles Kingsley is an excellent Ko-Ko, eschewing the extraneous interpretations that usually go hand-in-hand with the role and doing a fine job with both words and music. Vivian Denison is a charming Pitti-Sing; Charles Latimer, the still a bit awkward in his stage presence, does a much better job both vocally and dramatically with Nanki-Poo than he offered when heard last fall with the Daltrey company; Diana Grey, a young soprano of superlative promise, is a lovely voiced Peep-Bo, and Sidney Morton, substituting for Earl Norland as Pish-Tush, does an excellent job—and, in *I Sit in Solom's Silence*, offers out standing readings only to the credit of George Baker, once of the D'Oyly Carte troupe, whose diction was the greatest ever heard in G & S.

Again, it's impossible to say too much in praise of the work of Mr. Lief, Mr. Denison, and Norman Secor, the pianist who comprises the entire orchestra.

This reporter, wondering if he hadn't gone off the deep end in his enthusiasm over the company, was given unexpected support when he overheard two women talking on the way out. Said one: "I feel funny saying it, but I liked this much better than the D'Oyly Carte."

That makes two of us, lady.  
Eugene Burr.

## FROM OUT FRONT

(Continued from page 15)

Mr. Merivale not only played it magnificently, but brought to it so much understanding, intelligence, and effect that he turned it into a fully rounded human being. Mr. Savo, in his one-man pantomime show, established incontrovertibly a fact that many of us had long suspected—that he is the greatest comic mime in the world today. And, in addition, he added pathos, humanity, and sometimes even unalloyed touches of drama to his memorably comic pretending.

Miss Natwick in a supernatural shocker that was a great deal better than the critics allowed the general public to suspect, obtained both sympathy and chilling effect with a magnificently quiet portrayal of a sex-starved, fear-racked, brain-sick spinster, a role that in almost any other hands would have been either laughable or disgusting. Miss Watson, one of the greatest actresses on the stage today, adds another memorable characterization to her magnificent gallery by her current portrayal, not only playing her own scenes splendidly, but doing a magnificent job in building up those for which others get the credit. Miss Claire, with her charm, intelligence, and sympathy, brought clarity and sincere effect to a fundamentally incoherent character in a muddled play. Mr. Lee, faced not only with the tremendously difficult job of playing the Negro murderer of *Native Son*, but also faced with the phony and painfully over-hyped direction of Orson Welles, did so well in the surrounding abracadabra with the strength and fine sincerity of his portrayal. Mr. Ferrer, veering sharply away from the serious parts he has played in the past, offered a richly comic, brilliantly invective, and hilariously funny interpretation of the much-beset hero of an ancient farce which took on new life largely thru the excellence of his playing.

THOSE, then, are the first 10. But following closely—so closely that the 10th and the 40th place are practically interchangeable—are the other 30. More or less in order of preference, they are:

Frances Starr as the mother in *Claudia*; Ariene Frances as Miriam in *Journey to Jerusalem*; Grace George as the embattled heroine in the revival of *Kind Lear*; Ross Matthews, who did a magnificent job as Gloucester in the Studio Theater's presentation of *King Lear*; Macy Christian as the wife in *The Watch on the Rhine*; Donald Burr as Feste the Fool in the revival of *Twelfth Night*; Jane Cowi as the magnanimous and noble lady novelist in *Old Acquaintance*; Gertrude Lawrence as the dancing, singing, and acting heroine of *Lady in the Dark*; Joan Tetzel as the tender, confused, love-frightened adolescent in *The Happy Days*; and Dorothy McGuire as Claudia in *Claudia*.

Bramwell Fletcher, for his controversial, but to this corner excellent, portrayal of O. B. Shaw's ridiculous idea of a serious artist in the revival of *The Doctor's Dilemma*; Myron McCormick as the drink-sodden, lust-battered husband in *The Dream in the Well*; Dickie Van Patten, for an amazing job as the little boy who played with unseen companions in *The Lady Who Came to Stay*; Josephine Hull as the leading member of the committee for the liquidation of old gentlemen in *Arsenic and Old Lace*; Carol Goodner as the sturdy enemy of a murderer in *They Walk Alone*; Florence MacMichael as the hilariously pitiful stooge in *Out of the Frying Pan*; Donald Cook as the amazingly understanding husband in *Claudia*; Dudley Wilson as the dark-skinned doctor for the forces of Good and Evil in *Cuba in the Sky*; Danny Kaye in a multiplicity of roles, but particularly singing about Russian composers, in *Lady in the Dark*; and Paul Lukas for the sincerity of his work as the beleaguered husband in *The Watch on the Rhine*.

Shirley Booth as the elder sister in *My Sister Eileen*; Boris Karloff as a killer who is sure because he looks like Boris Karloff in *Arsenic and Old Lace*; Al Johnson as practically the whole show in his triumphant return to the stage, *Hold On to Your Hats*; Edgar Stehli as the disreputable plastic surgeon in *Arsenic and Old Lace*; James Todd as the professor in the revival of *Blind Alley*; Colin Keith-Johnston as the decrepit Dr. Hienkinop in *The Doctor's Dilemma*; Peggy Wood for her excellent job as the catty and vicious lady novelist in *Old Acquaintance*; Elenora Mendelsohn as the sad Jewish refugee in *Flight to the West*; Whitford Kane as Sir Paddy in *The Doctor's Dilemma*; and John Beal as the hero of *Liberty Jones*.

Only space requirements prevent my listing another 40.

## BROADWAY RUNS

Performance to June 28 inclusive.	Opened Perf.
<i>Arsenic and Old Lace</i> (Folies)	Jan. 10—193
<i>Beautiful People</i> , The (Loew's)	Apr. 21—104
<i>Claudia</i> (Hudson)	Feb. 12—159
<i>Corn to Green</i> , The (New York)	Nov. 28—247
<i>Life With Father</i> (Empire)	Nov. 8, 28—712
<i>My Sister Eileen</i> (Novelty)	Oct. 16, 20—816
<i>My Sister Eileen</i> (Biltmore)	Oct. 25—812
<i>Native Son</i> (Ed. James)	Mar. 24, 27—112
<i>Separate Rooms</i> (Plymouth)	Mar. 27, 30—110
<i>Watch on the Rhine</i> (Rocky)	Apr. 1—193

Musical Comedy	
<i>New Hellasoppin</i> (Winter Garden)	Dec. 11, 30—648
<i>Pal Joey</i> (Harrington)	Dec. 30—219
<i>Pal Joey</i> (Harrington)	Dec. 30—219
<i>Pal Joey</i> (Harrington)	Dec. 30—219

## Springfield First Legit in 5 Years Grosses Big 25G

SPRINGFIELD, Mass., June 28.—After an absence of five years, legit returned to this city last season strong. The Springfield Playgoers' League, brain child of Daniel J. Maloney and fostered by the Chamber of Commerce, brought in five productions for one-day stops, and the E. M. Loew interests of Boston sent one show here for three nights. They grossed a total of \$25,000, better business than this city saw in some of the balmy days when road companies played here every week.

The first production February 5, *Flora Robson in Ladies in Retirement* at the Court Square Theater drew \$3,800.

The Ballet Russe, February 17, grossed well over \$3,000 for one performance, the only Playgoers' production to skip a matinee.

February 26 Eddie Dowling in *The Time of Your Life* grossed a big \$3,600, playing to sold-out evening houses. Massachusetts laws prohibiting standing room caused more than \$100 worth of business to be turned away, Maloney said.

*Blossom Time*, April 23, drew \$3,200, and that's conservative, Maloney said.

Less than a week later the Loew interests, lessees of the Court Square, brought a road company of Tobacco Road in for four performances in three days. Despite a lot of adverse publicity brought about by Mayor Roger L. Putnam's terming of the show as "filth" and the vice squad's scrubbing, House Manager Fred Marshall said the play "drew very nicely." Advance sale was \$3,000 and the total gross around \$5,000.

Alexander Woolcott in *The Men Who Came to Dinner* wound up the local season with \$4,200, shattering 15-year house records.

This week the Theater Guild recorded its satisfaction with the local season by offering this city its subscription plan for 1941-42. Plan would guarantee the Playgoers a nucleus of six plays for its season.

The only hitch seems to be getting a renewal of the lease on the Court Square. League officers are sure that everything will be satisfactorily arranged.

## "Arsenic" Folds as "Accent" Holds On; Chi Down to 2 Shows

CHICAGO, June 28.—Loop is down to three shows with the closing of *Arsenic and Old Lace* at the Grand tonight following a 12-week run. This road show, featuring Eric Von Stroheim and Laura Hope Crews, is folding for the summer and is scheduled to resume in September. Closing notice boosted final week's take to a good \$13,000.

On the strength of this closing, Harold J. Kennedy is holding over his production of *Accent on Youth* at the Selwyn, which was slated to move out at the end of four weeks tonight. Luther Adler and Sylvia Sidney, in the leads, are drawing nice balcony trade.

*My Sister Eileen*, now in its 18th week at the Harris, is getting by with a mild \$9,000-a-week take. *Hellasoppin*, at the Erlanger, is doing comparatively better than at the larger Auditorium, where it stayed for five weeks. The sale of cheaper seats is good. Will continue indefinitely.

## Shubert Outdoor Opera in Dallas Draws Big Gross

DALLAS, June 28.—Two hit shows in as many weeks have been booked up by J. J. Shubert's presentation of *Opera Under the Stars* at the State Fair of Texas new open-air theater, Fair Park Casino. Newest outdoor theater here, recreated from the old Fair Park Band Shell, has been beautifully reconstructed. Theater seats 5,800 and on three occasions of the first week of *Blossom Time* the capacity was taxed. Thirty-five hundred paid from 30 cents to \$1.10 to see *The Merry Widows* opening night (19). The revival of Lehár's operetta caught on. Continued rain, which hampered attendance for several opening-week performances, has abated and ideal summer weather has aided attendance for the first three presentations of *Merry Widows*.

Helen Gleason, as Sonia, and Edward Roeder, as Prince Danilo, both sang and danced their way into hearty acclaim. Roeder's rendition of *Mexim's* and *The Cavalier* were standouts. Other audience favorites were Frank Hornaday, Leonard Cooley, and attractive Martha Errole, held over from *Blossom Time*.

Douglas Leavitt, whose vaudevillean stance of *Blossom Time's* Christian Krantz met with plenty of applause, came thru with a more subtle comedy role as Baron Popoff. Melissa Mason, exceedingly clever eccentric dancer, spotlighted in *The Merry Widows* Welfa, stopped the show.

No production snafu. *The Merry Widows* was presented with a finished smoothness, and that with a cast whose choruses, line, and most ballet dancers were made up of local talent. Frank W. Wood.

DALLAS, June 28.—*Blossom Time* opened the first local season of Opera Under the Stars Thursday (13). Paid admission totaled 5,000, with a price range from 27 cents to \$1.10. Friday night, 2,350 persons paid admissions, but got rain checks when the performance was rained out at 9 o'clock. Show moved to Fair Park Auditorium for Saturday evening and attendance, handicapped again by rain, was 3,000.

Everett Marshall and Barbara Scully were pleasing in the lead roles, Martha Errole turned in nifty singing as Bellabruna, while Ruthlans Boris was well received in solo and ensemble dance routines.

John Shubert, Walter Johnson, and Jack Richards did a splendid job of outdoor stagecraft, completed under the difficulties of constant rain. A very acceptable chorus and line ensemble is made up of local talent. Musical score is well handled by orchestra under the direction of Pierre DeRoeder, with Hyman Charnick's organ playing dinner engagements and dancing after the show. Frank Wood.

## AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin M. Sargent  
The foremost institution for dramatic and expression training.  
Fall Term begins October 27th.  
Catalog from Secretary, Room 146  
CARNegie HALL, NEW YORK

## ATTENTION, PRODUCERS!

Full-length Dramatic Play of unusual significance available. Suitable for stage or motion picture production. Write

CHRISTOPHER CARL, LITERARY TALENT SPA, 2636 Chestnut Street PHILADELPHIA, PA.



## Newspaper Men Choose Leaders in N. Y. Hotel Publicity Annual Poll

(Continued from page 3)

publicity effectiveness. The Astor, on the other hand, made a terrific jump in publicity effectiveness, although at the moment it is without a summer floorshow due to a stagehands' union dispute.

The 50 newspaper men voted also indicated that hotels which changed press agents were less effective in publicity service than those with no turnover. Obviously, a new p. a. takes months to become 100 per cent effective. The New Yorker, St. Regis, Pennsylvania, Edison, and the Biltmore are among the

important hotels that changed p. a.'s during the season.

### Waldorf the Winner

The winning hotel, the Waldorf-Astoria, is probably the most famous in the nation and it was Saucier's job to keep it on top. He has nine restaurant rooms to work with, along with name bands and name acts. Maintaining a dignified policy, the hotel got itself into print thru special events, celebrity guests, entertainment policy, and broadcasts. Boomer and the chef, Oscar, are the hotel's most publicized personalities.

New Yorker publicity was hit when R. D. Moeckler resigned as p. a. in March after four years' service. Moeckler was voted top hotel p. a. in both the first and second annual poll and the New Yorker was voted best publicized hotel in both the 1939 and 1940 polls. Moeckler quit to open his own publicity office, Counsel, Inc., and Shep Henkin succeeded him at the New Yorker. Henkin was handicapped when he got the job by the hotel's dropping its ice show and name band for two months.

Lexington Hotel dropped one peg, according to the poll, although its p. a., George Sutton, climbed to second place as best hotel p. a. Sutton News Service, Inc., has five men working on the Lexington account, with Sutton and Ed Weiner on hand nightly at the hotel. Sutton plugs the Hawaiian Room for best results, with manager Charles Rochester and other angles next in importance. Sutton landed 654 clips in local papers, 213 in New England papers, 201 in Hawaii papers, and 4,355 other clips from other parts of the nation in 1940.

### Big Improvement by Astor

Astor Hotel, in third place, was given a strong promotion job by Gardner, who put over the Tommy Dorsey campaign, which helped cover up the absence of the usual summer floorshow. Gardner plugged Bob Christenberry effectively, emphasizing Christenberry's activities for the Broadway Association, the United Service Organizations, various war relief shows, and also using him to personalize the hotel. Gardner's strength lies in bright promotion ideas.

The Pierre got its night club publicity thru its cafe, which uses small names, and additional space thru its smart set parties, celebrity guests, and fashion news. Ware Lynch did a steady publicity job.

The Pennsylvania has had unstable publicity office for years. Frank Kirvan was p. a. until October, then the Stater chain publicity office (Ted Dibble) stepped in for two months. Walton M. Smith, current, took over January 1. The hotel gets most of its publicity breaks thru name bands, and also its big convention bookings.

The Park Central, p. a. by Ed Weiner, climbed from 16 to 7th place this year. It is the only local hotel with a big girls show, and advertising and publicity has emphasized this angle.

The Savoy-Plaza and the Plaza were publicized jointly by Joe Ryle, doing the public relations, and Newkirk Crockett, handling stuff on guests, hotel personnel, and other than the dining rooms.

### St. Regis Okch

The St. Regis suffered this season thru outside entertainment in its dining rooms. It ran ninth among the hotels, with its director, Vincent Astor, seventh as best publicized hotel man, and its p. a., Jane Hunter, 10th as best hotel p. a. The St. Regis again was the only hotel with more than one management personality voted as best publicized. Its Gaston Laurysen drew three points.

The Biltmore, p. a. by A. S. Crockett, jumped from 14th to 10th place, with its manager, David Mulligan, climbing from 12th to 10th place this year as well. Crockett himself landed in eighth place, whereas last year he didn't get any votes. The hotel got its biggest publicity breaks when Horace Heidt played there.

The Piccadilly, in 12th place, drew nice publicity, mostly thru novelty news

### Method of Scoring

Point score for the Night Club-Hotel Publicity Poll was computed on the basis of 5 points for first place, 3 for second, and 1 for third. Same as last year's poll.

## Leading Hotel Press Agents

Hotel press agents who best met editorial needs of newspaper men voting:

Press Agent	Hotel	Points
Ted Saucier (Waldorf-Astoria)	.....	80
George Sutton (Lexington)	.....	44
Hy Gardner (Astor)	.....	35
R. D. Moeckler (ex-New Yorker)	.....	32
Robert Reud (St. Moritz)	.....	16
Ware Lynch (Pierre)	.....	15
Newkirk Crockett (Plaza, Savoy)	.....	13
Albert S. Crockett (Biltmore)	.....	12
Sam Blake (Forrest, Piccadilly)	.....	12
Jane Hunter (St. Regis)	.....	12
Ross & Jacobs (Algonquin)	.....	10
Ed Aaronoff (ex-Astor staff)	.....	8
Ed Weiner (Park Central)	.....	7
Corinne Buchanan (Ambassador)	.....	6
Bill Lundell (Ambassador)	.....	6
Robin Harris (Edison, Lincoln)	.....	5
Robert Kalb (5th Ave.)	.....	5
Shep Henkin (New Yorker)	.....	5
George MacMurray (Belvedere)	.....	5
Selma Weiskopf (St. George)	.....	5
Walton M. Smith (Pennsylvania)	.....	3
Irring Kahn	.....	3
Monty Snowden (Spencer Taylor Hotels)	.....	3
Ray Burgess (ex-Sheraton, Sutton)	.....	3
Joseph T. Ryle (Plaza, Savoy-Commodore), Al Hauser (Taft), Edna Root (Park Lane and the Chatham), Blanche Gallard (Ritz), Walton W. Smith (Pennsylvania), and for Ted Baldwin (Mayflower).	.....	3

Items placed by p. a. Sam Blake. A three-piece band in its lounge is the hotel's only entertainment. Roy Monton, hotel manager, didn't draw any votes this time, although he did last year. Ray Potter, manager of the Forrest, also p. a. by Blake, is ninth this year as best publicized hotel man. The Forrest has only cocktail lounge entertainment. St. Moritz, in 14th place, compares with no votes at all last year, and its managing director, S. Gregory Taylor, landed in eighth place. Its p. a., Bob Reud, climbed from 12th place last year to fifth this year. Taylor's activities for the Greek War Relief this spring got him special notice.

The Edison slipped from 11th place last year to 15th this year, and its director, Mrs. Maria Kramer, dropped from fourth to sixth place in this year's poll. Robin Harris p. a.'s both the Edison and the Lincoln for Mrs. Kramer.

### Algonquin Way Down

The Algonquin, which was voted second best publicized hotel, and its director, Frank Case, the top publicized hotel man last year, this year dropped surprisingly to 16th place and Case was dislodged from first place by Christenberry. The hotel again used Ross and Jacobs to plug its entertainment policy, but talent booked this season apparently was not as exploitable as the year previous.

The Ambassador did not land among the winners, but its p. a.'s, Corinne Buchanan and Bill Lundell, were 14th and 15th respectively among the best hotel p. a.'s. The hotel's lack of floor shows and name bands forced its p. a.'s to concentrate on society stuff, fashion news, charities and celebrity guests

## Palmer House Good 200G With Garber Band 11-Week Run

CHICAGO, June 28.—The Palmer House show, with Jan Garber's band, Whitson Brothers, the Barrys, and Donaine and Ellis, grossed an estimated \$200,000 during its 11-week run. Food and liquor receipts during its first four weeks amounted to some \$65,000, a good figure considering the Lent season and lack of big conventions.

Bismarck is changing its policy in the new Tavern room Wednesday (2) by adding three acts to head a musical comedy show. If idea clicks, acts will be retained indefinitely, changing material every month or so. Dick Ware, emcee and dancer; Marshall and Shields, singers, and four girls come in, and the Dave O'Malley office.

A take-off of the scrow show set-up in New York's Club 18 by the local 885 Club is proving successful. Rogers and Morris and Jerry Bergan are being retained for the comedy and heckling. Thompson's 16 Club reopened last night as the La Rumba. Two bands on hand, but no shows.

## San Antonio Clubs Expect Big Season

SAN ANTONIO, Tex., June 28.—Night clubs here expect best season in several summers.

The Kit Kat Klub and Mountain Top Dinner Club both have shows, unusual for this town during the summer. The Kit Kat features Larry Sheridan, singer, and Johnny Anderson, piano. Headliner at the Mountain Top is Vernon Geyer, organ, and Eva Jo Allpress, piano and soloist. Also, Duke Skiles and orchestra, and Key Taylor, tap dancer.

Top trade is going to the St. Anthony Hotel's Anachacho room, where Eddie Fitzpatrick was followed by Leonard Keller orchestra June 19.

## Wilmington "Tryouts"

WILMINGTON, Del., June 28.—Ace Theater has added, beginning Wednesday evening, professional tryouts.

These actors, including talent from Philadelphia and New York, will be introduced by Uncle Wip, of radio.

## L. A. Club Expands

LOS ANGELES, June 28.—Club LaVelle is undergoing improvements which include terracing to increase the capacity from 350 to over 400. Club is owned by George Ball.

(handled by Miss Buchanan), and feature stories (handled by Lundell).

As with the poll the past two years, newspaper men noted on their ballots their low regard for hotel publicity methods generally. One syndicated columnist wrote, "They (hotel p. a.'s) are all ineffectual." Hotel p. a.'s on the other hand, complain that management's conservative policy prevents use of imagination and makes it impossible to engineer many sure-fire special events and stunts.

## Best Publicized N. Y. Hotel, Manager

Most effectively publicized New York Hotel:

Hotel	Press Agent	Points
Waldorf-Astoria	(Ted Saucier)	80
New Yorker (R. D. Moeckler-Shep Henkin)	.....	53
Astor (Hy Gardner)	.....	51
Lexington (Geo. Sutton)	.....	32
Pierre (Ware Lynch)	.....	25
Pennsylvania (Walton M. Smith)	.....	18
Park Central (Ed Weiner)	.....	18
Savoy-Plaza (Joseph D. Ryle-N. Crockett)	.....	17
Crockett	.....	17
St. Regis (Jane Hunter)	.....	15
Biltmore (A. S. Crockett)	.....	11
Plaza (Joseph D. Ryle-N. Crockett)	.....	7
Piccadilly (Sam Blake)	.....	5
Fifth Ave. Hotel (Robert Kalb)	.....	5
St. Moritz (Robert Reud)	.....	5
Edison Hotel (Robin Harris)	.....	5
Algonquin (Ross-Jacobs)	.....	5
Lincoln Hotel (Robin Harris)	.....	3
Commodore (Ray Doyle)	.....	3

Most effectively publicized New York hotel owner-or-manager:

Manager	Hotel	Points
Robert Christenberry (Astor)	.....	100
Frank Case (Algonquin)	.....	85
Lucius Boomer (Waldorf-Astoria)	.....	32
Charles Rochester (Lexington)	.....	21
Frank L. Andrews (New Yorker)	.....	18
Maria Kramer (Edison, Lincoln)	.....	17
Vincent Astor (St. Regis)	.....	14
S. Gregory Taylor (St. Moritz)	.....	7
Ray Paul (Forrest)	.....	7
David Mulligan (Biltmore)	.....	5
Joseph Reynolds (Belvedere)	.....	5
Dave Martin (Bossert)	.....	5
Henry A. Root (Plaza, Savoy-Plaza)	.....	5
Gaston Laurysen (St. Regis)	.....	3
John Horgan (Lincoln)	.....	3
Martin Sweeney (Commodore)	.....	3
Knott Hotels	.....	3
Jane McCabe (Pennsylvania)	.....	1
Oscar of Waldorf-Astoria	.....	1

## Voting in The Billboard's Night Club and Hotel Poll

Lucius Beebe, *Herald-Tribune* syndicated columnist.  
 E. Charles B. Bowen, *Hotel Gazette* editor and publisher.  
 David Breschell, *WMCA* theatrical commentator.  
 David Brown, *Pic Magazine* Broadway editor.  
 Patricia Coffin, *World-Telegram* society writer.  
 Harold Conrad, *Brooklyn Daily Eagle* columnist.  
 Jim Craythom, *Associated Press* picture editor.  
 Robert Dana, *New York Herald-Tribune* night club editor.  
 Charles B. Driscoll, *McNaught* Syndicate columnist.  
 Jack Egan, syndicated columnist.  
 Clifford Evans, *Brooklyn Daily Eagle* columnist.  
 Joe Fabian, *Long Island Daily Press* columnist.  
 Frank Farrell, *World-Telegram* amusement editor.  
 Bradford Felder, *Cue* magazine night club editor.  
 Eckert Goodman, *Town & Country* columnist.  
 Marcus Griffin, *New York Enquirer* columnist.  
 Dale Harrison, syndicated columnist.  
 Roland Harvey, *Pic Magazine*.  
 William Hawkins, *World-Telegram* night club editor.  
 Rosemary Haywood, *Metropolitan* Host editor.  
 Audrey Hoyt, *Esquire* columnist.  
 Alice Hughes, *New York Post* women's column.  
 Dick Huntington, *Hotel World Review* editor.  
 Malcolm Johnson, *New York Sun* night club editor.  
 Dorothy Kilgallen, *Journal-American* syndicated columnist.  
 Leonard Lyons, *New York Post* syndicated columnist.  
 Ken McCaleb, *New York Sunday Mirror*, Magazine Section.  
 Bert McDonald, *World-Telegram* feature editor.  
 Lawton Mackall, *Esquire* night club editor.  
 Paul Martin, *Morning Telegraph* columnist.  
 Lee Mortimer, *New York Sunday Mirror* feature writer.  
 Bob Musel, *World-Telegram*, United Press feature writer.  
 Maury Paul (Cholly Knickerbocker), *Journal-American* syndicated society editor.  
 George Pipal, *Life* Press.  
 Tom Pridesau, *U.S. Magazine*.  
 Gene Rea, *Il Progresso*, night club editor.  
 Inez Calloway Robb, *Kings Features* syndicated columnist.  
 Ben Schneider, *Women's Wear Daily* night club editor.  
 Irving Shesberg, *East Side News* night club editor.  
 Bill Smith, *Financial Reporter* columnist.  
 Louis Sobel, *Journal-American* syndicated columnist.  
 L. L. Stevenson, *Bell Syndicate* Broadway columnist.  
 Bob Sylvester, *New York News*.  
 John A. Thomas, *The Playbill*, columnist.  
 George Thacker, *Associated Press* Broadway columnist.  
 Dan Walker, *New York News* syndicated columnist.  
 Nina Wiggins, *Cue Magazine*, assistant restaurant editor.  
 Edna Williams, *World-Telegram*.  
 Thyrza Sauter, *Winstow*, *Everybody's Magazine*.  
 Edward Zelner, *New York Mirror* Brooklyn columnist.



## Palmer House, Empire Room, Chicago

**Talent policy:** Production floor shows at 8:30 and 11: "Little show" 10 p.m.; show and dance band, relief band. Management: Edward T. Loveless, managing director; Albert C. Fuller, publicity director; Meriel Abbott and Dick Barstow, producers and costume designers; Mrs. Florence Wilson Colfison, assistant. Prices: Minimum, \$2.50; Saturdays and holidays, \$3.50.

The new show featuring Skinny Ennis and band and Rosario and Antonio, Spanish team, is set for 10 weeks. It came in Thursday (26) on the heels of the 11-week affair topped by Jan Garber.

It will be up to Ennis to draw business. Altho here for the first time, his rep as a leader and singer over the Bob Hope radio programs should prove a strong trade-getting factor, particularly among the younger element. He has a big job on his hands, the room being used to Duchina, Lombardos, and names of a similar caliber. If he makes good, he will rate an extra feather in his cap. The band is smooth, instrumentation designed along the style of the late Hal Kemp (his former boss). It also boasts of enough individually capable musicians to play the current, difficult show music well. Ennis's emcee innings opening night were lengthy and trying, but that is to be blamed on a case of jitters.

A colorful highlight is the production work credited to Dick Barstow (Miss Abbott is in Rio de Janeiro for the summer). The opening and closing line numbers are inventive and thoroughly entertaining. The girls (12) open with a novelty titled *The Angel and the Devil*. The choreography and the suitable costumes are a refreshing sight. In the finale, the line lends festive background to the fiery dance work of Rosario and Antonio. The number is full of life, action, and color. Barstow acquitted himself nobly in this responsible task. John Mack, young, crack tapper, did justice to an early spot with an effortless session of rapid-fire footwork. Performs with ease and assurance. A more tight-fitting outfit would help his general appearance.

The Three Pichtman went big with their comedy routine. Repeat their new familiar vaude turn which consists of musical mouthpieces impersonating anything from a passing auto to Wayne



**CONSOLO AND MELBA**  
currently return engagement  
**EDGEWATER BEACH HOTEL, CHICAGO**  
opening July 11  
**NICOLLET HOTEL, MINNEAPOLIS**  
Just sighted  
**MARK HOPKINS HOTEL, San Francisco**  
**GOLDEN GATE THEATER, San Francisco**  
**ORPHEUM THEATER, Los Angeles**

**RUSSELL & CHRISTINE**  
HELD OVER 2 MORE WEEKS  
**CHEZ MAURICE MONTREAL, CANADA**  
Canada's Finest Nite Club.

Vaudeville's Most Versatile Comedy Novelty.  
Address: CARE OF THE BILLBOARD, 1564 BROADWAY, NEW YORK

King's theme song. The boys have developed a clever, amusing novelty.

Carlos Ramirez, Latin baritone, gives out with a trained voice that can take on either pop tunes or opera. His rendition of *Figaro* without the aid of a mike was impressive. Starts out with *Amopola* and then goes into a difficult Argentine tango. Heavy fare most of the way, but worth while.

Rosario and Antonio, young Spanish gypsies, dance with the fire and heat of real natives. Their interpretative numbers are not easy to follow but they put so much showmanship into them that the customer ignores the tales behind them. Oked for classy rooms that want to see acts from ballroom teams for a spell. Their music, incidentally, is as soul-stirring and as vigorous as their classic toe and heel work.

In the "little show," the Ennis family comes forth with a couple of tunes, including the inevitable *Hut-Sut Song*. Carmine Calhoun, the band's attractive ballad dispenser, holds attention with her sincere delivery of current and past hits. Sonny Dawson, guitarist, is the featured yodeler. Lorraine Sanchi, a graduate from the Abbott line, danced a couple of show-stopping interpretative routines, set by Dick Barstow. She is a beautiful, talented dancer. Ennis pitches in with a whispering vocal during her *Boy, Girl and Lamplight* specialty.

Pedro de Leon's combination dishes out the Latin tempo between Ennis sets. Inez Goman, good-looking brunet, assists on the maracas and vocals.  
Sam Honigberg.

## Fefe's Monte Carlo Beach, New York

**Talent policy:** Dance band; singer. Management: Felix Ferry, owner; Helen Guyan, press agent. Prices: Luncheon from \$1.50 and dinner from \$2.50.

Fefe opened the summer extension to his lush smart set club Tuesday (24). Monte Carlo proper closed for the summer, ending a successful run for Comedian John Buckmaster and Noel Carter, Jessica Rogers, and Annette Arden, strip-pers.

The new spot, at the same address, is a fancily decorated tropical lounge (designed by Franklin Hughes), in green and yellow motif. The lighting is supposed to follow the sun. Bright at luncheon and darkened gradually as evening approaches, etc.

Only entertainment is John Kirby's fine swing band, which comes in from Cafe Society, and a singer, Louie Jean, who's making her night club debut here. Kirby's excellent music could hardly make itself heard during the madhouse opening night. His band had to leave the stand opening night to make a *We, the People* CBS broadcast that couldn't be canceled, and the Eddie South band from Cafe Society came over as substitute for a couple of hours. A friendly gesture from Barney Josephson, owner of Cafe Society.

Miss Jean is a nice looker, youngish, who's been on the *Gay Nineties* and the *Basin Street* radio programs. She, too, couldn't be heard over the din opening night. (We'll report on her some other time.)  
Paul Denis.

## Club Royale, Detroit

**Talent policy:** Dance and show band; floorshows at 9:15 and 12:30. Bookers: Phil Tyrrell, of Chicago. Prices: 50 cent cover charge; \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.

Show opens with a remarkable Norwegian folk dance in brilliant authentic abbreviated peasant costumes by the Winkle Hoveler Girls—something new in line work. Their closing bit is in cowboy costumes, aided by toy-pistol shooting and skipping with glittering ropes.

Alice Kavan does a variety of Spanish numbers in a native costume, ranging gracefully from the languorous waltz to swift heel-tapping routines that are typically Spanish.

Mardont and Louise open with gold-

fish bowl and ring magic, and then do about the fastest paced mentalist bits this reviewer has seen, with the girl identifying objects a dozen a minute as Mardont passes thru the floor. He then a pretty blooming rosbush production.

Bobbie Gillette and Shirley Richards open with a cute story-dance of a birthday present, and then work, seated, with a pair of 10-inch stick puppets doing a novelty dance routine. They resume with a rhythmic Mexican number, and then a highly impressive Lambo Walk. Equipped with gas mask boxes, they go into a blackout, while the orchestra adds to sound effects with flashlights and sparklers, while the dancers pause to drink tea from phosphorescent cups and saucers. Finale is a minstrel cakewalk excellently done. Gillette is also that rarity for this club, a dancing emcee.

Peter Higgins, starred, works in an individual manner, with his strong rich lyric tenor. He is good in Irish specialties, like *McNasara's Band*, and on straight ballads like *Blueberry Hill*. He goes back a way for some, like *Bella, Bella*, but chooses his songs well, even sang one without accompaniment. Works well on interchanges with the crowd for requests. Higgins uses lyric variations too.  
H. F. Reeves.

## Embassy Club, Philadelphia

**Talent policy:** Dance and show band, rumba relief and piano lull, floorshows at 7, 12, and 2. Management: Sam Dick, owner; Herb Smiler, proprietor; Adolf Marks, manager; Eddie Jacques, headliner. Prices: Dinners from \$1.25; drinks from 60 cents; \$2 minimum Saturdays and holidays; no cover.

This intimate manse, with its plush and lush environs, still rates as the town's smartest late spot. Attracts both the social and theatrical set, and thru the years has had little trouble holding on to its exclusiveness.

Goings on are confined to the second-floor Glamour Room and Monkey Bar, with all action continuing. For the summer weeks everything moves to the ground floor lobby, Rhumba Room.

Show intersperses the Latin American with the Yankee. On the south-of-the-border side, terp twain of Aileida and Chico regale with the conga and rumba. Duo dandied with impression of two Cubans bitten by a jitterbug. Chocquita, a solo terper, plenty swellish for the Spanish routines, is best in a matador cape routine.

Yankee influence in the stellar song-selling of Helene Standish, a stately doll and plenty bullish on the ballads, and in Ann Rutherford, her pipes ringing true for the show tunes.

George Clifford, a nimble wit with an intimate delivery, keeps things moving at a face pace and real pert-like.

Curt Weiler (5) provides the dance incentives, with Carlos Reyes (4) the rumba extender, for housing it on the confining floor. Johnny Parish, at the mini-piano, adds zing to the lulls.  
M. H. Ordenker.

## Arabian Supper Club, Columbus, O.

**Talent policy:** Floorshows at 9:30, mid-night, and 1:45 a.m.; dance and show band. Management: Owner, Tom Worland. Prices: Dinner, 75 cents to \$2; drinks, 25 cents up; minimum, Friday \$1, Saturday \$1.25.

Jimmy Rae "and his brother" wowed them here. Rae, who talks about his mythical brother, has a mess of new acrobatic tricks, a few new gags, and performs some of the most difficult tumbling feats seen here. He's tops in his line to show here.

Sylvia and Christian, adagio team, are clever, Austrian dancers. Highlight of their act was Christian's holding Sylvia on the palm of his hand while she stands on toe. Also present a clever comedy dance.

Jimmy Costello, singing emcee and mimic, formerly with Al Donahue, goes thruout in clever style. His impersonations and piano playing brought plenty of applause. The Peary and Duranto impersonations were his best.

To fill out there were six Arabianettes in opening and closing numbers. A well-trained group of good-looking girls.

Hugo Monaco and his orchestra continue as one of the best local combinations. He features requests, besides the newest tunes.  
Pat O'Hearne plays and sings during

the cocktail hour in the bar and during intermissions. The food is above average and served from a spotless kitchen.  
Albert E. Redman.

## Tavern-on-the-Green, New York

**Talent policy:** Dance band. Management: Department of Parks, City of New York; Satorius Management, Inc., personal direction; Harry Sobol and Ted Hartman, press agents. Prices: Dinners from \$1.35; supper and drink minimum after 9 p.m. \$1 and daily afternoon tea dance 35 cents minimum.

A rustic, horseshoe-shaped building opening on to a spacious patio for diners and dancers and situated just inside of Central Park at the West 67th Street entrance. Spot is a natural for the sophisticated upper middle class and it is that part of society which inhabits this serene oasis.

It's strictly dine-and-dance, and the customers can do well at either or both. Hughie Barrett's orchestra furnishes the dance rhythms and fits more than pleasantly into the surroundings. Instrumentation has piano, drums, sax, fiddle (doubling on bass), and electric guitar. Barrett puts stress on the swingy waltzes but cuts in frequently enough with pops. For a small orchestra, the result is exceptionally good and much more than adequate for the spot's requirements. Guitarist George Hines steps out for an occasional song, well done.  
Food and service are excellent.  
Harold Humphrey.

## Villa Venice, Northbrook, Illinois

**Talent policy:** Show and dance band, relief band; floorshows at 9:30 and 12. Management: Albert Bouche, operator, manager, and producer. Prices: Dinner from \$2.50; minimum \$3.50 weekdays; \$3.50 Saturdays.

Radically departing from last season's back-to-nature numbers, Bouche has gone to the other extreme and has his show girls swathed in yards and yards of material. As usual, he has a picturesque and unusual program, a mixture of the French and Oriental types. Opening production number brings on the girls in Louis XIV period costumes, full skirts, knee breeches, for a routine of old-fashioned dances. Pert Jacqueline Mignac offers a spicy can-can dance and is followed by Rosita Ortega in brilliant red satin gown with a torrid and entertaining Spanish dance. Rinaldi, bartending

SONGS ★ ★ ★  
by

SIGRID



LASSEN  
— currently —  
RAINBOW ROOM

Rockefeller Center, New York

THANKS TO JOHN ROY

No Exclusive Representation



tone, scores with some excellent vocals. Tabu, in *Dance of India*, offers a weird and out-of-the-ordinary routine that holds attention.

Grace Poggi and Igor are one of the show's brightest spots, their graceful and difficult dance routines winning generous acclaim. They have a startling finale in which Igor holds his partner aloft for marvelous spins. Tana, vocalist, is a good song stylist whose blues and pop ballads, to guitar accompaniment, are well received. Vanessa, who was a feature of last year's show, is back and with her partner, Sandino, presents a weird South Seas dance and other colorful routines. Basual, soprano, has a voice of fine quality and puts her numbers over pleasingly.

Yed Adair has a flair for the unusual and his dance routines have speed, precision, and originality that make his offering exceptionally entertaining. The Aurette Sisters have a pleasing acro dance. Show closes with a patriotic production number.

Musto is by Juan Makula and his band, specializing in Latin tunes. Throughout the show Musto himself injects his personality, occasionally leading the band and telling of his experiences in show business. *Not Green.*

### Wivel, New York

**Talent policy:** Dance band and floorshows at 7, 10, and 12:30. **Management:** Svend Jorgensen, operator; Phyllis Kraus and Elvira, press agents. **Prices:** Dinners from \$1.50; minimum Saturday night, \$1.50.

A local oddity would be a night club that hangs the rope up every night. This smorgasbord spot is that oddity. Dinner trade here is something that can be marveled at, considering the slump being suffered by many spots because of the heat. The patronage consists mainly of solid burghers on a night out who are willing to spend a moderate sum for excellent food and an ample floorshow.

Under these conditions, acts work under no handicap and go over in no uncertain terms. Bob Lee, rhyming emcee, now in his eighth year, has outlasted Bobaco Road doing his rhyming on any subject called out by the audience and bringing in a multitude of patrons' names and the occasion which they are celebrating. His stint, as usual, goes over big.

Garron and Bennett, standard ballroom team, execute a trio of numbers with precision and showmanship. Open with a waltz and then go into a classy routine to music of the Bachmanoffy C Minor Prelude. Wind up with a cakewalk. Took several bows.

Bob Mollenstein works in a GAR veteran get-up. Voice and mannerisms are really authentic and audience is at a loss as to what his actual age is. Tells some stories, many of them, like his make-up, of ancient vintage. Winds up by juggling. He went over well.

Florence Pestly, a lyric soprano, is young and good looking. Voice, however, shows need of additional training. Doesn't hit the high notes with sufficient assurance. However, she has a solid base to work with, and additional experience should make her sock.

Patricia Romel dances capably, having a set of nice spins which go across nicely. However, the design of her routines is unimaginative. Did a waltz, a sexy rumba, and a farouca in which she clicks castanets. Got a good hand. *Joe Cohen.*

### Colosimo's, Chicago

**Talent policy:** Show and dance band; floorshows at 8:30, 12, and 3. **Management:** Dan Barone, manager; George Promath, producer. **Prices:** Dinner from \$2; drinks from 60 cents; minimum \$2.

New summertime revue has three feminine acts (Yvette Dare, Rose Perfect, and Renee Villon) for headliners and the Bartzells, Shelmor Dene, Leon Miller, and Jack Prince in support.

Opening production number, with the 16 ensemble girls in feathery scanties, is beautifully presented and brings on Leon Miller, one of the finest tap dancers. Miller's talent and showmanship are distinctly out of the ordinary. The Bartzells, favorites of earlier Colosimo shows, are equally at home with pop and operatic numbers. Scored nicely with the *Ferryboat Song* and *Deep in My Heart*.

Tall and attractive Shelmor Dene is a control dancer and her remarkable work brought generous applause. The Gale Sextet, three men and three girls, act off a beautiful dance routine. Act is smartly dressed and cleverly presented. Leon Miller on again for dance impres-

sions such as Ballin' the Jack, Walkin' the Dog, Alabama Stomp, and others, and goes over big.

Yvette Dare scores with her colorful parrot dance, presented in a picturesque setting. Rose Perfect has an excellent soprano voice and pleases with operatic and pop melodies.

Renee Villon appears in the finale, a colorful showboat number. She is one stripper who really can dance and her graceful routine won hearty approval. Gale Sextet also appears in this number in an entertaining cakewalk routine, and Jack Prince does well vocalizing.

Frank Quartell provides first rate music, and during intermissions Harry Pooley's combo plays for dancing. One of the most entertaining shows here in a long time. *Not Green.*

### Trianon, Los Angeles

**Talent policy:** Floorshow with band; floorshows at 10 and 12:15 p.m. **Management:** Jimmy Contratto; James Brown, headliner; Bill Harvey, press agent. **Prices:** Admission, 40 and 50 cents plus tax; 50 and 75 cents, plus tax, Saturday dinner, 75 cents to \$1.50; drinks from 25 cents.

Originally known as Topsy's, this spot opened May 22 with straight ballroom policy after operating for years as a night club. Trianon manager, Jimmy Contratto, is well known as a picker of good talent and his colored show when caught was no exception.

With Duke Ellington's band supplying the music and the Duke himself emceeing, a fast eight minutes of buck-and-wing are offered by Peter Ray. His imitation of Seabiscuit coming across the line got plenty of applause. He brought down the house when he did his dance with a full tray balanced on his head. He ends his act with a few splits and spins.

Herb Jefferies clicked with *Flamingo* and encoored with *Walking by the River*. The Four Kit Kats got a big hand with their dances. Fast and terrific in true Harlem style, the two women and two men offer real entertainment. As a sock finish, the four are back with a rapid buck-and-wing.

Ivy Anderson opened her turn with *The One I Love Belongs to Somebody Else*, followed by *Go On and Give It to Em*. Lustily applauded, she returned with *The Story of Minnie the Moocher*. Show-stop came when Miss Anderson held an imaginary phone conversation with Rex Stewart, who made his trumpet talk and answer her questions. Excellent.

Spot was filled when night show was caught, a condition that has existed since Ellington and the show opened here late in May.

Undoubtedly the best septa show in the L. A. territory. *Sam Abbott.*

### Hotel Netherland Plaza, Restaurant Continentale, Cincinnati

**Talent policy:** Dance band and floorshows at 8 and midnight. **Management:** James Mason, captain; Toni Lemare, songster; Richard Elmer, catering manager; Jean Bishop, publicity. **Prices:** No cover or minimum; dinners from \$1.75; suppers from 75 cents; drinks from 25 cents.

The only hotel main dining room in town offering a band and floorshows, this swank sanatorium is naturally a haven for the town's cream trade. A plump convention season has given the room a healthy play since the hotel switched entertainment from its Pavilion Caprice to this chamber eight weeks ago, with turnarounds a common thing on Saturdays.

Set for the summer are Burt Farber and his orchestra, an 11-piece society-styled local crew, including several Cincinnati symphony men. A single act, usually a dance team, is booked in at two-week intervals. The room boasts its talent budget beginning July 8, however, when the Frederick Bros. *Casualte on Ice*, highlighting Fran Johnson, Marion Flaig, Gordon Leary, and the De-Icers line, moves in for an extended stay on the hotel's own ice tank.

Farber and his boys furnish the bulk of the floor entertainment and turn in a solid job. An important part of the band's offerings is Farber's outstanding pianistics. In Jack Brown, handsome and personable, the band has a much-better-than-average ock singer. He showed best in the *Hawaiian War Chant* and *Jessie*, in both of which he gets good support from the band lads. Bill McInerney, accordionist, also shows up well in several specialties.

At the show caught Varos and Vida, handsome Latin pair, supplied the dance

## A Note of Thanks to Merriel Abbott



BEFORE heading East for an indefinite stay at Ben Marden's Riviera, we want you to know just how much we enjoyed our 11-week stay at the Empire Room of the Palmer House.

Our engagement was a very pleasant one.

## The WHITSON BROTHERS

currently  
CHICAGO THEATER, CHICAGO

opening July 10  
BEN MARDEN'S RIVIERA, FORT LEE, N. J.  
Personal Management: EDDIE SMITH, 1501 Broadway, New York City

fare, with an accompanist, Pedro, pounding out the rhythm on the usual line of gadgets. Well groomed and toting good wardrobe, the team offered a pair of rumbas and wound up with a dashing conga, featuring the usual whirrs and twirls. For a finish Jack Brown leads the patrons in a conga chain and gets good response.

Still a valuable asset here is the room's excellent cuisine, good drinks, and top-notch service. *Bill Sachs.*

### Adolphus Hotel, Hawaiian Century Room, Dallas

**Talent policy:** Dance and show band; floorshows at 1, 8:30, and 11:30 p.m. **Management:** H. Fuller Stevens, publicity by Abe Berger. **Prices:** Weekdays minimum \$1, Saturday and holidays, \$1.50; admissions, 75 cents weekdays and \$1 Saturday and holidays; no liquor served.

The management, after its last summer's venture into ice shows, has introduced a second summer of ice revues with Art Victor's smart show, *Ice Time*. Heading Victor's excellent crew of skaters and entertainers are the Brandt Sisters, a remarkably clever sister team of Swiss skaters, who know all the tricks.

The 10 novelty skating and dancing numbers are well supported by Ligon Smith's local orchestra. Smith emcees the show. He has a very pleasing manner and his droll witticisms kept the audience laughing.

Show opens with Helga Brandt's skate and dance number, *Hussel Frenses Over*. Crowd liked the contrast between her Hawaiian costume and ice skating. Her routine is done with grace and poise.

The Winter Carnival introduces the Sweetheart Ballet, four clever skate-dancers that got lots of applause in their attractive Tyrolean costumes and expertly done musical numbers.

Comedy relief is furnished by Frenchy Hebert, who got laughs with his pantomime and clown skating. Highlight is his drunken skater.

Handicapped by a very small skating surface, the Brandt Sisters score nicely in their skate interpretations of pop tunes.

*We're in the Army Now* is a snappy

## ★ RITA ★ ★ COUGHLIN ★

Songs and Impressions  
At the Piano



AMERICA'S NUMBER ONE  
INTIMATE ENTERTAINER

Just concluded 21 weeks' Engagement Coconut Grove, Boston.

Available for Intimate Rooms in  
CLASS A HOTELS OR NIGHT CLUBS

Personal Representative  
Bill Nagle, Suite 620, University Bldg.,  
Syracuse, N. Y., or Your Local Agent.

musical show on ice, smartly done by the Sweetheart Ballet in bright military costumes, high hats, and drums. Gracefully interpreted are *Top Trumpet*, *I Am an American*, *March Militaire*, and *Snowball Desil*. Flash finale is an ensemble number to the tune of *The Eyes of Texas*. *Frank W. Wood.*



## Name Orks Still Tops in Chicago; Quickie Units a Flop; Only Name Shows Big; Loop Spots Off 15 Pct.

(Continued from page 4)  
Jimmy Dorsey played to a \$47,000 week at the Chicago, but the accompanying picture is given equal credit. The Dorsey pic, *Knute Rockne—All American*, had greater appeal than the Miller flicker, *One Night in Lisbon*.

Other bands pulling profitable grosses included Guy Lombardo, Ina Ray Hutton, Lou Breese, Xavier Cugat, Jan Garber, Lou Noble, Cab Calloway, Gene Krupa, Phil Spitalny, Matty Malneck, Ray Herbeck, Lawrence Welk, Will Bradley, Wayne King, Eddy Duchin, and Dick Jurgens.

A general criticism of name bands playing local houses blames them for sloppy performances. Several successful mastris took their theater dates too much for granted, giving little attention to appearance or quality performance.

### Chicago Theater Grosses

The Chicago Theater started the season week of August 30 with a bang-up \$45,000 with Joe Penner, who topped a strong show, and the Bing Crosby film *Rhythm on the River*. The remaining weeks in September were dull. A presentation show with Harris, Claire, and Shannon and others, with *He Stayed for Breakfast* on screen, skidded to \$29,000. Guy Lombardo pulled \$34,000, a good take but not good enough for a Lombardo name. The accompanying pic, *I Want a Divorce*, was no help. The *Sea Hawk* and routine flesh bill with \$34,000 and Art Jarrett ork and Brigham Young with a blah \$27,000 completed the month.

October had a slow start with a \$31,000 week for *No Time for Comedy* and presentation layout with Buster West and Lucille Page. Succeeding bill was full of local sunshine. *Knute Rockne*, a two-week pic, drawing \$47,000 with Jimmy Dorsey during the first stanza, and \$36,000 the second with the help of Laurel and Hardy. House had the biggest two weeks at the end of the month with the ballyhooed *Northwest Mounted Police* and a stage show featuring Betty Grable and Ken Murray. Drew \$51,000 and \$37,000.

The remaining four weeks in November were kind. Louella Parsons' Hollywood unit, far from being strong, turned in a fair enough \$38,000, with Moon Ozer Burns on screen, and an equal figure was contributed by the succeeding bill including *City of Conquest* and on stage Abbott and Costello (during their pre-Universal days) and Larry Adler. Xavier Cugat band and Ray Bolger were responsible for the following \$44,000 week (*Mark of Zorro* on screen), and the concluding November week and good \$36,000 with Frances Langford and Jon Hall in person and Paramount's *Arise My Love*.

December was off, generally. It is not complaining, however, with the \$35,000 gross attracted by Mischa Auer and Leni Lynn and *The Letter*. Kitty Carlisle and

show, next, fell off to \$30,000, altho more was expected from accompanying screen feature, *Tis Piss Alley*. Held over for week before Christmas and nothing better than \$27,000 materialized. New Year's week was better, \$40,000 credited to *Love Thy Neighbor* and vaude loyalty with Tamara, and Arren and Broderick. Second week grossed \$34,000.

Concluding four weeks in January were big. Ink Spots and Senta Fe Traut drew \$46,000, holdover of *He with Ray Noble* had gave house \$34,000. Clifford Fischer's *Polies Bergeres* and screen's *Second Chorus* followed with a profitable \$37,000, and *This Thing Called Love* and Gertrude Niesen show closed to nice enough \$34,500.

Attractions during February were Gene Krupa and Andrews Sisters and *Four Mothers*, \$40,000; Phil Spitalny and *Virginia*, \$40,000; Matty Malneck and Jane Froman plus *Western Union*, \$41,000; and Earl Carroll's *Venities* unit and *Trick, Dark, and Houdoune*, \$37,000. March brought Pat O'Brien in person, with *Strawberry Blonde* on screen, \$37,000; Lawrence Welk band and *Tobacco Road*, \$36,500 for first week, with pic holdover and new stage bill featuring George Tappas and the Nonchalants bringing another \$27,000. Final March week played Will Bradley and Allan Jones, with *Lady Eve* on screen, to \$37,000.

April results were \$27,000 for second week of *Lady Eve* and Patey Kelly-Zavali Pitts personals; \$40,000 for Eddy Hoar and *Bob Hope* and *Bing Crosby* in *Road to Zanzibar* and \$36,000 for second week, and \$35,000 for Morton Downey and revue and *The Sea Wolf*.

May and up to mid-June drew in succession, \$36,000 for Wayne King and *That Night in Rio*, \$34,000 for *The Great Lie* and presentation show, \$35,000 for Mady Duchin and *The Great American Broadside*, \$34,000 for Dick Jurgens and band with *Penny Sereenade*, \$33,000 and \$33,000 successfully for two-week run of *Wanted Wings* and show with the Rosalindos and Lime Trio, and \$46,000 with Glenn Miller and *One Night in Lisbon* week of June 13.

### State-Lake Grosses

The State-Lake, for years the most popular low-price house in town, continues with average and better than average takes week in and week out. Only better than ordinary box-office attractions lift the weekly take above the \$15,000 average. Due to its second-run picture policy, only stage shows played during the season are listed.

Starting with August 30, 1940, week. State-Lake grossed \$18,000 with Dick Todd, a local favorite; \$12,000 with Carol Moran's and \$12,000 with vaude show headed by the Three Stooges, \$15,500 with Bibe Barron's band, and \$15,000 with Bruce Cabot and the Ebsens. In October and November house played Lou Breese, fine \$16,500; Edmund Lowe, Ann Dvorak, and Carole Landis, another fine \$16,500; Ramon Novarro, \$15,000; Clyde McCoy, \$15,500; Judith Allen and Shaw and Lee in poor Hollywood on *The Loose unit*, \$14,500; Charlie Barnett, \$15,000; Major Bowes unit, \$15,000; Jan Garber, big \$16,500, and Harry James, \$14,500.

State-Lake's December attractions and grosses are John Boles, \$15,000; Will Osborne, red \$12,000; Ada Leonard band unit, \$12,000, off, and *Streets of Paris* unit, big \$16,000. January brought Pats Waller, \$15,500; Gray Gordon, \$16,500; Lou Holtz, terrific \$19,000; Cab Calloway, \$16,000, and Sally Rand, plenty good \$16,500.

Petruary and March did not bring one red week. Parade started with *Scraps of 1941* unit, \$17,000; then *Stars Over Hollywood* unit, \$17,000, thanks to Simone Simon; *International Casino Revue*, \$16,000; Ray Herbeck band, \$17,000; Patricia Ellis and Milt Britton, \$17,000; George Jessel with Lois Andrews, \$18,000; Joe Venuti and Henry Armetta, \$15,500, and Blacktons with Ciro Rime's band, \$17,000.

April starts with *Latin Quarter Revue*, featuring Emil Boreo, \$16,000; lavish vaude layout with Buddy Rogers, Judy Starr, Nick Lucas, and Yvette Dore, \$18,000; Shap Fields band, \$15,000, and *We're in the Army Now* unit, \$16,000.

From week of May 2 to and including week of June 13 *Maid 'n America* unit brought so-so \$15,000 despite lavish setup; Dave Apollon-Willie Shore unit Car-

### Booker Books Booker— And Waives Commission

BUFFALO, June 28.—Anyone can hire an entertainer, but when a club books a booker, that's something especially when booked thru a fellow agent, and one who will forego the commission. Wally Gluck here seems to make a specialty of employing the competition, Irving Jacobs being the third percentor Gluck has given work to in the last year. Jacobs, a Syracuse agent, is working for Gluck at "Cuffman" rate. Made a comedy comedy emcee. Last summer, Gluck featured Frank Belt and Matt Kolb on the Canadiana Showboat on different occasions. Belt was formerly associated with Pete Jodice, Detroit, while Kolb had graduated from the Jack Middleton office, Cincinnati.

return of Ad Leonard band show with Helen Morgan dropped to \$14,500; *Grandfather's Follies* unit grossed so-so \$14,500; fast report of Willie Shore on bill with Professor Lambert, nice \$16,500; Major Bowes unit and the Great Lester, magician, brought \$15,000, while Ted Fio Rito stimulated a \$16,000 take.

### Oriental Grosses

Oriental depended entirely on flesh to draw from the Loop trade. House has had trouble for over a year getting suitable stage attractions because of the B&K competition which, generally, offered box-office shows more favorable conditions. During the season it managed to grab off a few strong bands and some playable units. The house average was \$13,000.

The first week of this season (August 30-September 5) was one of the biggest, Glen Gray's band drawing \$20,000. Successive September draws were Mary Carlisle in a bad unit, \$12,000; George Jessel, \$10,000; Tommy Tucker and band, \$10,000 and Dead End Kids and Little Tough Guys, \$15,000.

In October Ina Ray Hutton started with a \$17,000 week, followed by a local radio show, *Uncle Walter's Doghouse*, \$15,000; Duke Ellington, \$16,000, and Tully Hill ork, \$16,000. November: Elsa Maxwell unit, \$14,500; Herbie Kay, \$15,000; George White's *Scandals*, \$17,000; Woody Herman, surprisingly poor, \$11,000, and Harry Howard's *Hollywood Hotel Revue*, \$14,000.

December: Johnny (Scott) Davis, \$17,000; Bell Hawaiians and Aunt Jemima, \$15,500; Singer's *Midgeta*, \$12,000, and Ted Weems, \$16,000. January: Mills Brothers and Will Rock's magic show, \$17,000; A. B. Marcus unit, \$16,000; Rosemary Lane and vaude, \$12,000, and Bob Zurke, Milt Green, and Larry Adler, \$17,000. Adler stayed over to draw \$14,000.

February: *American Beauties* on Parade unit, \$16,000; Louis Armstrong, \$15,500; vaude show, produced by Mike Todd (his initial house venture), with revival of *Hell's Angels*, \$14,000, and Don Pedro and band, \$17,000. In March: Count Berni Vici unit, \$18,500; *Palm Springs Scandals*, \$14,000; *Gay New Orleans* with Gypsy Rose Lee, big \$20,000, and *Crazy Show* with Shaw and Lee, \$13,000.

In April, locally concocted unit, *Sueing in Spring*, \$12,000; Rosita Royce and show, \$15,500; return of Harry Howard's unit under new tag, \$16,500, and Dick Todd and Eddie Peabody, \$10,500.

House had two shows in May before switching policy to straight pictures. Week of May 2 Bela Lugosi's horror show grossed only \$12,000 and week of May 9 *Weirdie Nights* \$13,000.

## AGVA Handles Berni Vici Salary Dispute

CHICAGO, June 28.—American Guild of Variety Artists here stepped into the salary controversy between acts and stagehands and the management of the Count Berni Vici unit, *Pan-American Follies*, and enabled the show to open at the Riverside, Milwaukee, yesterday (27). Count Berni Vici and Billy Diamond, owners, have been in arrears for \$600 in Lima, O. Last week the two acts in reverse Ohio stands. Acts refused to take other dates, unless paid.

According to Jack Irving, local AGVA rep, Berni Vici paid off \$300, thru the AGVA office, here this week and promised to straighten out the balance during the Milwaukee run. Sandy Lang, of the Three Flames, act on the show, is acting as deputy. Lang is also a member of the Chi AGVA board.

## Belmont, Waldorf Panned as Least Publicized Hotels

NEW YORK, June 30.—The Waldorf-Astoria Hotel, voted the best publicized local hotel of the season, was also named second "least effectively publicized hotel" with the Belmont-Plaza named "least effectively publicized hotel" in *The Billboard's* Third Annual Hotel Poll. Others getting panned for poor publicity were Biltmore Bowman Room, New Yorker, Pennsylvania Cafe Rouge, Roosevelt, Astor, Plaza, Ambassador Trianon Room.

Getting one to three mentions as least publicized hotel spots were the Picoadilly, Gov. Clinton, Forrest, Plaza, Perslan Room, Park Lane Tapestry Room, St. Regis, Park Central Cocoanut Grove, Essex House, Wilson Hotel Green Room, Lincoln, McAlpin, Commodore, Brevoort, Pierre, St. Moritz, Weylin Bar, Warwick, Taft.

In other words, hardly a single important hotel failed to get panned as being ineffectively publicized.

## San Fran Clubs Pin Slump on Cops As Acts Hit Road

SAN FRANCISCO, June 28.—Night spots here are still suffering from 2 a.m. curfew and feel that the police heat has about ruined night club business. American Guild of Variety Artists officials say that more than 50 members have been tossed out of jobs and estimate a \$50,000 weekly pay loss to bartenders, musicians, waiters, and entertainers since lid was clamped seven weeks ago.

What was reported to be a loosening up on police scrutiny last week actually turned out to be a "breather" for a few clubs said to be operating under police favor. This brought State Board of Equalization crackdown.

Strike conditions, also, are being blamed by some agents for general poor response to nitery attractions. Club owners report that only a small amount of defense money is turning into nitery pockets.

Scarcity of jobs has forced a number of performers to hit for the sticks, where they are said to be finding work.

## Diamond's W. Va. Tour Gets Started

CHICAGO, June 28.—Billy Diamond, local booker, made some progress this week in reviving a vaude circuit in West Virginia by setting a combo policy into the Kearse, Charleston, starting July 6. It will be a split week, using three acts, emcee, and line of girls.

Ronald E. Colman, owner of the Kearse, is guaranteeing two weeks for a start. If policy clicks it will not only continue indefinitely, but is expected to influence neighboring town theaters. Diamond explains that the Charleston area is booming with defense orders and the masses have money for entertainment.

First bill at the Kearse will have Don and Jane Ford, Yorke and Tracey; Heat, Wood, and Stone; Miles Bell, emcee, and a line of girls. Lane has a six-week contract with a two-week cancellation clause.

## NEXT WEEK JULY 12 ISSUE

## Third and Last Installment of the Annual Night Club-Hotel Publicity Poll

Newspapermen tell what's wrong with night club-hotel publicity methods—and suggest reforms.

JUST OUT!

McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Musical, Night Club, Radio, and Dance Band Entertainers. Contains:  
18 Screaming Monologues  
18 Roasting Acts for Two Males  
7 Original Acts for Male and Female  
30 Sure-Fire Periods  
18 Great Vaudeville Acts  
A Hot-Lifting Female Act  
Tris, Quartet and Dance Specialty  
Musical Comedy, Cab, Bar, Burlesque  
18 Carling Musical First-Parts  
McNally Musical One-liners  
18 Grand Musical Firsts  
48 Monologues  
Musicals, Review Scenes, Dance Band Sketches, Hundreds of Jokes and Gags.  
Remember, McNALLY'S BULLETIN No. 21 is only one dollar—no charge for postage.  
Send for Bulletin No. 21, \$1.00, 12, 15, 16, 17 and 21 for \$4.50, with money-back guarantee.

WM. McNALLY, New York

81 East 125th Street, New York

## SCENERY

Die Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHILL SCENIC STUDIO, Columbus, O.



## Vaudefilm Grosses

### Kaye, Bradley, Froman 60G at Para; MH 82G; Strand 14G; Others Low

NEW YORK.—The heat wave still has it in for the Broadway box offices. Grosses are generally under par, although the Paramount is doing super biz and the Music Hall also got a pick-me-up with the new bill.

The Paramount (3,664 seats, \$37,000 house average) opened Wednesday (23) with Danny Kaye, Will Bradley's ork, Jane Froman, and film, *Cought in the Draft*. Takes the first three days have been around \$9,000 and house is set to wind up the first week with a forte \$60,000. Last week the second session of Milton Berle, Joan Merrill, Vincent Lopez, and pic, *One Night in Lisbon*, produced a fair \$30,000 after an opening week of \$38,000.

The Strand (2,758 seats, \$33,500 house average) is floundering with the current bill, which has Guy Lombardo, Marty Brown and pic, *Out of the Fog*. The second week looks like a dismal \$14,000 after an opening week of \$20,000.

The Roxy (5,835 seats, \$36,000 house average) is holding on to the current layout for a third week. Take will be around \$22,000. Bill consists of Dennis Day and film, *Man Hunt*. The second week grossed \$30,000 after an opener of \$44,000.

The Music Hall (5,200 seats, \$34,000 house average) saw a return to prosperity with *Blossoms in the Dust* on screen, together with the usual MH stage show. First week will get a probable \$30,000, which rates a holdover. Last week the single session of *She Knew All the Answers* did a poor \$61,000.

Loew's State (3,327 seats, \$23,500 house average) with the new bill with Bert

Wheeler, Bill Robinson, and film, *I Wanted Wings*, which has been dried out by previous runs at the Paramount and Astor. Take will probably be a weak \$14,000. Last week bill with the Hartmanns, Simone Simon, Paul Haakon and Patricia Bowman, and pic, *A Woman's Face*, did an okeh \$22,000.

### Heat Still Jinxes Buffalo Grosses

BUFFALO, June 28.—Vaudefilm theater grosses have been bitkripped by a sustained heat wave, and box offices are taking a pretty bad beating from the weatherman. Only exception is the Century, which manages to stay above water somehow. Current period is without stage names, but flesh hills are set for future dates. Only live talent offering is made at the Palace, where Tania and Kiroff hold forth with the vaudeburly layout. The 20th Century (seating capacity, 3,200; house average, \$6,500 for straight pic only) is biding its time with double film fare until another live batch of talent shows come in July 4. Until then the Century expects to gross around \$7,500 with *Affectionately Yours* and *Repetit at Leisure*, which opened for a week June 27. For the week ended June 26, the Century managed to pull \$6,000. Pix were the revival of Jesse James and the Joe Louis-Billy Conn fight films. A neat bill.

The Buffalo (seating capacity, 3,500; house average, \$11,500 for straight picture bookings) hopes to get back the live-talent show before long. Current takes have been way below average, with weather blamed as the chief obstacle, and management is hoping for a cool spell for its sock comedy layout, *Cought in the Draft*, which started June 27 for a week's run. Co-feature is *Accent on Love plus Information Please*. With a break, gross should go above \$11,000. For week ended June 26 the Buffalo pretty nearly hit rock bottom with a poor \$7,500. Pix were *The Big Store* and *Power Disc*.

### "Red Hot" Strong \$5,500 in Denver

DENVER.—Red Hot and Lovely unit drew a strong \$5,500 week of June 13-19 at the Tabor Theater (2,370 seats). Presence of delegate to Rotary International Convention probably hyped some, although delegates had a planned program most of the time. Sunday, June 2, second try at Sunday vaude for the Tabor, consisting of four acts and a girl line, brought \$950, or \$100 increase over previous Sabbath.

Encouraged by a rising b. o., management is continuing Sunday vaude and will probably lengthen some of the dates to three or four days. First time Denver has had regular flesh bookings in one house for several months.

Pix, *The Penalty and Penthouse Murder*.

### Marcus Big 16G; Hipp 3-Week Fold

BALTIMORE, Md.—Hippodrome Theater, only local downtown combo house, closed June 25 for three weeks, during which alterations and improvements will be made.

New carpeting will be installed and the walls will be covered with leather fabric deemed to improve the acoustics. A new lighting system for both auditorium and stage is to go in.

The Hipp's (2,300 seats) grosses for the two weeks prior to closing registered nicely. With the average gross at \$13,500, Ina Ray Hutton topped this at \$500 for week of June 12-18. *Affectionately Yours* was the picture.

A. B. Marcus's Continental Review of June 19-25, along with *Time Out for Rhythms*, plus Louis-Conn fight pictures, clicked for a big \$16,000.

### Heat Continues To Wilt Chicago Grosses; Sanders Band Holds Own With 15G at SL

CHICAGO.—Sweltering heat which damaged the grosses last week continues to play havoc with Loop theaters during the current week, beginning June 27. And the combo houses, with the exception of air-conditioning systems, have nothing of unusual box-office power to combat the high temperature.

The Chicago (4,000 seats, \$32,000 house average) has a good picture in *Cought in the Draft*, with Bob Hope and Dorothy Lamour, but many prospective customers are expected to wait until it plays the nabé houses. Stage bill with the Whitson Brothers, Comdos Brothers, and

Captain Tebor's Seals has no b. o. value. Weather will hold down gross to \$20-\$33,000 for week ending July 3.

State-Lake (3,700 seats, \$15,000 house average) started to fair biz Friday (27) with Billy Gilbert and Joe Sander's band, plus *The People vs. Dr. Kildare* on screen. Looks like combo is heading for a \$15,000 take, which should leave little room for complaints. Sanders is a popular name here and Gilbert's screen rev. is still good.

Week ended June 26 the Chicago dropped to \$32,000 with Meet John Doe (a disappointment) and presentation bill with Jack Gilford, while State-Lake held its own with \$15,000, thanks to a flesh bill topped by Victor McLaglen and, to some degree, the topical pic *Poser Disc*.

### Weather Fails To Crab L. A. Grosses

LOS ANGELES.—Despite fair weather which shooed inhabitants to the beaches, vaude houses here fared pretty well the past week.

Paramount (3,595 seats) hit \$17,500 with Fats Waller, Rochester (Eddie Anderson), and the Singing Strings. Vaude was the drawing card, as screen attraction, West Point Widow, wouldn't induce anyone to walk around the block. Admissions at 30, 44, 55, and 75 cents.

Benny Meroff and his Fansaire didn't set the Orpheum (2,200 seats) on fire from a box-office standpoint. Gross hit around \$10,000, which is not bad, although \$2,000 short of the previous week when Jimmie Lunceford offered his sepia show. Film fare with Meroff was *The Bride Wore Crutches* and *Theres Fall Out*, which also put the burden of getting the cash on the vaude bill. House admissions are 30 and 44 cents.

### Fio Rito Average At Lyric, Ind'p'lis

INDIANAPOLIS.—With Ted Fio Rito, his orchestra, and several supporting vaude acts, the Lyric (1,892 seats) last week crept a scant \$100 above the average weekly gross of \$8,500. Hot weather probably had as much to do with the disappointing gross as anything else.

The additional acts were Nick and Vicki Collins, Gall Gall, and Joe and Jane McKenna. Pic was *Thieves Fall Out*.

### "Scandals" Draw 10,000 in 2 Days

ATLANTIC CITY.—George White's Scandals of 1941 unit hung up a new record on Hamid's Million-Dollar Pier here in attracting 10,000 patrons Saturday and Sunday (21-22). There were far more patrons than seats. At one point Saturday George A. Hamid, pier operator, was considering moving the Scandals to the pier's giant ballroom, but that was ruled out when the ballroom's stage failed to accommodate props and scenery required.

### Polack Circus Tops Seattle Pal Record

SEATTLE, Wash.—The Palomar Theater's (1,450 seats) gross went soaring above its \$4,500 average last week when Polack Bros.' Circus drew in \$8,000. The Palomar raised prices for the attraction from the usual 20 cents until 5 p. m. and 40 cents evenings and 10 cents any time for kiddies up to 20 cents until 1 p. m., 85 cents until 8 and 50 cents evenings. The kiddies' price was raised to 15 cents.

This was the highest gross for the Palomar for the year for any stage attraction. The closest gross to this for the present season was the Major Bowes Talent Parade unit last January, which drew \$7,300. The last Bowes unit, the Spring Jubilee unit, drew \$3,000 in May.

The screen show with the circus was *Gay Vagabond*.

### After 22 Months, Spokane Vaude Out

SPokane, Wash.—Vaude was dropped last week by the Post Street after Manager William L. Evans lost \$500 in the final week with Art Songer and Andrea Latta, Al Castle, Clark and Dobbs, Max Ong, and Reed and Company, plus *Crucy's All Here and Break the News* on screen.

When three-days-a-week policy began to fade a month ago after running 21 months, Evans tried a seven-day policy with lowered admissions. But it didn't click. All theater business has been in doldrums here for several months.

### Springfield Down

SPRINGFIELD, Mass.—The heat wave that swept this section last week was responsible for poor audiences at the three-day vaudefilm bill at the Court Square Theater (1,250 seats) that closed Saturday (21).

On the stage were circus acts; Paul and Edna, dancers, and Lee Hunt, magician.

On the screen, *Poser Disc*.

### Earle, Wash., Hits 14G; "Heat" Chalks Good 18G at Capitol

WASHINGTON.—Eddie (Rochester) Anderson's newly formed unit is headed for a big \$21,000 at Warner's Earle here for week ending July 3. Cast includes Dick Stabile's band, Gracie Barrie, Shirley Gaye, Walton and O'Rourke, Ruby Ring, Caleb Peterson, and Kitty Murray. Only soaring temperatures will cut down capacity biz despite *Adventure in Washington* film. Last week *One Night in Lisbon* grossed a fair \$14,000.

Loew's Capitol for week ending July 2 figures to do a moderate \$15,000 on Marx Brothers' film *Big Store* and an all-girl stage, including Nan Rae and Mrs. Waterfall, Trixie, Swingheart Co-Eds, Alberta Mansfield, and Rhythm Rockets.

Tabloid revue, *Crazy With the Heat*, featuring Willie Howard, with Men Hunt on the screen, did a good \$12,000 last week.

### Heat Holds Earle, Philly, to \$16,800

PHILADELPHIA.—All-sepia show on the stage of the Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000). For the week ended Thursday (26) failed to snare the fancy figure of the other Harlan units earlier in the season. Topped by Louis Armstrong's orchestra, excessive heat on week-end toppled chances to pile up a heavy gross. Week-day business held up fairly well and house had to be satisfied with \$16,800, which is on the profit side. The Golden Gate Quartet, the Two Zephyrs, Peg-Leg Bates, and Otto Basco, with Anne Baker and Sonnie Woods, from band, supported. *Time Out for Rhythms* was the pic. New bill, opened Friday (27) with Andrews Sisters and Joe Venuti's orchestra sharing the spotlight, got away to a strong start and has a good chance to beat the heat with a fat \$22,000 in sight. Fact that Venuti is a local lad and the trio's screen efforts find big favor here is going far in bringing out the mobs. Supporting are Kay Starr from the band, Joe Beardon, and the team of Dena, Mark, and Lee, with West Point Widow for the screen tills.

## Club Talent

### New York:

JOHNNY MORGAN, with Gaye Dixon, is a newcomer to the Club 18. . . . FAUSTO CURIBELLO band opens at the Riviera July 1.

### Chicago:

H. FULLER STEVENS, managing director and talent buyer of the Adolphus Hotel, Dallas, made the rounds here with Edie Eikort, of MGA, this week. Hotel's Hawaiian Century Room will retain its current ice show another month.

JOE AND BETTY LEE follow the Robinson Twins into the Blackhawk July 8. The Robinsons are joining Paul White-man on his theater tour.

RALPH COOK moved to Milwaukee for a run at the Tic Toc Club. . . . ROBERTS AND MORRIS will double between the 888 Club and State-Lake Theater week of July 4.

### Cincinnati:

JOHN BOLES heads the new line-up at Beverly Hills Country Club, Newport, Ky. . . . Lamb-Yocum Joe Parade of

1941, in its fifth week at Jimmy Brink's Lookout House, Covington, Ky., has had its option lifted; remains three more weeks. . . . FRANK LIBUSE will be featured with Margot Brandner in *Crazy Show*, starring Owen and Johnson, set for New York opening in August. Libuse's first show. . . . SUCCESSORS OF the Lamb-Yocum icer at the Lookout house has had its effect; the Netherlands Place's Restaurant Continental installs an ice revue July 8, with Beverly Hills figuring for one to open in August. . . . JOE RIO heads the show at the Primrose Country Club, Newport, Ky., which also includes Ethel Sheppard, the Irelands, June Edwards, and the Kansas City Kitty Kaw line.

### Philadelphia:

CAPPY BARRA HARMONICA BOYS make their first local nitery appearance at Stamp's Cafe. . . . THREE LADS AND A LASSIE, formerly with Tony Pastor's band, making their local nitery bow at Wilson's Cafe. . . . FREDERICO AND RANKIN set for a Benjamin Franklin Hotel return. . . . BILLY WELLS and

(see CLUB TALENT on page 27)







as it's done by a contemporary vier. Had to beg off.

Another show-stop is Bill Robinson. Bill sells his effortless tap style, tells a few stories, and had to intro the next act so that he could get away.

The next to closing slot has Bert Wheeler, with able assistance by Hank Ladd and Francetta Malloy, offering a laugh-getting line of patter. Wheeler encores by himself and walked off to a big hand.

New to Broadway vaudevilliers are The Rosellians, doing Polish dances. Their costuming is gorgeous and numbers have a nice production design. Despite the fact that Polish items are rare in vaude houses, their routines are thoroughly commercial. They opened with a Matura, followed with a Kuyawiak to music by Wieniawski, and closed with a polka. Their grace and showmanship won a good hand. Joe Cohen.

## Earle, Washington

(Reviewed Friday, June 27)

A new Rochester unit, with much of the material getting its trial here. Line-up includes Jack Benny's Rochester, Dick Stable's band, Gracie Barrie, Ruby Ring, Shirley Gaye, Walton and O'Rourke, Caleb Peterson, and Kitty Murray. The film is *Adventure in Washington*.

Show opens with Stable's ork ripping out a brassy medley. Singer Shirley Gaye follows with a novelty number in good voice and wins a strong hand. Insufficient make-up makes her look pallid behind the lights. Ruby Ring, swivel-jointed acrobatic dancer, does her turn on a set of stairs. Her spine is as flexible as rubber hose and much of her number finds her body rolled up like a rug while she walks on her hands. Audience liked her.

Walton and O'Rourke, puppet team, opened with a pair of skeletons doing a rumba; Stripsey Bosalle, a colored piano blues combination, and a dancer. Won a heavy hand. Closing puppets were Swiss bell ringers.

Stable's boys, after another number, introduce a saxophone novelty in strobolite, then clear away for Gracie Barrie, who got a good hand for three numbers. Her encore with the band leader, *Daddy, I Want a Diamond Ring*, also registered well.

Rochester simply becomes Eddie Anderson because he ignores fact that his forte has been as stooge for Benny, and there's a difference when he tries to be a straight man. Nevertheless, he has enough fan following to get laughs, but he has to kill himself with gags and dancing. Opens with a near double getting the applause, but it's only Rochester's valet stealing the spot. Situation is funny, but that's not enough of it. Anderson takes over from here, getting in plugs for Jello and the Benny radio show. For a breather he introduces a protege, Caleb Peterson, colored singer, who offered *Of Men River*. Unfortunately this is not his song. Lack of range and tone plus inadequate expression leaves room for much improvement.

After some eccentric soft shoe, Anderson calls out herty Kitty Murray, who sings *Choose a Man* and goes into an energetic dance which makes the most of her weight. She finished strong and returned to do a routine with Anderson. Miss Murray's free-wheeling bottom has the house yelling for more.

Anderson should trade more upon his Rochester style, with more business between him and Stable or his zealous valet to round out a funny situation. People have definite ideas on Rochester, and Eddie Anderson is just another guy to them. Edgar M. Jones.

## Paramount, Los Angeles

(Reviewed Thursday Evening, June 26)

Will Osborne and his orchestra supply the bulk of the entertainment this week. His fans turned out in heaps to welcome him here. Feature billing is shared with the Knight Sisters, Frankie Conville and Sunny Day, and the Seven Singing Strings, who seem to be a fixture at this spot now. Strings' harpist was not present at this show.

Using eight brass, five sax, and three rhythm, Osborne still features his trombones, half the brass being devoted to this instrument. *Boogie Woogie Congo* was the opening number, with the trombone singing out. Osborne, emceeing and doing a sweet job of it, led the band in *Do I Worry?* Apple Blossom *Time*, and *Intermezzo*, top tunes in this section. Maestro took the vocals on Apple Blossom, letting the reeds predominate against a musical background furnished by the muted trombones. Trumpet trio also came in for a part. To give the *Hus-Sus Song*, Osborne introduced Eight

Jerks and a Clerk to do the vocals. One lad took mike for solo, which was really done off stage by femme vocalist. Gag got big hand.

The Knight Sisters offered a fast adagio number, winding up their act with one holding the other above her head with one arm and doing a split. Sock entertainment.

Singing Strings followed Lorraine Page, taking a trumpet part on *I'm Getting Sentimental Over You*. Congo followed, with the girls putting down instruments to form a conga line. Osborne's band offered the *Aard Chorus*.

Mary Ann, Osborne vocalist who stimulates the optics, sang *Amazola* and *The One I Love Belongs to Somebody Else*. She's got what it takes.

Frank Conville and his soft-shoe steps came next. He tries several tricks and fails to put them over until he goes off stage and returns with a box of breakfast food. Sunny Day, his partner, comes on to sing but breaks batons and later a baseball but because Conville wants to lead the ork. Conville's interpretation of a strip queen got a big hand. He dresses as Charlie Chaplin and offers a good pantomime. Bedecked in military cap and coat, he shows how Chaplin did it in *The Great Dictator*.

It's Osborne's time now and he offers imitation of Glenn Miller's band, Artie Shaw, and how *San Gasser* would sound imitating Guy Lombardo. *Good Evening* is next with his "Crippling Rhythm," with Joe Adams, reed man, making the rippling rhythm by pushing and pulling his jaws.

Show is brought to a flash finish with a demonstration of a band playing *Derkotes Strutters Ball in 1920*. Osborne handles vocals.

While Fanchon & Marco perhaps expected Bob Hope in *Caught in the Draft* to pull them in, Osborne has a pretty good show on his own. Sam Abbott.

## Orpheum, Los Angeles

(Reviewed Wednesday Evening, June 25)

With *Shadows on the Stars* and *Singapore Women* on screen, the job of pulling in the customers is shifted almost entirely to the vaude bill, which this week includes Ella Fitzgerald, Bob Evans, and the Berry Brothers.

The Fitzgerald aggregation, with Teddy McRae, sax man, fronting, employs six brass, five reeds, three rhythm, and guitar. Opening number was *Rhythm Men*, with Louie Simmons, sax man, taking a solo, and Jessie Price, drummer, beating out a sock finish on the tune. Tommy Fuelford, pianist, offered *Two for Two* on the *Solovox*.

Bob Evans, septa dancer, handled the emcee duties and sang *All I want To Do Is Dance*. Orchestra hit out on *Cherokee*, and Evans tapped off a few fast steps, using a box about 18 inches square on which to show what he could really do. Evans does intricate steps and puts on sock entertainment.

Ulysses Livingston strummed out *Bugle Benny* on his guitar for a big hand. Evans returned to do a cascade of dance crazes, which included *Charleston Truckin'*, *Sury-Q*, and *rumba*, etc. Pleased. McRae did a sax solo against a background of muted brass.

With white ties, tails, and toppers the Berry Brothers show-stopped with their dance with canes and their Harlem antics.

Saving the hit for the last, Evans introduced Miss Fitzgerald. Her offerings included *There'll Be Some Changes Made*, *Georgia*, *Five o'Clock Whistle*; *A Ticket*, *a Ticket*, and *St. Louis Blues*, with Tatt Jordan hitting out with his hot trumpet. Miss Fitzgerald's first two numbers were not so hot, but she brought the house down with her last three. Sam Abbott.

## Singer Accuses Nitery

Owner of Rubber Check

NEW YORK, June 28.—George Hammett, operator of the Tropics, a nabe nitery, pleaded guilty to the charges of nonpayment of salaries and bad check passing to a performer in General Sessions Court Tuesday. He will be sentenced July 23.

The charges were brought by Evelyn Steuert, a dancer, who was booked into that spot by Ted Nelson and was presented with a check for \$22.25 out of which the booker's commission and social security were deducted. The check, according to Miss Steuert, bounced.

The charges were pressed by Myrtle Goldstein, president of the Associated Agents of America, who said he will take care of all performer squawks along

## First New York Theater Appearance!

# HERMANOS WILLIAMS TRIO

The decidedly different offering

Currently RADIO CITY MUSIC HALL, New York

NOTE—Many thanks to MR. LUCIUS P. BOOMER, President of the Hotel Waldorf-Astoria, New York, for permitting us to double at the RADIO CITY MUSIC HALL.

Also grateful appreciation to MR. LEON LEONIDOFF for giving us such a splendid production in his beautiful show.

Exclusive Management  
**MUSIC CORPORATION OF AMERICA**  
LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • BALTIMORE  
EACH OFFICE A COMPLETE UNIT IN ITSELF

## Vaudeville Notes

**MIKE SACHS**, vet burly comic, to join George Jessel's new vaude unit. Takes along Alice Kennedy (Mrs. Sachs) and his straight man, Herby Barris.

**JERRY COLONNA** has been signed for the Paramount, New York, for August 6 or 13. . . **VAUGHN MONROE** opens at the Buffalo, Buffalo, July 25. . . **TED LEWIS** opens at the State, New York, July 24. . . **BELLE BAKER** will be at Hamid's Pier, Atlantic City, August 10. . . **GIL AND BERNICE MAISON** are set for the Music Hall, New York, July 10. . . **CASS DALEY** to the Earle, Philadelphia, July 11, and the State-Lake, Chicago, August 8. . . **WINI SHAW** at the Olympia, Miami, July 2. . . **THE BILLINGTONS** will tour with the Phil Harris show.

**SALLY HAND** headlines the July 4 program at Hamid's Million-Dollar Pier, Atlantic City. . . **GENE KRUPA** set for the July 11 week at the Earle, Philadelphia, with Paul Whiteman for July 25 week.

**TED PLO RITO** and band open at the Metropolitan, Houston, Tex. July 25 for a week. One of the few stage bills house has played this season. . . **PAUL WINCHELL**, Ames and Arno, and the Billingtons joined the Phil Harris unit which goes into the Chicago, Chicago, Friday (4).

## Cal-Neva Opens

SAN FRANCISCO, June 28.—Cal-Neva, border night spot, opens tonight, with season extending thru Labor Day. Club is set up in a unique location, with the California-Nevada State line dividing the dance floor. Spot is booked by Sam Rossy.

Set to open are George Jessel, Jimmy Rae, comic actor dancer; the Mayris Chaney Dancers, and Ivan Widie's orchestra.

## Dave Teague to CBS

CHICAGO, June 28.—Bob Andrews, feature writer for *The Chicago Times*, is the paper's new night club reviewer, succeeding Dave Teague who resigned to accept a publicity post with CBS in New York.

## Town, Detroit, May Reopen in Fall

DETROIT, June 28.—Reopening of the Town Theater, 3,200-seater, as a vaude-filmer on a pop price policy, is forecast for the fall.

House ran last spring by Jack Broder, with stagehouses and subsequent run pictures, and has just been taken over by the Cohen Brothers, operators of a chain of houses in the city, who formerly had vaude at several of their houses.

## Olympia, Miami, Sticks

MIAMI, June 28.—Olympia Theater here is celebrating its longest vaude run since the house started on a seasonal vaude policy. The house, which opened Christmas Day, will run into July, starting June 28, vaude opened Wednesdays instead of Thursdays. Bookings are by Harry Kalchman in New York.

**WANTED**  
Young—Attractive—Experienced  
**CHORUS GIRLS**  
and People in all lines Burlesque Stock.  
DUKE BLACK  
MUTUAL THEATRE, Indianapolis, Ind.

**SHOWBOAT FOR SALE**  
New Cotton Blossom, at Louisville, seats 200, ready to operate. Ideal for night club. Want \$7000.00; make offer. Might lease to responsible party with bond \$2000.00.  
**J. G. ROBINSON, Atty.**  
18 E. 4th Street CINCINNATI, OHIO

**ACTS, SKITS, GAGS, MINSTRELS**  
Gene Amadio's COMPLETE MINSTREL SHOW. \$10; 60 REED HOT PARLOIDS; \$1; 150 GAGS and JOKES; \$1; 45 COMEDY REPUTATIONS; \$1; 15 HITS and BLACKOUTS; \$1; 100 PIANO MONOLOGUES; \$1; 100 SKITS and STUNTS; \$1. E. L. GAMBLE, Playwright, East Liverpool, O.



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

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Daly, Sue (Jack & Bob's) Trenton, N. J. n.
Dance Players (Leon & Eddie's) NYC, n.
Daniels, Billy (Kelly's Stable) NYC, n.
Dante, George (Moulin Rouge) NYC, n.
Dare, Jeanne (Cocoanut Grove) St. Louis, n.
Dare, Yvette (Cocoanut Grove) St. Louis, n.
Darr, Donna (Club Nomad) Atlantic City, n.
Davis, Donna (Benson's) Atlantic City, n.
Davis, Edna (Leon & Eddie's) NYC, n.
Day, Dennis (Roxy) NYC, n.
Day, Dawn, & Duak (Spiky's) NYC, n.
Debonairs (Earl Carroll's) Hollywood, Calif.
DeLo, Joe (Dude Ranch) Berwyn, Md., n.
DeLaney, Dan (Little Ambassador) Atlantic City, n.
DeLishious Sisters (LaConga) Erie, Pa., n.
DeLeon, Delores (Havana-Madrid) NYC, n.
DeMarco, Isobel (Hi-Algon) Chi., n.
DeMott, George (Hi Hat Club) Chi., n.
DeMille, Agnes (Rainbow Room) NYC, n.
Dene, Edwina (Cocoanut Grove) NYC, n.
Dennis, Knurr (Canton) Ambler, Pa., n.
Dennis, Knurr (Lippo Lower Level) Chi., n.
DeVal, Marie & Lee (Earle) Phila., t.
DeWolfe, Billy (Rainbow Room) NYC, n.
Doraine & Ellis (Hollender) Cleveland, h.
Dorben Dancers, Dorothy (Edgewater Beach) Chi., h.
Dorsey & Diane (Palm Garden) Columbus, N. Y., n.
Drayton, Jack (Sama's) Phila., Mich., n.
Duke, Paul (Walton) Phila., h.
Duke, George (Park Central) NYC, h.
Dumont, Marie (Crisis) NYC, n.
DuPont, Bob (Lyric) Indianapolis, t.
Durand & Barry (Club Casanova) Detroit, n.
Dyren-Hennet, Robert (Ruhban Beer) NYC, n.

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

Eberly, Bob (Sherman) Chi., h.
Eckler, Hilda (Music Hall) NYC, t.
Edwards, Edna (Rumba Casino) Chi., n.
Elkington, Judy (Beachcomber) Boston, n.
Eliass (Moulin Rouge) NYC, n.
Emerald Sisters (The Tabernacle Theater Restaurant) San Francisco 23-7, t.
Engels, Ray (Harry's New Yorker) Chi., n.
Ernie's (Hodges) (Benson's) NYC, n.
Ester, Ed (Club Murray) Chi., n.
Evans, John (CART's) Baltimore, n.
Evelyn & Bernice (Silver Dollar Club) Baltimore, n.
Everett & Outway (Bass) Bass Lake, Mich., n.

Farney, Evelyn (Rumba Casino) Chi., n.
Faye, Alice (Benson's) Atlantic City, n.
Fay, Frances (Beverly) Detroit, n.
Fears, Peggy (Savoy-Plaza) NYC, h.
Ferrington, Red (Beverly Hills) Newport, Ky., n.
Ferrante Trio (Stein's) Baltimore, h.
Ferrante Trio (Jack & Bob's) Trenton, N.J., n.
Fisher, Carl (604) Chi., n.
Fisher's, Bob, Flyers (Idlewild) Leggett, Pa., n.
Florence & Alvarez (85) Morristown, N. J., n.
Foley, Bernice (Jack & Bob's) Trenton, N. J., n.
Fontana, George (Diamond Horseshoe) NYC, n.
Ford, Don & Jane (Lyric) Indianapolis, t.
Forsyth, June (Music Hall) NYC, n.
Forsythe, Christine (Cocoanut Grove) Boston, n.
Francis & Lonas (Loos Club) Oakland, Calif., n.
Fruman, Jane (Paramount) NYC, t.

Gale Rette (Columbia's) Chi., n.
Gallagher, Ruth (Edith Roark's Melody Club) NYC, n.
Gardner, Madeline (Madrid) Milwaukee, n.
Gavin, Seary (Yaht Club) Phila., n.
Georges & Jaina (Ben Marden's Riviera) Fort Lee, N. J., n.
Gilbert, Gloria (Mosie Hall) NYC, t.
Gilbert, Billy (State-Lake) Chi., t.
Gilbert & Payne (Harry's New Yorker) Chi., n.
Gilbert, Dudley (Young's Gap) Parkville, N. Y., h.
Gleason, Jack (Cafe Society Uptown) NYC, n.
Gleason & Richards (Club Royale) Detroit, n.
Globe, Cynda (Bal Tabarin) San Francisco, n.
Glover & Laxna (Hollender) Cleveland 1-12, h.
Gordon, Dick (Lyric) Indianapolis, t.
Grace & Society (Stratford) Bridgeport, N. Y., h.
Grand, Mary (Brown Derby) Chi., n.
Gray, Gary (Algo) Toledo, O., h.
Green, Bernice (Club Casanova) Detroit, n.
Greenland, Jack (Tower) Kansas City, t.

Grindell & Esther (Paradise) Wilmington, Del., n.
Goiner, Tito (Rumba Casino) Chi., n.
Hadley Dancers (Bismark) Chi., h.
Hager, Nancy (Diamond Horseshoe) NYC, n.
Haig, Henry (French Monte Carlo) NYC, n.
Haig, Cliff (Frolic) Midland, Mich., t.
(Hi-Road) Alma 5; (Michigan) Saginaw 6; 4; Hamilton Kay (Palumbo's) Phila., n.
Hamps, Javita (Sick Club) NYC, n.
Hanneford, Poodies, & Co. (Hass Lake) Knox, Ind., 28-7, 4-7, 11 Club) NYC, n.
Hart, Tom (Biltmore) NYC, h.
Harbort, Bird & La Rue (Park Central) NYC, h.
Hargina, Peter (Club Royale) Detroit, n.
Harold, Albert (Capitol) Washington, t.
Harr & Rosola (Jimmy Kelly's) NYC, n.
Harwood & Louise (Club Royale) Detroit, n.
Harris & Hart (Pierrot) Baltimore, n.
Markoff, Gypsy (Waldorf-Astoria) NYC, n.
Marlowe, Don (Benson) Wimpac, Mass., Can., 3-3.
Marshall & Shields (Bismark) Chi., h.
Marta, Richard (Chateau Moderne) NYC, n.
Martels & Mignon (Edgewater Beach) Chi., h.
Martine, Jean (Pierrot) Baltimore, n.
Martinez, Juan (El Chico) NYC, n.
Mata & Hara (Cocoanut Grove) Boston, n.
Maurice & Marjoe (Capitol) Chi., h.
Mayhew, Eddie (Spiky's Roof) NYC, n.
May, Bobby (Strand) NYC, t.
Mayla (Rainbow Room) NYC, n.
McAfee, Fyrling (Club Murray) NYC, n.
Merrill, Joan (Versailles) NYC, n.
Merriman, Ted, Hollywood Stars (Kit Kat Club) San Antonio, Tex., n.
Midnight (Club Murray) NYC, n.
Miles, Lew (Capitol) Chi., n.
Miller, Fyrrill (Young's Gap) Parkville, N. Y., n.
Moffet, Adelaide (Yaht Club) Pittsburgh, n.
Morgan Sisters (Broadway Trail) NYC, n.
Murphy, Dean (Waldorf-Astoria) NYC, n.
Murray, Steve (Famous Door) NYC, n.

POLLY JENKINS And Her MUSICAL FLOWERS July 4-8, 8th, N. Y. (page 90) For date and terms, ask SINGER, Mayfair Bldg., 701 7th Ave., N. Y. C.

Presenting MISS ROSE MARIE Formerly Baby Rose Marie Exclusive Management JOLLY JOYCE Erie Theater Bldg. Philadelphia, Penna. Write Wire Phone Walnut 4477 Walnut 9451

Laurence, Paula (Beverly Hills) NYC, h.
LaVerne (Palumbo's) Phila., n.
Lawlor, Terry (Ben Marden's Riviera) Fort Lee, N. J., n.
Leane & Chalcas (La Conga) NYC, n.
LaZellia, Aetia (Borban) Manlius, N. Y., n.
LeAnn Sisters (Stanley) Pittsburgh, t.
Lee, Bob (WV) NYC, n.
Leonard, Roscoe (Young's Gap) Parkville, N. Y., h.
Lerches, The (Celebration) Kankakee, Wis., n.
Lester & Foggy (Benson's) Elmo Park, Mass., n.
Lester & Irmsjan (Show Box) Seattle, Wash., n.
LeVerde, John (Tavern-on-the-Green) NYC, n.
Leverens, Clarence (Broad-Line) Columbia, O., n.
Lewis, Henry (Black Apple Inn) Lee Seel-Grave, N. Y., h.
Lewis, Happy (Colonial Inn) St. Louis, N. J., h.
Lind, Dan (Hollender) Cleveland, h.
Linn, Ed, Bernice (Silver Dollar Super Club) Baltimore, n.
Loonin, Maxine (Evergreen Casino) Phila., n.
Lopez, Mario (Lido) El Chico) NYC, n.
Lorenzo, Paul, & Vicki (Riverdale) Springfield, Mass., n.
Lowery, Fred (Beverly Hills) Newport, Ky., n.
Lucas, Nick (Troadero) Reno, Nev., n.
Lutz & DeLina (Westminster) Boston, h.
Lynn & Marianne (Bou Bertoletti) NYC, n.
Lyons, Ada (Harry's New Yorker) Chi., n.

McDonald & Ross (Arabian Supper Club) Columbus, O., n.
MacFarland, Frank (Barney Gallant's) NYC, n.
McGuire, Marcy (1604 Club) Chi., n.
McKays, The (Harry's New Yorker) Chi., n.
McKays, The (Harry's New Yorker) Chi., n.
Mack & Missie (Casino) Toronto, Ont., Can., t.
Malloy, Ulliane (Celebration) Elton, Ia., n.
Mangan Sisters (Diamond Horseshoe) NYC, n.
Mann, Gloria (Yaht Club) Phila., n.
Mann, June (Capitol) Washington, t.
Marr & Rosola (Jimmy Kelly's) NYC, n.
Marcel & Louise (Club Royale) Detroit, n.
Marr & Hart (Pierrot) Baltimore, n.
Markoff, Gypsy (Waldorf-Astoria) NYC, n.
Marlowe, Don (Benson) Wimpac, Mass., Can., 3-3.
Marshall & Shields (Bismark) Chi., h.
Marta, Richard (Chateau Moderne) NYC, n.
Martels & Mignon (Edgewater Beach) Chi., h.
Martine, Jean (Pierrot) Baltimore, n.
Martinez, Juan (El Chico) NYC, n.
Mata & Hara (Cocoanut Grove) Boston, n.
Maurice & Marjoe (Capitol) Chi., h.
Mayhew, Eddie (Spiky's Roof) NYC, n.
May, Bobby (Strand) NYC, t.
Mayla (Rainbow Room) NYC, n.
McAfee, Fyrling (Club Murray) NYC, n.
Merrill, Joan (Versailles) NYC, n.
Merriman, Ted, Hollywood Stars (Kit Kat Club) San Antonio, Tex., n.
Midnight (Club Murray) NYC, n.
Miles, Lew (Capitol) Chi., n.
Miller, Fyrrill (Young's Gap) Parkville, N. Y., n.
Moffet, Adelaide (Yaht Club) Pittsburgh, n.
Morgan Sisters (Broadway Trail) NYC, n.
Murphy, Dean (Waldorf-Astoria) NYC, n.
Murray, Steve (Famous Door) NYC, n.
Naldi, Nina (Diamond Horseshoe) NYC, n.
Na La (Lido) NYC, n.
Nolan Bros. & Troy (Open Door) Phila., n.
Norris, Harriet (Brown Derby) Chi., n.
Norris, Herbie (Little Ambassador) Atlantic City, n.
Norton, Johnny (Benson's) Atlantic City, n.
Novelle, Ron (Eddie's) Keyport, N. J., n.
Novis, Donald (Club Royale) Detroit, n.
O'Donnell, Helen (Sherman) Chi., h.
O'Donnell, Hugh & Lee (Bowers) Detroit, n.
O'Hara & Leona (Waldorf) Phila., n.
O'Leary, Mary (Club Murray) NYC, n.
O'Leary, George (Hi Hat Club) Chi., n.
Orlea & Pete (Jub Club) Hollywood, Calif., n.
Ortega, Helen (Havana-Madrid) NYC, n.
Ortega, Rosita (Villa Venice) Chi., n.
O'Toole, Ollie (Beverly Hills) Newport, Ky., n.
Owens, Jay (Silver Lake Inn) Flemington, N. J., n.
Page & Noni (Tivoli) Melbourne, Australia, June 30-10, t.
Palomo (Brenton) NYC, h.
Paul & Paulette (Mayfair) West Orange, N. J., n.
Pedro & Rafael (Breakers) Rochester, N.Y., n.
Perfect, Rose (Cocoanut) Chi., n.
Perkins, Grandma (Tower) Kansas City, Mo., 4-11; 3; Charleston, W. Va., 13-18.
Perry, Barbara (Club Murray) NYC, n.
Phillips, Jackie (Club Royale) NYC, n.
Pierce, Burton (Beverly Hills) Newport, Ky., n.
Pichtmeh, Theres (Palmer House) Chi., n.
Poggi, Grace & Igor (Villa Venice) Chi., n.
Poggi, Dora, Four (Roxy) NYC, t.
Powers, Edwina (Benson's) NYC, n.
Price, Sam (Cafe Society) NYC, n.
Prince, Jack (Cocoanut) Chi., n.
Rae & Davis (Capitol) Washington, t.
Rambler, Carlos (Hollender) Cleveland, h.
See ROUTES on page 14)
DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)
Accent on Youth (Belwyn) Chi.
Arenic and Old Lace (Grand) Chi.
Cabin in the Sky (Curran) San Francisco.
Hollipolpin (Erlanger) Chi.
My Sister Eileen (Harris) Chi.
ICE SHOWS ON TOUR
Joe Polites of 1941, Bhpstead & Johnson's (Winterland) San Francisco.
Lamb-Young Joe Revue (Lockout House) Covington, Ky.



# Magic Burlesque Notes Review

By BILL SACHS

**DR. FREDERICK KARR** is playing interludes thru the East after winding up an extended radio stint in New Castle, Pa. He returns to the latter spot soon. . . . **MYSTIC CLUB**, Spokane, Wash., at its recent meeting re-elected for the 28th time Dr. C. W. Talbot, president, and E. V. Klein, secretary-treasurer. Also elected were Dr. H. H. McLemore, first vice-president; E. J. Peterson, second vice-president; A. A. Burk, sergeant at arms; Vernon Sess and A. B. Van der Loeff, executive committee. . . . **GERBER THE MAGICIAN** is current at a Seguin, Mich., nitery, with his wife, Maybelle, showing her wares at the Triangle Bar, Detroit. . . . **SOCIETY OF DETROIT MAGICIANS** has elected the following new officers: Robert Ungewitter, president; Dr. Z. B. Bennett, vice-president; Arthur Whelpley, secretary, and William C. Smith, treasurer. . . . **OZZIE WELLES**, closing at Hopkins' Raskathaler, Philadelphia, takes his bag of tricks to Atlantic City for the reopening of the T-R 9 Club July 4. . . . **AMONG THE ESPERS** to the magic deck during the IBM Convention in Cincinnati June 17-30 were Dr. Harlan Tarbell, Chicago; John Booth, Chicago; T. J. Crawford, Nashville, Tenn.; E. E. CALL (Cal Emmet), Houston, Tex.; Sam Collins, Hillsboro, O.; Murdock the Magician, Anderson, Ind.; Ben Badley, St. Louis; George D. Klitzinger, Atlanta; Syl Reilly, Columbus, O.; and Madam Pinxy, Chicago. . . . **THE GREAT JACKSON**, now working out of the Peter J. Jodice office, Detroit, is dishing out his ventriquoil crossfire at Rustic Lodge, Erie, Mich., this week. He is set indefinitely in the Detroit area. . . . **CAVERT THE MAGICIAN**, who recently hopped to Hollywood for a crack at pictures, and who succeeded in landing a small part in a new Clark Gable film, is due back at his home in Harrison, O., July 9. He has bookings for the Gus Bun office with his unit show, opening August 1. At the conclusion of the Sun track, Calvert returns to the Coast for an all-out fling at picture work. . . . **BUDDY LEAVELL** (Laval the Mystery Man) is doing promotion work for the Morton Photo Chain Company out of Dallas, putting 15-minute shows for the firm at theaters, clubs, and parties.

**OTIS MANNING** winds up at the Knotty Pine nitery, near Findlay, O., June 28, from whence he heads east for the rest of the summer. . . . **DR. HARLAN TARBELL** is busy compiling his well-known magic course in three volumes, the first of which is slated to come out the press September 1. Editing is being done by Ralph Read, New York. Louis Tannen, New York, will publish the works. The five books will contain nearly 3,500 illustrations, Tarbell says, and will sell for \$5 each volume. . . . **LE BROWN**, Dallas youngster, after concluding his school days, has returned to his home town with a new magic trunk. He recently presented a full-evening show at the Dallas Gas Building, sponsored by Sam Dysterbach Company. Le Brown played on the midway of the State Fair of Texas, Dallas, last year, and will be there again this year, sponsored by a well-known battery company. . . . **MADAM PINXY**, in St. Louis last week with Mr. Pinxy for the sixth annual convention of the Puppeteers of America, writes from the Mound City: "Puppeteers of America enjoyed one of the best conventions they have had so far. Mr. and Mrs. Romain Proctor, of Springfield, Ill., were in charge, and turned in a grand job. Several members of the International Brotherhood of Magicians were in attendance, and all say the Puppeteers' convention was more constructive and better all around than the recent IBM conclave. Too bad the Puppeteers aren't better known and their object better understood. Newspapers were most kind in covering the doings". . . . **MAGNUM THE MAGICIAN**, now Private Co. Thomas Magrum, of Battery A, 8th Infantry, 2d Regiment, F.A.R.C., Barracks 2, Fort Bagg, N. C., scribbles that he is readying a dab of production for early presentation at the battalion recreation halls. He has dubbed the illusion "Oeconetria—a Problem With a Square and a Circle". . . . **AL FLOSSO**, New York dealer-magician, worked his act for the second season at the Shriner Club at Narragansett Race Track, Pawtucket, R. I., last week. . . . **ARTHUR BUSH** and Mack the Magician were chief entertainers at the recent monthly meeting of the Gus A. Douright Ring No. 2, I.M.M. at Youngstown, O.

## NEW YORK:

**SAM BRISKMAN** to install Electric Booked by Phil Rosenberg in his City Theater, opening August 24 or earlier, with Herbert as manager and Eddie Lynch as number one promoter. House has been running pix ever since, a try at vaude and pix a few months ago. Interior has been refurbished and re-draped; also, seats upholstered. Herbert has been managing the last 14 weeks. . . . **MANYA DEL RAY**, dancer, sailed June 26 for an engagement of four weeks at the El Nido, a new cabaret in San Juan, Puerto Rico. . . . **JIMMIE GAVANAUGH**, singer, has left the Republic to take up a contract of 10 weeks in the minstrel group at the Steel Pier, Atlantic City. . . . **PAULA NORBON** is one of the feature strips at Dave Rosen's Streamlined Follies, Coney Island. . . . **WILLIE BEE**, from the Hrst Circuit, is doing strips at the Miami nitery, Baltimore, Md. . . . **MARJORIE BLANCH**, last here in 1935 and whose home is in Chicago, writes she is coming back east to renew her vocal-strip specialty.

**GARCIA GOMEZ**, at the Republic starting June 22, heralded in big type in all the daily paper house ads. June 22, returned same day. **JOE COHEN**, operator of the Clover, Baltimore, Md., in appreciation of the season's good business, raised salaries and granted a week's vacation with pay to Miles Murphy and Billy K. Shaw, comic; Walter Budd, straight, and Bill Stone, manager. . . . **MIMI LYNNE** and Mickie Dennis, coming at the Aqueduct, L. I., race track. . . . **LOU BLACK** and Johnnie Cook opened July 1 for the summer at the Ambassador Hotel, Fallsburg, N. Y. . . . **ROBBIE FAY**, comic, participated in a triple header all on the same day last week when he acquired his driver's licence, his army questionnaire, and a parking ticket. . . . **ROBBIE PARKER**, changed from Billy Koud show girl into an Allen Gilbert parade girl, opening at the Republic June 22.

**GINGER BRITTON** has finished making two films for Willis Kent Productions and left Hollywood last week to return east. . . . **MOE COSTELLO**, operator of the Gaiety Theater and Cleveland Hotel, Norfolk, Va., was a visitor last week, making the rounds of the burly houses. Forced to turn down another Sam Briskman offer. . . . **EDITH ANDERSON** held over at the Troc Club, Union City, N. J. . . . **LAROSA SISTERS** headed a new cast at the Victory, Trenton, N. J., June 20. Others were Diane Burton, Shuffles Lavan, Ven Miller, Danny Morton, Cleo Barr, and Bo Jenkins. Jimmie Pinto and "Scratch" Wallace only principals of the previous company retained. . . . **STELLA MILLS** and Irma Vogelez left the Gaiety to open June 23 at the Troc, Philadelphia. . . . **DOROTHY DARLING**, operator of the Gaiety, Trenton, N. J., June 20. Others were Diane Burton, Shuffles Lavan, Ven Miller, Danny Morton, Cleo Barr, and Bo Jenkins. Jimmie Pinto and "Scratch" Wallace only principals of the previous company retained. . . . **JOE DEVLIN**, ex-burly straight, now in pix, has just finished building a home in Los Angeles.

**JEAN CARTER** has written words and music for a song, *I'm a Dreamer*. Widows, for her own use in connection with her strip specialty. . . . **I. H. HERK**, operator of the Gaiety, birthday-celebrated June 15, receiving many wires and gifts. . . . **FOOT KNOX FOLLIES**, Louisville, Ky., includes Roland O'Keefe, Princess Livingston, Victoria, Virgil Downard, Billy and Mac, and six girls in line. . . . **STIRLING AND RUBIA**, dance team, who made their burly debut at the Star, Brooklyn, recently, opened June 9 at the Howard, Boston. . . . **GEORGE JAFFE**, operator of the Casino, Pittsburgh, was in town to see the Lotts-Corn fight. Is interested financially in Conn. . . . **RUSSELL TRENT** and Mike Sachs and Alice Kennedy returned to the Gaiety June 20. . . . **PHIL BRENNER** returned to backstage chief duties at the Republic following three weeks of illness. . . . **CHLOE GAYTA** replaced Marion Wakefield at the Eltinge June 20. . . . **LESTER MACK**, former straight man, now photomaton operator in Long Branch, N. J.

## PHILADELPHIA:

**STELLA MILLS** made her first appearance here at the Troc week ended June

28, sharing the fem leads with Jai-Leta and Irma Vogelez. . . . **MAX COLEMAN** takes in the first July week at the Troc. . . . **JACK SHAW** is the new straight man and Jean Lee the new sobrette at Carroll's. . . . **LUCILLE RAND** first burly week booked at Cadillac Tavern. . . . Initial show at Izzy Hirs's Globe in Atlantic City June 24 had Julie Bryan in the lead, along with Elsa Greenell and Allene Dell, Stinky Fields and Jerry Kahliser, Bert Saunders, Conny Ryan, Boo La Von, Virginia Coughlin at Blanc, and Wyn and Hurwyn. . . . **JUNE LARAY** at Twin Cedar Inn, Cismont; Dottie Roberts at the Smart Spot, Haddonfield, and Vicki Varden at Holloway's, Marlton, N. J.

## MIDWEST:

**BOBBY PEORIM** and Marie Cord have rejoined N. B. Barger's burly unit in Mexico. . . . **CHARLES COUNTRY** closes at the Riatio, Chicago, Thursday (3) and will take a vacation. He will be replaced by Jack Greenman. . . . **BUSTER LORENZO** and Marian Morgan are enjoying a vacation at their home in Los Angeles after a long season on the Midwest Circuit and the Barger Mexican unit. . . . **MAY BROWN** and Jack and Adele Martin are currently at the Avenue, Detroit. . . . **RENER** has closed at the Riatio, Chicago, and is going to California to visit her folks. . . . The mother of Thelma Lawrence, former burly sobrette, died recently in Seattle, Wash. The funeral was attended by Buster Lorenzo.

## FROM ALL AROUND:

**MOHRE ZADDINS**, manager of the Gaiety, Cincinnati, continues as business agent of the local box-office men. He's holding down a post himself at Grosley Field, Cincinnati National League park. Mrs. Zaddins, following a recent major operation, has gone to her parents' farm at Wilmington, O., for a rest. . . . **STANLEY MONTFORT**, straight man, opened June 21 at the Follies, Los Angeles. Mildred DeVon and Lillian Drollette, who made the trip to the Coast with him from Cincinnati, are vacationing in L. A. They recently visited with Marion Morgan and Buster Lorenzo at the latter's home in Quiver City, Calif., and enjoyed gabfests with Joe Yule, Emmett Lynn, Chill Willa, Vic Travers, and Hank Harvey, all in pictures and doing well, and with Ray Regalade, now working on the pic, *Penning Hattie*. . . . **JACK (HINKY) WYLIK**, of the Liberty, Davenport, Ia., reports big on the increase despite the heat. Featured strippers last week were Helene Brooks and Mickie LaRue; Josephine Mathis due this week.

## May Open Milwaukee House Day, Night During Legion

**MILWAUKEE**, June 23.—Reports are that Charles Fox, operator of the Empress here, will open the Alhambra, dark the past several years, in September as a girls' theater featuring only stage-shows. Plans call for the house to open a week prior to the American Legion Convention, operating 24 hours a day during four days of the conflag and using two complete crews.

## Howard, Boston, Closes

**BOSTON**, June 28.—The Old Howard, burly house, closed this week for the summer. Shows will resume within two months. Season was very successful. First Circuit shows were used.

## Barris, Faye Okeh

**BRIDGEPORT**, Conn., June 28.—Herbie Barris, playing at the Loew-Globe Theater for a week-end vaude date with Herbie Faye, doubled as emcee for the five-act bill and did a very creditable job, according to House Manager Harry Rose, who is also a former burlesque trouper.

## Olive Major for Vaude

**NEW YORK**, June 28.—Olive Major, juve singer on the Eddie Cantor show, is being routed on a vaude tour by Al Williams, Moran office. Her first stop is the Riverside, Milwaukee, June 27. The same office is also setting Frank McHugh on vaude dates.

## Folies Bergere, Mexico City

(Reviewed Sunday Evening, June 23)  
Despite a dismal home-coming performance by Armlida, a local staging and dancing favorite who has been doing her stuff in United States the past five years, burly patrons seemed to like this week's offering by Chicago's Barger-Blyton Company.

The show, presented as two short reviews—titled *Silver Sirens* and *Watch Out for the Curves*—included considerable Mexican talent, Armlida, a cute senorita, demonstrated that she has become too "pocha" (Northamericanized) during her absence and the audience received her dance apathetically. She gave out with a few bars of song and then begged off, pleading hoarseness. The night previous she committed the error of warbling a number from *Argentine Serenade* in English despite fact that song is universally rendered in Spanish hereabouts.

Other Mexican principals in the show are Pepe Arjona, a clever comic who works with Billy Mack, No. 1 Barger funnyman; Hortensia Saldana, singer, well received in several Mexican sentimental tunes; Lidya, a sister of Armlida and also a singer, was mildly pleasing to her voice lacked strength.

Show-stopper was an interpretation of a typical Mexican costume dance, the Jarabe tapatia, by Joyce Brazelle, ordinarily a nude dancer with the show. Her work showed careful attention to Mexican dance technique and the number was braved by the audience. Miss Brazelle will be used in similar dances in the future and is studying in a local dance school prior to presenting a bullfight number, says Stage Manager Fred Clark, who ideated the act.

Other North American acts applauded were Evers and Dolores, light-rope experts, who drew a lot of gasps with routine United States slack-wire stunts; Stalak Brothers and Pearl, acrobats, liked in a brief but fast-moving number.

Top-billed stripper is June Marshall, an eye-filling blonde. The Mexican audience seems more awed than excited by La Marshall's strips, however. Wanda Rubens, nude dancer, drew scattered applause with a veil dance, and Joyce Brazelle startled the crowd by her capers in a fast jump routine.

The attitude in general of the Mexican public toward strips and nude dances is proving somewhat of a puzzle to the Barger people. What goes over very well with the men petrifies family groups and women. However, a family-style show without nudity, presented earlier this season here by this company, was a turkey.

Billy Mack's skits involve a lot of patter in Spanish by Pepe Arjona and his other aids, with Mack delivering the punch line in his best monosyllabic Castilian. The locals are catching on to his particular style of mugging and each sketch registered well. Skits are basic United States gag comedy in translation as a rule. Arjona provides the asides and equivalent of "grito" slang.

Costumes and production in general are good. The line, while not the best in looks or dancing, pleases.

The 2,000-seat Folies Bergere is located in a rather grimy part of town off "tourist row." Crowds in gallery sit on benches. Scale of admissions is three pesos to 60 centavos. In United States money this is roughly 70 cents to 111 cents.

Frank Bristol.

**FRANKIE CONNORS**, lyric tenor, who opened at the Vogue Theater, only Detroit house, currently playing a full week of vaude, for one week is now in his sixth and booked indefinitely.

## A TRIBUTE

To a real live with a heart,  
Thanks for the increase in sales, and a  
revelation with joy generously donated by

## MOE COHEN

Owner of the Clover Theater, Baltimore, Md.

to

**WALTER BUDD**, Straight Man

**BILLY SHAW** Comedians

**MILES MURPHY** Comedians

**BILL STONE**, Manager

## FOR SALE

2,000 Costumes. Skirts, Pansies, Charades, etc. All in good condition. Fifty cents per costume while they last.

## GEORGE YOUNG

406 Ninth Street Building Cleveland, Ohio



Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Bryant Showboaters Back in Cincinnati; Press Heralds Craft

CINCINNATI, June 28.—Heralded by much free space in the local dailies, the Bryant Showboat tied up at the foot of Lawrence Street here Sunday (23) for its 15th consecutive summer season at that location. Opening Sunday night pulled a good house.

The Bryant players, headed by Capt. Billy Bryant, started out of winter quarters, Point Pleasant, W. Va., March 20, and since then have been playing this way on one-night to week stands, including a bang-up four weeks at Charleston, W. Va. The spring season was one of the best in the show's history, Billy Bryant reports.

In the showboat cast this season are Doug Morris, Gordon Ray, Benny Williams, Betty Bryant, Billy Bryant, Josephine Bryant, Mrs. Violet Bryant, and Sam Bryant. Initial week's offering was titled *Midnight in Chinatown*, with *Concert 289* on deck for next week.

The opening bill, loaded with hoke and gags, won liberal space in the three local dailies. Best of the comments was by E. B. Radcliffe, drama editor of *The Cincinnati Enquirer*, who in Monday's edition, under the heading "Showboat Troupe Outdoes Saroyan," said in part:

"If Boston Charlie and other great figures of American Chinatowns are not whirling wraithfully in their sainted shrouds, it is not the fault of Billy Bryant and his showboat troupe nor is it the fault of the presentation of *Midnight in Chinatown*. Not even the imaginative whimsies of William Saroyan could touch the fantastic heights attained by the Bryant ripple-rocked repertory company in its local opening. . . . For there have been plays about Chinatown, and plays about Chinatown, but the Bryant production, one to end all

plays about Chinatown, enjoys the distinction of being the first to harbor a Chamber of Horrors in a Tudor setting.

"And when it comes time for the innocent maiden to threaten to make the supreme sacrifice for one who is fighting to save her (but who is not doing very well on account of he is in the chamber "being ground into hamburger for White Castles"), there's nothing like the splendor of a swanky baronial backdrop to give the scene proper pitch.

"In fact, if an audience must bear with the agonies of a hero (whose cries of agony are interrupted at regular intervals to permit the heroine and hero to exchange good gags), there's nothing like scenic mountings that include a coat of arms with a bar amster and faded painted reproductions of Flemish tapestry to alleviate the pain.

"Of course, all ends well and virtue triumphs, intact—but not without a chase by vice (in the form of the sinister King of Chinatown); a chase that includes pursuit into and out of the orchestra pit and round and about beflowered wings. . . . Doug Morris, the heavy, makes a nice addition to a cast that makes ham sizzle deliberately rather than unconsciously or accidentally. Morris is also a washboard virtuoso, who is offered some hot breaks in the form of several four-bar riffs.

"It's all in good clean fun and you like the whole corn on the cob, the current almond-eyed brand of Captain Bryant's is almost as good as his Scandinavian slapstick about a Melancholy Dane named Hamlet."

## Rep Ripples

DOUG MORRIS, making his bow as a showboat actor with the Bryant floating theater, now in stock for the summer in Cincinnati, was a visitor at the rep desk Monday of last week (23). Doug, who hails from New York City, has had considerable acting experience, having appeared in the East with summer stocks and little theater groups and under canvas on the West Coast with Porter's Comedians, but, according to his own

words, there's nothing like trouping on a real showboat. Morris also has put in a bit of time with carnivals and the smaller circuses. . . . D. C. HATCHEE, who has been operating his small trick in halls thru Western Texas, will move under canvas soon to play Texas and Oklahoma territory. R. L. TOBEY, veteran rep and Tom actor, is doing most of the show for Hatcher. . . . SLIM VERMONT (E. V. Belger) posts from Soldiers' Home Hospital, Dayton, O., that he's still confined there, but progressing nicely. And if only some of Slim's old friends could see him these days as he is in his spare time, believe it or not—knitting pocketbooks. . . . BILLROY'S COMEDIANS have had numerous visitors recently. Skippy LaMore and his cast and crew caught the Billroy opey at Alma, Mich., June 22. Mr. and Mrs. George Lanshaw were also visitors there. Lanshaw formerly had his own rep on the road and was also at one time agent for Jack Kelly. . . . FRANK HUGEL, formerly with Jack Kelly, was a Billroy visitor at Mount Pleasant, Mich., June 20, and "Hi-Brown" Bobby Burns, now located in Kalkaska, Mich., also caught the Billroy show recently. . . . MR. AND MRS. GEORGE GUY, of Springfield, Mass., celebrated their 50th wedding anniversary July 1. Guy, a veteran comedian, is the only surviving member of the six Guy brothers, of the old Guy Bros. Minstrels. Guy is 55 and his wife is 78. . . . CIRCUS FAN SCHULTZ, of Galesburg, Ill., visited the Schaffner Players at Keokuk, Ia., and the J. Doug Morgan Show at McComb, Ill., last week.

under the direction of Hal J. Ross. Monte Hall, Jimmie Bittner, and Jessie Richardson are handling the microphone. Ernie Bernard is head floor judge, assisted by Lew Ayers. Best of the staff includes Frank Strauss, trainer; Vina Walker, nurse; Red Long, concessions; Murray Lambert, oke leader; Dave Stewart, organist; Mrs. Dave Stewart, ring-side seats; P. D. Swanson, scenery and signs; Frank Jensen, electrician, and Capt. Phil C. Mathieu, superintendent of construction and maintenance. All teams have been sponsored, and considerable wall space has been sold for banners.

## Alan Moore Troupe Begins 10-Week Run

MANCHESTER, Conn., June 28.—"Cappy" Alan Moore's Showboat Players began a 10-week season at Bolton Lake Playhouse here Tuesday night (24) to a well-filled house. Indications point to a good season.

Headed by Edward (Ted) Gordon, the cast includes Betty Kall, Bill Gibson, Charlotte Knight, Jack Killen, Eugene Sanders, and Marjorie Thompson.

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## Holt's Honolulu Derbyshow Has 8 and 2 Still Going

HONOLULU, T. H., July 28.—Carl Holt's Derbyshow at Civic Auditorium continues to attract healthy biz, with the week-ends drawing sell-out crowds.

Still in the running are eight teams and two solos, as follows: Stan West and Margie Bright, Johnny Crowder and Ellen McFarland, Joseph Kamelamele and Bella Finney, Joe and Margie Van Ranzo, Mickey Brittan and Patsy Ryan, Porkey Jacobs and Margie Jean, Bill Steele and Maxine Lang, Mickey and Eileen Thayer, and solos Bobby Damate and Frank Linogon. Emcee stand is in the capable hands of Danny Bramer and Jimmy Gable.

Rest of the staff includes Forest Bailey, floor judge; Millie Bramer, head nurse; Mona Terry, reserved seats, and G. A. Kelly, head trainer. Music is by Bobby Ross and His Tropical Islanders. Broadcasts are made thrice daily over Station KGU. Floor music continues good after three weeks. Admission price is 40 cents, and all contestants are sponsored.

Success of the Honolulu show is credited in a large measure to the splendid co-operation between promoter and contestants. Holt plans to promote a show in the States at the conclusion of the local contest.

## Ross-McLemore Dallas Show Has 18 Teams; Business OK

DALLAS, June 28.—The Hal J. Ross-McLemore Derbyshow got away to a flying start, June 19 at the 6,000-seat Sportatorium here, with a near-capacity crowd on hand to greet the 18 teams which answered the starting gun. Business has held up well since the opening and up to this writing more than 18,000 people have passed thru the turnstiles. Newspapers and radio stations cooperated in giving the show a good send-off. Contest is aired thrice daily over Station WRIF, in addition to the regular spot announcements.

Ed McLemore is producing the show

under the direction of Hal J. Ross. Monte Hall, Jimmie Bittner, and Jessie Richardson are handling the microphone. Ernie Bernard is head floor judge, assisted by Lew Ayers. Best of the staff includes Frank Strauss, trainer; Vina Walker, nurse; Red Long, concessions; Murray Lambert, oke leader; Dave Stewart, organist; Mrs. Dave Stewart, ring-side seats; P. D. Swanson, scenery and signs; Frank Jensen, electrician, and Capt. Phil C. Mathieu, superintendent of construction and maintenance. All teams have been sponsored, and considerable wall space has been sold for banners.

ANSWERING A RECENT inquiry here on Hughie Hendrickson, Lindy Russell posts from Wichita, Kan., to say that Hughie is with the Speed Derby at the Alaskan Ice Palace in that city.

TED MERRIMAN info that he has just returned from Mexico with his Hollywood Stars That Same unit and says that the natives there went for the ice act in a big way. "Would like to have made Carl Holt's Honolulu show. I worked with Holt at the Golden Gate International Exposition in San Francisco. Lots of luck, Porkey Jacobs. I hope you wish the Honolulu contest."

RAY (POP) DUNLAP, all ready to spring with his new contest in Brooklyn, Baltimore, Md., suburb, writes: "Everything coming along fine here. The Brooklyn Community Fire Department, which will sponsor the walkathon, has had a carnival on the lot the past week, playing to large crowds nightly. Talking this as a criterion, the coming walkie should draw well. Contestants are coming in daily, and are being housed at a beautiful country estate."

A NEW TYPE of track, 18 laps to the mile and with turns banked to 38 degrees, is being used for the first time in the roller derby now in progress at the Auditorium, Milwaukee. Track is constructed of masonite.

ROBERT E. JACKSON, well known in the walkie field, heads a new firm known

## New Cotton Blossom In Financial Snag After Show Fizzles

LOUISVILLE, Ky., June 28.—The New Cotton Blossom Showboat, with Capt. James Bonnell at the helm, ran into a financial snag here early this week that put the craft in the hands of the U. S. marshal until a little matter concerning unpaid bills could be straightened out. A federal hearing is scheduled on an admiralty libel brought by two members of the crew, a performer and Capt. C. V. Cloest of the Cotton Blossom's towboat.

Capt. Bonnell blames the boat's predicament on another management which recently had leased the boat for the season to present motion pictures of the sea and expose type and some girl-show fare. The amount asked for towing and supplies is \$254.77, the crew members and a performer putting in claims for \$157.90 in wages.

The new management came to grief when it was slated to play Jeffersonville, Ind., just across the river from here, with the pictures supplanted by a line of girls. With the show ready to begin, it was discovered that the electric power was the wrong type, necessitating to operate the projection machine. In the meantime, the new management had failed to obtain the promised line of girls. To save the situation, the new manager went into the candy pitch, which ran on endlessly until the patrons raised a squawk and demanded to see the rest of the show as advertised.

When the promised performance wasn't forthcoming, some patrons became unruly and threatened to play havoc with the floating theater. Finally ushered off the boat, a group of the patrons headed up the levee, where they armed themselves with rocks and other missiles and proceeded to bombard the showboat.

As a safety measure, the boat was cut loose from its moorings and shunted across the river to Louisville, where the court proceedings against the new manager followed.

It is understood that the U. S. Circus Corporation, owner of the Cotton Blossom, plans to dispose of the boat.

## ELLINGTON SHOW SET

(Continued from page 5)

Toppers, the Hi-Batters, and chorus of 12 girls.

Production is being staged by Nick Castle, with sets and costumes by Rene Hubert. Music is by Ellington. Hal Borne, Ode Kucer, Mickey Rooney, and Sidney Miller. Lyrics are by Paul Webster, Sid Lyllier, and Ray Golden. Book is by Hal Finberg and Kuller.

Opening night is already sold out. House has \$2.20 top.

Nate Krevitz handles press.

as Robert E. Jackson & Associates, which is slated to launch a new contest early in the fall on the West Coast. According to Jackson, the new contest is not a walkathon, but something entirely new and different. Because of the high speed at which it operates, says Jackson, the contest will be in the form of a 12-hour show. In addition, the timing and scoring is said to be foolproof. It is virtually automatic in operation. Jackson announces, an electrical system using the electric eye being employed to check the contestants. Other members of the new firm are Herbert J. Wallace, publicity; Dwight Driscoll, producing; Emcee; Harry B. Marsh, chief judge; George Moran, technician; Antonio Perez, musical director; and Muriel Antoine, art director.

## LAST CALL, CONTESTANTS

For the All American Walkathon

Under the Personal Supervision and Management of RAY E. "POP" DUNLAP

Opening THURSDAY, JULY 10

At BROOKLYN, MD.

on the Green-River Highway to Annapolis. Never a contest on this side of Baltimore.

BIGGEST SHOW SINCE JERSEY

"DANCE A WINNER" WITH "POP"

Many sponsors already secured.

Jimmie Hines and Ed Hines immediately.

ALSO can use midgets M.C. who can sing and entertain. Write or wire

RAY "POP" DUNLAP

CONGRESS HOTEL BALTIMORE, MD.

## WANT ACTORS—MUSICIANS

For the Original TOBY'S COMEDIANS

Need two young Gen. Bus. Men who double orchestra. Want Alto Sax and Trumpet Men. Year-round work. State size, age and lowest salary. Wire if possible. BILLY TOBY YOUNG, Dialville, Tex.

## WANTED FOR SILAS GREEN SHOW

Largest Colored Show on the Road. Repertory and Libero. Mus. Must be sober and reliable. A-1 Buzzer Man. Prefer man with family and trailer. Clint Schaeffer, contact show at once. Address:

CHARLES COLLIER, Warren, Va., July 18-19; Charlottesville, Va., July 20-21; Clinton, Va., July 22-23; 1118, or 610 E. Clinton St., Macon, Georgia.

## WANTED AT ONCE FOR AULGER BROS. "Adrift in New York" Co.

Experienced Heavy Man—except from draft. Give age, height, weight and complexion. Must sing in quartet—state voice. Year-round work in leading hotels. Long engagements. Now in 12th week at Hotel Darling, Wilmington, Del. Most open in part July 14th. Address:

AULGER BROS. Hotel Darling Wilmington, Del.

## Wanted For George W. Murray's Alabama Minstrels

3 Trumpets, 2 Saxes, 2 Trombones, 1 Baritone, 1 Clarinet, 1 Bass, 1 Drums, 6 Light-Side Chorus Girls, 2 Comedians, 1 Producer. Salary to all, \$12.50 per week. Camden, S. C.

## HUGO PLAYERS CAN PLACE

Young Men and Women with specialty who double instrument. Must read what you do, number songs expected. Also can place Girl Accompanist, or the comedian Girl Trio. Address: HARRY HUGO, Arnold, Neb., until July 6; then North Platte, Neb.

## HILA MORGAN WANTS

Boss Comedians, Working Men, Electricians, Truck Drivers. Bob Grealy, answer; also Mr. Crumb, De Witt, July 1st and 2nd; Muskogee, 2nd, 4th and 5th; Lubon, 7th, 8th and 9th; all Iowa.



# Non-Theatrical Films

Conducted by THE ROADSHOWMAN  
(Communications to 1564 Broadway, New York City)

## First 16mm. Color Feature Is Shown at World Theater

Initial program made up of national defense pictures and documentary film on the Sino-Japanese conflict—Carmen Amaya short subject

NEW YORK, June 28.—Developments the past few weeks reveal that an upward trend in the 16mm. field is under way slowly but surely. The latest news of significance is the presentation of the first 16mm. feature in Kodachrome color at the World Theater here, which premiered June 23. *Kukun*, the picture shown, is a dramatic presentation of the China of today. Director of the documentary film is Ray Scott, newspaper man and cameraman, who has specialized in photographing and writing about the Orient. He was the first cameraman to penetrate the remote provinces of Northwest China with a color camera. Scott filmed the various life lines of China, including the Red Route to the Soviet, the Imperial Road used by Marco Polo many centuries ago, the Burma Road, and the Indo-China Highway, now cut by the Japanese.

The title *Kukun*, means literally "heroic action," and Scott has captured the real life and spirit of the China of this day. He spent considerable time with Chinese guerrillas, met the varied Chinese peoples, including the unique Miaos, seldom photographed aborigines, Mohammedans, Mongols, nomadic tribes, and the Lamas of old Tibet. Working with 16mm. equipment exclusively, he wove together a compelling, though-provoking film narrative revealing the unconquerable spirit of China.

The documentary film runs approximately 60 minutes. Rest of program is devoted to national defense pictures. It is claimed that the World is the first theater to make up its program almost wholly of government defense films. In the past the theater presented foreign language films.

The initial program includes the first three of a series of official defense films depicting the various branches of the country's vast program now under way. *Army in Overalls*, a nine-minute film, shows the construction of army cantonments by the Civilian Conservation Corps. *Farming Out Defense Contracts*, running approximately 12 minutes, details the method whereby hundreds of subsidiary contracts for defense material are detailed to small plants throughout the country, from which this material is later assembled in key plants for final assembly. *Men and Ships*, a 21-minute film, shows the method of training sailors of the Merchant Marine to work as a special arm of the U. S. Navy. This film was produced by the U. S. Maritime Commission.

*The Men and Ships* film has an original musical score by Gall Kubik, young American composer who recently won the \$1,000 Jascha Heifetz Award for a violin concerto. Score of the film is played

## Ideal Buys Entire Hodge Podge Series

NEW YORK, June 28.—Bertram Willoughby, president of Ideal Pictures Corporation, concluded arrangements with Jacques Kopfsheim, of Astor Pictures Corporation, whereby Ideal acquires the entire series of the Lyman B. Hodge Hodge Podge films. These subjects were formerly released by Educational Pictures Corporation.

The complete list of the 25 one-reel subjects in: *Speed Up*, *Tubit*, *Doney Makers of Manhattan*, *Jungle Giants*, *Vagabond Melodies*, *Highlights of Travel*, *The Veldt*, *The Wonder Trail*, *All Around the Town*, *The Proselets*, *Fury of the Storm*, *Bubble Blowers*, *Women's Work*, *Little Thrills*, *Traffic*, *The Wonder City*, *Down on the Farm*, *Across America in Ten Minutes*, *The Animal Pair*, *Skipping About the Universe*, *Out of the Ordinary*, *Women of Many Lands*, *Sawdust Side-Sights*, *Anybody to Get There*, and *Caper in Clay*.

Ideal will release subjects to the non-theatrical field in September.

as an amateur sleuth. He accidentally runs across a gang of criminals and, when they discover he knows their secrets, the action gives plenty of thrills and amusement. Running time, 63 minutes.

**BREAKING THE ICE**, released by Walter O. Gutlohn, Inc. Bobby Breen, young singing star; Charles Ruggles, Dolores Costello, and Irene Dore, young skating star, are featured in a film woven around a spectacular musical ice fantasy. Running time, 60 minutes.

## ORCHESTRA ROUTES

(Continued from page 14)

Ramos, Bobby (Cheer Parade) N. Y. & C.  
Ramos, Ramon (Chase St. Louis 4-13, h. h.)  
Ramos, Doctor (Jack Gaghan's) Philadelphia, N. Y. & C.  
Rav, Arthur (Belmont Plaza) NYC, h. h.  
Riccardi, Joe (Claremont Inn) NYC, h. h.  
Rios, Juanita (Asor) NYC, h. h.  
Rizzo, "Tico" (Walton) Peia, h. h.  
Roch, Ned (Madame's) Danandale Whiting, Ind., h. h.  
Rocky River Ramblers (Hopkins Dance Hall) Gary, Ind., h. h.  
Rogers, Dick (Roseland) NYC, h. h.  
Rogers, Eddie (Pearls Castle) Eggertsville, N. Y. & C.  
Rohrer, Carl (Bharatru's Village) Boston, h. h.  
Rose, Sheldon (Roseland Restaurant) Bridgeport, Conn., h. h.  
Rosello, Jack (Monte Carlo) NYC, h. h.  
Russell, Jack (White City) Cal., h. h.

Sanabria, Juanito (Llavansa-Madrid) NYC, h. h.  
Saunders, Hal (St. Regis) NYC, h. h.  
Scharap, Pat (Convention Hall) Baltimore, Md., h. h.  
Shaw, Frank (Chateau Moderne) NYC, h. h.  
Shelton, Dick (Wayside Inn) West Springfield, Mass., h. h.  
Shelton, Eddie (Park Casino) Phila., h. h.  
Siegel, Irving (Two Lakes Resort) Almond, Wis., h. h.  
Sikowitz, Four (DeWitt Clinton) Albany, N. Y. & C.  
Sims, Paul (Cabin) Cleveland, h. h.  
Sissle, Noble (Diamond Horseshoe) NYC, h. h.  
Sizoo, Russ (Rainbow Grill) NYC, h. h.  
Smyth, Stuff (Kelly's) Seattle, NYC, h. h.  
Snyder, Billy (Gibson) Cincinnati, h. h.  
South, Eddie (Cafe Society Uptown) NYC, h. h.  
Spanier, Muggsy (Mansion House) Youngstown, O., h. h.  
Spieler, Harold (Park Lane) NYC, h. h.  
Sprick, Charlie (Glen Island Casino) New Rochelle, N. Y.  
Stabbie, Dick (Hobby Washington, I.)  
Stamios, Spiros (L'Algon) Chi., h. h.  
Sterling, Frank (Alpine Tavern) Atlantic City, h. h.  
Sterner, George (Van Cleve) Dayton, O., h. h.  
Stiefler, Wally (Belvedere) Baltimore, h. h.  
Strang, Ted (Mansion House) Peia, h. h.  
Strand, Moe (Eddi Carroll's) Hollywood, Calif., h. h.  
Strickland, Don (Schroeder) Milwaukee, h. h.  
Strook, Ed (Villa Moderne) Cal., h. h.  
Stylian, The (Rogers Corner) NYC, h. h.  
Strylin, Don (Bersolotti's) NYC, h. h.

Tan, Jimmie (Kastmar's) Buffalo, h. h.  
Terry, Frank (McVany's) Buffalo, h. h.  
Thomson, Donny (Emerson) Baltimore, h. h.  
Tolbert, Skeels (Cuba's Astor Room) Asbury Park, N. J., h. h.  
Tracy, Al (Frasconi) Chi., h. h.  
Tucker, Tommy (Berkeley-Carter's) Asbury Park, N. J., h. h.  
Turner, Bill (Hickory House) NYC, h. h.  
Tweested, Helen (Applegate Tavern) Atlantic City, h. h.

Ufer, Eddie (Toledo Beach) La Salle, Mich., h. h.  
Varral, Tommy (Club Ball) Brooklyn, h. h.  
Venuti, Jimmy (Hopkins Hotelkeeper) Peia, h. h.  
Venuti, Joe (Earle) Phila., h. h.  
Vera, Joe (Congress) Chi., h. h.  
Vester, Jack (Young's) Parkville, N.Y., h. h.  
Verra, Al (Invincible) Chi., h. h.  
Vincent, Jimmy (Belvedere) Baltimore, h. h.  
Vincent, Victor (Apache) Las Vegas, Nev., h. h.

Wason, Hal (Rochdale Inn) Montague, Mich., h. h.  
Watson, Eddie (Alpine's) Boston, h. h.  
Weber, Jack (Club Cherie) Chi., h. h.  
Weeks, Anson (Park) Chippewa Lake, O. (Ballroom) Urbana 5-11.  
Weeks, Randy (Mavlar's) Boston, h. h.  
Weems, Ted (Blue Moon) Wichita, Kan., 21-July 4, C.  
Webb, Bernie (Moose Rainbow Grill) Lima, O., h. h.  
Weik, Lawrence (Capitol) Manhasset, Wis., 2-1; (Crystal) Okauch, 3-5; (Crystal) Philadelphia, Pa., 4-5; (Columbia) Inverness, Pa., 5-1; (Ballroom) Gibson, Minn., 6-1; (Ballroom) Watertown, S. D., 7-1.  
White, Ed (Blackstone) Chi., h. h.  
Whitely, Glen (Groveport) Hatfield, O., h. h.  
Williams, Ozzie (Gatineau) Ottawa, Ont., Can., h. h.  
Williams, Ralph, Madcap (Ramona Club) Hobbs, La., h. h.  
Wilson, Dick (Steve Broder's) Phila., h. h.  
Wilson, Teddy (Cafe Society) NYC, h. h.  
Wilson, Harry (Rainbow Room) NYC, h. h.  
Woods, Guy (Charlotier's) Baltimore, h. h.  
Woods, Herby (Hunt's Pier) Wildwood, N.J., 2-1.  
Young, Eddie (Bonna Vista) Biloxi, Miss., h. h.

## CLUB TALENT

(Continued from page 21)  
POUR FAYS at Weber's Hofbrau. . . .  
WALLY VERNON, screen comic, at Carmen's Lido Venice.

## Atlantic City:

PENNY WEBER and BETTY HOFFMAN join the all-girl show at Applegate Tavern. . . . TONI MITCHELL, new at Gables Inn. . . . MACK MARTIN and Johnny Morton join ensemble at Benson's Cafe. . . . ANN HOWARD opens at Clocquot Club. . . . SALLY SLOANE, coming up from Miami's Royal Palm Club, handling publicity for the Ritz-Carlton Hotel's Merry-Go-Round.

## Here and There:

DARLENE WALTERS goes into the Club Royale, Detroit, July 18.  
NICK LUCAS was held a second week at the Trocadero, Reno, Nev., winding up June 29. . . . JOHNNY (IRISH) BURNS, who last summer played the Rifton Country Club, Rifton, N. Y., with Al Golden and Eddie (Nuts) Kaplan, of burlesque, is combining his roller skating with emceeing at the Alpine Club, Rosendale, N. Y. . . . DALE HALL, after a month at Green Triangle, Pocatello, Idaho, has moved to the Chez Paree, Denver, for four weeks with options.  
CHRENA DE SIMONE DANCERS open at the President Hotel, Atlantic City, July 3. . . . FRANCIS REKNAULT started at the Gay Nineties, Albany, N. Y., June 21. CLAYTON AND PHILIPS open at the Country Club, St. Louis, following their date at the Folies Bergere Theater, Mexico City. . . . AL STONE is on a four-week date with the Kitty Davis Air-liner, Miami. . . . ROY SIELEY is at the Ball, Philadelphia. . . . ROSE MARIE is set to open the Pleasure Island, a new Baltimore 600-seat club, along with Sid Walker, Edith Delaney, and a line.

## 16mm Sound-Over Women

Over 2000 Features—Over 7000 Shorts in Our GIGANTIC LIBRARY.  
Rentals from \$5.00 to \$20.00 per day. From \$10.00 to \$35.00 per day.  
We supply Projectors, Stereoscopes, Turntables, Microphones and Screens on small weekly payments. Everything except the Audiences WRITE FOR OUR SPECIAL ROADSHOWMEN'S BULLETIN.

IDEAL PICTURES CORPORATION  
23-34 East 8th Street Chicago, Illinois  
or  
BERTRAM WILLOUGHBY PICTURES, INC.  
Room 600, 1600 Broadway, New York, N. Y.

**SUPER SOUND PROGRAMS!** Only \$13.50 Per Week  
Also Over a hundred programs at only \$0.75 per week. Our service: Good prints. Good service. Good prices. Join the "Instituts" and get the best of both worlds. Send for your free copy of our latest "Roadshowmen's Catalog" and "Bookings Guide" today.  
INSTITUTIONAL CINEMA SERVICE, Inc.  
1560 BROADWAY NEW YORK CITY

THE FOLLOWING outfit is complete and in A-1 condition: Two Powers Moving Picture Machines, one 816 and one 814; complete with lamp houses, an lamps, all test, and Nibblesome Sound; 2000 ft. magazine, extra head complete, Webster Amplifier, 2 H. O. A. speakers, meters, heavy rubber, etc. One 812 Silver Screen, in good shape. This outfit costs over \$1800 two years ago and is just the thing for a Merchant's Free Show Circuit. You must order business in my reason for selling. Post \$150 takes all. Address: C. M. NICHOLS, Stryker, Ohio.

**16MM SOUND PROGRAMS**  
Bought • Sold • Exchanged  
Highly used Ampex and Victor Projectors, cheap. Full line of Accessories. Bargain bulletin available without obligation.  
ZENITH THEATRE SUPPLY CO., Inc.  
308 West 44th Street New York

**FREE INSTRUCTIONS**  
Write today for a free copy of The Billboard's latest booklet entitled "How to Make More Money in the Roadshow Business." It's packed full of tips for beginners, 700 "There's just want it, too." for the busy club and equally lower advertising rates. There is only a limited supply. Be sure to get your FREE copy TODAY!  
THE ROADSHOWMAN  
25 Opera Place Cincinnati, Ohio

**BARGAINS ON 16 MM. MOTION PICTURE EQUIPMENT**  
16 mm. Sound Projectors, all carrying new guarantee: 6410 Bell & Howell Master, \$295; 6265 Bell & Howell Utility, \$235; 5238 Bell & Howell Academy, \$215; 5450 Eastman Kodak Kodascope \$190; Used Machines in fine condition: \$100 to \$200.  
Sound Machine, \$180; single case Bell & Howell Sound Machine, \$135.50; Victor Model 24B, \$39; brand-new \$19.95 Emerson Turn-Table, \$12.50; Sound or Silent Splitter, \$2.50.  
**NATIONAL CAMERA EXCHANGE**  
Established 1914  
11 South Fifth Street Minneapolis, Minnesota

by an orchestra conducted by Alexander Smallens.

The only short subject not dealing with war was a dance short featuring Carmen Amaya, flamenco dancer.

The new policy is being watched with considerable interest by roadshowmen, film libraries, producers, and others connected with the industry. One thing is certain and that is that the 16mm. field is a growing force in the entertainment picture.

## Cutting It Short

By THE ROADSHOWMAN.

George K. McDonald, who operated a 16mm. pic show in Western Massachusetts and Southern Vermont the past winter under auspices, will take a show of the same type with vaude thru the Lake George and Lake Champlain section of Northern New York this summer. McDonald will be assisted by his daughter Bernice.

Ernest Kurtz is touring a pic show under a new and unique set-up. Kurtz got his idea from a news article in *The Billboard*, telling of a one-man show with a truck as the traveling theater.

Kurtz takes a canvas side wall and 100 seats, using one truck and a roadster to carry his outfit. He swings the projector on the roadster's rear end, throwing his pic from this arrangement.

With room for around 100 to stand inside the side wall and with seats for those wishing to pay, he looks forward to a satisfactory summer's business in his established Western Canada territory. In fact, Kurtz is so optimistic about his small frame-up that he looks forward to more money than he made previously in outfits that were expensive to transport.

Kurtz believes he has found a way to cut the nut to the bone. He says: "No town is too small for this new outfit, and no lot too small. When it comes to small fairs, I am as big as the rest of them."

## New and Recent Releases

(Running Times Are Approximate)

**TUMBLEWEEDS**, released by Astor Pictures Corporation, a seven-reel subject with William S. (Bill) Hart. A story of the Cherokee land rush. Hart's tall silent film synchronized with specially written music and a one-reel introduction by Hart in which he talks on the screen for the first time. Running time, 75 minutes.

**ONE RAINY AFTERNOON**, released by Commonwealth Pictures Corporation. A comedy-drama based around the hero kissing the wrong girl and being haled before a judge for this offense. After a series of adventures the lady decides the crime was not so heinous after all. Cast features Ida Lupino, Francis Lederer, Roland Young, and Hugh Herbert. Running time, 75 minutes. Sound.

**YOU'RE OUT OF LUCK**, released by Ideal Pictures Corporation. A mystery drama featuring Frankie Darro



# The Final Curtain

**BACON**—James Jack, 23, acrobat, June 16 in Arlington, N. J., after a brief illness. He was formerly associated with Roper's English Midgets. He leaves his wife, Mary Ellen.

**BAKER**—George L., 73, former theater owner and ex-mayor of Portland, Ore., in Portland May 16. Baker was formerly assistant stage director at the old Morosco Howard Street Theater, San Francisco, later moving to Portland, where he held the position of assistant manager at the Marquand Grand Opera House. He later owned several theaters of his own.

**BECK**—Francis M., 31, well-known pianist and vaudeville soloist, of Phoenix, Ariz., drowned June 15 near Bakersfield, Calif. Beck formerly played in the Green Gables and San Carlos cafes, Phoenix. Surviving are his widow, two children: his parents, Mr. and Mrs. Redford Beck, and a sister, Mrs. Marian King, all of Phoenix. Body returned to Phoenix for services and burial.

**BITLER**—Richard S., 75, retired cornetist, June 20 at the home of his daughter in Shillington, Pa. Other survivors include two sons. Services June 24 with interment in Fairview Cemetery, Shillington, Pa.

**BLEDSE**—Roy E., 50, dance pavilion operator, June 15 of heart disease. He was one of the owners of Bledsoe's Beach dance pavilion and resort at Lake James, near Angora, Ind.

**BURNS**—Matthew W., 51, vice-president of Radio Corporation of America Manufacturing Company, in Rochester, Minn., June 9. Funeral June 21 at Cathedral Chapel, Los Angeles. Survived by widow and son, Richard.

**CALLINGHAM**—Howard, 58, widely known flutist, June 19 at his home in Haddon Heights, N. J., of a heart attack. He was a member of the Philadelphia Orchestra for 20 years and two years ago organized the Haddon Heights Symphony Orchestra. He leaves his wife, Elmina, and a brother, William.

**CLAMON**—Samuel, 42, concessionaire, in Lethbridge, Alta., June 17. Burial there June 19. Survived by a brother, Timex, on Hennie Bros.' Show.

**CLARK**—Beth, 77, musician, composer, and conductor, June 19 in Buffalo after an illness of two years. He was regarded as the dean of Western New York musicians. He directed the Guido Chorus in Buffalo, formed in 1904, until his retirement two years ago. He leaves his wife and two daughters.

**COHEN**—Barnett, 59, owner of the Wisconsin Theater, Philadelphia, June 16 of a heart attack. His family has been associated with the film industry for many years.

**DAVENPORT**—Bert, former park owner, concessionaire, and circus man, June 20 in Westfield, N. Y., of a heart attack. He owned and operated Mystic Park, Titusville, Pa., for two years and was at one time a John Robinson Circus em-

ployee. He was a grandson of Horace Davenport, former circus acrobat and strong man. Survived by a son, Carl. Burial June 23 in Green Lawn Cemetery, Towsonville, Pa.

**DEKTER**—Elliott, 71, retired vaude and screen actor, June 23 at the Brunwick Home, Amityville, L. I., N. Y., after an illness of several weeks. He retired from vaude 11 years ago. He was in motion pictures in the days of the silent films, and was formerly the husband of Marie Doro, leading woman of many stage comedies. Since his retirement and until he went to the Brunwick Home in May, Dexter had been a resident of the Percy Williams Home, East Islip, L. I. He was a member of the Lambs.

**DUNN**—Edward T. (Zip), showman, in Fairport, N. Y., June 24 of heart disease. Survived by his widow, Florence; four daughters, Audrey, Dolores, Florence, and Justine; five sons, George, Russell, Kenneth, William, and Melvin; a brother, Frank, and a sister, Mrs. Irene Bates, of Whiteburen, N. Y. Services from his home and St. Mary's Church, Fairport, June 27.

**ERRATT**—William, 36, film technician, at Queen of the Angels Hospital, Hollywood, June 15. Survived by widow, Edith; his mother, a brother, James, and a sister, Mrs. Samuel Ashbury. Services June 18 in charge of Calvary Lodge of Masons, with burial in Forest Lawn, Los Angeles.

**EVANS**—Howard, 62, theatrical manager, June 22 in Chestnut Hill Hospital, Philadelphia, after an illness of five weeks. He managed the old Dumont

## RICHARD CARLE

Richard Carle, 69, veteran of stage and screen, died June 28 in Hollywood of a heart attack.

Born in Somerville, Mass., in 1871, he gained a reputation as a platform humorist throughout New England before making his first stage appearance supporting James T. Powers and Peter F. Daley in *A Straight Tip*. His next engagement was with Joe Ott in *The Star Gazer*, after which he appeared in *Excelsior*. His first success was in *The Lady Slavee*, after which he played principal comic roles in *One Round of Pleasure*, *As a Dandy*, *A Greek Slave*, and his own comedy, *Madam's Maid*. As the *Ghetto*, produced in 1899. The following year he went to London with the *An American Beauty Company*. When the play failed the company presented *The Casino Girl*, in which Carle scored with the British public. Returning to this country, he starred in his own musical comedies, *The Mayor of Tokio* and *The Tenderfoot*. In the season of 1906-'07 he starred in *The Spring Chicken*, later appearing in *The Hardy Gurdy Girl* and *Mary's Lamb*, written by himself.

After nearly 30 years on the stage, Carle entered the movies in 1916 and appeared in more than 20 films, the majority of his roles being as butlers and fastidious old men.

Minstrels and Dumont's successor, Emmett Welch, in Philadelphia. Later he supervised vaude units and for the past two winter seasons was stationed in St. Louis. His sister, Mrs. Bettie Beck, with whom he lived in Philadelphia, survives. Services June 25, with burial in Northwood Cemetery, Philadelphia.

**FERRY**—J. Banks, 75, musician, ventriloquist, magician, and Punch and Judy artist, formerly with the Honest Bill and Gentry Bros. circuses, in Wesley Hospital, Wichita, Kan., June 13 after a long illness. At one time he had his own wagon show. Survived by a sister, Mrs. Nora Mock, and a brother, W. H. Nicholas.

**FORBES**—Roy A., 55, former manager of the Victor Talking Machine Company in Camden, N. J., June 18 at his home in Ardmore, Pa. Surviving are his widow, Ada; three sons, and three daughters. Services June 21, with burial in St. Dennis Cemetery, Oakmont, Pa.

**FOREAUGH**—George M., 71, former circus man, June 11 at his home in Bronx, N. Y., after an illness of eight weeks. He was the son of the late Charles Forepaugh and nephew of the once prominent Adam Forepaugh, with whom he began to troupe under the big top at the age of eight. Later he became associated with the Charles Hunt Circus. He leaves his wife and a daughter. Buried in Ferncliff Cemetery, the Bronx.

**FOSTER**—Hastings L. (Al), 33, pianist, formerly associated with Kate Smith, Polly Moran, Rita Ghoul, and others, in Providence, R. I., June 23. Survived by his parents, three sisters, and two brothers. Services June 28 from Hartman funeral home, Brookhaven, Miss., with burial in that city.

**GLYNN**—Thomas V., former Scranton, Pa., vocalist, at Newark, N. J., June 24. His widow and daughter survive. Burial June 27 at Scranton.

**GOODRICH**—Arthur Frederick, 63, author and playwright, June 26 at the Na-

tional Arts Club, New York, of a heart attack. Goodrich was the author of many plays and achieved his greatest success when his play, *Caponaschi*, won the gold medal of the Theater Club, Inc., as the best play of the 1926-27 season. *Caponaschi* was produced by Walter Hampden, a brother-in-law of Goodrich, and ran for a full season on Broadway. His first play, produced in 1917, was *Yes or No*. Others were *So This is London*, *The Ring of Truth*, *The Joker*, *You Don't Understand*, *The Platocrat*, *Richelieu*, *The Perfect Marriage*, *A Journey by Night*, and *I Can't Help It*. Goodrich was a member of the Players Club. He leaves three daughters and a sister. His wife, the former Alice Dougherty and a sister of Walter Hampden, died in 1920.

**GREGORY**—Joseph, 67, father of Wilfred N. Gregory, of the Wilfred Mae Trio, and Jack, Julian, and Frank Gregory, hoop jugglers of vaude fame in Providence, R. I., May 14 after a lingering illness. Another son, Louis, and a daughter, Mrs. James Andrews, also survive. Burial in Providence.

**GRENET**—Emil, Cuban pianist, composer, and conductor, recently in a Havana hospital following an appendectomy. He was the brother of Eladio Grenet, author of *The Peanut Vendor* and other songs.

**GUNN**—Mrs. Lucille E., 36, wife of Manny Gunn, formerly associated with the Robbins Bros., Sparks, Al. G. Barnes, and Ringling-Barnum circuses, and now in Tucson, Ariz., with the Fox West Coast Theaters, in Peoria, Ill., June 25 of a heart attack. Surviving, besides her hus-

band, drowned in the Shoshone River there while attempting to ford the stream on horseback. According to witnesses, Lasater slipped from his horse when the animal stumbled in the swollen river.

**MACK**—Norvin, 53, vaude and night club performer, June 24 in New York of a fractured skull after being attacked by an unidentified assailant. He had been a member of the comedy team of Mack and Stanton. At the time of his death he was with Jack Howard's quartet, the Keystone Comedy Four. Buried in the NVA plot, Kensico Cemetery, Kensico, N. Y.

**MAGLIO**—James, 37, former manager of the Miami night club, Milwaukee, June 21 at his home in that city. Survived by his widow, father, and a brother.

## In Memoriam of a Loving Husband and Father MORRIS MILLER who passed away June 27, 1940. Sadly missed by his WIFE and SON.

**MILLER**—Joe Dan, 80, veteran member of the Ringling circus, in a hospital in Sarasota, Fla., June 20. Miller joined the circus many years ago and served in various capacities, last of which was chief porter. He went out with the show this year but was brought back here a few days ago for treatment. Funeral June 22, with Rev. C. L. Elslander, pastor of the St. Martha's Catholic Church, Sarasota, officiating. Burial in Jackson, Tenn.

**MILLIGAN**—Carl G., former vaude booker, June 17 in Fort Lauderdale, Fla. He had been associated with the Pantages Circuit in the Western States and Canada, and had also been a buyer of acts in the Pantages' New York office. Milligan retired from the amusement business over 10 years ago.

**MONGEON**—Louis G., who trouped many years with the Barnum & Bailey Circus, on the Keith Circuit, and with the Eight Bells Show as an acrobat, in Meriden, Conn., June 18. Survived by a sister, Frances E. Mongeon, and a brother, Arthur B. Funeral from the John J. Ferry & Sons Chapel, Meriden, with burial in St. Patrick's Cemetery there.

**MUSE**—Mrs. Lucinda, 59, mother of the Mace Sisters' Trio, radio and stage performers, at LaFollette, Tenn., May 9 of heart disease. Survived by her husband, seven sons, and three daughters. Burial in Peabody Cemetery, LaFollette.

**O'BRIEN**—James E., 55, veteran rep performer, in Fort Myers, Fla., June 22 after a four weeks' illness. O'Brien was in show business for 37 years, during which time he was with Bert Melville Comedians, Gabe Garrett Comedians, Cook's Comedians, Claude Reed's Cattle King, Kibbles' Uncle Tom's Cabin, Hollywood Show Boat, W. I. Swain Show, Ollie Hamilton Comedians, and others. Services June 24 at St. Luke's Catholic Church, Fort Myers, with burial in Sarasota, Fla. Survived by his widow, Edna V.; a brother, P. W. O'Brien, La Porte City, Ia., and two sisters, Nell O'Brien, Chicago, and Mrs. William Christian, La Porte City.

**PLANE**—Mrs. Frank W., veteran newspaper woman and mother of Dr. Frederick Kerr, mentalist, June 6 at her home in the East.

**RENTON**—Edward, 66, theater operator for the Comerford interests, June 20 in Waverly, N. Y., following a stroke. At one time he was with the Ringling Bros.' Circus. Later he built the Trent Theater, Trenton, N. J., for Roebing Bros., and operated the house for several seasons. He also had been associated with the Poli Theaters, John Murdoch, and E. P. Albee. At the time of his death he was with the Comerford Theaters as district manager operating out of Waverly. He leaves his mother. Buried in Bridgeport, Conn.

**RIGHTER**—Halle (Mrs. Halle Morine Kincaid), 40, wife of Jack E. Kincaid, circulation manager of *The Sheridan Press*, Sheridan, Wyo., and former well-known tabloid performer, at Sheridan County Memorial Hospital May 24 of a brain abscess. Deceased broke into show business with Eugene Murphy's *Love Hunters*, and later, with her former husband, Eric Richter, deceased, trouped with the Graves Brothers, Marshall Walker, Henry H. Prather, and other tab companies on the former Gus Sun and Joe Spiegelberg tab circuits. She also at one time operated a dance studio in Chicago. Prior to moving to Sheridan in December, Mr. and Mrs. Kincaid had resided in Bridgeport, Tex. Funeral from Champton's Funeral Home, Sheridan, May 27, with interment in Mount Hope Cemetery there. Surviving are her husband; her mother,

## John A. Miller

John A. Miller, 69, often called the father of the Roller Coaster, died June 24 in Houston, Tex., of a heart attack. At time of death he was making plans for erection of a Coaster in that area. For the past eight years he had been developing devices for a syndicate in Mexico.

When 19 Miller entered ride construction business with L. A. Thompson, scenic railway builder, and made many improvements on the Figure Eight. Later he became chief engineer for Ingersoll Engineering Company, owned by Fred Ingersoll and Elwood Salisbury, and was responsible for many improvements which led to the present-day Roller Coaster. It is said that something of his creation is in nearly every park in the U. S. and Europe. In 1919, with the late Harry C. Baker, he started Miller & Baker Corporation, and in 1923 he and Charles S. Rose, Milwaukee, formed Miller & Rose Corporation. They built and operated several coasters and built three parks, State Fair Park, Milwaukee; Edgewater Park, Detroit, and one in Hammond, Ind. He reportedly held over 100 patents on basic designs and improvements.

Among those who were or are prominent in outdoor show business and who gained schooling thru Miller are Charles Phelps, Joe and Al McKee, Vernon Kennan, Aurel Vason, George and Harry C. Baker, Charles A. Nash, H. S. Smith, A. M. Browne, Shirley Watkins, Eddie Pratt, and Joe Drambour.

Services and burial June 27 in Home-wood, Ill.



residing in Memphis, Tenn., and three sisters, Mrs. Opal Hawks, Ardmore, Okla.; Mrs. Lillian Scott, Chicago, and Mrs. Cain, Memphis.

**BOYD**—James W., secretary of Montevideo County Fair, California, Mo., in that city June 11.

**SADLER**—Emma, 66, formerly of the Sadler dance team, composed of herself and husband, Charles, in Hollywood June 14. Survived by husband and a daughter, Zola Morgigno. Services June 16. Burial in Inglewood Cemetery, Inglewood, Calif.

**SEFING**—John S., 68, emcee of Allentown, Pa., June 15 in Allentown Hospital after a short illness. Surviving are his widow, Edna Frederick; a daughter, two sons, two sisters, and a brother. Services June 19, with interment in Greenwood Cemetery, Allentown.

**SHEPPERD**—Owynn Turner, 70, secretary of the Jamestown (Va.) Exposition in 1907, June 20 at his home in Cynwyd, Pa., after an illness of six months. He was also associated with the Chicago World's Fair in 1893. He retired 15 years ago. His widow, Mary, and three sons survive. Services June 23, with burial in Warrenton, Va.

**SIEMIENSKI**—Mitchell, 27, auto racer with Lucky Teter's troupe and also a professional ice skater, fatally injured on the Langhorne (Pa.) Speedway June 22 when his car blew a tire. He died at Harriman Hospital, Bristol, Pa. Services and burial in Philadelphia, his home town.

**THAUGOTT**—Dave, billposter with the Henries Bros.' Shows and prior to that for six years with the Johnny J. Jones Exposition, from injuries sustained in an auto accident in Bridgeport, O. Burial in Stone Church Cemetery, Wheeling, W. Va., June 13 under direction of American Legion Post. Survived by his widow, of Detroit, and mother, of Los Angeles.

**TRUSS**—Darwin W., retired showman and uncle of Lyman C. Truss (Harry Dumbell) of Al Coeur's Dixie Queen Showboat, suddenly in New York June 12. He formerly produced musical comedies and light opera and was part owner of Hege-man Show Print and Berkshire Poster Company of New York. He retired 10 years ago. Another nephew, Sumner, survives in Los Angeles.

**VESTOFF**—Veronine, 71, ballet dancer, June 23 at the House of Calvary Hospital, Bronx, N. Y., after an illness of three months. Vestoff had danced with the late Anna Pavlova. He once operated the Veronine Vestoff School for the Ballet in New York. He leaves his wife, a daughter, and a sister.

**WAYLAND**—Charles Edward Stewart, infant son of Mr. and Mrs. Bennie Stewart, Wayland, in Elizabethton, Tenn., June 14. Burial in that city June 15.

**WILLIAMS**—Matthew B. (Matty), 67, former theater owner and advance man for the Barnum & Bailey Circus, in Port Huron, Mich., June 7 after a long illness. Williams toured Europe with the Barnum & Bailey show, conducted his own minstrel show and stock company, and later operated a string of theaters in Ohio and Michigan. Survived by his widow; a son, Matthew Jr., and three brothers, Ralph, Llewellyn, and Claude.

**WILMER**—Sidney, 64, president of Wilmer & Vincent, Inc., operating theaters in Pennsylvania and Virginia, June 25 at the Mount Sinai Hospital, New York, of double pneumonia. He and Walter Vincent operated vaude theaters before the advent of talking pictures. In 1901 they opened their first house in Utica, N. Y., and the circuit is now composed of 23 theaters. Wilmer had also been an actor and a writer of vaude skits. He was a member of the Lambs and the Players' Club. He leaves his wife and a sister. Body was cremated.

## Marriages

**ALTSCHULTZ-NORRIS**—Louis Altschultz, nonpro, and Gretchen Norris, dancer, in Miami June 20.

**BATKHE-LADEWIG**—Ovillie Batkhe, orchestra leader, and Shirley Ladewig, vocalist with the band, June 7 in Sheboygan, Wis.

**BUNDNER-WEISS**—George Bundner, announcer at Station WSAU, Wausau, Wis., and Marton Weiss June 21 in Milwaukee.

**CHEN-KILBY**—Robert Chen, nonpro, and Edna Kilby, daughter of Harry Kilby, of the café department of the General Amusement Company, in New York June 22.

**COOPER-MARSTON**—Carl Cooper, of the Hotel Philadelphia staff, Philadelphia, and Sunny Marston, singer at

Manos (Pa.) Inn, June 17 in Millbourne, Pa.

**DECKER-GAGNON**—George Decker, stagehand, and Mrs. Helen Gagnon, nonpro, June 17 in Holyoke, Mass.

**DE MARCO-JOHNSON**—Robert de Marco, dancer with the La Verne troupe at Palumbo's Cafe, Philadelphia, and Trudy Johnson, on the staff of the Swan Club, Philadelphia, in that city June 8.

**DOBASH-DAVIS**—John Dobash, nonpro, and Dorothy Davis, daughter of Yogi Ray, magician and tattoo artist on John R. Ward Shows, in Chicago June 18.

**DRISCOLL-COULSON**—Jerry Driscoll, of the music clearance department of Station WBZ, Boston, and Rose Marie Coulson, secretary of the Home Forum on the same station, June 7.

**DRAPER-VOSELER**—Paul Draper, dancer, and Heidi Voselet, dancer, in Rio de Janeiro June 23.

**FEATHER-ASH**—Leonard Feather, composer, writer, and musical critic, and Carol Ash, concert pianist, recently in New York.

**GILBERT-CASE**—Jerry Gilbert, band leader, and June Case, nonpro, in Pascagoula, Miss., June 21.

**KELLY-BYNAN**—Robert H. Kelly, manager of Kelly's Ballroom, Holyoke, Mass., and Ruth Marie Bynan, of that city, in Holy Cross Church, Holyoke, June 14.

**MATURE-KEMP**—Victor Mature, actor, and Mrs. Martha Stephenson Kemp, widow of Hal Kemp, orchestra leader, June 17 at the home of the bride in New York.

**MILLER-ALESSANDRONI**—Roy W. Miller (Leroy Miller), announcer and entertainer on Station KYW, Philadelphia, and Hope Alessandroni in Philadelphia June 13.

**ODESKY-McCRYSTAL**—William

Embassy night club, Philadelphia, in that city June 15.

**SULLIVAN-VAUGHN**—Lieut. Henry Sullivan, nonpro, and Margaret Jane Vaughn, figure ice skater of Philadelphia, June 21 in West Point, N. Y.

**TIGGES-SCHARIO**—Byron K. Tigges, radio executive, and Lucille Schario, nonpro, June 14 at St. Peter's Catholic Church, Canton, O. Tigges directs and announces the Timken Hour on Station WHBG, Canton, and is a former night club entertainer and emcee.

**VAN FLEET-EVANS**—Olin L. Van Fleet, engineer on Station WQBI, Scranton, Pa., and Mary Eleanore, of Scranton, in that city June 12.

**WAGNER-PERKINS**—Len Wagner, night club columnist for The Philadelphia Observer, and Helen Perkins, nonpro, June 18 in Wilmington, Del.

**WESTON-CASSIDY**—William Franklin Weston, secretary Southern State Show, and Grace Cassidy, concessionaire of Atlanta, in St. Augustine, Fla., recently. Mrs. Weston is the niece of Mr. and Mrs. John B. Davis, owner-manager of Southern State Shows.

## Coming Marriages

Phillip Terry, Paramount actor, and Susan Peters, film actress, in Hollywood, soon.

Joe H. Smiley, nonpro, and Kathleen Marcy, of the original Drayton Sisters, in Buffalo July 7.

A. Atwater Kent Jr., formerly associated with his father in the operation of the Atwater Kent Radio Manufacturing Company, and Deyne Binon, nonpro, in Ardmore, Pa., in July.

Louis Franklin Cohen, nonpro, and

## IGNACE JAN PADEREWSKI

Ignace Jan Paderewski, 80, world-famous pianist and former premier of Poland, died June 29 at the Hotel Buckingham, New York, of pneumonia after an illness of one week. With him when he died were his sister, Madame Antonia Wilkonska, and his principal aide de camp, Sylvian Staracek.

Paderewski had not actively appeared on the concert stage for some time but passed his leisure moments at the keyboard. He was probably the first world-famous musician to abandon his art at the height of his success to devote his time to political matters. After being balked by politics, he returned to still greater international acclaim on the concert stage.

Also known primarily as a master of the piano, he also was a teacher of music in his younger years, as well as being a composer. His compositions included *Missalet*, concerto for piano and orchestra in A minor, a symphony in B minor, the opera *Mazur*, and 16 other works.

He made his first American appearance in New York in 1891, after which he made a six-month tour of the country giving 117 recitals. In all he made 16 American tours, all of which were successes.

Also he had thrilled millions of people with his masterful performances. It is said he received his greatest thrill when Poland, his native land, was created an independent nation. He spent his fortune while in politics and when he returned to the stage in later years he explained that he needed the work to live.

At the age of 75 he starred in a British movie. He was married twice in childhood. His second wife, Mme. Helena Gorska, whom he married in 1899, was the daughter of Baron von Rosen, former Russian Ambassador to the United States.

**ODESKY** (William Morton), press representative for the RKO-Albee Theater, Providence, R. I., and Station WFOI, Pawtucket, R. I., and Hite McCrystal, nonpro of Attleboro, Mass., in New York May 7.

**PARKS-FINPENSEN**—James Parks, Chicago advertising man well-known in the radio field, and Janet Finpensen, nonpro, June 22 in St. Louis. The couple will reside in Chicago.

**REID-MARON**—Don Reid, manager of Harry James's band, and Annette Maron, former singer, June 15 in Atlantic City.

**RIPLEY-CANOVA**—Corp. James H. Ripley, of the U. S. Army, and Judy Canova, hillbilly singer of stage, radio, and movies, in Hawaii recently.

**ROGERS-CHAUKEIT**—Snooks Rogers, co-owner Rogers Bros.' Shows, and Tooby Chaukeit, daughter of Mr. and Mrs. Eddie Chaukeit, outdoor troupers, recently.

**ROLAND-SHADE**—Will Roland, of Music Corporation of America, Chicago, and former band leader, and Sherley Shade, nonpro, in Chicago June 14.

**FLOWER-WENTWORTH**—William H. (Pop) Flower, well-known carnival showman, and Eleanor Wentworth, daughter of Chief of Police Wentworth of Grimsby, Ont., in Rock Springs, Wyo., June 15.

**SMITH-CLAIRE**—Dr. Milton Smith, head of the Columbia University Drama Department, and Helen Claire, stage and radio actress, May 22 at the Church of the Highlands, White Plains, N. Y.

**SPARKS-AMTOS**—Bob Sparks, announcer at WOJ, Station, Washington, and Edna Amtos, nonpro, June 12 in Lansdale, Pa.

**STEIN-SMILER**—Morris Stein, nonpro, and Renee Smiler, associated with her brother in the operation of the

Anne M. Fried, daughter of Harry Fried, theater operator in suburban Philadelphia, in Stafford, Pa., in the fall.

Bob Doyle, continuity writer on Station WGN, and Ann Page, of CBS, July 14 in Chicago.

Carl Cooper, nonpro, and Sunny Marston, dancer at Manos Inn, Manos, Pa., in Philadelphia in July.

George Digby, nonpro, and Hilda Conway, daughter of the owner of the 11 o'clock Club, Collingswood, N. J., in Collingswood soon.

Paul Chalfant, nonpro, and Peggy Oppenheim, dancer with the Modern Dance Group, in Philadelphia soon.

William Holden and Brenda Marshall, film players, in Hollywood soon.

Phillip Darling, former rigging man on carnivals and circuses and now in the army, to Clista Lane, nonpro, soon.

Will Douglas, newscaster on Station WKBN, Youngstown, O., and Clydine Cooper, vocalist with Red Nervo's orchestra.

Tony Wheeler, announcer at Station WFIL, Philadelphia, and Joan Lane, model, in Philadelphia in September.

Charles Blow, nonpro, and Miriam Hutchinson, vocalist with Jimmie Gorman's orchestra in Philadelphia, in that city soon.

John T. Parsons, manager of Station WIRK, Pittsfield, Mass., and Blanche S. Hinman, Canaan, Conn., in Canaan soon.

Sidney Schulman, announcer at Station WDEL, Wilmington, Del., and Sylvia Howie, nonpro, soon.

Dr. Murray M. Marcus, nonpro, and Pearl Winick, press agent associated with the Milt Rubin publicity office, August 17 in Brooklyn.

## Births

A daughter to Mr. and Mrs. Les Paul in New York June 18. Father is former guitarist on Station WJZZ, Chicago, and has been a member of Fred Waring's radio program the past three years.

A daughter, Catherine, to Mr. and Mrs. Charles Collins in Detroit June 8. Father is producer of juvenile stage shows and film distributor.

A son recently to Mr. and Mrs. John O. Osborne in Wheeling, W. Va. Father is manager of the Court Theater there.

A daughter to Mr. and Mrs. Jimmy Shearer June 8 in Jackson Memorial Hospital, Washington. Mother is a midwife and father handles front of Snake Show on Dodson's World Fair Shows.

A son to Mr. and Mrs. Joe Corey June 6 in Columbia Hospital, Washington.

A daughter, Judy, to Mr. and Mrs. DeWitt McBride June 15 at Ravenswood Hospital, Chicago. Father is a member of the cast of the radio serial *Ma Perkins*.

A daughter, Mary Ann, to Mr. and Mrs. Arthur Hull Hayes June 15. Father is general manager of Station WABC, New York.

A son to Mr. and Mrs. Emil Pallenberg Jr., June 4 at Guilford Sanitarium, Guilford, Conn. The parents, who have a bear act, are well known in the outdoor show world.

A daughter to Mr. and Mrs. Bert Adams at Lying In Hospital, New York, June 7. Father is a member of the Service Division of NBC Station Relations.

A daughter, Vicki Lorraine, to Mr. and Mrs. Bob Ruth June 16. Parents are former show people.

A son to Mr. and Mrs. H. W. Chepeuck. Father, a high-wire performer, owns Green Lantern Tavern, San Antonio, Tex.

A daughter to Mr. and Mrs. Maury Holland at Good Samaritan Hospital, Hollywood, June 15. Father produces the Chase & Sanborn show.

A daughter, Patricia Patricia, to Mr. and Mrs. Eric Madriguera June 15 at Magruder Hospital, Port Clinton, O. Father is the well-known orchestra leader.

A daughter, Patricia Ann, to Mr. and Mrs. Michael Totaro at the Margaret Hague Hospital, Medical Center, Jersey City, N. J., June 14. Mother is the daughter of Curley Adams, songwriter and music publisher.

A daughter to Mr. and Mrs. Frank DeVol in Passavant Hospital, Chicago, June 23. Father is arranger and musician with Horace Heidt's band.

A daughter to Mr. and Mrs. Carl Bubeck June 17 at Abington Memorial Hospital, Philadelphia. Father is head of the Orchestra Agency of Philadelphia.

A daughter to Mr. and Mrs. Charles Judge June 16 in Philadelphia. Father is assistant manager of the Trans-Lux Theater, Philadelphia.

A son to Mr. and Mrs. Klein Shuttleworth June 20 at Osteopathic Hospital, Philadelphia. Father is captain at the Evergreen Casino, Philadelphia.

A son to Mr. and Mrs. Carl Waxman June 18 at St. Luke's Hospital, Philadelphia. Father is saxophonist in the Station KTW studio orchestra, Philadelphia.

A son to Mr. and Mrs. Leo Weiss June 17 at Jewish Hospital, Philadelphia. Father is on the advertising and exploitation staff of Warner Bros. Theaters in Philadelphia.

A daughter, Trudy Mariene, to Mr. and Mrs. Dime Wilson, of the Bud E. Anderson Circus, June 17.

A daughter, Myra Alice, to Mr. and Mrs. Sam Heuberg at Grant Hospital, Chicago, June 23. Father is associated with the Chicago office of *The Billboard*.

## Divorces

Mrs. Bernice Mary Fiewellin, Stamford, Conn., from Norman L. Fiewellin, Bridgeport, Conn., in Bridgeport recently. Fiewellin is a band leader and a former manager for Frederick Bros.' Music Corporation.

Bonnie Bannon, film actress, from Orlando A. Martin in Los Angeles June 16.

Pauline Thilman from Robert E. Thilman, musician, in Los Angeles June 20.

Ebel M. Hart, acrobatic dancer, from Raymond Thomas Hart, night club emcee in Providence, R. I., June 18.

Gretchen Norris, dancer, from Robert D. Norris, musician, in Miami June 20.

James Carr, orchestra leader of New Canaan, Conn., from Bernice Good, Canaan, New Canaan, in Bridgeport, Conn., last week.

Mayme Ward, performer with Cole Bros.' Circus, from Mel Smith, formerly with that show, June 20 in Peru, Ind.



## BG Is Strong Draw in Chi

Single night's attendance totals 20,000 at stand in suburban Elmwood Park

CHICAGO, June 28.—Beckmann & Gerety Shows close a highly successful 10-day engagement at Harlem and North avenues in suburban Elmwood Park tonight. Shows got under way on June 19 to good business, with Friday night's draw totaling an estimated 10,000. Saturday's matinee wasn't as good as the average still-date Children's Matinee, because of intense heat, but Saturday night proved a record breaker. From 9 p.m. until long past midnight the crowds jammed the turnstiles, which registered 20,000 paid admissions. A 5-cent gate prevailed. An estimated 2,000 more arrived as late as 2:30 a.m. Sunday and shows did not close until half an hour later. Sunday matinee, hampered by a heat wave, was only fair, but that night proved another big one. Business this week has been good.

All shows, rides, and concessions obtained heavy play and Charley McDougal, who had ordered supplies for Saturday and Sunday, was fortunate in getting a local pop bottling company to open Sunday morning to give him 200 additional cases for use Sunday night. Shows are attractively illuminated. Towers, Ferris Wheels, and other rides and show fronts are outlined in multi-colored neon and the midway was plainly visible for a long distance from all directions, attracting many passing motorists.

Showmen's League of America members attended the opening in a body and other visitors included Nat Green, of The Billboard Chicago office, and family; Jack Fine, a number of concessionaires from the Royal American Shows. Amusement Corporation of America officials, and numerous showfolk playing the vicinity. New Spitfire ride arrived Friday, and new fronts for the Zorina and Ice Follies were completed this week. Mr. and Mrs. Fred Beckmann were on the lot daily and renewed numerous acquaintances. Press department used 13 suburban papers, which carried specially designed half-page advertisements. Shows leave here tomorrow for the first of their 14 fair dates.

## Bullock Registers Above Average Biz For First 13 Weeks

MOUNT HOPE, W. Va., June 28.—Aided by ideal weather, Bullock Amusement Company closed a week's stand here under Mount Hope Lions' Club auspices to good business. Attendance was good all week and management reported that business has been above average for the 13 weeks the shows have been out. Midway's new lighting effects came in for much favorable comment here. Committee gave good co-operation. Manager Bullock purchased a new car and Jack King a new truck. General Agent E. A. Murray took delivery on a house trailer. Mary Jo and Billy Sue Lambert joined their father, K. E. Lambert, for their summer vacation.

Frank Beller was called to his national defense job in Charleston, W. Va. Mr. and Mrs. Joe Woolley and children left for their home at East Liverpool, O., to attend the funeral of Woolley's father. Frank Moss joined from Florida. Clarence Poplin, son of Mr. and Mrs. Bullock, is a radio operator with the 50th Reconnaissance Squadron, Hickam Field, Honolulu. Recent visitors included Mr. Mera and Mr. and Mrs. Friday Meadows, of the State Tax Commission.

Roster includes J. S. Bullock, co-owner-manager; E. A. Murray, general agent; Mrs. Bullock, office; Mr. and Mrs. Jack King, cookhouse; Clarence Conner, ball game; K. E. Lambert, fishpond and photos, assisted by Myrtle Geddings Phillips and Jack Studebaker; Mrs. Edna Beller, clothespin pitch; Mr. and Mrs. Herbert Carter, popcorn and candy apples; Mrs. J. S. Bullock, corn game, assisted by Harold Connor, Buddy Stockman, and Frank Moss; Virginia Harris, Penny pitch.

Loop-o-Round, Jack Bowersock and Slim Clark; Jesse Stockman, tickets; Ferris Wheel, Joe Woolley and Claude



DOUBLE FUNERAL SERVICES, the second since the Pacific Coast Showmen's Association's inception in 1923, were held for Brothers Al (Big Hat) Fisher and Kenneth (Red) Meehan in Showmen's Rest, Evergreen Cemetery, Los Angeles, on June 23. Photo shows Ray Johnson, past chaplain of the club, placing an American flag over the casket. Services at the mortuary were conducted by H. A. (Pop) Ludwig, chaplain. A salute was fired over the graves by a squad from the Veterans of the Spanish-American War Post.

## 300 Attend NSA Auxiliary Fete

NEW YORK, June 28.—The staged on the hottest day of the year, about 300 people turned out for the annual picnic of the Ladies' Auxiliary, National Showmen's Association, at Palisades Amusement Park last Sunday. Aux account will be enriched to the tune of approximately \$100, said Blanche Henderson, secretary. Sister Ethel Gross, vice-chairman entertainment committee, was aided by Sisters Pearl Meyers, Dolly Udowitz, Anna Halpin, Midge Cohen (president), Dorothy Paektman, Bess Hamid, Edith Friedman, Julie Franck, and Lillian Brooks in a well-managed affair.

Among the larger groups in attendance were those of President Midge Cohen (20 guests), Bess Hamid (28), and Dolly Udowitz, with 20 in her party. Officials of Palisades co-operated by offering use of trucks and personnel, who laid out a private picnic ground.

A letter read in the afternoon was from Sister Mabel Strates, who recently organized a unit of the auxiliary on the James E. Strates Shows, with herself as president and Sisters Jean Delabate and Frances Pournier as co-officers. Accompanying the letter was a check for \$100 for the Midge Cohen Poor Kiddies and Orphans' Fund. Edith Taffert won the door prize. Last meeting of the auxiliary's summer season was held the past Wednesday. Meetings will be resumed in the fall.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Gala, Ind.  
Week ended June 28, 1941.

Dear Editor:—Back in Indiana, the 40-mile's heaven! If you haven't operated a grab at a pumpkin fair, then you are not from the Hoosier State. The bosses knew before coming here that someone in the town would be smartened up enough to promote a celebration. It was up to our aggressive general agent, Lem Trucklow, to contact someone with juice, grab and light pop experience to set as chairman of a Lord's Prayer-on-Your-Own-Penny-for-a-Nickel promotion. After visiting with all of the local snowcone operators, Trucklow learned that the biggest live wire in the State was none other than All-You-Can-Drink-for-a-

McDwain, Chairpersons, Knox Frith and Burton Pakley; Mrs. Slim Clark, tickets; Loop-o-Plane, William Harrison Revill and James Phillips; Mrs. Burton Pelkey, tickets; Maynard H. Baker, electrician and mechanical department.

## Carnivals, Circuses Are Good Taxpayers, Say Iowa Collectors

DIX MOINES, Ia.—Carnivals and circuses cause Iowa sales tax collectors to lose lots of sleep these nights, but it isn't as sad as it sounds, for the collectors see the show free.

However, you'll be glad to learn that your State receives the sales tax pennies collected by the traveling shows and that the attractions are considered among the tax commission's best paying "customers." In other words, there seldom is trouble collecting from them.

Only once since the sales tax went into effect has the State encountered difficulty in collecting from a carnival. That was several years ago when a troupe got a head start out of Fort Dodge on the collector. He caught the show at Council Bluffs and collected, however, after threats of court action.

### Two Ways To Collect

But in the main the word that "the circus is coming to town" or the sound of the carnival Merry-Go-Round is music to the tax collector's ears. They mean between \$25,000 to \$35,000 annually in sales tax revenue.

There are two methods of collecting from carnivals:

1. If one man owns the entire show (See GOOD TAXPAYERS on page 37)

## Conklin's Winnipeg Date Big; Prep for Canadian Fair Trek

WINNIPEG, Man., June 28.—Augmented by five new shows and seven rides, Conklin Shows got off to a strong start at their last still date stand on the North Main Street circus grounds here. Additional equipment, including light towers, were completed in quarters at Brantford, Ont., and came here three days before opening, preceding the regular unit from Timmins, Ont. Shows opens its Western Canada Class A Fair Circuit trek at Brandon, Man., Monday.

Newspaper tie-ups, arranged by Press Agent Walter Hale, did much to account for the heavy crowds here Monday and Tuesday. An ambitious radio campaign, carried over Station CJRC, plus streetcar advertising banners, and city-wide billing brought good results. The Tribune had a special night on Tuesday, and Thursday The Free Press had 550 Junior Patrol Boys and many civic officials, including Mayor John Queen, as their guests on the midway. Boys were given (See CONKLIN FAIR TREK on page 43)

## Minneapolis Lots Give Roney United Satisfactory Takes

WILLMAR, Minn., June 28.—Roney United Shows opened their 1941 road tour here recently, after working to click results for four weeks on Minneapolis lots, Kenneth Burke reported. Business was fair here despite some rain. Dick Roney is owner of the organization, with Roy Basinet as general manager. Capt. George Webb, assisted by Earl Young, is presenting the free act.

Shows include Girl Show, Sally Winters, manager; Jackie Burnett, Jannette Freeman, Martha Johnson; Silhouette, Kenney Burke, manager; Margie Command, Lavorne Hart, Shirley Terry; Pat Girl, Ruth Hart, inside; Emory Lorenson, front; Hillbilly, Doc Crossley; Athletic, Jack Samson, wrestler; Charles (Whitely) Sheany, manager; Penny Arcade, Mr. and Mrs. Happy Hooper.

Rides: Ferris Wheel, Jerry Phillips, foreman; Ed Smith, second man. Pony, J. E. Fischer, owner; Glenn Turner, Frank Newton, Rolloplaine, Red Dresner, Gene Schutum, Don Kircher; Tilt-a-Whirl, Pete Underdahl, Pete and Matt Prautsch, Earl Young; Octopus, Don Pangborn, Paul Prautsch; Merry-Go-Round, Bill Dreager, Clarence Haugen; Doug Johnson; Kiddie Ride, Wesley Price.

Concessions: Esther Labelle, cookhouse; Meyer Greener, 4; Jack Keller, 2; Jack O'Brien, novelties; Joyce Basinet, photo gallery; Ollie Brian, diggers; Bud Stites, popcorn; Mrs. Frank Keerna, bumper stand; Frank Keerna, bingo; Gene Graves, scales; Curly Casard, oork gallery and slum spindle; Joe Archer, candy floss; Clair Wells, bottle stand; Clarence Graves, darts; Red Sherwood, ball game; Pearl Connelly, corn game; Peggy Junkin, caramel corn; Hazel Colter, slum spindle, and Mrs. Ollie Brian, penny pitch.

## Coeburn, Va., Stand Gives Heth Satisfactory Results

COEBURN, Va., June 28.—P. R. Heth Shows wound up their week's stand here satisfactorily on June 21, with the rides obtaining the biggest play. E. Beasley, free act, is proving popular and holding the crowds. Carl Mack's Punhouse is clicking and he's also doing a good job on The Billboard stand. Mrs. Beasley added a new penny pitch. Mrs. M. H. Spetler is expected to be released soon from a Wilkesboro, N. C., hospital where she underwent an operation recently.

Paul Botwin's cookhouse, under management of Jimmie Conetta, is enjoying satisfactory business. Show fronts and rides have been repaired and trucks overhauled under supervision of Duward Tash.

## PCSA Holds Double Funeral Services for Meehan, Fisher

LOS ANGELES, June 28.—Double funeral services, the second in organization's history, were held here Monday for Kenneth (Red) Meehan and Al (Big (See PCSA DOUBLE BURIAL on page 37)



## RIDES FOR RENT

Philadelphia, Pa., and radius of 80 miles. One or more of following Rides: Ferris Wheel, Chair-o-Plane and Kidney Amino Rides. Carry insurance on Rides and have own transportation. Can give best of references. Book direct with owners. Open dates July 7 to 12, 14 to 19 and 28 to Aug. 2. Wire or write for particulars. Thornhill Hotel and Sun Club, Thornhill, Pa., this week; then Bartholme Community Center until July 12, Cottman St., Philadelphia, Pa. Can see good Second Man on Ferris Wheel.

Mrs. Lena Faust, Owner

Dailey Bros.' Shows  
WANT

Legitimate Concessions for 12 weeks Fairs, Celebrations, Shows with or without own, Tilt-a-Whirl or Roll-o-Plane. Have 8 Rides and best route obtainable for any medium-size show. This week, Prague—Oklahoma's best 4th; Maud, Okla., Chamber of Commerce Shindig on streets following week. Solid booking Fairs, Celebrations now on.

## Wanted-Wanted-Wanted

Concessions of all kinds except Bingo, Ferris Wheel, any other Ride not conflicting. Minstrel Show, Ten-in-One and Grind Show. Twelve Southern Fairs with contracts in office.

## F. R. Heth Shows

ST. CHARLES, VA.  
F. R. Heth, Mgr. Norton Red, Bus. Mgr.

WANTED  
FOR ANNUAL  
Homecoming Celebration

Holt, Michigan, July 8th to 12th, inclusive. Can place Independent Shows and Legitimate Concessions of all kinds. Reasonable rate. Corn Game still open. Holt is only six miles from Lansing and draws large crowd. Address: C. D. MURRAY, Corwena, Mich., this week; Port Huron, Mich., week of July 7th.

WANTED RIDES  
For  
WABASH, INDIANA, COUNTY FAIR  
AND 4H CLUB

August 12 to 15, inclusive. Must be first class. Also have other spots. Concessions of all kinds, no Gifts or Gypsy Games. Real spot and plenty of money. P.S.: Also Concessions for Gladiolus Festival, Monroeville, Illinois, August 6 to 9, inclusive.

TOMMY SACCO THEATRICAL MART  
102 N. STATE ST. CHICAGO, ILLINOIS

## WANTED

First-class Arcade Machine. Prefer man who understands Bookley Diggers. Will pay good salary to first-class, sober, reliable man. Address:

## A. B. PUGAL

Dodon's World's Fair Shows  
Prosbey, Mass., June 30th to July 5th

## WANTED

Accord disappointed want all Bites, Games, Concessions except Foods and Drinks for opening of Minuteman Auto Race Meet, July 4th and 5th, Fairview, Ind., 100 miles from Cincinnati. Working booked within twenty miles. Well advertised. Many Free Attractions contracted. Same of over 10,000 attendees.

W. T. NEBBITT, 3811 Reading Rd., Cincinnati, O.

## Reading's Shows

Want Stock Concessions, no X. Want Photo, Diaper, Mouse, for Martins, Tenn., and Hordland, Tenn. Grind Shows that want to play real honey dates. Want Help for all departments. W. J. WILLIAMS, Mgr., Martins, Tenn., this week; Hordland, Tenn., Homecoming to follow.

## WANTED

Tilt-a-Whirl Foreman and Help on all Rides. Mac Doug, wire us immediately.

## WALLACE BROS.' SHOWS

Sarasota, Mich., this week

## Anderson-Strader Shows, Inc.

Want to book Pitt Show. Have complete outfit. Want Cook Shows for sale at Pittsburg, Kansas, July 2nd. Will take privilege to mail tickets.

Pittsburg, Kansas, July 2nd to 5th.

Wichita, Kansas, July 7th to 12th.

Mrs. Douglas, Jennie Perry  
Partied by Showfolk Friends

BENTON, Wash. June 28.—Mrs. Earl Douglas, wife of the owner of Douglas Greater Shows, and Mrs. Jennie Perry, motordrome rider and Girl Show operator on the organization, were honored at a surprise party tendered them by Mrs. Nancy Meyers on June 23 in celebration of their birthdays. Entire personnel turned out for the party, which was held in Bud Douglas bingo top after shows closed Monday night. Mrs. Douglas and Mrs. Perry were presented with a huge birthday cake and numerous presents from members of the shows. After some group singing, which was led by Al Hamilton, refreshments were served by Mrs. Douglas and Mrs. Perry, assisted by Mrs. Al Hamilton, Mrs. Marine Stansbury, Mrs. Ethel Dunsmore, and Norman Curran. Bob Singleton, grab stand operator, provided the coffee, which he and Earl Harvey served.

In attendance were Owner Earl Douglas, Bill Meyers, Bob Perry, Joe Glacy, Mrs. Anne Miller, Al Hamilton, Harry Goodman, Peggy Hallins, Pepper Morehead, Anna Lee Reynolds, Helen Roberts, Ben Jacobs, Al Johnston, Buck McCrea, Eddie and Norma Klein, Bill Carson, Mr. and Mrs. Jack Martin, Frances O'Connor, Mrs. Josephine O'Connor, John Collins, Le Roy Perryman, John Forman, Alice Reynolds, Ervina and Ann Huff, Hazel Truath, Chief Koma, and Ribell.

W. H. (Blackie) Bullock, Frank Miller, Bill Wheelodon, John Solheim, Walt Klug, Whipmy Rice, Lonnie Longman, Marie Hicks, Albert Craven, O. T. (Bud) Broderick, Charles Burr, Mickey Johnston, W. C. (Spick) Wall, F. O. (Chink) Bray, W. H. (Bill) Tracy, Louis Hicks, Welton Aker, Fred Newman, Cliff Titterud, Mrs. Miller, Ralph Youngblood, Bob Robertson, Jimmie Lacy, Chet Fisk, Earl Laran, Jess Harmsstreet, Jack O'Day, James Keller, D. J. (Mac) Murray, and Earl Harvey.

Ferdinand Schultz, Charles Harmon, Rex A. and Minerva Boyd, Charles Smith, Taz and Rosie Roski, Bud Douglas, Bob Elder, Harry Goodman, Harry Merkle, Grover Wright, Bill Beaver, Sammy Combs, Paul Hoffman, Harvey Fisk, H. G. (Whitey) Stuber, Steve Ryan, Bill Palitte, John Workman, John Stone, William Gillipie, A. L. McShane, Mrs. Cecilia Krug, May Ward, Mr. and Mrs. Paul (Spike) Hicks, Harvey Spence, M. Davis, Harry Schumiller, and Mrs. Mrs. Norman Colvin, Earl Wilson, W. E. Moscovy, Robert Bruce, Ray Woodward, Al Overberg, and J. Alan Buchanan.

Miller Interstate in Black  
At Washington Engagements

MONROE, Wash., June 28.—A. B. Miller Interstate Shows concluded a successful week's stand here recently despite two days of rain. Good business the final three days overshadowed poor returns of the first two days and shows wound up in the black. Organization played here after working to above-par business in Seattle and Snohomish, Wash.

Roster includes Bill Glancy, Ferris Wheel; Bob Hoggart and Harry Fuller, Merry-Go-Round; Archie Sisco, Baby Rides; Ed Silligo and Phillip Shaffer, Octopus; Mary Glancy, tickets; Matilde Akin, box office; Edward Conkel, Ferris Wheel; Fred LaBelle, pinto pony ride; Mr. and Mrs. John Buckingham, high striker; Curly Jones, candy floss; Mr. and Mrs. Bill Voll, popcorn and peanuts; Mr. and Mrs. Clifford Macey, photo gallery; Charles Rurd, fishpond, and Mr. and Mrs. Harry Clark, ball game.

Mr. and Mrs. Virgil Snow, ball game; Mr. and Mrs. Riley Dayton, cookhouse; Mr. and Mrs. Evans and sons, iron jaw and palmistry booth; Marvel and Bunkey Olsen, hoop-la; Walter Cowling, penny pitch. A. B. Miller is general manager, and Lester (Bud) Olsen, lot superintendent.

Visitors included Mr. Ward, Bill Meyers, Mr. and Mrs. Vincent, Charles Zeigler, Billie Albin, Frank Kirsch, Mr. McCarthy, Mrs. May Snowbar, R. Ritter.

16th ANNUAL  
4th OF JULY CELEBRATIONBRYDON'S BEACH  
BASS LAKE, KNOX, IND.

Want Concessions of all kinds, Shows and Rides. Have facilities for Basketball, Arcade, also Skat or Bowling Alleys, Archery Range or Air Rifles.

NOTICE—SHOWMEN, FARMEN!!!  
TEXAS INTERNATIONAL EXPOSITION

HOUSTON, TEXAS, OCTOBER 21-28  
EPSOM DOWNS FAIRGROUND

## WANT!

For independent Midway Concessions, etc., all Concessions of every type, Cookhouses, Custard, Scales, Novelties, Grab, Photos, Mitt Camps (white), Corn Games, Penny Arcades, Beer, Ice Cream, Popcorn, Frazzles, Penny Pitches, Pitch Tilt Wm, all Legitimate and Gaming Concessions, complete Restaurant under Grandstand, Grandstand Concessions, Club House Concessions, Ball Games.

## WANT!

Our Features—Grand Stand Shows, Auto Races, Thrill Days, Name Bands, National Exhibits.

## WANT!

YOUR PERFECT TEXAS CIRCUIT—Dallas, Houston, Beaumont.

NOTICE! We wish the outdoor show fraternity to understand very thoroughly that this is a new fair, completely underwritten, and will be produced as a fair and NOT a promotion, that each exhibitor and concessionaire will be treated like gentlemen, and a real high attendance is expected, with millions of dollars in defense money being spent in this area will aid materially in making this Exposition a success. Nothing like it ever attempted in this part of Texas. A real fair for real showmen.

Phil Little, contact us at once. BILL SIROS, Mgr., Director  
Write, wire, phone Gen. Offices, 510 Binz Bldg., Houston, Texas

## Lawrence Greater Shows

PLAYING ALL DEFENSE TOWNS  
CAN PLACE

Organized Minstrel Show, salary and percentage from office. John Kelly and others with us before, write.

Dancing and Posing Show Girls (office paid). Shows—Fat Show and Midget Shows. Have complete outfits for same. Also any meritorious attraction. Want Talker for Water Show, also Man to handle Cars. Have beautiful framed moon front for same. Fun House, Motordrome, Rides—Roll-o-Plane, Octopus, or any Flat Ride not conflicting with those we own. Will book one more Ferris Wheel. Concessions—All 10-cent Grind Stores open. Will sell X on Custard, Diggers, Scales. Rides and Canvas Men. Prefer those that can drive semi. All address: Alliance, Ohio, this week; Junction Park, Pa., next week.

## BECKMANN &amp; GERETY SHOWS

## WANT

Ferris Wheel Help, Polers and Train Help and Show and Ride Help.  
Address BECKMANN & GERETY SHOWS, Anderson, Ind., June 30 to July 5; Richmond, Ind., July 7 to 12.

## WANTED

Legitimate Concessions of all kinds. Cleveland, Ohio, commencing July 7. Good locations, strong auspices, first in. Address

## THE F. E. GOODING AMUSEMENT CO.

1300 Norton Avenue Columbus, Ohio

WANTED FOR  
YOUNG REPUBLICAN CLUBS' OAKLAND COUNTY ANNUAL FESTIVAL

AT HAZEL PARK, MICHIGAN, JULY 27H TO THE 13TH  
Outstanding Free Acts, legitimate Concessions of all kinds. Shows—Any Pitt or Platform Show with or without own equipment that can get money. Want Ten-in-One Manager and Act for now 120-foot top and banner line. Pontiac Celebration next.

FIDLER SHOWS  
BIG RAPIDS, MICH.

## Wanted-MARKS SHOWS-Wanted

A-No. 1 Promoter who can handle premium books at Fairs. Harry Wilson and Jack Wright, wire. Preference given to those known to me.

CAN PLACE high-class Seaside Artisl.  
WANTED—Organized Girl Revue. Salaries paid out of the office.  
JOHN H. MARKS, Marks Shows, this week at Pocahontas, Va.; Charleston, West Va., to follow.

## MERCER COUNTY FIREMEN'S CONVENTION

WEEK IN PENNSYLVANIA, JULY 17TH TO 20TH

Want legitimate Concessions, including Ourland, Diggers, Scales. Lee McDaniel wants Brass and Chorus Girls for Minstrel Show. Can use sober Ride Help. Salary sure. Address

## KEYSTONE MODERN SHOWS

APOLLO, PENNSYLVANIA, THIS WEEK; WHEATLAND TO FOLLOW

## KAUS EXPOSITION SHOWS, INC., WANTS

Legitimate Concessions of all kind. Ride Help in all departments. White Girls for Revue. All address A. J. KAUS, Manager, Bath, New York (Celebration), this week. Next week, Utica, N. Y.



OPEN THE DOOR TO THE  
ENTIRE SUMMER SHOW WORLD...

**YOU ARE INVITED..**

This is a "Special" invitation to the thousands of occasional readers of The Billboard to read The Billboard on subscription EVERY WEEK for 17 weeks for ONLY \$1—the lowest subscription rate ever offered on The Billboard.

The only conditions are—that copies be mailed to a permanent address—cash with order, please, BEFORE July 10 when this offer expires. Readers en route will receive better service by patronizing the agent on their show.

Costs of paper and everything else that goes into the making of The Billboard are advancing rapidly. You may never have an opportunity again to buy 17 copies of The Billboard on subscription for ONLY \$1, which saves you \$1.55 over the single copy value and cuts the price to less than 6c each.

Simply tear out the coupon below and mail NOW, while it is convenient.



## A NEW LIGHT ON BIG SAVINGS

*This coupon saves you \$1.55 if you act quickly*

**The Billboard**  
THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**17 BIG COPIES FOR \$10.00**

*You Save \$1.55*

**The Billboard, Cincinnati, Ohio**

7-5-41

O. K., "Sunny"! Send me the next 17 copies. Here is my \$1.  
Good ten days only. Cash with order.  
(Permanent address subscriptions only.)

Name .....

Address .....

City ..... State .....

Renewal ..... New ..... Occupation .....



REGULAR RATES  
ONE YEAR \$5  
SINGLE COPY 15c

**MAIL THIS WITH \$1.00 TODAY!**



## GENEVA, N. Y.

7 DAYS—JULY 7-13

## GENEVA FIREMEN'S CELEBRATION

Down town in the center of the Business District. Free Gate.

This is the first show inside city limits since 1934, and location is exactly in the heart of town.

Want Independent Shows with own outfits, 25%. Want Fish Pond, Scales, Novelties, Candy Apples, Candy Floss, Pitch-Tile-Win, Cork Gallery, Long Range, etc. Have long list of concessions to follow with firemen's parades. All free gates.

## BUFFALO SHOWS

Kirkwood Hotel, Geneva, New York

## GREAT LAKES EXPOSITION SHOWS, INC.

Can place for big Fourth of July Celebration and followed by two others all dates. Gen. Fair until December. Concessions of all kinds. Good opening for Sausage Stands, Scales and Concessions. Have capable Operators for Horse Show and Girl Show. Clarence C. Clayton, concessionaire, can drive and drive assistants. Also capable Man for new Caterpillar Capable Man for Towers and little knowledge of carpenter work. Everybody address: AL WAGNER, Cloney, Route 1, Geneva, N. Y. Phone 100. July 7 to 12th, 13th to interested parties.

## WANT SIDE SHOW ACTS

Strong Peak to feature. Good proposition for Hotel Reading Art, Half and Half, Min and Wile for Buffalo West Girls for Dorse Shows. Money start. Write TOM HANSON.

## IDEAL EXPOSITION SHOW

WATERTOWN, N. Y.

FOR SALE—Carnival Equipment. 1 Condensers (Pump Wheel) 1 Kiddle Merry-Go-Round, 12 horses, 3 charades, 1 Kiddle Amusement, 1 Evans 45-Speed Chuck Wheel, 1 Big Six Wheel, practically new; 1 Rot Zoid, new ground; 1 Baker Hotplate, new; 1 P. A. System, 45-Watt Air Lamp; 1 Big Bull Dog Switch Box and plenty Big Show Cables; 1 Mag Zoid, complete with best lens motor can run. Will sell all in one unit cheap, or will sell each item by itself for cash. If not cash, you need not write more about sale.

L. C. ASKINS, P. O. Box 111, Fayetteville, Tenn.

## CHAS. JOY GRAMLICH WANTS GIRLS

For Peasie Show. Looks, youth, form essential. Salary twenty week. This week.

KAUS EXPOSITION SHOWS

Beth, N. Y.

## WANTED

For year-around amusement park located Paso Robles, Calif. Heart of the Army Camp. Legitimate Concessions of all kinds. FOR SALE—3-Absent Parker Portable Merry-Go-Round, new top, horse completely rebuilt. Can be seen in operation at above park. Driver can leave Ride in park on percentage.

KEENE AMUSEMENT CO., The Stockado

## CONCESSIONS WANTED

For Knoxville, Ill. Free Fish Fry, July 2-6. CAN USE GOOD MERRY-GO-ROUND FOREMAN.

W. J. B. BURELL & RUST

ALSO OTHER HIDE HELP IF FIRST CLASS.

BURELL & RUST

Hardin, Ill., this week; Oronville, Mo., next week.

## Jimmie Chanos Shows

Fourth of July Celebration, 4-6-6, Portland, Ind. Can book all legitimate Concessions, Hat, Tent, Diggers, Custard. Will sell X on Ice Cream. Want Half & Half for Side Show, experienced Bingo Operator (work for office). Ride Help.

## WILL ANYONE

Knowing the whereabouts of Paul Osborne, please advise

C. A. OLSON

1924 Broadway, Oakland, Cal.

## WANTED

Motocycle Manager with people to take complete charge. Have new Motorcycles. Want Ride—Long-Range and Kiddle Astro Ride. Concessions all items. No exchange. Write

MAX GRUBER FAMOUS SHOWS

This week, Hickman, N. J.

## FOR SALE

1 18x10 Klutz Condenser Tent, \$15.00; 1 500 Amp. Street Electric Switch Box, \$20.00; Bassinet—Girl, Athletic and Mininet, \$25.00 each. Address:

JOE KREUTZMAN

101 East Riverside Drive, Newport, Ky.

## Goss Predicts a Peak Year For Outdoor Show Business

ST. LOUIS, June 28.—Charles T. Goss, the match king, upon his return last week from an extended trip thru the Middle West, on which he visited many shows, stated that all indications point to the fact that 1941 is "going to be the year of all years" for outdoor show business and that orders at the Standard Chevrolet Company, East St. Louis, are far ahead of any peak year to date. His records show that in the last three months 75 units have been delivered to showmen, and he is holding orders for about 50 additional units, which are awaiting special equipment. All deliveries and orders have been for new passenger cars and trucks, which, Goss says, is a sign of good times. Showmen are not looking for used bargains as in previous years.

His company has made deliveries to these showfolk in the last several months: W. M. (Bill) Arnold, C. R. (Buck) Reger, C. J. Tenneyson, H. C. (Jimmy) Taylor, H. D. (Red) Conyer, Harry G. Coulson, W. M. (Bill) Rawlings, Berney Smuckler, A. Floyd Carver Pat Murphy, E. E. Parrow, Sam Solomon, J. O. (Jimmy) Plask, Mitt Lockner, Robert (Bob) Neely, W. E. Ketrone, L. B. (Lloyd) Bellini, Warren Wright, Al Wagner, Jewell Tucker Scanlan, Jack Mills, Ellis White, B. Bert Brundage, William (Barney) Keely, Frank M. Sutton, George Moeschel, Mrs. Esther Speroni, Harry (Kid) Hunt, William (Whitie) Sutton, B. E. Banks, Jack Murray, Merl Doan, C. J. Sedlmayr, and Elmer and Curtis Velare.

C. A. (Curly) Vernon, Gil Mayman, T. A. (Tommy) Fuzell, Harry Hennies, M. Wencelands, B. S. Gerry, Fred Beckmann, Harry and Lynn Small, William Snapp, Walter DeVoyne, Fred Burr, L. E. Lazaro, Dee Lang, Henry Williams, Helen Zentner, G. L. (Poots) Rice, Sam Crowell, Floyd King, Henry Behann, Harold Keiser, Kenneth Ferguson, W. P. (Gandy) Klein, Porter Van Aul, Victor O'Donnell, Willie Gonzales, Ken Humann, Louise Delittine, Barney Duffy, H. E. (Hy) Hottes, and T. J. Clark.

A. (Benny) Bernhard, R. L. Fleeman, Paul Scribner, T. J. (Pritzie) Winters, David Mayman, Frank Andrews, Arthur Watts, William (Jackie) Adams, Louis and Rose Cutler, Jess Chapman, A. L. (Art) White, R. O. (Barney) Cagle, M. L. (Whitie) Williams, Nathan Holt, George Campbell, and W. R. Cramer.

## Rain, Cold Hamper Barker At Sandwich, Ill., Stand

SANDWICH, Ill., June 28.—With rain and cold weather, knitting attendance. Stella Barker Shows wound up their stand here June 9-14 to only fair results. Patrons who did come out gave the rides, shows, and concessions good play, however. Shows are carrying 6 rides, 5 shows, and a number of concessions and are transported on 10 semis. Organization presents an attractive appearance and equipment is in good condition.

Joe Mooney's well-framed side show, featuring Gene Jeanette, is proving popular and is among the top money shows. Billy Bacon, with Girl Revue, joined, and Bull Dog Froxy has his Athletic Show clicking. Harry Conn completed work on his Monster Show and it worked to good results here.

Paul Ebercole's attractive Penny Arcade is doing well, and Mrs. Ebercole and the children joined him here. Ma Barker is owner-manager of the show.

## Fiesta Shows in Strong Bow in San Jose, Calif.

SAN JOSE, Calif., June 28.—Crafts Fiesta Shows, formerly known as the World's Fair Shows, successfully inaugurated their season yesterday at the three-day Portuguese Celebration here to good crowds and big business. Shows are operated by the O. N. Crafts Enterprises and will play three and four-day events.

Organization is under management of W. Lee Brandon, and attractions include Curtis's Wall of Death, Borneo Village, Barrel of Fun, Side Show, Merry-Go-Round, Ferris Wheel, Merry Mix-Up, Octopus, Pony Rides, and Miniature Auto Speedway.

## IDEAL EXPOSITION SHOWS, INC.

America's Best Amusements

Week of July 7, Binghamton, N. Y.

Week of July 13, Carbondale, Pa.

Two of the Best Carnival Dates in the East.

CAN PLACE Illusion String Show and Fun House. WILL BOOK or BUY Whip, Octopus and Roll-o-Plane.

CAN PLACE CONCESSIONS, including Wheels, Grand Stores, Palmistry, Guess-Your-Weight, Hoopla, Penny Pitches, Jewelry Stands, Novelties, etc.

Write or wire WM. HARTZMAN, Watertown, N. Y., this week.

## WEST'S WORLD WONDER SHOWS

WANT

Roll-o-Plane, Octopus, Till-a-Whirl, or Speedway. Also want Monkey Show, Platform Attractions. Will furnish equipment and wagons. Want Fun House, Mechanical Show and Snake Shows, Illusion Show, Freaks for Side Show, Colored Performers for Minstrel Show. Can place all kinds of legitimate Concessions. We have two Fairs, starting Labor Day at Du Quoin, Ill. All mail and wires reply FRANK WEST, General Manager, this week, Central, Illinois; next week, Kankakee, Illinois.

## GROVES GREATER SHOWS

WANT

For big Fourth of July, Fairbury, Illinois; VFW Street Fair, Oakland, Illinois; other Celebrations and Fairs to follow. Any Flat Ride, Fun House, any Shows, any kind of Concessions, Motor Drome, Mitt Camp, Diggers. Will sell X on Custard. Top salary for Ride and Cook House Help. Address all communications to Fairbury, Illinois, this week.

## W. C. KAUS SHOWS, INC.

Now booking and for balance of season and for Fairs, beginning with Boperville, N. Y.; Ithaca, N. Y., etc., until week of November 11th. GIRLS FOR POING AND GIRL SHOWS. GUARANTEED SALARIES by office. Photos, Custard, Legitimate Concession, Stock Wheels only, Candy Floss, Scales, Clavette Gallery, Hi-Birdie, etc. Will book for 25% for a complete Side Show with own equipment, also use Flat Ride, Umbrella or any other Hustle or Walk Tires show complete. Want Foreman for Caterpillar and Chapsplane. Write or wire W. C. KAUS, Auburn, Maine.

## SCOTT EXPOSITION SHOWS WANT

To join at once and for a long string Fairs, starting Yazoo, Va., August 18; straight through Fairs at Donaldville, Ga., week November 10; then Atlanta lets for three weeks. Want Shows, one more Big Ride, Will book or buy Octopus. Want legitimate Concessions; Custard and Diggers open. Harry Harris wants Musicians for Minstrel Show. Salary from office. Want nine-car Till Foreman, P.R. Help that drive semis. Grundy, Va., this week; Olinhos, Va., follows. P.R. Help working day and night.

## J. J. PAGE SHOWS

Want legitimate Concessions except Corn Game and Popcorn. Good opening for Custard. Want Girls for Girl Show. Also Manager, or will place organized Girl Show. Have good outfit. Want Talker for Big Snake Show. Mickey Donahue wants good Straight Rider for Motor Drome. We have 12 Fairs starting at Carthage, Tenn., Aug. 12. Address this week, Paintsville, Ky.; next week, Louisville, Ky., location 7th & Berry Boulevard.

## JOHN R. WARD SHOWS

WANT

Acts to feature in Side Show, Talker and Grinder, Answer Attention, Manager for Snake Show and Member Show. Place Concessions that work for stock. Want first-class Mechanic, John Roberts, come on. Want Till-a-Whirl, Chapsplane, Kiddy Ride Foreman. Want Sign Painter and Artist. Hensstetter, Ind., this week, 3rd, 4th, 5th July, Celebration, around square.

## PAN-AMERICAN SHOWS

WANT

Shows and Rides that don't conflict. Want Acts for Side Show. Can place Girls for Balls and Peasie Shows. Want experienced Mechanic for Trucks and Rides. Can place Show Electrician and two or three more Ride Men. Concessions: Can place light Concessions of all kind. Address this week, Niles, Michigan.

## CONVENTION SHOWS

WANT

For their long list of Women's Celebrations, including Hamilton, New York, legitimate Concessions of all kinds. Good opportunity for Amusement Palmistry. No apples, Bingo, Cookhouse, Clavette sold. Have beautiful Girl Show complete for reliable operator with girls. Ride Help. We pay top salaries. Can always use reliable, sober Men. Useful people all lines when Long Season Southern Fair. List to interested parties. CLAY MARLEY, Convention Shows, Waterville, New York, this week; Lockswona, New York, next week.

## WANTED

First-class Talker. Must be sober, reliable and capable. Salary or percentage. Good route, including long fall season. Address features:

GOODING GREATER SHOWS

Moundville, W. Va., this week; Bellville, Ohio, next week.

## PLEASURELAND SHOWS

WANT

For Gladstone on the streets, July 4-5-6. Biggest bona fide celebration in Upper Peninsula, with Mantoloking Ribbery Festival, Ashland, Wis., and Nilesville Fairs to follow. Can place legitimate Concessions, no profit. Any Show of nuts with or without own outfit. Box Bureau, contact per at once. Can place thrilling High Act, possibly High Drome. Long season.

ROY E. MYERS or GLEN HOCKETT

Marquette, Mich.

JULY 3, 4, 5

CHATSWORTH, ILL.

Send Celebration on Streets. Want legitimate Concessions that work for stock. Photo Gallery, Froom, Custard, Eat and Drink. Place Independent Shows and Rides. Write ALFRED KUNZ, Chairman Concessions



## Tilley's Opens Oked in Bloomington; Peru Fair

BLOOMINGTON, Ill., June 28.—Alto scheduled to play Normal, Ill., last week, Tilley's Amusement Company switched to O'Neil Park here when it was learned that only half the shows could be set up in Normal. Satisfactory crowds greeted shows at the local inaugural on June 16, but spending was light. Shows moved in from Peru, Ind., where business was good when weather permitted. Rain hampered the organization most of the week, however.

Jack Thomas purchased the Funhouse from Mrs. Tilley and is remodeling it. Ted Martin, electrician, installed three light towers here, and Walter Luther joined with his Death Valley Show. M. Stark closed at East Peoria, Ill., with his Penny Arcade.

Bell and Vinson joined at Macomb, Ill., with their Penny Arcade and penny pitch. Mr. and Mrs. Lambert, concessionaires, left to join the Great Sutton Shows, where Lambert is serving as advance man. George E. Moon visited the Great Sutton Show in Mandota, Ill., and the Tilley combo was host to the personnel of the Sutton Shows Monday night.

Joe Turner's Athletic Arena is doing well, as is Billy Herington's two Girl Shows. Joe (Count) Zaino's Magic Show is popular. Merlin Williams is employed



A VOLUNTEER under the Selection Service Act, William G. Holman was inducted at Childers, Tex., and is now stationed at the Reception Center, Logan Heights, Fort Bliss, Tex. Holman was a bingo operator for Blackie McLenore.

in the Baldwin Cafe. Company-owned corn game, managed by Jack Thomas, is clicking.

## ROUTES

(Continued from page 24)

Ramon & Lucinda (Havana-Madrid) NYC, ne. Ramona (Paddock International) Atlantic City, ne.  
Raquel & Tarriba (Chez Paree) Chi. ne.  
Rardin, Joey (Earle) Phila. t.  
Raymond, Ben (Yacht Club) Phila. ne.  
Rockles, Dolly (Babette's) Atlantic City, ne.  
Renee & Hood (Ball) Miami, Fla. ne.  
Reola, Johnny, Trio (Tower) Kansas City, t.  
Reynolds, Basil & Co. (Nickel) Minneapolis, ne.  
Rhythm Rockets (Capitol) Washington, t.  
Rio, Eddie (Mayfair) Boston, ne.  
Roberts, Jack & Renee (Valley Inn) Utica, N. Y., 23-July 4, ne.  
Roberts & Co. (Auditorium) Pessenden, N. D., 1-2; (Community) Bradford 3; (New Era) Sheyenne 4-5; (Opera House) Madock 6-7, 8.  
Roberts, Stuart, Troupe (Edgewater) Detroit, p.  
Robinson, Bill (State) NYC, t.  
Rodriguez, Aida (Havana-Madrid) NYC, ne.  
Rogers & Morris (888 Club) Chi. ne.  
Rogers, Helen (Caravan) NYC, ne.  
Rohlfers, The (Sagamore) Rochester, N. Y., h.  
Roma, Fritzy, Alva, Orla.  
Rommel, Villa Venice) Chi. ne.  
Rosario & Antonio (Palmer House) Chi. h.  
Rose Marie (Ball) Phila. ne.  
Rosa, Stuart (La Ruban) NYC, ne.  
Ross, Busters (El Chico) Pittsburgh, ne.  
Rosillos, The (State) NYC, t.  
Royal Jesters (Lord Baltimore) Baltimore, h.  
Russell & Christine (Cox Marquee) Montreal, ne.  
Russell, Slim; Anderson, Ind.  
Ryan, Sue (State) NYC, t.

## S

St. Clair & Durand (Zimmerman's) Hungarian) NYC, ne.  
Sander, Joe (State-Lake) Chi. t.  
Santoro, Don (Hickory House) NYC, ne.  
Santich, Lorraine (Palmer House) Chi. h.  
Sapiezka, George (Buffalo Athletic Club) Buffalo.  
Satch & Satchel (Sawdust Trail) NYC, ne.  
Scott, Margaret (Beverly) NYC, h.  
Seller, Jay & Lou (La Coma) NYC, ne.  
Sexton, Al (Sawdust Trail) NYC, ne.  
Sharon, Nita (28 Club) Freeport, Ill., ne.  
Shomerdenne (Colonial's) Chi. ne.  
Shepard, Eddie (Paddock International) Atlantic City, ne.  
Sherman Bros. & Tess (Stamp's) Phila. e.  
Shomon, Hank & Archie (Waterloo) Wis. 4.  
Shouting Marines (Hi Hat Club) Chi. ne.  
Sky-Rockets, Three (Street Fair) Russell, Ind.; (Celebration) Madison, Wis., 9-12.  
Smoothies, The (Blackhawk) Chi. ne.  
Sola, Leonard (Benjamin Franklin) Phila. h.  
Son & Sonny (Silver Dollar) Boston, ne.  
Spear, Harry (Latin Quarter) Boston, ne.  
Sperber, Maxine (Café Society) NYC, ne.  
Starr, Judy (Chez Paree) Chi. ne.  
Stewart, Jacqueline (Sutton) NYC, h.  
Stone & Victor (Joe Mayer's) Haskeller) Fall River, Mass.  
Strock, Lillian (Fairgrounds) Coheston, O.  
Styllata, The (Roger's Corner) NYC, re.  
Sullivan, Joe (Sutton) NYC, h.  
Summer, Maxine (Frankie) Chi. re.  
Swann, Russel (Club Ball) Phila. ne.  
Sweetheart Co-Eds (Capitol) Washington, t.  
Sydell, Paul, & Spetty (Rumba Casino) Chi. ne.

## T

Talia (Shoreham) Washington, ne.  
Tara (Villa Venice) Chi. ne.  
Tannen, Dave (Tie Top Milwaukee, ne.  
Tatum, Art (Café Society) NYC, ne.  
Terry, Mary (Bessie's) Atlantic City, e.  
Therrier, Henri (Harper) Detroit, t.  
Thomas, Lee (Cimarron Band) Peabody, N. Y.  
Torres, Alberto (Havana-Madrid) NYC, ne.  
Torres, Fay (Havana-Madrid) NYC, ne.

Toy & Wing (Beethamer) NYC, ne.  
Tracy, Bob (Sutton) NYC, e.  
Trixie (Capitol) Washington, t.  
Tudell, Jean & Julie (Chase) St. Louis, h.  
Tweedy Bros. (Quality Cafe) Columbus, O., 25-July 3; (Silver Moon) Jackson, 4-5, ne.  
Tyner, Evelyn (Waldorf-Astoria) NYC, h.  
Tyrill & Jill (New Ocean House) Swampscott, Mass., h.

## V

Valdes, Miguelito (Waldorf-Astoria) NYC, h.  
Valencia, Carlos (French Monte Carlo) NYC, ne.  
Valley & Lynne (Palumbo's) Phila. e.  
Vance, Jerry (108 Club) Chi. ne.  
Vasessa & Sandino (Villa Venice) Chi. ne.  
Vargas, Bobby (Chicago) Atlantic City, ne.  
Varsity Right (Chez Paree) Chi. ne.  
Vasuh's Radio Stars (Auditorium) Pessenden, N. D., 1-2; (Community) Bradford 3; (New Era) Sheyenne 4-5; (Opera House) Madock 6-8, t.  
Vermont, Claire (Fifth Avenue) NYC, h.  
Villon, Renee (Colosimo's) Chi. ne.  
Vincent, Larry (5109 Club) Chi. ne.

## W

Wakefield, Meri (Burette) Rock Island, Ill., 23-July 5, e.  
Walker, Jack (Park Central) NYC, h.  
Walker & Cory (Indian Lake) Russell's Point, O., 1-12, p.  
Wallis, Ruth (Bradford) Boston, h.  
Walker, Wally (Little Ambassador) Atlantic City, ne.  
Walton & O'Hourke (Earle) Washington, t.  
Walzer, Oscar (Fifth Ave.) NYC, h.  
Ward, Sid (Car's) Baltimore, ne.  
Ware, Dick (Blissmark) Chi. e.  
Warner, Doodles (Bilmore) NYC, h.  
Warner, Rex (Blue) Houston, Tex., h.  
Weeks, Larry (Dudley) Balmance, N. Y., h.  
Wermer, Lola (Chateau Moderne) NYC, ne.  
Weston Ross (Rocky) NYC, t.  
Whelan, Bert (Hotel) NYC, t.  
Whelan, Jackie (Nomed) Atlantic City, ne.  
White, Danny (Herald) NYC, re.  
White, Jack (18 Club) NYC, h.  
Whitson Bros. (Chicago) Chi. t.  
Williams, Hermanos (Radio City Music Hall) NYC, 1-9, t.  
Williams, Patricia (Bill Bertelotti's) NYC, ne.  
Wilson & Moad (Jimmie Daniels) NYC, ne.  
Winchell, Paul (Orpheum) Omaha, t.  
Winter & Diane (Park Central) NYC, h.  
Winter Sisters (Loriel) Indianapolis, t.  
Wood, Bert (Tower) Kansas City, t.  
Wood, Eleanor (Park Central) NYC, h.  
Woodward, Betty (Hotel) Atlantic City, ne.  
Wyniers & Angeline (Sebastian Club) Donauwalsch, Chi., ne.

## Y

Yost's, Ben, Melody Men (Waldorf-Astoria) NYC, h.  
Yost's, Ben, Quartet (Diamond Hecceboe) NYC, ne.  
Yvette (Club Ball) Phila. ne.

## REPERTOIRE-TENT SHOWS

Rytha, Billy, Players; Orleans, Va., 1-5.  
Dandy Dixie Shows; South Mills, N. C., 1-3.  
Hayworth, Hebe, Show; Galax, Va., 1-5.  
Hins, H. L., Shows; New York Mills, Minn., 1-3.  
McNally, Al. Show; Fairfax, Va., 1-5.  
Miller, A. H., Show; Zebulon, Ga., 1-5.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailer permits are based.)  
Alamo Exps.; Belle Fourche, S. D.  
Alhambra; Salem, Mo.  
Allen, Fred; Watkins Glen, N. Y.  
American Exps.; Piquette, Mich.  
Anderson-United; Bellingham, Wash.  
Anderson-Strader; Junction City, Kan., 1-2; Pittsburg 4-6; Wichita 7-12.  
Annie Am. Co.; Ridgeway, S. C.; Jefferson 7-12.  
Archer's American; Aberdeen, Wash.; Olympia 7-12.  
B. & H. Am. Co.; Monetta, S. C.  
Badger State; Menominee, Mich.  
Bandy All-American; Clearfield, Pa.  
Barker; Barry, Ill.  
Barrow Bros.; Grand Lake, Mich., 2-5.  
Baysinger, Al; Bettines, N. D., 1-2; Rella 2-5.  
Baymead Forest Lake, Minn.  
Belmont & Gerety; Anderson, Ind.; Richmond 7-12.  
Be's Old Reliable; Greensport, Ky.; (Fair) Vaneburg 7-12.  
Blue Ribbon; New Castle, Ind.  
Borta; Booneville, Mo., 3-5.  
Borner's Joyland; Eureka, Calif.  
Bosmer; Rice Lake, Wis.  
Bros. Family Shows; Saint Simon Island, Ga.  
Broughton Bros.; Danville, Tex., 3-6.  
Buck, O. C.; Keene, N. H.  
Buckeye State; Tuscola, Ill.

Bullock Am. Co.; Rhodell, W. Va.  
Burdick's All-Texas; Bolton, Tex.  
Burrell & Huss; Hardin, Ill.; Owensville, Mo., 7-12.  
Byers Bros. (Jimmie); Humboldt, Ia.  
Byers Bros. (Carl); Eldora, Ia.  
Casey, E. J.; (Fair) St. Cloud, Minn., Can., 2-5; (Fair) MacGregor 4-5; (Fair) Minnecosia 1-5; (Fair) Mesilla 2-5; (Fair) Kearney 11-12; No. 2 unit, (Fair) Hartney, Minn., Can., 9.  
Central States; Great Bend, Kan., 1-2; Wamego 3-5.  
Cetlin & Wilson; Hornell, N. Y.  
Chanco, Jimmy; Portland, Ind.  
Cherokee Ass. Co.; Peabody, Kan.  
Clark's Greater; Sutton City, Calif., 1-6.  
Clyde's United;eward, Pa.  
Coleman Bros.; Fairfield, Mass.; Torrington, Conn., 7-12.  
Colley, J. J.; Nowata, Okla.  
Conklin; (Fair) Brazton, Mass., Can.; (Fair) Calgary, Alta., 7-12.  
Convention; Wellsville, N. Y.; Lackawanna (Woodlawn Station), N. Y., 7-12.  
Cotton States; Chatsworth, Ga.  
Crafs 29 Big Top; Colton, Calif., 1-4.  
Crescent Am. Co.; Galax, Va.  
Crystal Expo; Norton, Va.  
Curl, W. S.; Main City, O.  
Daly Bros.; Spring, Okla.; Mead 7-12.  
Dick's Paramount; Lowell, Mass., 3-4; Marlboro 5-12.  
Dixie Belle; Bloomfield, Ind.  
Douglas Greater; Kello, Wash.  
Dyer's Greater; (Fair) Plattville, Wis., 3-4.  
Eddie's Expo; Arnold, Pa.  
Edwards, J. J.; Coopers, O.; Guye 3-12.  
Elite Expo; Rock Rapids, Ia.  
Empire Am. Co.; Helton, Tex., 2-5.  
Empire Bros.; (Fair) Boston, Mass.  
Evangelists; Erath, La.  
Fidler United; Big Rapids, Mich.  
Fleming, Mad; Goy; Moultrie, Ga.  
Four Cities; Exp. Okla.; Mead 7-12.  
Frank's Greater; Rockmart, Ga.  
Frank Greater; Warren, Minn., 1-2; Feltle 4-5.  
Furzed; Aberdeen, Md.  
Fuzzell's United; Le Mars, Ia.  
Gibbs, W. A.; Chantane, Kan.; Clay Center 7-12.  
Gold Medal; Iron Mountain, Mich.  
Golden Arrow; Norman, Ark.  
Golden Bell; Buffalo, Iowa.  
Golden Gate; Ellettsville, Ky.  
Golden State; Monterey, Calif., 1-4.  
Golden West; Chicago City, Minn., 8-12.  
Gooding, A. W., Am. Co.; Farrell, Pa.; Fredricktown 7-12.  
Gooding Greater; Moundsville, W. Va.; Bell-air, O., 7-12.  
Gooding, F. W., Am. Co., No. 1; Chillicothe, O.; No. 2, Crooksville, O.; No. 3, Piquette-lawney, Pa.; No. 4, Fairport Harbor, O.; No. 5, Barboursport, O.  
Goodman World; Minot, N. D.  
Grady, Kellie; Tusculuma, Ala.  
Grand Union; Alva, Okla.  
Great Lakes Expo; Oney, Ill.; Chicago Heights 7-12.  
Great Sutton; Vincennes, Ind.; Eldorado, Ill., 7-12.  
Greater United; Woodward, Okla.  
Groves Greater; Fairbury, Ill.; (Street Fair) Oakland 7-12.  
Gruber's World Famous; Hackensack, N. J.  
Haines, Bill; Brady's Cove, Pa.  
Happy Attr.; Point Pleasant, W. Va.; Midisport, O., 7-12.  
Haywood, C. H.; Brush, Colo.  
Heder's Greater; Escanaba, Mich.  
Hennes Bros.; Muskegon, Mich.  
Heth, F. H.; El. Charles, Va.  
Heth, J.; Connersville, Ind.; Kokomo 7-12.  
Hottle, Ed; Trenton, Tenn.  
Huggins' Model; (Fair) Walla Walla, Wash.; Spokane 7-12.  
Hughes & Gustach; Tolosa, Ill.  
Hyalite Midway; Stillwater, Okla.  
Ideal Expo; Watertown, N. Y.; Binghamton 7-12.  
Jones, Johnny J.; Expo; Duluth, Minn., 1-2; Chisholm 4-8; Milwaukee, Wis., 12-20.  
Jones Greater; White River, Spruce, W. Va.  
Kaus Expo; Bach, N. Y.; Ulida 7-12.  
Kawa, W. C.; Auburn, Me.  
Keystone Modern; Apollo, Pa.  
Ladouceur Attr.; Media, Tex.  
Lake State; Harrisville, Mich., 3-5; Grayling 7-12.  
Lang, Dee; (Fair) Jamestown, N. D.; (Fair) Pessenden 7-12.  
Largo, H. P.; Alhambra, Ill.; Palestine 7-12.  
Lawrence Greater; Alliance, O.; Junction Park, Pa., 7-12.  
Leaves, Art; Brunswick, Me.  
Lone Star State; Evelyn, Minn.  
M. & O. Am.; Danville, Ga.  
McK. M.; Rochester, N. H.; Derby, 7-12.  
McK. M.; Chicago, Ill.  
Magic Empire; Garner, Ia.  
Marker; Pocaahontas, Va.; Charleston, W. Va., 7-12.

(See ROUTES on page 67)

**WANTED**  
TO JOIN AT ONCE  
Side Show Acts or balance of season and winter equipment. Working Acts, Novelty Shows, Freaks to Entertain, Magicians, Punch, Fire Eater, Pin Cushion, Choo-Choo, come on. Need Help on all sides. Organized Minusid Shows. Will look Consideration for string of good County Fairs in Illinois. Side Show People, address **ARTHUR HOFFMAN**, Chicago 2-1212.

## FRANCIS BROS.' SHOWS

McLeansboro, Illinois, this week

## Sunset Amusement Co. CAN PLACE

Mt. Carmel, Penny Arcade and Grand Shows for Independence, Iowa, July 3-4-5; Burlington, Iowa City location to follow.

## RIDE HELP WANTED

Good pay, one each week. Come on at once. No owners or clerks. Foremen for Whip, Parker Merry, Loop-o-Plane and Chairmen. Paying all Ohio spots.

## Nolan Amusement Co.

417 Whitthorne Ave., Columbus, Ohio

## WANT

Operator for Whip, Ferris Wheel, Loop-o-Plane and Jugglers. Ball Game Agent, Bingo Operator and Agents.

## J. E. KAUS

Careline Beach, N. Car.

## WANTED

Concessions and Shows of all kinds.

## 50. ZANESVILLE, O., VOL. FIRE DEPT.

ANNUAL HOME COMING

Week starting July 7th. **TIM J. NOLAN**, 617 Whitthorne Ave., Columbus, Ohio.

## GOLDEN GATE SHOWS

WANT Cook House, Bingo, Ball Games, Penny Pitch, Hoop-La, Stock and Grand Juggles, \$10.00. Office wants Concession Agents. Have outlets for Hawaiian Show, also Athletic Show. Help that can drive traffic. Come on, will place you. **FRANK OWENS**, Mgr., Grab Orchard, Ky.

## RIDE HELP WANTED

Must be experienced.

## Thompson Brothers' Rides

2306 Fourth Ave., ALTOONA, PA.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

## CUNNINGHAM'S EXPO. SHOWS

WANT WANT WANT

Consistent of all kind except Bingo, Concessions, Peppercorn. Shows of all kind with or without own outfit. Can use a second or third. Will book a Sound Truck immediately. Bridgeport, Ohio, July 7-12. Address all mail to CUNNINGHAM'S SHOWS, PARKERSBURG, W. VA.

## WANT WANT WANT

Consistent of all kind except Bingo, Concessions, Peppercorn. Shows of all kind with or without own outfit. Can use a second or third. Will book a Sound Truck immediately. Bridgeport, Ohio, July 7-12. Address all mail to CUNNINGHAM'S SHOWS, PARKERSBURG, W. VA.

## WANT WANT WANT

Consistent of all kind except Bingo, Concessions, Peppercorn. Shows of all kind with or without own outfit. Can use a second or third. Will book a Sound Truck immediately. Bridgeport, Ohio, July 7-12. Address all mail to CUNNINGHAM'S SHOWS, PARKERSBURG, W. VA.

## WANT WANT WANT

Consistent of all kind except Bingo, Concessions, Peppercorn. Shows of all kind with or without own outfit. Can use a second or third. Will book a Sound Truck immediately. Bridgeport, Ohio, July 7-12. Address all mail to CUNNINGHAM'S SHOWS, PARKERSBURG, W. VA.

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and firm connection and capacity; other connection; and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

## Biographies







# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

GOOD lettuce growing season.

ELECTRICIAN on Blue Ribbon Shows, Pat Brady has taken over the front of Duke Alvarado's Oriskany Revue.

MELVIN NORTHROP joined Blue Ribbon Shows in Richmond, Ind., to handle tickets on the Posing Show.

ARACOLA BROTHERS, with ball game and fishpond, joined Kansas Exposition Shows in Matamoras, Pa.

JOINING Texas Kidd Shows in Dayton, Tex., with their palmistry were Mr. and Mrs. Bert Welshman.

TOO much midway noise is mayhem for patrons and murder for the office.

MR. AND MRS. JACK RATERINK are operating their ball game and engraving concession on Pleasureland Shows.

BLACKIE PIKE is handling the front on the Hawaiian Village on Elite Exposition Shows.

GEORGE LANNING has replaced the Mills Troupe as free act on J. J. Page Exposition Shows.

FORMER wrestler of note, Charles (Yankee) Rogers, Fall River, Mass., is working his new ball game to satisfactory results at celebrations, he reports.

FEW there are who can refrain from handing out soft soap when needing a favor. Most is another old carnival custom or something—Oscar the Ham.

M. H. (ABE) STARK is in U. S. Veterans' Hospital, Ward 2-A, Buckeye, O., and would like to read letters from friends.

FREDDIE CARLTON holds the distinction of emceeing the Jamboree on the O. C. Buck Shows for over two years.

TUBBY KNEELAND is adopting stray dogs and housing them near his trailer on O. C. Buck Shows, Lon Ransdell reports.

ADDITIONS to Motor City Shows in Peru, Ind., included Mr. and Mrs. Joe Fetter, Sammy Matters, and Pete Osgood and family.

"OH, yes, indeed, I'm a press agent. Just look at my candid camera." There was a time when they carried typewriters.—John Once-year.

VET SIDE-SHOW operators Mr. and Mrs. Ted Metz have their Ten-in-One attraction booked on Golden State Shows.

HAVING signed their Glasshoite with O. C. Buck Shows, Mr. and Mrs. William Purchase joined in Nashua, N. H.

**PENNY PITCH GAMES**

Size 48x48", Price \$20.00  
Size 48x48", Price \$30.00  
Size 48x48", With 2 Jack Pots, \$40.00

**PARK SPECIAL WHEELS**

50" in Diameter, Beautifully Painted. We carry in stock 12-16-20-24 and 30 number Wheels. Price \$12.00

**BINGO GAMES**

75-Player Complete \$5.00  
100-Player Complete \$7.25

**SEND FOR CATALOGUE.**  
Full of New Games, Billiards, Darts, Lanes, Aluminum Ware, Games, etc.

**SLACK MFG. CO.**  
124-128 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Sheet, 8 1/2 x 14, Typewritten, Per M., \$5.00  
Analysis, 8-p., with White Cover, Each .09  
Analysis, 8-p., with White Cover, Each .18  
Forecast and Analysis, 8-p., Fancy Covers, Ea. .06  
Statistics of the 4 Readings, Four for 25c.  
No. 1, 36-Page, Gold and Silver Covers, Each .30  
Wall Chart, Heavy Paper, Size 28x34, Each 1.00  
Gaining Credit, Ocala Exam, Franchises, etc.

## NEW DREAM BOOK

100 Pages, 2 Sets Numbers, Clearing and Policy,  
1200 Dreams, Bound in Heavy Gold Paper  
Covers, Good Quality Paper, Sample, 5c  
HOW TO WIN AT ANY KIND OF SPECULATION,  
24-Page Booklet, Beautifully Bound,  
Sample, 25c.  
PACK OF 75 EGYPTIAN F. T. CARDS, Answers  
All Questions, Lucky Numbers, etc., 55c.  
ZODIAC F. T. CARDS, Pack .50  
Graphology Charts, 8x17, 50c, per 100 \$8.00  
MENTAL TELEPATHY, Booklet, 21 P., 25c  
WHAT IS WRITTEN IN THE STARS? Folding  
Booklet, 12 P., 25c, Contains all 12 Analyses,  
Very Well Written, Per Doz. 50c; Sample 10c.  
Shipment Made by Your Order, Every Year  
Label, No checks accepted, C. O. D., 25c Deposit.  
Our name or ads do not appear in any merchandise.

## SIMMONS & CO.

19 West Jackson Blvd., CHICAGO  
Instant Delivery. Send for Wholesale Prices.

10 GROSS SLUM FOR ONLY \$8.50  
MADE OF BISQUE CHINA  
CHOICE NUMBERS—NO LARRIES  
ELEPHANTS, KING KONGS, OUT-  
HOUSES, DOGS, SWANS, ETC.  
EVERYDAY SPECIALS

Per Gross  
N521—Outside Flying Birds . . . . . \$1.95  
N514—8-Inch Carnival Special Balloon  
Assortment . . . . . 2.15  
N633—Chinese Spades . . . . . 2.60  
N485—6 1/2 in. For Monkeys . . . . . 3.75  
N486—Tinted Head and Neck . . . . . 3.75  
N610—6 to 10 in. For Tails, Per 100 . . . . . 2.75

HAVE YOU GOT OUR 500-PAGE CATALOG?

Write Today—Please State Type of Business.

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 25% Deposit Required with all C.O.D. Orders.

**POPPING CORN**  
KEY-HIGH Brand  
A GENUINE HYBRID produced  
in the United States  
returns. We also stock top  
quality South American, Yel-  
low Pearl, Spanish White and Standard Dwarf  
Hybrids. Complete line of Popping Nipples,  
Cocoons, Dressing, Popping Oil, Cartons, Covers,  
Bags, Salt, also Salted in Shell and Fresh  
Roasted Peanuts. Write for latest price list.  
MIDLAND POP CORN CO., Milledale, Minn.

## CARNIVAL BOOTHS, RIDES

With next complete unit, consisting of Ferris Wheel,  
Chair-O-Ride, Merry Ride, 12 Boats (see catalog),  
814, including Hinge, Ball Game, Refreshment  
Stand, Wheel, Electric Equipment, Decorations,  
Will set up, take down and haul. Complete Work  
and Games of every description. SHAW-FAUST,  
1524 Chestnut St., Philadelphia, Pa. Ph. LO-1124.

## WILL COMPENSATE

Literally anyone furnishing information as to whereabouts of Clint Roberts, owner Black Diamond Shows, 1940, also whereabouts Jack Clark, Partner Clint Roberts, since 1938.

HUGH McPHILLIPS, Crystal Beach, Fla.

## WILL BOOK

Mechanical Show, Masher Show, Have good outfit for man who can run Pit Show and Darnid inside. Need girls for Girl Show. Write

F. W. McDERMOTT, Masher & Co. Shows  
Houston, Texas, July 1st to 31st  
Ocala, Iowa, July 5th to 12th.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.



JOHNNIE W. HEATON, whose father, Bruce, and uncle, Warren, operate Johnnie W. Heaton Exposition, recently returned to his home in Greenville, S. C., from Duke University to frame a show which he will place on the organization this month. He planned to manage the Penny Arcade on the combo, but has given up the idea in favor of operating his own attraction. Johnnie has been with Art Lewis, O. C. Buck, Rubin & Cherry, Beckmann & Gerety, and Royal American Shows.

JUNE COLE joined Huggins Model Shows in The Dalles, Ore., to take over Red Lindsey's Blue Hawaii Show.

SOME managers find stopping the sale of cookhouse bannets a profitable investment in making local friends.—Cousin Peleg.

CLOSING recently with the Callahan Show on O. C. Buck Shows was Doc Murray, Lon Bamedell reports.

FORMER carnival and circus trouper, Emil Moskowitz is now working at Irwin Wolf's Rendezvous, Philadelphia hitery.

YOGI RAY is tattooing and presenting his magic and vent act on John R. Ward Shows.

SENSATIONAL RISKS, under direction of Billie Ceyer are presenting the free act on Burdick's All-Texas Shows.

A NEW would-be mender entertained a Paramount Theater when all week thinking he was a member of the State Police.—Colonel Patch.

FORMERLY with Dodson's World's Fair Shows, Mrs. Ida Williams advises she is now at her home in Savannah, Ga.

IN CHARGE of the recreation center on John H. Marks Shows is James W. (Uncle Jim) Stevenson, Walter D. Neal and reports.

DOC ANDERSON'S Side Show, featuring Ooo-Ooo in the main pit and Jo-Ann Lee in the annex, continues to click on Fred Allen Shows.



C. L. (TWISTO) McCORMACK, well known side-show circles, who recently signed as manager of R. E. (Dick) Best's World's Fair Shows on the Royal American Shows. McCormack has been associated with Best since 1938.

MARVIN (MOON) LAIRD cards from Gary, Ind., that he is temporarily acting as general agent for the John R. Ward Shows.

CHARLES S. NOEL writes from Joliet, Ill., that he is now general and special agent on C. A. Vernon's Four State Exposition Shows.

"HANDLE your liquor. Don't let it handle you." was sound advice given recently by a well-known showman-emcee to a boisterous rowdy in a girl show.

JOHN B. DAVIS, general manager, Southern States Shows, advises from Webster, Fla., that he is located at Savannah Beach, Ga., for the summer with six rides and several concessions.

"SINCE JOINING one of the F. E. Gooding units business has been highly satisfactory for me in the Buckeye State," Billie Baker cards from Hubbard, O.

F. J. BLIGH tells from Manitowoc, Wis., "We'll soon have our charter for an American Legion Post on the Rubin & Cherry Exposition. Over 30 men have joined and paid their dues."

RALPH DELNO, high diver, is at his home in Dayton, O., recovering from in-

juries to his spine and back and right leg and knee sustained while presenting his act recently, Mrs. Delno reports.

FIRST-OF-MAY in press department. Carnival owner instructed p. a. to have some mats made and he brought 'em back with "Welcome" woven into 'em.

VISITORS to the O. C. Buck Shows' midway at Nashua, N. H., included Lew Dean, Mabel Stark, Jimmie Heron, Helen St. Clair, Eddie Jackson, Margaret Thompson, Larry Davis, and Betty Miller.

FORMER mailman and The Billboard sales agent on Jones Greater Shows, Jack Stanley is now with John H. Marks Shows, where he is an agent on Jenkins's rat game.

AFTER SEVERAL seasons with Beckmann & Gerety Shows as bingo agents, Leo J. and Grace H. Cox joined Magle Empire Shows, where they are managing the bingo stand.

WHAT press agent and what carnival owner are going to combine interests and launch a traveling winter museum? Reports indicate it will be organized on a grand scale with a real organization behind and ahead of it.

THAT'S right! Pat the trailers next to the front entrance and have the laundry hanging out early so they'll know we're all swell dressers!—Muggin' Machine Mazine.

SANFORD C. PAYNE JR. who closed with Arthur's Mighty American Shows in Eugene, Ore., is working for the Southern Pacific Railroad Company on a Band B. gang a few miles up in the hills from Eugene.

A TRAILER, property of Mr. and Mrs. W. R. Powers, shooting gallery operators on Celine & Wilson Shows, was destroyed by fire on June 23 while shows were in Niagara Falls, N. Y., Raymond D. Murray reports.

FRANK ALLEN, of Happyland Shows, took last week off while the shows were in Pontiac, Mich., where the Elks' amusees operated their own bingo, and played Reading, O.) Police Carnival in City Park with his bingo concession.

VET SHOWMAN and owner of Foley & Burk Shows, Ed Foley is reading at his home in San Francisco since an illness of several years ago, visiting his shows occasionally, which are in charge of L. G. Chapman, former general agent.

DEAR Mr. Carnival Owner: Can you use first-class press agent? I can't write or plant a story but have a new set of golf clothes and sharp scissors.—Greedy Heast Dokes.

C. CRUMP assumed duties of general agent on Lawrence Greater Shows in Clarion, Pa. He replaces Bert Rosenberger, who will not be able to continue because of injuries sustained in a recent auto accident. J. B. Mannheim reports.

WHILE World of Mirth Shows were in Bridgeport, Conn., Ruth Karn celebrated her birthday with a party for friends. Among the numerous gifts received was an attractive cocktail set presented her by her husband, Eddie, manager of the Fat Show.

THE WEST COAST lost one of its colorful showmen in the recent death of Al (Big Hat) Fisher, who general-agented a number of Western carnivals for the last 25 years. He possessed a large acquaintance among city and county officials in the Western States.

LARRY E. O'DELL and Madame Blondin, strong woman, after leaving the Golden Gate International Exposition, San Francisco, played the West and South and are now appearing in Midwestern niteries, being booked by

## His THIRD BIG ELI

P. E. Retheloff of Pennsylvania purchased his third No. 5 West this season. There is yet time to reap a big profit with a new BIG ELI Wheel for 1941. Write for information, prices and terms on this most dependable of large Portable Rides.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Cass Ave. Jacksonville, Illinois



## Why

KNOW OF A SHOW where almost all of 'em are over there because they want to do the owner a favor? What a laugh! Just miss a couple of pay-days, Mr. Owner! Interviewing Mr. Dumbbuck as to why he was with it, he blandly exclaimed, "To keep from starving."—Road Map Johnson.

the Morris Jones office and Jack Middleton.

AND now we've got a streamlined g. a. Instead of sitting up in front of the office, he lies back in a special beach chair telling how the show should be run.—Caf Rack Annie.

STILL CAMPEO on Route 17 at Verona, N. C., only five miles from the Marine Base at Jacksonville, Fla., N. C., are J. C. Robson and C. P. Vandiver. The boys report that the base is not operating under full time as yet, but they expect to work to boom business in a few weeks.

LAURA DINEISI, of 46 Beason Street, Lynn, Mass., asks that anyone knowing whereabouts of Lily Dawn or her husband, Sam Perkwitt, supposedly with Dick's Paramount Shows, have them contact her immediately. Mrs. Perkwitt's mother is seriously ill, Miss Dineisi reports.

NOTES from Lagasse Amusement Company No. 2 Unit by Jimmie Gordon: Business for the stand in Holyoke, Mass., under Precious Blood Church auspices, was fair. With ideal weather, shows opened to good crowds, which increased daily. Three Franks, free act, are proving popular, as are the concessions.

GOOD mechanics add efficiency, eliminate extra jobs, and create a further pay roll efficiency. But where'll can you find 'em? So is efficiency efficient or deficient or both?—Milo McGee.

MR. AND MRS. ALLEN PINE were hosts to members of the American Legion Post at the Lee Hotel Cafe, and Mr. and Mrs. Bull Montana Walker entertained a group of showfolk at a lobster supper in Duck Inn Cafe while Arthur's Mighty American Shows were in Port Angeles, Wash.

CURLY BLIZZARD, who sets off bombs for the free act on Cedlin & Wilson Shows, sustained severe face burns and second degree burns on his hands while shows were playing Erie, Pa., when one of the bombs, which he found to be wet, exploded as he attempted to destroy it by pouring water on it. He's reported to be recovering rapidly, however.

CAPT. JACK O'DIAMONDS letters from Marshall, Mich.: "We recently concluded a successful stand at Playland Speedway, South Bend, Ind., with our Death's Holiday Thrill Show. Recently contracted for the season were Ken and Marge Heath, Mickey McGuire, Tommy Cassell, Lucky Perry, and Suicide Loday. I handle the front and emcee chores."

"IMAGINE the nerve of that show coming into this State while I get it booked for my show!" cracked the great front-office sifter, all tied out from waking up one night to save tea.—Whitney Cook.

ZACCHINI BROS.' SHOWS notes from Middletown, N. Y., by William P. Pardon: Mac McDonnelly added a new top to his Girl Show, and Carl Bartel has the organization in good shape. Mr. Cook is doing a good job in advance, and Mr. Winter's cookhouse is proving popular. J. C. Mack's bingo has been getting the share of business, and Messrs. Reynolds, Wade, and Winstock added new tops to their concessions.

"FOR THE FIRST TIME in many years this city has had four large carnivals and the Ringling-Barnum circus," letters John W. Berry from Washington. "All did big business and were among the finest in the outdoor amusement field. They are owned and operated by high-class showfolk. The carnivals were James E. Strate Show, Johnny J. Jones Exposition, Dodson's World's Fair, and Mystery Monarch shows."

AMONG members of Arthur's Mighty American Shows who made trips to Victoria, B. C., while shows were in Port Angeles, Wash., were Mr. and Mrs. Al Fine, Ruth Groff, Patricia O'Brien, Phyllis Walker, Glenn Hines, Mr. and Mrs. Hal Williams, George Conking,

Walter Gosline, Mr. and Mrs. Jack Dyke, Boss Newman, William Summers, Mr. and Mrs. Joe Glas, Nancy Donnell, Jack Conklin, Steve Bernard, and Timothy Reeves.

THREE's press agent on one of the leading carnivals who may have to take it on the lam soon. He's lost the negatives and notes of the gal show and the lady who runs it is asking for 'em.—Six Syllable Webster.

AMONG VISITORS on Dodson's World's Fair Shows recently was Guy C. Dodson, former co-owner of the organization, who, since leaving the carnival field, has been spending his time operating his night club in Savannah, Ga. "I was greatly surprised," he writes, "to see the shows looking so well after encountering so much rain. From now on it looks as tho the show will go along in good style and come out on the right side, after all."

AGNES MOYER was hostess at a party on the Barfoot Show's midway in Bronson, Mich., to Bette Gehrke, Springfield, Ill., at which Miss Gehrke announced her engagement to Danny Rice Jr., concessionaire on the shows. In attendance were Mrs. Babe Barfoot, Lily Belle Rhoades, Hazel Liddon, Mrs. Charles Pier, Mrs. Daniel Rice Sr., Mrs. Prince Nelson, Mrs. Addo Riker, Mrs. Effie Marvin, Mrs. Walter Gehrke, Mrs. Andrew Uncle, Geraldine Smith, Mrs. Vera McDermid, Mrs. Lou Marcuse, Mrs. Agnes Scott, Nellie Turner, and Mrs. Ada Roberts.

"GUY HAMMITT, of Vonderschnitt Amusement Enterprises, and I spent a



FORMERLY with Johnny J. Jones Exposition, David E. Fleischman is now with the 41st Infantry, Armored Division, Fort Benning, Ga., where he holds the rank of private. He's the son of Joseph Fleischman, Tampa, Fla., curiosity dealer, and nephew of Mrs. Johnny J. Jones and Mrs. Harold (Buddy) Paddock.

night visiting on the W. G. Wade Shows at La Fayette, Ind.," letters K. E. Simmons from Crawfordsville, Ind. "It marked the first time I had seen Owner Wade in 10 years. He has an attractive layout. We also visited with Dr. Sam J. Schneider, who has the Ten-in-One Show, and Helen Metz, who is with the attraction. Curly Stegall and Charlie Phillips were doing well with their two shows. Weather was ideal and all shows were getting their share of business. Shows were the third to play the town this season."

CONTRIBUTED. Show Manager (to ticket seller)—"What makes you hoarse today?" Ticket Seller—"Oh, I lost my voice last night yelling at customers to come back and get their change." (That always was a good one.)—Dino Jan Johnson.

"AFTER three weeks of inclement weather George T. Scott Shows still show a profit on the season thus far," Violet Wright reports. "Clara Saunders is now superintendent of concessions and also has the bingo stand, cigarette gallery, and fishpond. Others with it are Wingle Paris and P. C. (Pat) Wilson, glass bottles and cookhouse; the Zerados, popcorn and Dog Show; Mr. and Mrs. J. Dial, Girl Show; Mr. and Mrs. Ray Fletcher, photo gallery; Vic Clark, electrician; George Olson, Ferris Wheel; E. Mer Murdock, baby rides; Edward Baz-

Kiddie Ferris Wheel; Violet Wright, tickets, and W. H. Wright, agent."

PROF. WILLIE J. BERNARD, manager of the office-owned Monkey Circus on Molly's Greater Shows, writes from Portsmouth, N. H.: "Shows opened in Freeport, Me., recently to fair crowds and business despite cold weather. Combo is carrying 3 rides, 3 shows, and 10 concessions and all equipment is in good shape. Bunny Venus Revue joined here and Mr. and Mrs. Marion York, owners, have contracted a number of maiden spots. The writer is the mailman and The Billboard sales agent on the organization, having held the same position on the Playtime Shows last season."

NOTES from Texas Exposition Shows by Mrs. Rubert Hull: Lone Star Club meets each Thursday in Hubert Hall's bingo top. Officers include the writer, who is secretary-treasurer; Mrs. Evelyn Archer, president; Pat Wise, vice-president; Mrs. Chet Nichols, chairman. Directors are Mrs. Willie Wilson, Mrs. Evelyn McCrary, Mrs. Billie Rosen, Mrs. Floyd Stokes. Membership includes Mrs. Mickey Tyree, Mrs. Jessie Vogt, Mrs. Sylvia Wilson, Frances Jones, Murrell Woods, Helen James, Ada Gilbert, Mrs. Bob Ritchie, Maude Holub, Luis Loren, Gladys Miller, Snooks Barkley, Frances Jones, Cordie Thompson, Mrs. A. Ohsold, Billie and Bessie Middleton, Myrtle Wilson, Alice Norton, Jackie Bloss, and Mrs. Frenchie Boulton. Mrs. G. C. Crowley and daughter, Georgiana, visited at Hannibal, Mo.

## Philadelphia

PHILADELPHIA, June 28.—Many units are operating in the city to good weather and business. Kay Amusement, Jero Shaw, Sam Tassell, and Harry Yeager have a number of dates here. Mike Zeigler is operating successfully in New Jersey.

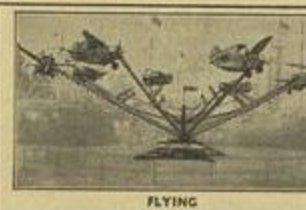
Louis Kane is rebuilding his large restaurant for the fair season. He had his best dates in many years outside the circus grounds, when the Ringling-Barnum circus was here. All local concession men are looking forward to a big season.

## PCSA DOUBLE BURIAL

(Continued from page 30)  
Hat) Fisher by the Pacific Coast Showmen's Association. Meehan died suddenly in Petaluma, Calif., Sunday (15) and Fisher in Missoula, Mont., Monday (16) three days after undergoing an appendectomy. Meehan, a concessionaire with the Foley & Burk Shows, was born in New York in 1897. There are no known survivors.

Fisher was born in Los Vegas, N. M., May 10, 1897, and had been with such shows as Foley & Burk, Wortham, Craft's 20 Big, and Higgins Model shows. He was awarded a silver loving cup as the best talker at the Century of Progress, Chicago. He is survived by his widow and a son, Louis, who is attached to the U. S. Medical Corps, 534 Evacuation Hospital, Camp San Luis Obispo, Calif.

Services at the Reese Brothers & Gillette mortuary were conducted by H. A. Lette mortuary were conducted by H. A. Lette (Pop) Ludwig, PCSA chaplain, and at the grave by Ray Johnson, past chaplain. A military salute was fired by a squad from the Veterans of the Spanish-American War Post, Pallbearers for Fisher were Dave Morris, E. J. Rose, Bob Myers, O. N. Crafts, M. H. Ellison, and Ernest McCarthy. For Meehan were Barney Flanagan, Zack Hargis, James Gallagher, James J. Dunn, Ben Beno, and I. B. McCoy.



FLYING

## GOOD TAXPAYERS

(Continued from page 30)

the collectors settle up with him at the end of his run in each vicinity.

2. If individuals operate the concessions, renting space from the man who also furnishes trucking facilities, the collectors settle up with the individuals at the end of the run in each community.

## Settle Each Day

All circuses except Ringling Bros. and Barnum & Bailey prefer to settle at the end of each day's business while in Iowa. The Ringling show writes a check to the commission at the end of its season in Iowa. Thus if Ringling is in and out of the State several times in one season, such as last year, the show does not summon the tax collector until it is ready to leave Iowa for the year.

All circuses left the collectors know the precise time they will be ready to settle and the collectors have found that they must be at the pay wagon at that time, for it moves out of the lot on schedule.

Tax commission officials had high praise for managers of the transient events for their co-operation and fairness.

Best of all, the big majority of them pay in cash.—Dispatch to Iowa newspapers from Iowa Daily Press Association.



## Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazars, carnivals, night clubs, ballrooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Globe, 9 1/2" diam.; Case (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

## FREE CATALOG

Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 49 years the standard of quality.  
H. C. EVANS & CO.  
1520-1550 W. Adams St., Chicago

## POPCORN

Popcorn, Caramel, Bags, and all Popcorn Supplies. We buy and sell new and used Popcorn and Peanut Machines. Complete line of Venturi Blenders for Caramel Making.

## MOSS BROS. NUT CO.

Philadelphia Dept. B Pittsburgh

## Loop-o-Plane — Octopus —

Rollo-o-Plane and Now

NEW FOR 1941

## THE FLYOPLANE

Top money ride on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker.

EVERY AIRCRAFT CO. SALIM, ORE.

ARNER K. KLINE, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSSE, Chas. E. Bush, Quincy, Pa. European Suppliers: LUSSE BROS. Ltd., Blackpool, Eng.

Wanted for Largest Celebration in New Jersey  
OUR LADY OF MT. CARMEL AT HAMMONTON, N. J.

Legitimate Concessions of all kinds that can aid and will work for Stock, Cigar and Photo ops. Will sell ex. on Rat Game and Pie Bowl. Ride Help in all departments. Complete Cookhouse Help, top salaries from office. Will book Kiddie Rides for season. J. C. Mack, main catalog and Ringling Bros. and Kiddie MacDonald want Girls for Posing and Revue. Address all communications to BINGO ZACCHINI, Mr. Port Jervis, N. Y., this week; Newton, N. J., next week. Want Talker and Trotter for Monkey Circus. Completely equipped, Monks and all. Can use Side Show Help of all kinds. Now under new management.







Dodson, Harold English, and Carl Hansen were busy here. Herbert Wiggins joined as special agent. He formerly was a general agent with several carnivals. Mrs. Ethel Weer made a flying trip to Binghamton, N. Y., to look after her ride interests on the James K. Strates Shows. During her absence J. C. Weer was in charge of her rides here. Many complimentary remarks were received on shows' appearance. Jo-Jo Lyles, master decorator, is doing a good job on the rolling stock. Mr. and Mrs. C. E. (Doc) Barfield are awaiting the arrival of their Spitfire ride. Ray Cramer's Side Show is popular, are the Gay Paree, O. K. Hager's Motordrome, and Ches L. Fenne show. **ROBERT GOODRICH.**

### Dee Lang's

Stouss City, Ia. June 15-21. Location, foot of Price Street and River Road. Auspices, American Legion Post. Business, good. Weather, good except Saturday night.

American Legion Post sponsored the stand to derive funds for its Milwaukee to the National Legion Convention. Band Manager R. J. Henderson and members co-operated. Able assistance was rendered by C. E. Wrick, local promoter and former trouper. Lester Hutchinson resigned as special agent, and he and wife, Babe, are managing the Penny Arcade. Among visitors were J. A. (Bud) Rogers, Leo Daly, Sam Levi, J. H. Peterson, and E. Brewer. Saturday's matinee was fair, but the night was lost to wind and rain.

DAN J. MEOGS.

### Lawrence Greater

Clariton, Pa. Week ended June 14. Location, Wilson Bottoms. Auspices, American Legion Post Auxiliary. Business, poor. Weather, three days rain.

Another rainy week here hurt business, although shows missed two mill paydays. Legion's Auxiliary, headed by Mrs. J. R. Penn, gave good assistance to the writer and the shows. Business was fair opening night, but rain hit on Tuesday, Wednesday, and Friday nights. Saturday night's business was bad. Monday night opening was marred by a fire which broke out in the Jumping Jive Revue and did damage to the Jig Show to the tune of about \$2,000. Thru the local fire department and quick work on the part of Owner Sam Lawrence and Casino Manager Bill Woodall, adjoining shows were saved from the blaze. Bill Goff again helped the writer in a publicity tie-up which made *The Pittsburgh Press* with a story and a staff photograph of Goff and the mayor of Clariton trying the knots on Bill Goff's hands and legs preparatory to his swim in the Monongahela River, which he made in the time of 130 minutes for the five-mile course. **J. B. MANNHEIMER.**

### World of Mirth

Bridgeport, Conn. Week ended June 21. Location, Avon Park. Auspices, American Legion Post. Business, fair. Weather, fair.

Rain the earlier part of the week didn't hurt business here. Rides had a below-average week here because of the proximity of amusement parks. Vicinity is rated in many national surveys, including *The Billboard's*, as a leader in economic gains during the past year, and attendance and gross enjoyed by the shows bore out this point. A small creek, cutting the lot in two, had to be bridged in two places in order not to disrupt the midway. Billing here was good. New ride, Fly-o-Plane, was added here and opened to good business. Tom Kilpatrick, booker of the Strong Twins, visited while en route to assume his new duties as manager of the Marblehead (Mass.) Summer Theater. Henry Donatelli, identification officer with the sheriff's office, Union County, N. J., visited. Plans for additional socials are

being worked out by Jean Walker. Dr. Mor Lewinski reported the general health of the personnel is excellent. Good cooperation was extended by Fred Russell, dramatic editor of *The Post-Tribune*, who, with his wife, visited several times.

Hartford, Conn. Week ended June 14. Location, Barbour Street Circus grounds. Business, fair. Weather, rain two days.

Gross on Thursday and Friday was negligible because of rain. However, business the rest of week was good when good weather prevailed. Considerable leveling was necessary in extending the rear portion of the grounds so that all attractions might be set up. Nearly all string floors were trimmed considerably, however. Shows drew from a considerably larger area than in previous years. This was attributed to good billing, newspaper, and radio co-operation. Julian B. Tut-hill, dramatic editor of *The Times*; H. V. Anderson, arts director of *The Courant*, and M. Oakley Christoph, columnist on the latter paper, were liberal with space. Leo, daughter of Trainer and Mrs. Wallace Cobb, joined here after completing a high school term. Lols, along with her mother and Mrs. Vera Hauck, will handle tickets on the main entrance. Shows took delivery on a new Spitfire ride here. Dick Coleman, manager of Coleman Bros.' Shows, visited.

JIM McTUOH.

### Kaus Expo

Matamoras, Pa. Week ended June 14. Auspices, American Legion Post. Business, fair. Weather, rainy.

Nights were cold the first part of the week and attendance was rather light. With warmer weather came showers, and Friday night lost to rain. Rain hit again Saturday about 8 p.m. but patrons came out and waited for it to stop. Result was a good midway crowd and excellent business, but not enough to raise the week's level above the fair class. Lindsay Crews, Oxford, N. C., visited his brother, J. C. Crews Jr. Pete Thompson was another midway visitor. Walter Cox and Lee Germaine spent a day visiting New York. James Connors added a pitch-till-you-win stand, with Earl (Doc) Ryedock as agent. James Mouff put on added scales.

LESTER KEEN.

### Bee's Old Reliable

Georgetown, Ky. Week ended June 21. Location, Marshall Showgrounds. Auspices, American Legion Post. Business, good. Weather, fair. Pay rate, 10 cents.

Move from Versailles, Ky., was made in good time and everything was ready early Monday. Weather was good except for a light shower Monday night. Business continued to increase from Monday night on. Legion co-operated, as did city and county officials. Willard Davenport's Minstrel Show, Spot Young's Gin Show, and Billy Stinson's Athletic Show did well. Jimmy O'Dea, caller on Blackie McLemore's corn game, left this week, and Charley Robinson replaced him. Mrs. W. R. (Red) Hicks spent Wednesday with Mrs. Leonard McLemore and daughter, Virginia. They returned the visit, along with Leonard McLemore, to J. J. Page Shows Wednesday night and were entertained by Mr. and Mrs. Hicks, Page, and Mrs. Savage. Many visits were exchanged between the two shows. Frankie Bland, special agent, bought a new truck at Winchester, Ky. Norene Garner spent the week-end in Louisville, Ky. Mrs. W. M. Jarvis spent a day in Lexington, Ky., at the hospital for treatment. Mrs. D. P. Saunders visited her during the week.

R. FELTON ROBERTSON.

### Motor City

Adrian, Mich. Week ended June 21. Business, good. Weather, fair.

Local fair small but made a good flash when shows were set up. Business increased during the week. Many visits were exchanged with members of Mighty Sheelsy Midway, playing near-by Toledo, O. Mr. and Mrs. C. O. (Specs) Groscurth entertained Mr. and Mrs. Howard Easto, Detroit, and Mr. and Mrs. Al Hubbard and Clarence Pounds, of the Sheelsy shows. Also noted among the visitors was Lee (Dad) Wade, General Representative Bob Bremson and Owner Vic Horvitz, who made a short business trip to Dexter, Mich.

Peru, Ind. Week ended June 14. Business, good. Weather, some rain.

Despite some rain, business held up here through the week. Good lot drained well. Splendid advance billing and publicity, coupled with co-operation of the local committee, also aided in swelling gate receipts. Station WKMO was used to good advantage. A special remote-

control broadcast saw Capt. Billy Bells and Spec Groscurth representing the shows. Many visitors from shows playing near-by territory were seen on the lot during the week. Lot Superintendent Bill Allen has recovered from a recent attack of flu and is back on the job. All rides and motors received their customary check-up here. General Representative Bob Bremson is away on a business trip for the shows. Prof. Bob Howard, featuring Madam Hah in the Circus Side Show, is gradually increasing his weekly take. Either Groscurth's Hollywood Revue continues to draw. In fact, all rides, shows, and concessions have been doing well. Capt. Billy Bells' fighting lions, free act, have received much favorable comment.

JAMES DEWEY.

### Wallace Bros.

East Gary, Ind. Week ended June 21. Location, Point Showgrounds. Auspices, Fire Department. Business, poor. Weather, warm and clear. Pay rate, 10 cents.

Shows remained here for a second week because grounds were so soggy it was impossible to get the heavy trucks off the lot. As is the case with most holdover weeks, business was practically nil and an influx of mean-tempered mosquitoes made life miserable for the personnel. Shows tore down early Saturday night and a fast run was made to Benton Harbor Sunday. Prices low, free attraction, close here without notice, and Bob Fox replaced Tressle McDaniel as special agent. Bob Parker, field manager of Bartlett's Diggers, left for a visit to United American and other shows, and Dave Tennyson was on hand Saturday night to say good-by to the writer and other old friends on the show. Other visitors included Mr. and Mrs. E. J. Carter, John R. Ward Shows, William Van Horn and Milton Johnson, Williams Bros.' Circus, Daniel Francis Mahoney, H. B. (Pete) Wheeler, Mr. and Mrs. Edw. Brink, Otis Hackman, and Robert Flannigan.

WALTER B. FOX.

### J. J. Page

Corbin, Ky. Week ended June 14. Location, outside lot. Business, fair, when weather permitted. Weather, rain and cool.

This stand was marred by incessant rains. Business on several nights, however, was fair. Chris Jernigan had the town well prepared and made trek to all parts of the county with the sound car. J. J. Page was out of town most of the week on business. William R. (Red) Hicks ably handled all details on the grounds during Page's absence. A truck move was effected in quick time from Middleboro, Ky., and without mishap. Several members of the Middleboro Elks visited during the week.

Middleboro, Ky. Week ended June 7. Location, opposite Airport. Auspices, Elks. Business, good. Weather, fair, some rain.

A fair-sized crowd was on hand for opening, but the night was marred by showers. Tuesday was lost to rain. Wednesday was fair, while Thursday, Friday, and Saturday drew record crowds. Alva Ball, exalted ruler of the Elks Lodge, was on hand nightly. His brother, Floyd, also visited during the week. Jimmy and Harry Ginsburg and wife and Cleo Ginsburg were nightly visitors. Chief Noe and party from Harlan, Ky., visited during the week.

Harlan, Ky. Week ended May 31. Location, Georgetown Ball Park. Auspices, Police Department. Business, excellent. Weather, good.

This strike-torn town turned in the largest gross in 10 years for the shows.

**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.

**SHOW TENTS  
AND  
CONCESSION**

Fulton Bag & Cotton Mills  
Manufacturers of Canvas  
KITCHEN, ST. LOUIS, DALLAS, NEW YORK,  
MINNEAPOLIS, NEW ORLEANS, OKLAHOMA CITY, ILL.

Midway Finishes  
**PAINTS—ENAMELS**  
MIDWAY CHROME ALUMINUM  
(We Pay Freight Charges)  
PAINT AND SAVE  
**PAINT EXCHANGE OF CHICAGO**  
2000 Milwaukee Ave., CHICAGO, ILL.

**CONCESSION TENTS  
CARNIVAL**

Our Specialty for Over 46 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street, Chicago, Ill.

**ENTIRE CARNIVAL UNITS**

Rides, Stands, Woods, etc., all new. Will rent outright or operate on percentage. Large Ringo Stand, Ball Game, Refreshment Stand, Book Stand, etc. Electrical Equipment and Concessions. We deliver, set up, and take down.

**Showmen's Exchange, Inc.**  
707 One St., N. W. Washington, D. C.

**NEW USED  
TENTS**  
FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
**VANDERHERCHEN, INC.**  
2248 Emerald St., Philadelphia, Pa.

**TENTS-BANNERS**

12x20 Three-Way Tent, practically new.  
**CHARLES DRIVER—BERNIE MENDELSON**  
**O. HENRY TENT & AWNING CO.**  
4882 North Clark Street, CHICAGO, ILL.

**AN IMPORTANT ANNOUNCEMENT BY THE  
SHOWMEN'S LEAGUE OF AMERICA**

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

Join Now While Initiation Fee Is Only \$10.00

Contact your nearest League member or write direct to Membership Committee.  
**SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.**

**SNOW CONE FLAVORS**

Gold Medal Flavors have the rich full flavor of the real fruit, yet cost no more than the ordinary kind. Follow the lead of the candy store and get more nickels with GOLD MEDAL FLAVORS. Also a complete line of Popcorn, Cones and Candy Flavors supplied. Send for our latest price list today.

**GOLD MEDAL PRODUCTS CO.**  
133 E. Pearl Street Cincinnati, Ohio

**LET'S GO! U.S.A.  
KEEP THEM FLYING!**

WHILE LAW NEEDS PILOTS  
BE A U.S. ARMY  
FLYING CADET!



**EXHIBIT'S • 1941**

**PENNY ARCADE MACHINES**

*Now Ready For*

**PENNY ARCADES**  
SPORTLANDS  
AMUSEMENT PARKS  
SUMMER RESORTS  
TRAVELING SHOWS  
ARMY CANTINE, etc.

FOR QUOTATIONS, CATALOGS,  
ALSO FOR INFORMATION  
AND PLANS OF MODERN  
PENNY ARCADES (Lowest  
Medium Supply)

**EXHIBIT SUPPLY CO.**  
4422-24-26-28 W. LANE ST. CHICAGO

**WANTED - - WANTED**

For Following Street Celebrations:  
June 29th to July 5th, Dieterich, Ill.  
July 7th to 12th, Hillview, Ill.  
July 14th to 19th, St. Clair, Ill.  
July 24th to Aug. 23, New Berlin, Ill.

Merry-Go-Rounds, Rides, Athletic Shows,  
Concessions of all kind except first, come on;  
will place you. Apply

**F. W. WADSWORTH Dieterich, Ill.**

**WANTED**

**—RIDE HELP—**

All Departments

Top Salaries

**ACE CARNIVAL SUPPLY CO.**

524 W. 59th St., Chicago, Ill.  
Phone: Englewood 4472

**WANTED**

Merry-Go-Round Foreman, Ivan Vancurvan,

**WALLACE BROS.' SHOWS**

Sarasas, Mich., this week

**WANTED**

Tailor for Slight Show, salary or percentage,  
Foreman for Tilt-a-Whirl, salary none, Permanent  
Position.

**MAURICE MILLER**

Russell Point, Ohio

**BORTZ SHOWS WANT**

Girl Show with or without own outfit, Ride Help,  
Concessions that work for Bortz Shows of all kinds,  
Toll Shows, come on.

Boonville, Mo., for Fourth

**R. L. WADE WANTS**

Agents for Hoopla, Ball Game, Cassette Gallery,  
Peep Show, Darts and other Shows, Harry and  
Jimmie Schaffer, Bob Seaman, come on.

Port Jervis, N. Y., this week

Saturday night an all-time high for front gate attendance here was reached when 4,500 went thru the turnstiles. Committee gave good co-operation. Shows were the first in here and weather was good. Rides-O and Ferris Wheels topped rides, while the Tilt-a-Whirl was close behind. Side Show and Motor-drome did well. Concessions obtained good play, and all did well. Owner Page was on hand, highly to greet friends here.

H. E. SAVAGE.

**W. G. Wade**

**Elkhart, Ind.** Week ended June 7. Location, Lexington Fairgrounds. Business, fair. Weather, variable.

Shows opened Monday night to fair crowd but were rained out Tuesday. Rest of week was clear with fair business. McQueen's Hologlans topped rides, and the Tilt-a-Whirl owned by Dr. E. J. Scheider, led the shows. W. W. Potts, who was stricken with pneumonia, is recovering in a local hospital. Le Von, annex attraction on World's Assembly of Strange People, purchased a new car and trailer here. St. Stebbins and Dolly, Doll Lady, replaced Princess Buttons and Earl O'Toole in World's Assembly of Strange People. O. V. Mallory added his cookhouse, replacing Vernon House. S. J. Scheider was host to a number of friends at a party in celebration of his wife's (Lady Helene) birthday. Among guests were Mrs. Mildred Miller, Mickey and Happy Hawkins, May Powers, Charlie and Jack Phillips, Daring Monarchs, Bobby and Paul Nickel, Rose Bennett, Winnie and Al Edwards, Scotty Brown, Jackie Washley, St. Stebbins, Dolly, Doll Lady, Capt. Johnny and Marie Raymond, Ted Blank, Red Barton, Ted Rae, Ella Feldman, Curley and Peggy Stageal, Boots Jens, and Helen Metz, mother of Lady Helene.

HELENE METZ.

**West's World's Wonder**

**Peoria, Ill.** Week ended June 21. Location, Peoria Heights showgrounds. Business, fair. Weather, fair.

Difficulty in getting off the lot in Peoria, Ill., delayed opening here until Monday night, when good crowd turned out. A number of new stores and concessions joined to good business. Mayor Yates was a constant visitor on the midway with his twin sons. The Journal-Transcript and The Peoria Star gave good co-operation. Pickels Welas joined here. Jack Vann is now manager of the Merry-Go-Round and doing a swell job. Tiger Martin turned his girl show into a Hawaiian Show and is playing to good results. Rides and shows are running a dead heat on grosses. Art Converse's Side Show is clicking.

BOB BUCKLER.

**Gold Medal**

**Stoke, Ill.** Seven days ended June 22. Location, Simpson and Crawford, opposite Austin, Volunteer Fire Department. Business, good. Weather, perfect.

Another circus move and a bad lot didn't keep shows from opening Monday night. All gave a hand and at 6 p.m. gates opened to good business. Dick Taylor took delivery on a truck, which is being made into a sound wagon. Betty Frenzel is recovering from a recent illness. The writer took delivery on a house trailer. Visitors included Mr. and Mrs. Sam Levy and son, Ray Oakes, Mr. and Mrs. Fred Barrows, and Frank Swensen. Lane's Side Show and Sietman's Thrill Show topped shows, and all rides did good business. Paul Faris'

several concessions clicked. Sunshine Club meeting, with Al Green as emcee, proved a big success. Franchy Frenzel handled the candy sale and added several dollars to club's treasury. Alton Pierison is doing a good job as club's president, as are other officers. "Buy a Bond Club" is going strong. Members of shows who joined the Moose received pencils with name engraved upon them. Red Miller doing a good job with the Diesel.

HARRY E. WILSON.

**Convention**

**Cheektowaga, N. Y.** Week ended June 21. Auspices, Rescue Volunteer Hose Company. Business, excellent. Weather, good. Pay gate, 10 cents.

Located on a large lot at Walden and Pine Ridge Road, shows played to large crowds all week. Mammoth Parade Friday night drew well over 5,000 and gave shows, rides, and concessions a big night's business. David Logan's Panorama of War joined here and proved popular. Mabel Mack's Wild West and Hippodrome continue to lead shows, with the new Tilt-a-Whirl topping rides. William G. Fleming, general agent James E. Strates Shows, visited, as did education committees from Danville and Lackawanna, N. Y.

**Allegany, N. Y.** Week ended June 14. Auspices, Volunteer Fire Department. Business, good. Weather, rain Thursday and Friday. Pay gate, 5 cents.

Altho the engagement was marred by inclement weather on the big night of the parade, all reported good results. Fire Chief Fred Dentler co-operated, as did Mrs. Dentler. Clay Mantley, director, is receiving much favorable comment on the six circus type acts and Lankford's Band. Free acts include the Flying Behrs and Connor Troupe. Front gate is about 40 per cent ahead of last year. Several tractors and semis were added to take care of additional attractions.

PAY LEWIS.

**Golden Belt**

**Omaha, Neb.** Nine days ended June 15. Location, streets. Auspices, St. Alpo Festival. Business, good. Weather, poor.

Spot was good and as it was shows' third year at this celebration, all rides, shows, and concessions did near-capacity business, altho four days were lost to rain and weather. Side Show led shows, with Tilt-a-Whirl topping rides. Mr. Davis joined with his Octopus, and Bud Munn came on with a new train. Visitors included Mr. and Mrs. Rogers, Jimmie Morrissey, Baker-Lockwood Company, and Mr. and Mrs. Lee Moss. The Mosses left for Prick Greater Shows, where they have their diggers and Penny Arcade booked. Other visitors were Mr. and Mrs. Noddingham, Buddy Munn, and Mr. and Mrs. Jack Smith. World of Today Shows day and dated shows on a lot about five miles distant and many visits were exchanged between the two shows. Mrs. Rainey joined her husband, and Flossie Gensler and daughter, Nellie, also came on here.

EDITH CROWE.

**Crystal Exposition**

**Bristol, Va.** Week ended June 21. Location, State Street lot. Auspices, Junior Drum and Bugle Corps. Business, fair. Weather, fair.

Local committee gave poor co-operation with exception of Bill Gimmel, who tried hard to make it a success. Mrs. Williams resigned as president of the Good Fellows' Club, and Mrs. Johnnie Bunts, secretary, took over all duties for the week's party, which was successful. Junior Moore was emcee and presented a well-received show. Featured on the program were the Southern Ramblers from Station KWPT, Kingsport, Tenn., and the Minnie Show band. The Tilt-a-Whirl got top money for rides. Ben Fowler, mechanic, left Friday to join Mat Crown. The writer's wife is the new Billboard sales agent.

R. G. (DOC) PELMET.

**L. J. Heth**

**Madison, Ind.** Week ended June 21. Location, Irish Hollow Ball Park. Auspices, Baseball Club. Business, fair. Weather, clear and hot.

Shows remained here for a second week on the same location and light attendance prevailed on Monday and Tuesday, and Wednesday proved a near blank. Business picked up Thursday and was still better on Friday. A huge crowd turned out Saturday night and the

second week gave shows a better gross than the first. Big payday at the Jefferson proving grounds stimulated business the last three days. Manager Joe J. Fontana is ailing with a severe cold. Charles Fisher's Famous Fliers took a two-week leave here to fill engagements contracted during the winter. During their absence they will be replaced by the Meteors. Fourteen weeks out of quarters, with only two losing dates, finds almost all with money. Equipment is in good shape.

H. B. SHIVE.

**W. E. West**

**Norfolk, Neb.** Week ended June 14. Location, VFW Park. Auspices, VFW Post. Business, slow. Weather, rain and cold.

Shows have played some good spots to date and are running about 30 per cent above last season's average. Paint crew is busy adding finishing touches. Shows' big bear, Jiggs, went on the sick list this week and a local veterinarian was called in to treat him.

H. O. CAUDLE.

**Bazinet**

**Bocey, Minn.** Week ended June 15. Auspices, L.O.O.M. Business, excellent. Weather, fair.

Shows made a quick move and set up here after showing late Sunday night. Opening early Monday night marked the eighth consecutive week since opening that shows have played seven-day stands. They haven't lost a day since opening. Much credit was given the working crew for the quick moves and set-ups. Shows enjoyed good week's business here. Cliff Patton's World Fair Attraction topped shows. World's largest horse, under direction of Eddie Lippert, had a good week. Bingo led concessions, while cookhouse had its biggest week of the season. Bill Bazinet up before anyone in the mornings and always coming back with a nice string of fish. Dr. Edwards is en route from Miami to take over the newly framed Life Show.

JACK GALLUPPO.

**Buckeye State**

**Fairfield, Ill.** Week ended June 14. Location, city park. Auspices, Fire Department. Business, fair. Weather, unsettled.

Officials, including the mayor, who is an ex-showman, did everything possible to make the engagement a success. Mrs. Mathews joined with her photo gallery, and Eloise Lowry, who has been off the road most of the season because of her father's illness, returned to the shows and has taken over one of Mrs. Galler's concessions. Mr. and Mrs. Hamilton reported a good week with their bingo. Rupert Friedman, who has charge of the Topsy Turvey, is crowding them in to do good results, and Mrs. Gertrude, of the Lola Show, continues to draw well. Mrs. Lucille Starbuck is having a new concession built. Manager and Mrs. Galler have recovered from their recent illnesses. Pat Brown is building new show fronts, and Jimmie Frances's fishpond is doing well. Mr. Woods, formerly with the shows, visited here. Newspapers were liberal. Arthur Walker, who has the cookhouse, is getting everything in shape for the fairs and celebrations, which start soon. Leo Arduengo is doing a good job as special agent. H. G. STARBUCK.

**O. C. Buck**

**Nashua, N. H.** Week ended June 21. Location, Ferris Field. Auspices, American Legion Post. Business, fair. Weather, poor.

Lot was too far out from town to insure a perfect week's attendance. Lot weather prevailed Monday, Tuesday, and Wednesday. Storm hit at 4 p.m. each of the three days. Consequently the first three days were poor. Last half of the week was satisfactory, however. Nashua Telegram co-operated, while trouper were transported to Manchester, N. H., for two broadcasts. Arthur Sullivan and family joined with his sound truck.

O. C. Buck took delivery on a new show here, as did Gentry Agnes James Quinn. Madam Wether (Mrs. Jack Lambert) opened her new palmistry booth to good results. Toby Kneeland, artist, is doing good work on the show fronts. Usual Wednesday night jamboree produced some surprises. Mr. and Mrs. Tom Fisher were presented with a glass set in celebration of their 12th wedding anniversary. A quiz game was conducted by Master Russell, and Louise Anderson took top honors. Mrs. E. C. Evans received presents from a number of show-folk in honor of her birthday. Tom

Advertising in the Billboard since 1905

**ROLL TICKETS DAY & NIGHT SERVICE**

**FOLDED**

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000 Bonded Guarantee

**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

1 ROLL	50,000	\$12.75	50,000	\$18.55	250,000	\$41.75	
2 ROLL	8,400	80,000	14.20	100,000	20.00	300,000	49.00
3 ROLL	9.85	70,000	15.85	150,000	27.25	500,000	78.00
4 ROLL	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  
1 ROLL ..... 50c  
5 ROLLS ..... 2.50c  
10 ROLLS ..... 5.00c

**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 (1) CENT FOR EACH TEN (10) CENTS



Heffernan and Master Russell, assisted by Doc Murray, presented a mentalist act, which clicked. William Howard's comedy turn was well received. Joe Falco was out of town all week supervising the loading of a new Silver Streak. Lew Dean, Mabel Stark, Jimmie Herson, Helen B. Clair, Eddie Jackson, Margaret Thompson, Larry Davis, and Betty Miller were frequent visitors from the Bonson Wild Animal Farm.

LON RAMSDELL.

### Frisk Greater

Fergus Falls, Minn. June 16-22. Auspices, American Legion Post. Business, fair. Weather, rain, three days.

Annual party on the shows was held in the dance hall on the showgrounds June 18. Personnel attended and reported a great time. Occasion also marked the birthday of Mrs. Nelson Wells, and she and husband were presented a large easy chair by the showfolk. Thursday it rained but weather cleared early that night and shows entertained all the Boy Scouts and Camp Fire Girls in town. Friday afternoon the shows entertained about 300 inmates from the State Asylum. They were given free ice cream and popcorn. Friday night's business was fair. Saturday afternoon was good and crowds remained on the midway till 3 a.m. Sunday. All reported excellent business. Sunday afternoon and night business also was good. Committee co-operated.

JACK STERN.

### C. W. Nail

Hot Springs, Ark. Week ended June 21. Location, downtown. Business, fair. Weather, fair.

While date was not up to expectations it proved profitable. Because of an ordinance that went into effect Tuesday night, all music boxes, radios, or any noise was silenced at 11 p.m. Shows were located in the heart of town and as crowds came late and were forced to leave early, the week's profits were curtailed. Alderman Frank and Mrs. Tawney visited. Frank was with the old Patterson Shows but is now operating a large hotel here. Another visitor was Walter Driver, who is taking the baths here. Ella Fitzgerald was entertained at the Minstrel Show. Bill Boyce added another ball game to his concessions. Harry Gordon, advance man, returned here.

L. M. BROWN.

### Patrick's Greater

Emmett, Idaho. Week ended June 21. Location, City Ball Park. Auspices, American Legion Post. Business, good. Weather, three days rain. Pay gate, 10 cents.

Monday and Tuesday were rainy, but attendance was equal to a year ago. Wednesday night was cut short by a rain which later turned into a torrential downpour. Thursday, the big one, dawned clear and sunny, but about eight inches of water covered the midway. Two fire engines spent the morning draining the lot. The main gate registered 9,670, considerably better than the same day a year ago. Friday was slow, but Saturday matinee and night were satisfactory. The Billette Circus joined and opened here. Second "get together" of the season was held Wednesday night in the Girl Show. Refreshments and entertainment were in charge of the back yard people. Moe Eisenman, Corey Bros' Circus Shows, was the guest of Mr. and Mrs. Patrick this week. Betty Wilson presented a new ball game. Mrs. Patrick returned after a vacation in Spokane, Wash., with her folks. She has recovered from injuries sustained in an accident a few weeks ago. Pierre Ouellette is still doing good work ahead of the shows. DAN CONGON.

### Crafts

San Jose, Calif. Week ended June 21. Location, downtown streets. Business, good. Weather, fair.

A repeat engagement on the old Notre Dame College lot drew a larger attendance than last year. Pay gate a new policy adopted this year, clicked from the start. The Goodtimers Club celebrated a few birthdays at the Hawaiian Gardens. Honored guests were Harold Mook and Franklin Warren. General Agent Lee Brandon returned and reported he has the route booked for the season. He's now assisting Roy E. Ludington. Brandon handled publicity here and landed human interest stories, pictures, and contents in *The Mercury-Herald* and *News*. New noon arch and animated noon figures on chromium show fronts

created much favorable comment, as did the Aerial Berat, free act. Clara Mortensen, woman wrestler, is still popular at her dad's Athletic Stadium. Karl Lohmueler has completed his Dude Ranch attraction. All were shocked to learn of Al (Big Hat) Fisher's sudden death. Eddie Bliss, vet concessionaire, on the sick list. Mrs. Frank Kitchener returned here with her son, Frank Jr. Kitchener is making mechanical this season.

GEORGE PARENT.

### Huggins' Model

The Dalles, Ore. Week ended June 14. Auspices, American Legion Post. Business, fair. Weather, rain all week. Pay gate, 10 cents.

Members were saddened by the death of General Agent Al (Big Hat) Fisher, who died in Missoula, Mont. Shows are moving right along despite six weeks of rain and windy weather. Tom Nesbitt's cafe is doing well, and Red Lindsey added two more girls to his Model and Glamour Girl Show. Evelyn Mason joined to take over the Motorcade. Horst Campbell visited. Tommy Hyde is the champion comedy boxer. Frenchy Lamar took over the Athletic Show. Shows are carrying 8 rides, 8 shows, 20 concessions, and Fearless Craig, free act. Five light towers give good illumination, and rides and shows are using plenty of neon. Shows are transported on 40 trucks and trailers. Color scheme is silver and red.

RED LINDSEY.

### H. P. Large

Atlanta, Ill. Week ended June 21. Auspices, American Legion Post. Business, good. Weather, excellent.

With only a short move from Hayward, all rides, shows, and concessions were up Sunday night. Shows opened Monday to fair business, which increased daily. E. O. Reed joined with his Crime Show. Manager Large's Ferris Wheel topped the rides, while Lou Morton's Wrestling Bear led shows. Mrs. Lou Morton's Congress of Curiosities was a close second. Bingo, managed by Joe Schneider, had its banner week of the season. Charles A. Lenx, showman's insurance man, visited and insured all show trucks.

MONROE SMITH.

### Elite Expo

Kansas City, Mo. Week ended June 7. Location, Ruppert Stadium lot. Auspices, Colored American Legion Post. Business, fair. Weather, some rain.

New top for the Minstrel Show arrived and was used for the first time here. Purchasing of cars and trailers took up most of showfolk's time here. Taking delivery on the units were Dave and Tiny Reese, Joe and Ruth Hitzel, Jack and Fanny Clark, and Walter and Loretta Clark. Visitors contacted by the writer included Mr. and Mrs. Cliff Adams and Junior and Hymie Schreiber and members of other shows in the vicinity. Mrs. Peggy Chapman entertained all week in her new house car. Many of the folks attended the party given by the Heart of America Showmen's Club and Ladies' Auxiliary for all the shows in Kansas City. Mrs. Younger's new and enlarged cookhouse also was used here for the first time.

DON POLTZ.

### Douglas Greater

Aberdeen, Wash. Week ended June 21. Business, good. Weather, rain every night except Saturday.

Altho rain kept attendance down, those who did turn out here spent freely, and Saturday night, with clear weather, proved a winner for all. Harry Goodman and Al Hamilton, concessionaires, reported good business, as did Rex Boyd's Penny Arcade and Mrs. Krug, with candy floss and popcorn. Mrs. Ann Miller's cookhouse was popular, and the Fly-o-Plane, owned by Al Hamilton, and in charge of Louis Hicks, continues to top rides. Mrs. Ethel Dunsmore, sister of Al Hamilton, joined here and is selling tickets on the Fly-o-Plane, while her new concession is being framed. Joe Glazy's Side Show, Jess Perry's Girl Show, and Bob Perry's Motordrome took top show money. Earl Douglas, owner, called a meeting in the side show top and it was decided to hold the Pacific Coast Showmen's Association Day on July 24. Douglas said the office would match the sum raised by the show people and donate it to the club's Cemetery Fund. Whimpy Rice, for the rides; Bob Perry, shows, and John Stone, concessions, were appointed on the men's membership committee, while Mr. Douglas called Mrs. Perry were named on the women's

committee. Harry Goodman donated a watch to be awarded with the proceeds to go to the club. The writer's wife, Frances, is in Portland, Ore., recovering from an operation.

J. ALAN BUCHANAN.

### Palmetto

Westminster, Md. Week ended June 15. Location, City Playground. Auspices, Moose Lodge. Business, good when weather permitted. Weather, fair.

Shows moved here from Oxon Hill, Md., which was below expectations because of rain over the week-end. This was shown's first firemen's celebration. County and city officials on organization's appearance. Line-up consists of Vern House, cookhouse; George Hill, bingo and two grind stores; Johnny Caruso, four concessions; Mr. and Mrs. Trivaudy, Al Coun, and Mike Moore, 1; Martin Irven, 4; Bobby Bloom, Ruth Fredrickson, Minnie Mace, Jess Bradly, George Wentz, Jack Arnold, Joe Lovell, and Herb Mass, 1; Frank Harrison, 2. Rides are Merry-Go-Round, Kiddie Autos, Ferris Wheel, pony ride, and Hart's Chairplane. Herb Mass and Mr. Barthell joined with Ferris Wheel. Rudy Kay has the Poising and Illusion shows. John B. Boyle has the Caravan show of Wonders. Sensational Eatons, free act, joined here.

GEORGE HILL.

### Texas Kid

Dayton, Tex. Week ended June 14. Auspices, fire department. Business, good.

Shows were the first in this town for five years, and a good week was registered. Several riders were hurt in the rodeo. Mrs. Texas Kid is on a vacation, touring the Southern States. Virgil and Naki, grandchildren of Texas Kid, are spending the summer with the shows. Mr. and Mrs. Tobie McFarland visited recently. Cullen Mentor is visiting his folks. Leon Broughton, of shows bearing his name, is visiting friends here. All shows, rides, and concessions have received their final coat of paint, and Texas Kid purchased another music unit here. Arch Hunsley joined with cigarette gallery, and line-up comprises four rides, three shows, reproduction of Frontier Days show, and 20 concessions. Hoke Basinger has charge of music units and noise truck. Texas Tom Jr., left for Chicago. Business has been about 60 per cent ahead of last year.

H. B. ROWE.

### Pleasureland

Cadillac, Mich. Week ended June 21. Location, Highway No. 131, opposite fairgrounds. Business, bad. Weather, ideal.

This was the poorest spot played so far this season. Weather was ideal but patrons just didn't come out. Plenty of paper was up and advance billing was good. Shows purchased another semi and a Leaping Lena ride from Harold Boomer. All trucks and trailers were overhauled and painted. Doyle Goodwin purchased a new truck to handle his Girl Show and two pit shows. Mr. and Mrs. El Delbert purchased a new house trailer. Dale Burges, Chairplane owner, also has a new house trailer. Harry Burgess took delivery on new concession tops. Red Woods, ride superintendent and chief electrician, had the shows in here on time, and shows, rides, and concessions were ready for the opening signal Monday. The writer added a hoop-la and cane rack concession. Neal Vander Schuur joined with his Spider ride and pony track.

Mousie Pleasant, Mich. Week ended June 14. Location, corner of Route U. S. 20 and W. S. 27, inside city limits. Business, good. Weather, cold and rain.

Shows moved here from Midland, Mich., which proved a banner spot. Local stand was better than expected when weather permitted. Shows are shaping up in good style for the Northern trek, which begins next week. Doyle Goodwin has taken charge of all shows, which includes Girlie, Poising, Freak, and two pit

attractions. Rides are in good shape. Mr. Hockett returned from a buying trip. Harold Boomer purchased another truck for the Leaping Lena ride, and Mr. Diebert and Burgess had their new semi for the Chairplane here. Mr. and Mrs. Ray E. Myers, part owners, returned with a new trailer. Roster includes Mr. and Mrs. H. G. Hockett and Mr. and Mrs. Ray E. Myers, owners-managers; Mrs. Hockett, secretary; Ferris Wheel, Red Wood, foreman; Bob Carroll, second; Merry-Go-Round, and Reilly, foreman; Red Georgian, second; Leaping Lena, Harold Boomer, owner-foreman; Chairplane, Mr. Diebert and Mr. Burgess; corn game and popcorn, Mr. and Mrs. Ed Diebert, Harry Burgess, 6; Mr. Goodwin, 2; Marty Rose, 2; Mr. and Mrs. Ralph Barr, 4; Mr. and Mrs. Bill Dewey, photos; Bill Winsome, cookhouse. George Higgins, free act, is popular.

JACK RATHERINK.

### Arthur's Mighty American

Port Angeles, Wash. Seven days ended June 22. Location, Park Dock. Auspices, American Legion Post. Business, good. Weather, rain. Pay gate, 10 cents.

Rain throught did not dampen patrons' ardor here, and attendance increased nightly, climaxed by a draw of 3,700 Saturday night. Rides, shows, and concessions did well, while the circus was the magnet which drew the crowds and held them on the grounds despite the rain. Local papers were liberal with space, and Legion committee, under Frank Lindsay, co-operated. On set-up day a stake was driven into a water main, causing it to explode and turn the mid-

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed on sides. No duplicates. Put up in the following size sets and prices: 25 cards, \$9.50; 50 cards, \$14.00; 75 cards, \$14.50; 100 cards, \$20.00; 150 cards, \$24.25; 200 cards, \$31; 250 cards, \$37.75; 300 cards, \$45.50. Remaining cards, \$5.00 per 100. No. 140 Extra Heavy Green Back Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight cards. Pay set of 100 cards, tally card, calling marker, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and calling sheet. All other sets \$27. LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size \$27, per 100, \$11.25. In sets of 1,000, \$1 per 100. Calling markers, extra, \$50.

Automatic Bingo Shaker. Real Glass... \$12.50  
2,000 Jack Pot Bites (40 sets of 7 numbers) per 1,000... 1.25  
Lightweight Lotteries, \$21.00 per 100... .50  
2,500 Small Two-Rowed Bites per 1,000... .75

7 colors, sets of 25. Size 4 1/2, per 1,000... 1.25  
2,000 Featherweight Bingo Sheets, 5 1/2, 18 Lines, \$1.25 per M. Started in sets of 25. Per M... 1.50

Postage extra on these sheets.  
Bingo Card Markers, in Pairs, 25,000 for 1.25  
Dice boards and pads, wardrobe cases, coupon books, subscription books, mime. items. Cat. and sample cards free. You pay our O. D. fees. No personal checks accepted. Instant delivery.

## J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

### MAKE \$50.00 A DAY ON CANDY FLOSS

Start a business of your own with a minimum investment of \$25.00. Start at any place of amusement with CANDY FLOSS, the one of our highly efficient machines now. Four models to choose from, sturdy built, easily operated. Prices to suit you. Write TODAY!

ELECTRIC CANDY FLOSS MACHINE CO. 2022 Twelfth Ave. So. Nashville, Tenn.

## WANT GIRLS

Highest salaries paid to attractive, capable performers—semi-nude, chorus, specialties. Long seasons—sure pay. Send photo and tell all.

## MARGIE LEE TUTHILL

WORLD OF MIRTH SHOWS  
New Britain, Conn.

## MINER MODERN MIDWAY SHOWS WANT

All kinds of clean Concessions, Shows, Free Acts, one or two Flat Rides for the following bona fide Celebrations: Kutztown, Pa., Exposition & Carnival, on the Fair Grounds, week of July 7th week of July 14th; Annapolis, Md., Festival, on the Fair Grounds, week of July 14th; Morrisville, Pa., Our Lady of Mount Carmel Church Celebrations, Feast, Pa., one of the largest Celebrations in the East, week of July 25th; Kintnersport, Pa., Fair, with Penn Game Fair and the Great Green Legion Fair, Pa., Fair, week of Aug. 1st; and the Fair of the Fair, Pa., Fair, week of Aug. 1st. Also see Ride Help in all departments. Mr. Vaseil can also use Cook House Help. Mr. Meyer, Concessions, also use as good agent for Grand Shows, one who can drive truck. Also want Three or Four Hundred Dollar Act for Kutztown, Pa., Pa., Morrisville, Pa., and Kintnersport, Pa. Write to:

R. H. MINER, Alpha, New Jersey, this week, or as per route.



wny into a lake. Several housecars and some show paraphernalia were damaged. House car owners caught in the flood were Bull Montana Walker, John Donzelli, Manfred Stewart, Jack Dyke, Charles Ferguson, and Glenn and Tod Henry. Mr. and Mrs. Martin E. Arthur spent two days visiting relatives in Bremerton, Wash. Mr. and Mrs. Les Hart and party of friends from San Francisco visited en route to Victoria, B. C. Women's Bowling Club meet was won by Dolores Arthur and Alice Blash, Pacific Coast Showmen's Association and Ladies' Auxiliary award went to John Donzell. William Groff's cookhouse chucked up its best week of the season so far. Also reporting good business were George Conking and Walter Gosline's double Circus Side Show, Mr. and Mrs. Charles Greiner's Girl and Fostering shows, George Dixon and Della Love's Bobo Show, and Dolores Arthur's Dope Show. Members of the shows were grieved to learn of the sudden passing of Al (Big Hat) Fisher. Glenn Hunter celebrated his birthday here. Marie Hanks entertained in honor of the new-bred, Mr. and Mrs. Hal Williams. Among guests were Jerry Tilton, Ruth Groff, Patricia O'Brien, Bess Newman, Nancy Donzell, Violet and Phyllis Walker, Dorene Dyke, Alice and Mrs. W. H. Blash, Betha Butler, Anna Velde Metcalf, Della Ryan, Hester Ford, Lucinda Donzell, Juanita Harding, Louise De Venus, William Summers, Glenn Hunter, Marvin Harding, Joe White, Jack Dyke, Charles Ford, Timothy Reaves, Jerry O'Brien, George Conking, Walter and Bim Gosline, Jack Lee, Joseph Ryan, Joseph Metcalf, Glenn Ethel, and Tod Henry; Everett Butler, Joseph Blash, Harry Brown, Jack Gordon, Franklin Powers, Samuel Macias, Ezeva Bernard, Jack Conking, and Sara Navistad.

WALTON DE PELLATON.

## Sunburst Expo

Lancaster, N. Y. Week ended June 21. Location, Legion Park. Aspicues, Moose Legion Drum Corps. Business, good. Weather, hot.

Date was the largest of the season so far. Good co-operation was received from the committee and three local papers. Visits were exchanged with the Convention Shows' personnel. Sue Rogers and Company joined, taking over the Paris Revue. Capt. Frank Vogt, fire diver, appeared on a broadcast over one of the Buffalo stations. Visitors included William Fleming, James E. Strates Shows; Robert Mansfield, and William Fullager, former carnivalite, now in the movie production business in Buffalo, who was a nightly visitor. Jack Johnson enlarged his photo gallery. Major O'Standay is revamping his Side Show. Lawrence Barker left for the army. General Agent James Kellaher briefly visited Owners Barker and Hill.

BILL SCHOEN.

# Validity of License Taxes

By LEO T. PARKER, Attorney at Law

(Continued from last issue)

A review of recently decided higher court cases reveals valuable data from which the validity of State and city license laws may be contested. We shall briefly review these interesting decisions.

In *Blalock v. Powledge*, 179 So. 772, the higher court held that a license tax law is void which requires non-residents to pay a license fee but exempts from the tax all persons regularly and continuously engaged in business in that particular locality. This law is discriminatory.

The law is well established that any city or State license law is void which is unreasonable, arbitrary, oppressive, or discriminatory.

See *People v. Klinge*, 12 N. E. (2d) 161, which illustrates an unreasonable license law. A municipal ordinance was passed which provides that no peddler, vender, pitchman, or hawk shall solicit business between 8 a. m. and 6 p. m. on certain streets, and that on other streets no peddler, vender, pitchman, or hawk shall solicit business at any time whatsoever. The higher court held the ordinance void, and said:

"The ordinance is unreasonable, arbitrary, oppressive, and discriminatory."

Interstate commerce is business transacted between citizens of different States. Such a business is not taxable by either a State or city. Therefore, it is important to know that interstate commerce is a series of any acts or transactions which will ultimately complete a business transaction between citizens of different States. This is so although one or more of these acts are completed within a single State. In other words, the fact that an interstate transaction is delayed, or a portion of it is completed intrastate, does not in the least affect the interstate character of the transaction, if the occurrence of the events is continuous.

See 268 U. S. 325, in which the higher court held that a salesman need not pay license fees to either a State or a municipality where he enters a State and solicits orders for goods which are later shipped into this State to the various purchasers. However, if the salesman delivers the merchandise to the purchasers this is intrastate business and he may be compelled to pay State and city license fees.

### Taxation of Non-Residents

Either a State law or city ordinance imposing a license tax and exempting persons having a permanent place of business in the city is void and unconstitutional. See 150 Pac. 832. Also, all statutes and ordinances which exempt from payment of license fees bona fide residents of the city violate both State and

federal constitutions. See 122 N. W. 255. And, again, a city ordinance is void which requires all persons residing temporarily in a municipality to obtain a license but permanent operators are exempt. See *Carrollton v. Buzette*, 159 III 284.

On the other hand, State laws and city ordinances have been upheld which require payment of special license fees by transient merchants, such as those who ship a stock of goods into a city with intentions of remaining in business only while selling the goods. See *Newhall*, 164 Mass. 338.

This court held that a license fee of this nature is valid because it is intended to prevent fraud. Also, see 112 W. Va. 338.

Another important point of the law, as established by modern higher courts, is that a license law may be valid which requires payment of excessive license fees for the privilege of operating a business, as a circus, for one or a few days. This is so although the same license law would be held void if the yearly license fee should be based upon the daily fee. For example, a license fee of \$50 per day for operating a circus has been held valid, but only under circumstances that the circus will operate for a limited period. If, for example, a license fee of \$50 per day for 265 days were required for an annual fee, the law would be held void. The reason, as expressed by recent courts, for this well-settled law is that under all circumstances and conditions a valid license law must be based upon the relative or anticipated cost of its enforcement by proper authorities. Obviously, therefore, an annual license fee of \$18,265 for the privilege of operating a circus is unreasonable whereas a fee of \$50 for a single day, or a few days, may be considered reasonable and not prohibitive.

## Truck and Trailer Legislation

SPRINGFIELD, Ill., June 28.—Thru a misunderstanding the Illinois State Senate this week passed a bill to increase the maximum legal length of trucks and buses from 35 to 40 feet and the maximum legal axle loads from 16,000 to 18,000 pounds. Senator Frank Ryan, Democrat, of Chicago, author of the bill, said the change in regulations applied solely to buses, which was the intention of the bill when it was introduced. Later, however, and before the bill was voted on, amendments sponsored by the State highway department were adopted, making the increases apply to trucks.

LANSING, Mich., June 28.—Three acts affecting highway truck traffic in Michigan became law last week when they were signed by Gov. Murray D. Van Wagoner. One act changes regulations for lighting equipment. Another provides that any weighmaster of the State Highway Department may stop any truck on the highways and have its load removed if it is loaded in violation of existing regulations. The third act requires that any vehicle carrying dynamite or nitro-glycerine must have a plainly visible sign in white letters on a red background reading "Explosive."

The new lighting requirements provide that all buses or trucks be equipped with two head lamps, one red tail light, a red or amber stop light, and two red reflectors. All trucks of 50 inches or more in width must also have two amber clearance lamps on the front, one amber side marker lamp near the front, an amber reflector, and one red reflector near the rear. Truck tractors have the same requirements as every bus or truck, except they need no reflectors and do require two clearance lamps. Semi-trailers or trailers of over 3,000 pounds gross weight have the same requirements as those in the 80-inch width classification, but in addition must have one red sidemarker lamp near the rear. If the trailer weighs less than 3,000 pounds, there is no front light requirement, and otherwise lighting is the same as on every other bus or truck. Pull trailers need no front lights, but in addition to regular truck requirements must have a combination marker lamp showing amber in front and red at the side, spaced to indicated maximum width of trailer or load.

MADISON, Wis., June 28.—Hugh M. Jones, motor vehicle department commissioner, has issued summer restrictions

on the use of 12 main highways by heavy trucks on week-ends and holidays, effective May 29 thru September 14. Only trucks and truck-trailer combinations with a gross weight of more than 8,000 pounds are affected by the ban, which is in effect from 1 to 11 p. m. Saturdays and from 9 a. m. to midnight Sundays and legal holidays.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 28.—In announcing acceptance of the application of Wallace Bros.' Shows, filed by Walter B. Fox, assistant manager, we are happy to welcome Wallace Bros.' Shows and to note that this brings membership of the association to 54 shows.

Recent visitors at association offices included William C. Fleming, general agent of Strates Shows; Harry Dunkel, general agent of Cetlin & Wilson Shows, and Walter Schaefer, press agent of Sunburst Exposition Shows (non-member).

We were informed by Associate Counsel Richard S. Kaplan, Gary, Ind., of a recent visit to Wallace Bros.' Shows at East Gary, which was appreciated by the shows and was also of value to the association in the form of increased personnel memberships. Assistant Manager Fox, of that organization, has forwarded to association offices items of publicity being obtained by his organization.

Cetlin & Wilson Shows have noted on their official stationery that they are members of this association.

We recently wrote several members about a letter being circulated which had come to our attention, affecting their particular shows, and, altho we have had replies from some of them, we are awaiting word from the remainder. At this writing plans call for a visitation to the Cetlin & Wilson Shows at Niagara Falls, N. Y.

In the weekly release of the United States Department of Commerce are several items of interest to the carnival industry. Freight car loadings rose to 866,000 during the week of May 24, highest for any week since 1930. If this demand should continue to increase, shows which use baggage cars and, in some instances, freight cars for transportation, will have to pay more attention to this angle of their business. Commerce Department indicates that consumption of electric power is experiencing a sharp increase, and during May rose about 3,000,000 kilowatt hours, a record high. Shows which do not generate their own power should give careful attention in advance to the availability of current at exhibition points. Altho no shortage is reported, this is something to anticipate and guard against. From Washington also comes news that the Office of Price Administration and Civilian Supply has within itself a transportation unit whose work it will be to prevent unjustified increases in transportation costs. We feel this move will ultimately benefit the carnival industry generally.

## Huge Elephant Shown By Messmore & Damon

CHICAGO, June 28.—Messmore & Damon, makers of still and mechanical animal figures, had a comprehensive exhibit at the annual convention of display men, held this week at the Hotel Sherman.

The outstanding feature of the exhibit was an elephant of huge proportions, reaching almost to the ceiling of the hall.

**WRITE**  
**SIoux TIRE**  
**& BATTERY CO.**  
SIoux FALLS, S. D.  
Buy on Our  
Easy Terms.

NATIONAL EXPOSITION SHOWS WANT  
For Firemen's Fair and Celebration, STRATTON, OHIO, July 9, 10, 11, 12, with other good dates to follow. Can show Photo, Lead Grabber, African Box, American Soldier, or any replica of any show, does not conflict with what we have. Can place you good show. I have two boys for shows. (No takes except on order.) Write or wire (street address) J. G. BAKE, Toronto, Ohio

## SQUARE DEAL SHOWS

LIVINGSTON COUNTY FIREMEN'S CONVENTION, LIMA, N. Y., Week of July 7 to 12

FREE ACTS PARADES CORONATION CEREMONY

All festivities take place on the carnival grounds.

NEW YORK-PENNSYLVANIA FIREMEN'S CONVENTION, ELKLAND, PA., July 14 to 19

The largest convention held in Pennsylvania this year. Five days of real activity.

A bona fide celebration, not a promotion.

WANT Shows that can produce, Long Range Gallery, Novelities, Penny Arcade, American Palmistry, Frozen Custard, Stock, Concessions. Address: Germania, Penna., this week.

FREE ACTS EVERY NIGHT — NO GATE

## COLEMAN BROS.' SHOW

Now Booking for Fair Season

WANT PARADES WANT

Shows—Monkey, Athletic, Fat Show, Class House, Penny Arcade or any Pit or Platform Show that does not conflict. Have outfits for reliable parties. Want a first-class Merry Foreman. Have for sale—Rolo Fun House. Will sell exclusive on Frozen Custard for the Attention Fair. Want Girls for Revue and Posing Show.

THOS. J. COLEMAN, care of Show, Pittsfield, Mass.

## COLUMBIA SHOWS

MAINE'S 3 OUTSTANDING EVENTS, 4th of July Celebration, week of June 30-July 5, Lismore Fair, Circus, parade, drum corps, circelists, fireworks.

CASCO CENTENNIAL

Week of July 28 to August 2. Horse show, special events, fireworks, parade, full page newspaper ads, radio publicity. All held on one location, Old Rhydy Fairgrounds, Another Narraton.

ROCKPORT REGATTA

15th annual event. U. S. Naval display. Biggest event of its kind in Maine. Thousands in Want Shows and Concessions. Write or wire TOMMY KEEFE, Lismore Falls, Maine.



# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## Program Plans Big Minn. Aquatennial For O. Celebration

PORT RECOVERY, O., June 28.—Plans are in the making for a large attractions program for the seven-day Harvest Jubilee and Sesqui-Centennial Celebration here, commencing the party the town played in development of the Northwest Territory, reported General Chairman Charles C. Barrenbrugge, who expects over 100,000 to attend.

Citizens have built a stockade on the site of the old one. Adjoining the fort is a museum housing many relics of two battles, one in which Major General St. Clair and his army met defeat at the hands of Indians and the other in which General Anthony Wayne recovered the fort. For a week preceding the event many relics will be displayed and merchants plan decoration of their stores in frontier style.

Burleigh Burke, chairman of concessions and free attractions, plans a quarter-mile midway, featuring P. E. Gooding rides and shows. Another attraction will be a historical spectacle, *Frontiers West*, staged by John B. Rogers Producing Company with cast of over 400.

Gov. John W. Bricker will crown the queen and open the celebration. Many notables are expected to attend, including State American Legion officials and some Ohio congressmen.

## N. Y. Fair Society Sponsors Doings as Good-Will Builder

BATH, N. Y., June 28.—Steuben County Agricultural Society has made arrangements to stage its fourth annual Independence celebration on the fairgrounds here and has booked a pretentious entertainment program, reported Secretary J. Victor Paucetti. Purpose behind the event is to build good will for the fair by providing high-class entertainment at a minimum cost. That the society has succeeded in its aim is evidenced by increasing attendance at the celebration each year. Record-breaking crowds are expected this year.

Kaus Exposition Shows have been booked to play a week's stand on the fairgrounds and 10 free acts will be furnished by Polly Jenkins and Her Plowboys at the two-day event. On the first day special attractions will be an afternoon program of horse racing and fireworks at night. Added attraction on the second day will be a children's matinee.

## Calif. Picnic Draws 60,000

ONTARIO, Calif., June 28.—Presenting varied entertainment, third annual All-States Picnic here on June 14, sponsored by the Federation of State Societies, set a record attendance mark estimated at 60,000, reported Bob Orth. Bill included Ray Farrar, emcee; Sam McKay String Trio with George Havin; Bud Hobbs, guitarist; Barbara June Axley, tap dancer; Ruby Whittaker, whistler; Arthur Farrar, dancer; Red Ryder and Little Beaver, Republic Studios; Doyle Copeland-trained pug; Jackie's Round-Up Pair; Harry Noble, boy soprano; Herbert Hall's orchestra; Bob and Dick Sargent, guitarists; Barbara Osterman, Shirley Bell, and Joan Bates, songs; Kenneth Carmichael, harmonica, and Dorris Dettmers, accordion.

AERIAL MATTHEWS and Rajah Troupe are playing Minoqua, Wis. Troupe of July Celebration for Tommy Sacco.

### WANTED

Shows and Concessions for  
**Marengo Reunion**

July 7-12

Write or write at once.  
S. J. HAWKINS, Marengo, Ind.

### OLD HOME WEEK

Rockwood, Pa., July 7-12

Biggest celebration this section Pennsylvania. Wood Shows, Pitch Toss, Win Photos, Hoops, Soccer, Javelin, Newspaper, Demonstrations, etc. for exhibit building. Write or write at once.  
M. A. BEAM, Coopersport, Pa.

MINNEAPOLIS, June 28.—Entertainment program for the eight-day period practically complete, the Minneapolis Aquatennial gained momentum in its drive for button sales. Under the direction of Al Sheehan, of WCCO's Artist Bureau, who booked most of the acts, a well-rounded list of performers will play the date. Highlighting the program will be the spectacle, *Summerfest*, to be presented by a cast of 70 in the auditorium.

Acts already booked to appear in the production include Three Flames, skates; Barney Grant, comedian; St. Clair Sisters and O'Day, cyclists; Monroe and Grant, bouncing bed; Great Deana, tumblers; Joe and Jane McKenna, comedy; Singing Vikings, male octet, and Alphonse Berger, live model dressing act. Large chorus line is in rehearsal for numbers, which include The World Visits the Aquatennial; novelty fencing routine; Big Game at Aqua Bowl, take-off on football; skating number, and the finale, Salute to 48 States.

In addition to the auditorium production, the 1941 *Aqua Follies*, water show, will be presented by a cast of over 100 in six episodes, with Morton Downey as emcee. Worked out by O. J. Smith, committee chairman, it will be staged along the lake shore of Theodore Wirth Park. Principals will include Three Marks and Penny Perry, soprano. Other features will be a 16-voice male glee club, 16-girl ballet, cakewalk ensemble of 32, and banjo finale with Hazy Harper.

Harness races will be held on Minnesota State Fairgrounds. Purse totaling \$1,000 have been hung up for two high-money events and a number of entries have already been made. *Redoo* will be conducted on the parade grounds. Large list of entries for money events has been compiled by the committee. Climaxing the festival will be the huge parade, with some outstanding floats.

## Ideal Signs Scranton Fete

SCRANTON, Pa., June 28.—Midway contract for Scranton's eight-day Diamond Jubilee and Centennial was recently awarded to Neil Berk, of Ideal Exposition Shows, reported Chairman Bernard O'Hara, who said the festival will be the greatest civic event ever held here. Midway will be laid out near the stadium and around the courthouse.

## Shorts

THE 11th annual Fall Festival and 4-H Fair set for Denver, Ind., has Walker Buit, president; Ruth Hay Miller, secretary, and Carl Solt, chairman of concessions, free acts, and bands.

FLYING MELZORAS were one of the feature flying acts in the show put on in Soldier Field, Chicago, recently by Barnes-Carruthers for the Flat Janitors' Union.

HOLLYWOOD Aerial ballet has been contracted as free act for annual six-day Minerva (O.) Home-Coming in Municipal Park. Secaucus Park rides, Larry Fallon, games; Von Black, concessions, and shows will be on the midway.

ENTERTAINMENT at ninth annual Hortenville (Wis.) Home-Coming on June 20-22 under auspices of the Commercial Club included Concertina Eddis, Johnson Brothers, Malone Sisters, and WTAQ Farm Hands. Affair attracted over 5,000.

FAVORED by weather, the 68th convention of the Northwestern Ohio Volunteer Firemen's Association attracted record crowds on June 16-21 at Crestline, O. Over 15,000 saw the parade. J. R. Edwards Shows provided the midway and there were free acts and contests.

A PROGRAM of rides, shows, free acts, and concessions is planned for a two-

day celebration of opening of miniature automobile races in Fairview, Ind., 50 miles south of Cincinnati, under auspices of East Enterprise Fair Board, headed by President Walter Lee. An amateur vaude contest, with 40 participants, will be held. W. T. Nesbitt, well-known Midwestern parade promoter, is handling promotional reins.

GEORGE F. FOLTZ reported he has signed for the third season to do electrical work and lay out the midway at four-day Otterbein (Ind.) American Legion Post Celebration. He has been contracted to handle the same duties for the second year by Williamsport (Ind.) Lions' Club, sponsor of an affair in new City Park there. Miller rides have been engaged for both dates.

BETWEEN 100,000 and 200,000 are expected to attend the 17-day De Soto Celebration in Hot Springs National Park, Ark., reported Business Manager Harrington Adams. About 1,000 will take part in the spectacle, *Sege of Waters*, produced by John B. Rogers Producing Company. Brush Gorman is directing. Harold Lukens is technical director, and Mrs. Lukens is handling wardrobe and make-up.

## BALLYHOO BROS.

(Continued from page 30)

tracts were signed and our banner salesmen went to work.

Having been held up waiting for a celebration contract to be signed, the show arrived here early Tuesday. By opening time that evening every attraction was ready and the midway was thrown open to a contemplated crowd of 30,000, who co-operated with the committee by staying at home. On Wednesday the midway attendance was boosted to 35,000 unpaid admissions by 5,000 more natives co-operating by staying at home. (The above figures are based on actual non-drawing power and are authentic.) On Thursday the bosses decided to out-smart the non-appearing patrons with a house-to-house canvass of free passes. Some 450,000 tickets were distributed and 20 service-charge boxes were erected to handle the rush, but even then they didn't show up, thus boosting all non-attendance records to 450,000 unpaid admissions.

Altho no one had been admitted, Lem and Bill Trucklow gave the local press the figures as non-paid admissions. The press admitted that it was a bit far-fetched. But where there was proof of 450,000 people by actual count of the passes, then it was that number who by actions made the admission that they did not come and, having spent nothing, the given figure represented non-paid admissions. Printing of the passes ran into the hundred-dollar mark, so the boss decided to get them back. On Friday and Saturday our show made a house-to-house canvass by performing in the citizens' back yards for the passes. By midnight at closing time the performers had returned to the lot with an accurate count of 93 1/2 per cent of the passes, minus service charges, and were ready to tear the show down.

Saturday morning we saw Drawhead Sisters' Cultural Carnival paper going up and to be sponsored by our committee. When we inquired of 320 Conklin Bill Trucklow what they would celebrate next week, he replied, "We will celebrate Ballyhoo Bros.' guarantee."

MAJOR PRIVILEGE.

## CONKLIN FAIR TREK

(Continued from page 30)

picnic-style lunches and the run of the midway. Initial Kiddies' Day was sponsored. A big local retail store, and acts appeared in the store's auditorium Tuesday morning, with midgets handing youngsters tickets good for free trips aboard the Moon Rocket ride.

J. W. (Patty) Conklin is convinced that he has met the requirements of the fair circuit and was visibly relieved when he saw all of the shows in the line for the first time here. He has been trying to get a certain amount of equipment under a terrific strain as equipment was not ready until 20 hours before its arrival here. It was pointed out that the Conklin Shows, billed as "Frolic-Land" at the exhibitions, is the first carnival company ever to triple earning power after getting a big time route.

Bob Lee, thrill driver; Robert E. Lee, owner of Frozen Alive Girls, and Albe Phillips and Sam Howard, managers of the Aquadrome, were among showsmen reporting here. Elmer McDonald and Jack Beef Trust chorus arrived, and Jack Greenspoon came on with 10 concessions, and Joe Archer, with three. Max Goodman and Louis Berger, Goodman Wonder Shows, visited.

## Wanted For CLYE, O., CHERRY FESTIVAL

Week of July 7th to 12th  
Concessions, Shows, 25% with own outfits.  
Capable Ride Rides  
NAVARRE, O., FIREMEN'S CELEBRATION  
On Streets, To Follow  
Address and mail write to  
**J. R. EDWARDS SHOWS**  
COSHOCTON, OHIO

## WANTED

ACTS, CONCESSIONS AND SHOWS  
FOR AMERICAN LEGION HOMECOMING  
July 9-10-11-12  
Write MICKY WALKER, Rosedale, Ind.

## CARNIVAL WANTED

For SPUD AND SPLINTER FESTIVAL  
Week of August 11-16  
LEE F. REESE, Festival Director  
Richwood, W. Va.

## WANTED LARGE CARNIVAL

For  
American Legion Annual Celebration  
On the streets of Ridgway, Illinois. Any large outfit with open dates for August or September, please contact us at once.  
LEO G. ALLISON, Sec., Ridgway, Illinois

## MONTICELLO, INDIANA

White County Corn Festival  
OCT. 8, 9, 10, 11  
Wanted—Rides, Shows, Concessions,  
Free Acts.  
CHAS. FREEMAN, Sec., Monticello, Ind.

## CARNIVAL WANTED

One week, July 28, August 4 or 11,  
Day Celebration  
Sponsored by Rural Mother's Club,  
New Boston, Ohio.  
Mill running full capacity. Write, giving full  
details to  
BOX D-87, The Billboard, Cincinnati, O.

## Shows and Rides Wanted

For National Potato Picking Contest and Labor  
Day Celebration  
August 21-September 1  
BARNESVILLE BOOSTER CLUB  
Barnesville, Minnesota

## WANTED

Concessions or Carnival for Fifth Annual Labor Day  
Celebration by AMERICAN LEGION at Madryle,  
Arkansas. Wish to let thousands attend. For  
town close by to draw from, also Camp Robinson  
with 25,000 soldiers. Expecting a better and larger  
picnic than ever before! Will transfer outright sale  
of picnic rights. Natural gas and electric lights on  
ground; no city tax.

## WANTED AT ONCE

RIDES, SHOWS AND CONCESSIONS FOR  
30th Annual Hoytville Home-Coming and On Road  
August 20-30  
Hoytville Fire Co.  
REX TEATORTH, Chairman, Hoytville, O.

## WANTED

SHOWS AND CONCESSIONS  
July 18 and 19  
HARLAN BROS. Coatesville, Ind.

## WANTED

CONCESSIONS, FREE ACTS, RIDES, ETC.  
CHERRY COUNTRY AGRICULTURAL SOCIETY  
September 17, 18 and 19  
Exhibits of all kinds, racing events, bands, etc.  
Assess good attendance. Concessions at once.  
R. C. BRICKLEY, Secretary, Valentine, Nebraska

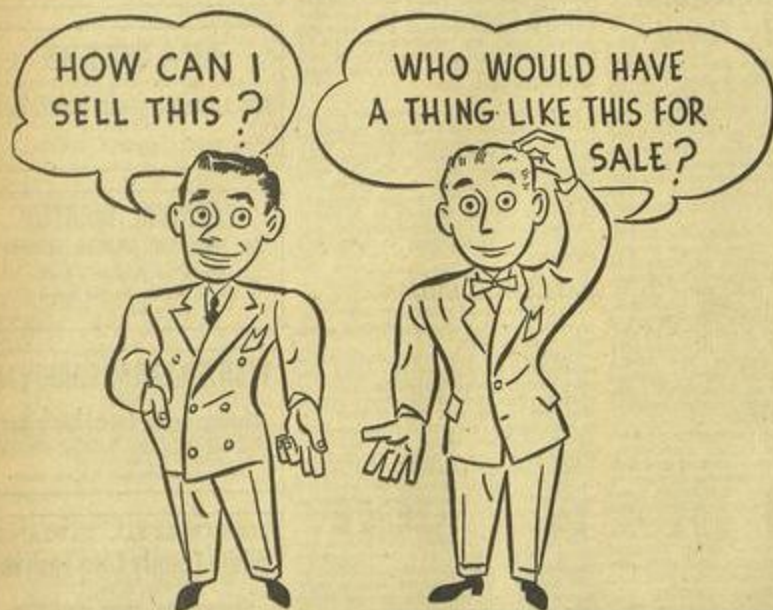
## WANTED

Concessions and Shows for Big  
4-H CLUB & OLD SETTLERS' FAIR  
Aug. 4th to 10th, inclusive  
Address: R. W. McMINN, Centerville, Ind.

## STOCKTON, ILL.

JULY 18-19  
10TH ANNUAL STREET CARNIVAL  
Want Concessions. Always good crowds.  
On P. R. 29, 26 1/2 miles West of Rockford,  
W. G. NIEMEYER, Stockton, Illinois





The Billboard is the market place for thousands of buyers and sellers of all types of equipment, services, and supplies. Each week unique items and services by the thousands find a buyer or a seller in The Billboard's advertising columns.

Do you have something to sell? Are you looking for something to buy? Chances are you can find just the buyer or seller by placing a small advertisement in The Billboard. It's not expensive. Write us a postcard today. We will tell you exactly what type of advertisement you need. We will quote the price—write up the copy—and show you just how the advertisement should be published. No obligation, of course. Write TODAY!

## The Billboard Publishing Co.

25 Opera Place

Cincinnati, Ohio



Below are listed a few of the many things you can either buy or sell through a small advertisement in The Billboard. All of the following items have been advertised as either "for sale" or "wanted to buy."

### SHOWS, ACTS, AND ATTRACTIONS BOOKED AND SOLD

Carnivals	Free Acts
Independent Midways	Thrill Shows
Colored Shows	Fireworks
Minstrels	Auto Races
Repertoire Shows	Bands
Medicine Shows	Musicians

### ANIMALS, PETS, REPTILES

Elephants	Alligators
Trained Dogs	Chameleons
Wild Animals	Monkeys
Snakes	Lizards
Fleas	Horned Toads
Deep Sea Fish	Peacocks
Donkeys	Canaries
Horses	Buffaloes

### USED AND NEW EQUIPMENT

Merry-Go-Round	Films
Ferris Wheels	Skating Rinks
Illusion Shows	Tents
Magical Apparatus	Wild Animal Cages
Shooting Galleries	Grilles
Music Instruments	Popcorn Machines
Organs	Pinball Machines
Scenery	Music Machines
Banners	Vending Machines
Flags	Slot Machines
Costumes	Cameras
Printing	Penny Arcades
Roller Coasters	Swimming Pools
Film Projectors	

### SUPPLIES OF ALL KINDS

Novelties	Soft Drink Compounds
Premium Goods	Candy
Prizes	Decorations
Specialties	Make-Up
Utensils	Printing
Paint	Tickets
Waterproofing	Ice Cream Cones
Electric Bulbs	Photographic Supplies
Wire	Floor Dressings
Rope	
Popcorn	



## Hartmann's

## BROADCAST

CINCINNATI

MUSICIANS answering ads in *The Billboard* by wire would do well to give an address where mail will reach them. We say this for the reason that a certain band director had an ad for musicians in a recent issue but did not reach the town which he gave as his address until two days after *The Billboard* came off the press. When he arrived there were several telegrams awaiting him. Most of them gave no address except care of the telegraph company. He answered several of the wires and received service on them that the addresses of the parties were unknown. The parties probably called at the telegraph office the day they expected an answer and, not receiving a reply, did not call again. If the telegrams had contained mailing addresses the director could have contacted the senders.

Last fall while this same director was organizing a band to play fairs he received, in answer to another ad, a letter from a trouping cornet player that was almost hot enough to burn a hole in the mail bag. The cornettist told the director in plain language just what he thought of a leader who would not answer a telegram from a recognized trouper. He did not give a mailing address, and, as the director received 14 telegrams in answer to the ad, it can readily be seen that it would have cost several dollars to have answered them by wire—and he needed only one cornet player.

It might cost a few cents extra to include a mailing address, but without it there is the possibility of a telegram being useless. Too, there are times when a musician cannot be used the day he wires, but a few days later an opening presents itself. Without a mailing address, however, it is impossible for a director to contact a job seeker.

**T**HE Ringling-Barnum circus has been trying to get young blood in its ranks of workers thru the daily newspaper classified advertising columns. The draft or defense program is apparently the main reason.

In a well-displayed space (three inches, single column) the circus carried the following advertisement in the classified section of *The Evening Chronicle*, Allentown, Pa., June 29, three days before the appearance of the show in that city: "Young men wanted by the Ringling Bros. and Barnum & Bailey Circus. Unusual opportunity for those who want to work for good wages. Eat regularly and see the country with the Greatest Show on Earth. Apply at side door, yellow ticket wagon, on the show grounds circus day."

**I**N AN item in this pillar last week about the 1918 Hagenbeck-Wallace Circus wreck the statement was made that the show train was crashed into by a deadhead troop train that sped thru an open switch on the Michigan Central Railroad at Ivanhoe Tower, near Hammond, Ind. Just to have the record straight, Harry W. Cole, of Detroit, says the troop train did not run thru an open switch when it hit the second section of the show train.

"The show train," he declares, "was stopped halfway onto a side track to repack a hot box. A flagman went back and a semaphore showed red, but it was obscured by steam, so that the engineer did not see it, he asserted. As the devices the conductor depended upon to protect the train failed. But the conductor's lack of judgment in stopping the train as he did was the worst failure of all."

To give a fuller description of the cause of the wreck, we quote from *The Billboard* of June 29, 1918, shortly after the accident occurred:

"There seems to be absolutely no doubt as to what caused the direful calamity. Both officials and employees of the road agree that the engineer must either have been asleep at his throttle or too ill to heed signals, as his heavy train of steel Pullman cars crashed into the waiting circus train. This supposition is borne out by the statement of a flagman at Gary, who stood horrified to see the troop train dash by when all danger signals ahead were set properly. He threw his lantern into the engine cab in an effort to attract the engineer's attention, but without avail. Also by the statement of the towerman at Ivanhoe, a suburb of Gary, who wit-

nessed the entire wreck. Less than a quarter of a mile away from the scene of the wreck he saw the circus train stop to look after the hot box; he saw it switch off the main line to the Michigan Central to the Gary & Western, as that road would place the show closer to the lot at Hammond, and he noticed that the block signals had been properly set, and that the last block signal had not been cleared by the circus train as it switched off the main line to the side line, when the troop train tore into sight a mile away ignoring all the signals. It was traveling very fast and had not the circus train been there the troop train would not have been able to stop for the block signal and would have run into the derail.

"The general passenger agent of the Michigan Central also admits the engineer of the troop train was to blame for the accident. He admits that he ignored all the usual danger signals placed out by the circus trainmen to guard their train against accident. He states the engineer ran past two block signals, two red light signals, and the usual number of fuses placed between rails. In his opinion the troop train engineer must have been taken suddenly ill, as from the fact that he blew his whistle for the station at Gary but a few moments before, he could hardly have been asleep."

## Leonard Traube's

## Out in the Open

NEW YORK

## Outdoors and the Air Lanes

**B**ECAUSE radio is a better than fair publicity medium for many enterprises in outdoor show business, a controversy which has arisen between the broadcasting department of the Ringling show and a station manager in connection with free time should rate some extensive printer's ink. Correspondence made available has been exchanged between F. Beverly Kelley, circus radio director, and S. A. Ciesler, general manager of Station WGRG, Louisville, Ky. Kelley started out by saying it is not the intention of the circus radio department to annoy stations or to push its way in where it isn't wanted. "The way we operate is premised on a strict no-for-time basis and is the result of invitations from most of the stations to provide something of interest thru which they can tie in with the show as a special event in the community," Kelley declared. He doesn't feel that the show should provide talent and also pay for time, "any more than a visiting stage attraction would be asked to make one of its stars available for a radio interview gratis and then be asked to pay for time. He pointed out that the commercial programs in New York City that use talent during the circus run there pay the circus participants "in nearly all instances."

Is time bought with passes? Kelley says no, observing that sometimes the value of the passes, if reduced to a cash basis, exceeds the cost of either time. As to platters or records, these are sent out to stations along the route and contain interviews with circus stars. Kelley says they are made new each season and used by many stations. "We permit stations to sell these programs locally when they wish and keep whatever they can make from such sponsorship."

According to the Big Show's radio specialist, the circus does not have anything to offer to newspapers comparable to "the kind of platter or live-talent programs we provide for radio stations that wish to co-operate." And then he gets up steam by asserting that "if our present policy of working on a talent-for-time proposition were unfair or unsatisfactory, we would be unwelcome in most stations instead of receiving a complaint only on rare occasions."

The Kentucky station impresario countered as follows: "I appreciate your frank reply to my accusations. I do contend that some of your arguments

## Nat Green's

## The Crossroads

CHICAGO

**C**HARLIE GOSS, the cheery king from East St. Louis, plopped into Chi last Wednesday (25) right into the middle of the display men's convention at the Sherman and the boarding house packed to the eaves. Assistant Manager Ray Watson finally got him set in a big third-floor display room. When Charlie returned to the lobby he rubbed his eyes as he glanced up at the mezzanine and saw standing along the railing three lovely ladies clad only in filmy—very filmy—white gowns. "Gosh!" he ejaculated, "this is the first time I ever knew the hotel to be so crowded they slept 'em on the mezzanine." A little closer inspection revealed that the "ladies" were dummies, but very lifelike, a part of the convention's mannikin display. And was Charlie disappointed!

**L**OCALITIES got their first gander at the Beckmann & Gerety Shows last week at Elmwood Park, Ill. Located at the junction of two main highways, the liberally neon-lighted midway could be seen for a mile in any direction and made a great flash. More than that, it had plenty of first-rate entertainment to offer the folks—and the folks come in droves, giving the show a very successful week. Mrs. Ike Rose and Nate Eagle have a midget show that pleases

all the way. Nate is a fluent talker and turns a goodly percentage of the customers for the extra added attraction, and sends 'em away praising the show. William McCluskey's Zorima show gives 'em plenty of artistically presented epigrams, and Skinny Matlock's Icolite skating show, with new lighting and scenic effects, is good entertainment. Eddie Jamison's colored musical is one of the best values on the midway. And it would be hard to find a side show that would top Pete Korias'. There's a pleasing friendliness around the B. & G. midway. It was an especial pleasure to greet Fred Beckmann, patriarch of the lots, whom we found enjoying a bottle of coke with the missus at the cook-house. Sorry we missed genial Barney Gerety and his ribbing.

**O**LD "P. A." has got his reward! The old colored man who had put in an average lifetime with circuses was an institution as well known in the circus world as that of any of the big chaps. He was an interesting specimen and an entertaining raconteur who could tell tall tales of the old circus days by the hour—and told them so often that he came to believe them himself. His favorite was recounting the scores of men he had killed in the years that he acted as bodyguard for a certain prominent circus man, and he always ended by exclaiming, "But they all deserved it!"

**T**OM TERRELL, new g. a. for West's World Wonder Shows, is town looking over lots but finally deciding the grass looks greener outside the Chi city limits. . . . Jack (Abie) Tavlin in from New York working on preliminaries for his holiday department store show, which he declares will be bigger than ever this year. . . . C. J. Sedlmayr, of the Royal American Shows, hopped in from Dayton for an office conference. . . . That Howard Y. Barry A.C.A. bookie with the Roland Butler tiger head on the cover is an attractive piece of work. . . . J. D. Newman, of Cole Bros. Circus, made a hurried trip to Sioux City, Ia., to try to freshen up a contract that had gone sour. . . . Pat Purcell, who has been in the rain practically ever since the season opened, dropped off in Chi after setting his July holiday show at Milwaukee and planned to Miles City, Mont., hoping for a better break than he's been getting. . . . The new RKO-Radio Pictures Frank Buck film, *Jungle Cardiacs*, will be seen on local screens shortly. It's a combo of Buck's *Bring 'Em Back Alive*, *Wild Cargo*, and some new material and is heralded as a "parade of the screen's nightmarish thrills."

W. V. who was special agent on the Parker and Kennedy shows for 20 years and later agent of the Rubin & Cherry and Johnny J. Jones Exposition, is visiting old friends in Chi. . . . The many showman friends of Ray Watson, assistant manager of the Hotel Sherman, will be interested to know that he will not be called to the army, having failed to pass the draft board's requirements. . . . Thought for the week: Funny how kickbacks sometimes kick back!

**A**L. D. BLAKE, "King of Robots," has been much in the public eye lately thru his connection with the L. A. Jap spy plot case. After the arrest of Blake and two Japs on charges of obtaining naval secrets, it was revealed that Blake was working with the Japs with full knowledge of the Naval Intelligence officers and was instrumental in bringing the spies to justice. "Chuck" Redell, who worked with Blake at the San Diego, Dallas, and San Francisco fairs, writes, "Personally, I have always been proud of the fact that I have been in show business and considered the people of the profession the greatest on earth. And since my pal 'Keemo' (Blake) has done his bit for the defense of our country, I'm just a little more proud than I was before."

and your circus must buy its way to our audience."

It seems to us that both sides have presented logical arguments, but we'd like to personalize the whole matter by saying that if we know our Bev Kelley, he'll continue to do better than all right (See *OUT IN THE OPEN* on page 41)

"I do not question the listener interest of your transcriptions. But how on earth do you expect a station to sell a platter when the circus man arrives in the late morning and tries to get time that afternoon? Evidently there was no expectation that a station would or could sell your platter locally in order to obtain regular revenue from promotion that would be practically 100 per cent for the circus. Your man did offer to buy the time with circus passes which we refused."

"So far as the circus not having anything to offer newspapers comparable to platter or live-talent programs . . . brother, let me have some of that cash money you pay to the newspapers and you can have all your wonderful platters and interviews."

"Let me ask you one question which I hope you will answer: Would the circus buy radio time if they could not get it free? And in parting I still am glad that Cole Bros. Circus pays its way even to the 'greatest show on earth' tries to get the same radio time free or for some passes."

"Well buy our tickets to your circus



## 64,000 Is Record For One Gate at Providence, R. I.

PROVIDENCE, R. I., June 28.—The annual Shrine Circus at Narragansett Park Race Track here last week yielded to a record crowd of 64,000 at its final performance, the largest single gate in the show's 18-year history. Business throughout the week was very good.

What is probably the most unusual procedure in outdoor show business occurred during the show when J. C. Harlocker, producer, offered an act its pay one year in advance.

Willie West, and McGinty, featured comedy act on the center stage, had been convulsing the banner crowd all week and on Friday night, after appearing before 44,000 people, Harlocker, who had gone into the backyard to get audience reaction, approached West after the performance.

"Seems as tho they like you out there," he said to West. "I'll tell you what you do. If you can come back here next year, you can go over to the pay window now and get your money for next year."

West said the offer had never been made to him before in his 30 years in the business and that he never had heard of a like offer to any act.

## Gainesville Biz Off Due to Rain

GAINESVILLE, Tex., June 28.—Gainesville Community Circus was hard hit by weather conditions in its Irving and Clarksville, Tex., engagements, and business was not up to expectations.

Originally set for June 6, the Irving engagement was moved to June 12, due to heavy rains which left the low flat lot under several inches of water at show time. On the latter date flood waters in the vicinity of Irving blocked several highways. Attendance was very light at matinee, but near capacity at night.

At Clarksville June 19 there was a fair matinee, but the night crowd was less than two-thirds capacity. The show had competition from a bank night, a political rally, and the Louis-Conn fight, but Chamber of Commerce sponsors blamed light business principally to the depressing effects on business and farmers of a crop-devastating flood.

J. D. Stephens, perch pole top mounter, suffered three broken ribs and numerous bruises when struck a stake in a fall during the matinee at Clarksville. He is in the county hospital at Clarksville.

Visitors at Clarksville included Dr. H. H. Conley, CPA, of Park Ridge, Ill., and little daughter, who made many pictures in the backyard, and Mr. and Mrs. Ray Blankenship, of Bogata. Blankenship, circus agent of long standing, has been crippled by arthritis for several months, but hopes to be on the road again soon.

Show is now in quarters for the summer months and will open its six weeks' fall itinerary at the Cooke County Fair here August 19 and 20, followed by Austin, Dallas, and Henrietta, Tex., and Guthrie, Okla.

## Pasadena Firemen's Show Prepares for 100,000

PASADENA, Calif., June 28.—Preparations to handle nearly 100,000 people at the annual Pasadena Firemen's Rose Bowl Circus are under way. Largest crowd in history of the event, which has played to 80,000 on occasions, is expected. One night show will be given. It will be a five-ring event, produced by George Ball. Attractions tentatively set include: Charlie Post's band; Three Shamrocks, high aerialists; Escalante Family, high bars; Sensational Daltons, high bar; Bert Nelson; Louis Roth's lions; Oeibel's elephants; Cheerful Gardner, elephants; Dr. Ostermaier's horse; Joe Moles, Lorraine Brothers, McFarland and Brown, Johnsons, and Dalton and Matthews, trampoline; Doc Cunningham's dogs and ponies; Ora and Minerva, dogs; Oeibel's lion and lamb, new baby, a rebel camel; Art LaRue's clown; Wilmington Majorettes, 50 baton twirlers; Passan and Lee, roller skaters; troupe of 50 girl tumblers; Harry Matthews, slide for life and swinging ladders.



AS KARL KAE KNECHT, cartoonist of The Evansville (Ind.) Courier and a Circus Fan, sees the changing Ringling-Barnum show. The cartoon is reprinted from the June 11 issue of The Courier, where it carried the following caption: "As Startling to Us, as to Old-Timers, is the Circus of Today."

## Woekener Explains

CINCINNATI, June 28.—The statement in last week's issue of The Billboard by C. W. Webb, manager of Russell Bros.' Circus, blaming Eddie Woekener for the pulling of his band from the Russell show, brought a letter from Woekener this week, in which he refutes Webb's statement.

Woekener claims that as leader of the band he was forced to abide by orders from the union. This statement is substantiated by a wire which Woekener received from William Stevens, road representative of the American Federation of Musicians, June 14 at Ononda, N. Y., in reply to a letter he had written Stevens June 8, asking for final instructions. The wire follows:

"Your letter of June 8 received, contents noted. If the manager of Russell Bros.' Circus fails to pay the scale as set by the Federation and agreed to by Mrs. Webb and Adjuster Brandon, you and your members of your band must abide by instructions from President Petrillo. You must call all Federation members off the Russell show at once if the scale of \$21 per man per six-day week is not paid on their first payday after the agreement as agreed to by Mrs. Webb and Adjuster Brandon. The Federation will hold you responsible and will have no other alternative, as you are the leader and employed the musicians. These instructions are final, and no other Federation members will be permitted to replace you on that show at any lower scale than the one set by Petrillo's office. Govern yourself accordingly."

Charles Fourier, who was with Woekener's band, writes from Chicago that a mistake was made in last week's report. The show was willing to pay \$18 a week, not \$16, and in fairness to the show management, he says the whole band, including Woekener, was willing to stay for \$18, but the union refused to allow it.

## Two Days' Capacity Biz For YP at Long Beach

LOS ANGELES, June 28.—During a three-day (20-22) engagement at Long Beach, Calif., the Yankee-Patterson Circus played to capacity at both matinee and night performances Friday and Saturday and had fair attendance Sunday night. Cheerful Gardner's 12 elephants and Winston's Trained Seals were the hits of the show.

The show will continue to play this section and has dates at San Pedro and Inglewood.

## Bell Bros. Doing Turnaway Business

CINCINNATI, June 28.—Bell Bros.' Circus has been doing turnaway business, although no matinees have been given, except at the opening stand. It was planned to start matinees at the close of schools. The show will continue for four or five weeks in Southern Maryland before entering Pennsylvania.

Capt. Edward Howard left the show due to illness, but plans to return when he recovers. Slim Biggers has come on with his truck to carry the cookhouse. He does an outstanding comedy trap act.

A new ticket trailer and office unit is about to go under construction. The old one will be rebuilt to carry the show's lion. Show moves on five trucks and four trailers.

Ray Brison's side show has been doing good business. Bob Russell, clown, has the toy concession, and Mrs. Brison runs a ball game. Her son, Lee, is traveling with the show.

## Kelley-Miller Show Enters South Dakota

ST. EDWARD, Neb., June 28.—The A. G. Kelley-Miller Bros.' Circus entered South Dakota Tuesday after good business thru Missouri, Kansas, and Nebraska. Another new Chevrolet truck was added here.

There are three crews ahead of the show: H. V. Dar, agent; Mr. and Mrs. Dunnagan, posters and liths, and Mr. and Mrs. John Grady, 24-hour duties. It is claimed that this is the first circus to paint merchant signs for circus day specials. There is no charge to the merchants for this, and so far it is making a hit.

Sam Golden's Side Show has been getting good business.

## New Company Formed To Haul Circus Folk

MASSILLON, O., June 28.—Incorporation papers have been filed in Columbus, O., for the Circus Employees Transportation, Inc., of Massillon, listing 250 shares of no par stock. Incorporators were Willis E. Lawooh, John Meinhart, and Elson Wefler, local attorney.

Lawson operates a fleet of buses with the Ringling Bros. and Barnum & Bailey Circus for transporting the personnel to and from the circus train each day. Meinhart, also of Massillon, formerly was associated with the circus.

## Three Ohio Towns In Row Give RB Turnaway Business

CANTON, O., June 28.—Turnaway business for three consecutive days was experienced by the Ringling Bros. and Barnum & Bailey Circus on its recent invasion of Ohio defense territory. All-time records were registered, definitely demonstrating that defense industry pay rolls are a contributing factor in the outdoor amusement business.

Swinging back into the Buckeye State after a short jaunt into the Middle West, the Big Show started its Ohio invasion at Springfield, where capacity business was experienced. The following day at Columbus matinee was big and ticket windows were shuttered shortly after 8 o'clock after hundreds were stranded. The following day here after an 8 o'clock arrival, resulting from the show being able to load on one track only and unload on the other, matinee goers got under way about 4 o'clock and near capacity. Night crowd started moving into the lot about the time the matinee finished at 6:45, causing a traffic jam for blocks around the fairgrounds. Night show was on time, with ticket wagons halting the sale at 8:15. It was estimated that more than 2,000 persons were turned away here, giving the show its biggest day here in more than a decade.

A shorter matinee gave the opportunity to pick up some time next day at Youngstown, where a three and a half mile haul in heavy traffic caused the matinee to start a little late. Top was filled in the afternoon and hundreds were on the ground at night.

Show was loaded on time at Youngstown and it made a quick move to Dover for a Sunday matinee, June 22. Matinee was near capacity and started on time, with not a feature of the program omitted. First section was on its way to Johnstown, Pa., shortly after 4 o'clock, with the lot cleared by 7:15 and last (See RB TURNAWAY BIZ on page 61)

## Keller Show on Week Stands Under Auspices

NORTHUMBERLAND, Pa., June 28.—George J. Keller's Wild Animal show is making week stands under auspices, operating on the grind-show policy with three and four shows nightly. The show is motorized and performances are given under a four-pole top, 50x110, with a 20-foot middle, in three rings. Seating capacity is about 1,200. Show will confine itself to Eastern Pennsylvania and will be out until the latter part of September, when its manager, Prof. George J. Keller, resumes his teaching at the Bloomsburg (Pa.) State Teachers' College.

George De Mott, juggling clown, formerly with Hissenbeck-Wallace, Gole Bros. and Clyde Bratta, Wallace Bros., Hunt Bros., and other shows, has joined. His wife assists him. Mrs. DeMott was a pupil in Professor Keller's classes during her four years at the Bloomsburg college, of which she is a graduate. The majority of the workers with the show are students of this college.

The program, which runs half an hour, is: Display No. 1—George De Mott, juggling, assisted by Mrs. De Mott in Ring 1; Harry Rose, chair balancing trapeze, Ring 2; The De Motts, clown number, 3—Harry Rose, trick and fancy roping, Ring 1; Mrs. Harry Rose, contortion, Ring 3. 4—The De Motts, clown number. 5—George Keller working a mixed group of wild animals in the center ring, including two mountain lions, one leopard, a tiger, and two African lions.

Parasnet and Universal newswreel cameramen made newswreel shots of the show in quarters at Bloomsburg this spring.





# Under the Marquee

(Communications to 25-27

Opera Place, Cincinnati, O.)

W. J. PIETSCHMAN visited RB in Columbus and Canton, O., and reports capacity business at both stands.

ELMER MYERS, agent and banner man with Beers-Barnes Circus, spent June 15 visiting his sister and brother at Lancaster, Pa.

PREACHER WEST visited the Tiger Bill Circus at Ben Wheeler, Tex., recently. He met Tex Snider and wife and Happy Laughter and wife.

GUY BLACKBURN, with Bud E. Anderson's old Seal Bros.' Circus for six years, is again with Anderson's show, working the side show and the big show.

FRANK J. WALTER'S Underprivileged Children's Circus at Hermann Park, Houston, Tex., afternoon of June 16 played to 4,900 kiddies.

WORD COMES to Circus Bolly that Jim Stutz was not an animal trainer on the Hunt show, as was reported recently, but a candy butcher.

ARTHUR L. CESKY, circus musician, who has been with several shows, is playing in the prison band at the Michigan State Prison, Jackson, Mich. He would like to hear from friends.

DENNIS STEVENS caught Cole Bros. at both of his visits to Detroit and had quite a time visiting in the dressing room. He is working clubs there with his comedy acrobatic-contortion act.

KLING BROTHERS are in their 16th week with Corey Bros.' Circus Shows. They have the circus and present a one-hour show. Business has been good despite much rain.

JIM CRAWFORD, Steubenville, O., circus fan, caught the Ringling-Barnum circus at Zanesville June 6, Canton June 20, and at Dover June 22. He enjoyed a pleasant visit with an old friend Capt. Bill Curtis, in charge of big top canvas.

IN AN EFFORT to alleviate the show's labor shortage, officials of the Ringling show appealed to young men living in rural districts thru the medium of a newspaper ad in *The Dover (O.) Reporter* and *The New Philadelphia Times* prior to its date in the former town.

ROBERT STEVENS, who has the outside stands on the Al G. Kelley-Miller Bros.' Circus, is enjoying nice business. He has added another stand, making three. Chief Keys, who has the concert on the show, is also doing good business.

SPARTAN BROS.' show is reported by Robert R. Holmes, magician, to have an excellent one-ring performance. Holmes visited the show at Langeloth, Pa., June 14 and Hill Station June 15. Opening spec has 20 persons. Business is fair.

COMMISSIONER William P. Casey, great friend of showmen and exalted ruler of the Atlantic City Lodge of Elks, is assisting Frank B. Hublin to obtain the Grand Lodge of Elks' Convention in Atlantic City in 1943.

WILLIE CARR, who earlier in the season contracted towns for Ringling-Barnum, has resumed his duties as 24-hour man and is making these same towns east into New England, starting at Johnstown, Pa.

ART (DOC) MILLER, who has been operating a sound film unit, narrowly escaped serious injury on a recent night jump when he ran into a herd of cattle, wrecking the show's p. a. truck. Business and weather have been fine.

HAROLD G. SPINKS, a rigger on the Cole show the last three seasons for Winifred Collesano, is making tools for defense in Detroit. He visited the Cole show there and took several rolls of pictures.

TOM ENDICOTT, operator of the Dude Ranch, Western-styled Boardwalk night club in Atlantic City, and a veteran outdoor showman, is starting the ball rolling in a move to get circuses and rodeo attractions to Atlantic City for the summer.

WHITNEY HARRIS, after clowning at the Barnes-Carruthers show in Soldier

Field, Chicago, left for Sioux City, Ia., and on the way thru Waterloo visited the grave of Shorty Flemm, which is in Calvary Cemetery on Route 216, near Waterloo.

EDDIE WOECKENER is at his home in Erie, Pa., for some fishing following a forced vacation from the Russell show due to labor trouble. He rated a three-column story, with a one-column picture of himself, in *The Erie Daily Times* upon his return home.

RAYMOND A. WALTON has been telling people on Russell Bros.' Circus that he and Terrell Jacobs will put out a three-ring motorized circus in 1942, featuring a Jacobs animal act. A letter about this was addressed to Jacobs at Peru, Ind., but brought no answer.

THE AERIAL SKY-ROCKETS, Ted, Joe, and Caroline Hodgkin, made a visit to their home town, Baraboo, Wis., en route to play at the State Fair Park, Milwaukee, June 20-23. They visited with their cousin, John Rooney, son of Ed and Jennie Rooney of the Ringling show.

WITH plenty of RB wait paper against it, Cole Bros. experienced one of the largest days of the season at South Bend, Ind., June 20, reports Lester Rogers, permit concessionaire with the show. He said show had a good matinee and straw house at night and that the side-show concession biz was big.

FRED C. KILGORE, for many years contracting agent for circuses, is business manager for Suicide Hayes and His Hell Drivers. Forrest Brown has charge of the Hayes billing car. Brown and Kilgore caught Mills Bros.' Circus at Norwich, Conn. Brown also visited Mr. and Mrs. Francis Kitzman, who have the advance on Russell Bros.' Circus.

GEORGE HANNEFORD is playing his park season. While at the Emma Jettick Park, Auburn, N. Y., Russell Bros.' Circus played there and he visited with his sister, Mrs. Elizabeth Clarke, who is with the Russell show. It was the first time he had seen her in four years. From Auburn George went to Playland Park, Rye, N. Y., for two weeks.

HOUSING of the circus collection of the late Harry Hertzberg is a problem before the newly elected board of trustees of the San Antonio (Tex.) Public Library. The board is also concerned with housing Hertzberg's book collection, believed to be the largest south of St. Louis. Those collections were willed to the library with the condition that they be adequately housed and segregated.

NORMAN BEL CEDDES made a flying trip to his native Newcomerstown, O., June 19 for a week-end visit with relatives, his first visit to his former home in 30 years. June 22 he spent the day with the Ringling show. He conferred with John Ringling North and other officials while at Dover, O., relative to further modernization of the show this season and next.

DOC AND MA KELLEY caught Mills Bros.' Circus at Westerly, R. I., June 24 and report a full house at night. They held a reunion with Chief White Eagle, Princess Red Wing, and Princess White Cloud. Ma Kelley was presented with a string of Indian beads. Sam Cohen, baritone player with the band, left for Bloomsburg, Pa., upon a call from his draft board. He is engaged to Princess Red Wing.

TED DEPPISH made movies of the program of the Ringling show at Canton and Dover, O., recently. At the latter town Deppish shot scenes of the show tearing down and loading the trains in daylight, one of the few such occasions offered by the show in many years. The circus played a matinee only at Dover. Deppish said he was extended every courtesy by George Smith, Roland Butler, Beverly Kelley, and Pat Valdo.

F. BEVERLY KELLEY, director of radio with the Big Show, was joined by his family from Delaware, O., at Canton June 20. They remained on the show until Dover the following Sunday, from where Beverly returned with them to his home, where he plans to spend a couple of weeks in the interest of his furniture business. He will rejoin the

SEATS  
102,000

## STADIUM

### PHILADELPHIA, PA.

SEATS  
102,000

### JULY 30-31—AUGUST 1-2

#### 4 NIGHT SHOWS AND SATURDAY MATINEE

## GIGANTIC THRILL CIRCUS

**WANTED** The biggest and most sensational outdoor acts in show business. Sensational Rodeo Act to run 15 minutes; also Automobile Thrill Act, run 20 minutes; 2 Elephants for week before show date for street advertising purposes.

**WANTED AT ONCE** 5 Men that can handle advance ticket sale work with committee of local auspices; 2 A-1 Press Agents, circus experience preferred; Experienced Man who can handle sale of tickets at Stadium week of show. Stadium has 30 separate ticket offices.

**FOR SALE** on Percentage Basis Program Privilege, Banners, Voice Advertising Announcement at Stadium and all other advertising schemes.

J. FRANK HATCH, Director

1114 Packard Bldg., Philadelphia, Pa.; New York City and Pittsburgh follow in September.

show probably at Cleveland. Kelley made excellent radio contacts in Canton, Youngstown, and Columbus.

DON S. HOWLAND, of Columbus, O., points out what he regards as a record established by James Bennett, who died at Peru, Ind., June 17. Howland writes: "Bennet was with the John Robinson Circus continuously until it was taken off the road. After that he tramped with the Hagenbeck-Wallace show until three years ago, when it was taken over by Howard T. Bary. Sixty-eight years of (See Under the Marquee on page 55)



With the  
Circus Fans

By THE RINGMASTER

CFA

President  
WILLIAM H. JUDD  
24 Murray St.,  
New Britain, Conn.  
(Sponsored by WALTER HOENENDEL, Editor  
"The White Top," care Hohenadel Printing  
Company, Beethle, Ill.)

Secretary  
W. M. BUCKINGHAM  
F. O. Box 4,  
Gales Ferry, Conn.

ROCHELLE, Ill., June 22.—The 16th annual Circus Fans' convention will be held in Springfield, Ill., June 20-22, with Cole Bros.' Circus there the 22d. Hotel Abraham Lincoln has been selected as headquarters and members are urged to make reservations as early as possible. President Judd has appointed Bill Montague, of West Hartford, Conn., to go to Springfield a week ahead of the meeting to make the necessary arrangements. Fred W. Schlotzhauer, of Oquawka, Ill., caught both performances of the Ringling show at St. Louis and visited with friends before and after the show. On the lot he met Paul F. Van Pool, of Joplin.

A card from Burt L. Wilson states that he had a fine visit with Tom and Pasco Scaperlanda, of San Antonio, Tex.

June 16 F. E. Loxley, of Cranston, R. I., caught the Shrine Circus in Providence and on the 17th attended the evening performance of Wallace Bros. at Newport.

Melvin D. Hildreth, past president of the CFA, was one of the speakers at the Flag Day services of the Stanley Church, Dupue Post No. 30, American Legion, at Washington.

Mr. and Mrs. W. H. Hohenadel and son,

FOR SALE • FOR HIRE

Weir's  
FULLY TRAINED  
SMALL ELEPHANTS

Address: N. BUNYEA  
Mott St., Oceanside, Long Island, N.Y.  
Phone: Rockville Center 1239

WILD ANIMAL ACTS

Will lease or sell. Elephants, Lions, Tigers, Leopards, Dogs, Coats, Monkeys. Very fast S-Lion Fighting Act.

Snake King

Brownsville, Texas

WANTED MUSICIANS

for  
RUSSELL BROS.' CIRCUS

Also Calliope Player.

Address JOE BALLARD, Lawrence, Mass., July 2; Fitchburg, 3; Brattleboro, Vt., 4.

Walter, and Everett Haman enjoyed the night show of Cole Bros.' Circus at Joliet, Ill., June 23. They had a little time to visit with friends before and after the show. Mr. and Mrs. Bob Clark, who live there, spent the day on the lot. Mrs. Clark rode an elephant in the spec at the night show.



## Circus Model Builders and Owners' Association

By RUSS T. WARNER  
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., June 28.—Charlie Lockier, of Auburn, N. Y., caught the advance advertising brigade of the Russell Bros.' Circus and enjoyed a nice visit with Francis Kitman and Walter Lawrence of the advertising crew. Mr. and Mrs. Lockier caught the Russell show at Auburn, Lewis Bros. at Geneva, and Cole Bros. at Elmira, N. Y. They had a quite a chat with Zack Terrell.

Ed Smith Jr., of Baltimore, spent several week-ends with Bell Bros.' Circus. Ed says the show has been packing them in at the evening performances and the afternoon houses run about three-quarters full. Smith is acting as the show's business agent. Performance runs about one hour and three-quarters, followed by a concert. The Side Show is under Ray Brison.

The Ladies' Auxiliary of the CMBAA sends word that all women joining the organization before July 4 will be classed as charter members. The auxiliary was recently formed in order that wives, mothers, sisters, and daughters of Model Builders would become more interested in the circus, and also to create a closer friendship among the women.

In going over the many letters received from Model Builders it is interesting to note that many of the collections and side lines which they have tied in with their circus hobby. Some of the fellows, besides building small wagons, tents, etc., go in very heavily for old circus lithos. Others go in for photos, passes, route cards, heralds, programs, and circus-meal tickets, while still others like to delve into the past and look up the history of all the old shows. Many of the fellows who are somewhat ruffled-minded have built an entire train with flats, stock cars, and sleepers to transport their little shows. All these are quite a few complete model circuses these still remain in the minority, as most members concentrate on building wagons only, taking great care in placing details such as carvings, etc., at just the right places in order that the finished job, or cage, or bag, or page wagon will look like one that rumbled over the streets in years gone by. Even tho the museums have been negligent in preserving these old wagons in the original, nine times out of 10 you will be able to see any of the old-timers, in miniature, in some Model Builder's collection.

## Dressing Room Gossip

COLE BROS.—At La Porte, Ind., we had a dining rink right on the lot and a lot of the folks were eating. I never knew that bar performers could go fly over and step leans on skates. The Sonja Henies of the show were Patty Nelson, Alice Grace, and Sarah Kutensky. Ideal weather has finally caught up with us, and slacks and shorts are very much in evidence around the tent. Mrs. Arthur Nelson, mother of Mrs. Terrell, Elma, and Mrs. Nelson, has been with us the last two weeks. I look for her to go in Paul's Riley act any day now.

While showing Lansing, Mich. Horace Laird, Toby Tyler, and Harold Hall visited Josef Bix, who is confined in the Ingham Sanatorium. He was formerly in Vic Robbins band, playing callopie. Birthdays last week: Betty Escalante and Florence, Tennessee. Vic's Grand Rapids were Bill Blomberg and his rodeo gang, Erna, Rudy, and Rudy Jr. Rudy-noff. Paul Nelson had an invitation from Uncle Sam to spend his vacation with him for a year.

I think Gary and Hammond, Ind. had Detroit beat for visitors. A few were

Orrin and Dorothy Davenport, Mr. and Mrs. Jorgen M. Christiansen, Frances Stillman, Mrs. Denny Curtis, George Grandall, Charlie Stegert, Ab Johnson, Hap and Mary Howard, Ernie and Maybelle Kessler, Robert R. Clark and Mrs. Clark, Fred L. Prescott from the E. J. Casey All-Canadian Shows; Frank C. Dannelly, of the Russell show, visiting with Danio and Miss Lucy; Joe Coyle, Ray Dean, Homer Smilletta, and Roy Barrett. Dr. O. C. Schlack and Mrs. Schlack, of the Cook County Tuberculosis Sanatorium, spent the day with Mrs. Freeman and the writer. Dr. Schlack was formerly with the old Gotlimar show.

Continuing the visitors: Walter and Flora Guice; Mrs. Bobby De Loche, wife of our treasurer; Mrs. George Davis, Mrs. Gene Weeks, Will Hill, Agnes Doss, Paul and Nellie Sullivan, Bob Hickey and Jack Tavlin.

Simon Legree McFarlan has gone Garbo on us and got himself a private dressing room, but I notice he is in the big dressing room most of the time. It must get awful lonesome in that private top. I forgot to mention that Seginaw was also the home of Joe and Orda Masker. Shirley Byron is now riding and driving the 16-horse hitch and doing a swell job.

FREDDIE FREEMAN.

## Circus Saints AND Sinners' Club

By Fred P. Pitzer  
(National Secretary)

NEW YORK, June 28.—The following officers and directors were elected by the Dexter Fellows Tent at its annual meeting June 6. President, Harold G. Hoffman; vice-president, Fred P. Pitzer; secretary, Elmer G. Oliphant; and treasurer, John J. Mulcahy. Governors for a term of two years: William T. Van Atten, Carlton M. Hub, Bernard Zufall, George E. Stringfellow, R. Clifford Fowler, Rutgers Neilson, Reginald T. Townsend, and Frank A. Tichenor. Other members of the board whose terms had not yet expired, are Dr. Louis D. Clement, William P. Dunn Jr., Henry O. Fargel, Edward L. Fenn, James J. Finnegan, Chalmers L. Pancoast, Joseph B. Pearman, Raymond C. Schindler, E. D. Thornburgh, and Charles A. Tremaine. Ex officio members are Harry Hershfield, Orson Kilborn, Tex O'Rourke, Tony Sarg, and William Steinke.

During the summer the Dexter Fellows Tent's board of directors will meet at various places by invitation. The first invitation extended was from Carlton Hub, and the gang got together at his penthouse night of June 18, June 27, the group attended the Big Show at Trenton, N. J.

When the Big Show played Wheeling, W. Va., the newly reorganized Poodles Hanneford Tent was very much in evidence. Members of the tent and their families attended en masse. One little incident in connection with the stand in Wheeling was the fact that Jack Coland, one of the leading spirits of the tent, was advanced a man to smear the side of his building with paper and refused to take a pass for this privilege.

During the fiscal year just closed 117 new members were taken into the Dexter Fellows Tent in New York. The first two blanks in for the new year were James J. McLaughlin, sales manager, Aidan Rubber Company, and Ralph R. Diamond, vice-president, Tecla Corporation, and they came from Tony Sarg and President Hoffman respectively. A representative from the tent attended the funeral services of the late Lou Gehrig, who was an ardent member of the tent. The first luncheon next fall will be held September 24. Other luncheons will follow October 29, November 26, December 17, January 28, February 25, March 23, April 29, May 27, and June 24. A card from Gertrude Mathews reads, "Our trip out here (Los Angeles) was perfect. Bob is feeling 100 per cent better and our stunt is a real sensation. A nice set of shots of the Cole show, sent by that great promoter, Volney Phifer, just about makes the week complete."

## Circus Historical Society

WIGHTHA, Kan., June 28.—Bill Green, CHS of Washington, Kan., visited the Chick Boys Players there. Dr. H. H. Conley, CHS of Park Ridge, Ill., caught the Ringling show at St. Louis, then went to Clinton, Tex., to catch the Gainesville Community Circus.

Jack Harrison, former clown of the (See HISTORICAL SOCIETY on page 55)



SGT. THURMAN KNIGHT, who was with the Ringling show last season as an elephant man and who also worked comedy with Marea and Her Pals last year at the San Francisco World's Fair, Knight volunteered for service last December at Charlotte, N. C., and is stationed at Fort Jackson, S. C., holding the rank of post motor transportation sergeant.

## Jean Mill's Show Gets Straw Houses; Changes Title

LONDON, May 28.—Jean Mill's Circus, presented by Regis Productions, which opened to two packed houses at Uxbridge May 12, continues to draw straw houses, but cash results are disappointing due to the small seating capacity.

As a result of pressure brought to bear by Cyril and Bernard Mills because of the use of the name Mills in the show's title, Jean Mill has changed the show's title to Jean's Regal Circus.

Show is just about the best all-round show in Britain today, but there is need for improvement in organization. Labor shortage resulted in artists being called upon to assist in building up and pulling down, but a feeling is being openly expressed that their willingness is being exploited, and that the management is not taking adequate steps to obtain workers. Advance staff is handicapped by delay in fixing stands ahead, nothing so far being settled beyond May 31. Musicians being at a premium, a panoptrope is used instead of a band. Fortunately, the operator is a skilled hand, and the substitution does not impair show value.

### The Program

Program under direction of Ringmaster E. T. Trevor: Display No. 1—Miss Zanetta (Ida Rosaire), voltige. 2—Charivari, the clowns. 3—Derrick Rosaire, comedy ride. 4—Tambo and Tambo, American clowns, spinning tambourines and basing on their heads, feet, and hands. 5—E. T. Trevor, Liberty ponies. 6—Vivienne, Ida, and Dennis Rosaire, trapeze. 7—Gudso's Dogs. 8—Trevor and Vivienne, Roller Balancing. 9—Berzac's unriddable mule. 10—Prince Zashoor, bamboo pole acrobat. 11—Derrick Rosaire, jockey ride. 12—The Texans, whips, lariats, and knife and hatchet throwing. 13—Los Valentos, wire act. 14—Tommy Kayes, presenting Britain's fastest lion act. Clowns are Bert Erle, Derrick Rosaire, Little Freddie, and Laurie Phillips. General manager for Regis Productions is Stuart Cannon, who directed the Anglo-French Circus at Hastings Christmases of 1939-40.

For Side Show, the circus has a menagerie tent, principal feature of which is a cage of lions from Rosaire's Circus.

### People Show Out

Poole Bros.' Colossal Canadian Circus and Hippodrome is the title of a show which has just taken to the road in the north of England. Performances are given in a three-pole top seating 4,000. Shows are given at 4:30 and 7:30 p.m., being well clear of blackout hours. Program includes the Canadian Wonders (members of Fossett family), aerialists; Buck Jones, bar act rider; Dynamite, kicking mule; Miss Zanetta, globe walker; Medina Trio of Gymnasts; Violets, wire balancer; Halls dogs and monkeys; Carre

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

LEO CREMER has been contracted to provide the stock and Western events for the Colorado Springs Rodeo.

SIXTH ANNUAL stampede to be held at the fairgrounds, Trochu, Alta., will be managed by James Ross.

TWO PERFORMANCES with parades, fireworks, and band concerts, are programmed for this year's annual Clarendon (Tex.) Rodeo at Broncho Park in that city.

JACKIE FARRELL, 19, "adopted" son of the Calgary Exhibit and Stampede, has joined the Royal Canadian Air Force. Jackie, an orphan, has worked at the Stampede office since he was 13.

SOME OF the country's top rodeo hands vied for the \$2,500 prize money at the third annual "Trayer (Mo.) Championship Rodeo" June 20-22. T. W. Kelly provided the stock and contests were held twice on Friday, Saturday night, and Sunday afternoon.

FRED VAN HOOZER, 19, of Wardville, Okla., sustained a broken nose and serious head injuries in the rodeo at Quinton, Okla., June 14. While attempting to ride a Brahma bull, his forehead struck the bull's head between the horns. He was taken to Albert Pike Hospital, McAlester, Okla.

RANGE RIDERS REUNION, Miles City Roundup, Livingston Roundup, Glendive Rodeo, North Montana Rodeo, Rocky Mountain Rodeo, and the American Legion Post's Annual Hardin Rodeo are among the many contest events being planned for Montanans and out-of-State visitors this summer.

EIGHTY Brahma calves, a record shipment, were branded in Denver June 18 and will be used in Western rodeos during the next few years. Calves were purchased in Houston, Tex., by Roy Barnes and were branded with Circle Lazy R. They are large enough now for roping events and will be used in rodeos to be staged at a Denver corral.

A FEATURE of the Raymond, Alta., Stampede will be a business men's calloping contest. Contestants will perform on foot. Even the mayor of the town has entered. Half of the proceeds will go to buy war savings certificates for rehabilitation of returned men, and the other half will go to the Lord Mayor's fund for air raid victims.

CANDY HAMMER and Emmett W. Sims have been guests of Col. Cliff Gatewood's Flying X Ranch near Gardner, Ill. Hammer and Sims, while contracting for a truck load of Brahmas for their show, which is in Amboy, Ill., covered Gatewood's stock from a photographic angle, shooting the mixed herd of Brahmas, buffalos, steers, and horses numbering 600 head. Horses were then trailed by Willey Elliot, Pop Staples, and the boys to Joliet, Ill., where Gatewood's show opened.

ROSCOE ARMSTRONG and family visited the Lunsford-Monnet Rodeo near Greencastle, Ind., June 8. They report the show is small but worked to good crowds and business. Line-up includes Bobb Smith, bronk and steer rider; Joe Atkins, bronk rider and bulldogger; Marie Daniels and trained horse; Red and Helen Haimmerlith; Archie McCall, calf ropers; Red, Irene, and Richard Lunsford, trick ropers and riders; Chief Two-House's Indians, and Ted Shad, trick rider.

RODEO at the Los Angeles Coliseum June 22 attracted about 25,000. Officials were Lloyd D. Mitchell, general manager; Burdette Henney, general chairman; Al Claffido, arena secretary; Harry Rowell, arena director; Andy Jauregui and Smokey Snyder, arena judges; Abe Lefton, announcer; Margaret Rowell and Bud Linderman, arena timers. Harry Rowell and Andy Jauregui furnished the stock. Trick riders were Dick Griffith, Buff Brady Jr., Bernice Taylor, Paul and Marie St. Croix, Don Stewart, Ken Williams, Carol Davis Williams, and Lavina Williams. Trick ropers included Buff Brady Jr., Paul St. Croix, Don Stewart, and Ken and Carol (See CORRAL on page 55)

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



## Who Is the Oldest Circus Owner?

—By WALTER D. NEALAND—

**M**OST of the old-time circus kings have passed on, including the five Ringling brothers, Adam and Charles Forepaugh, the Sells brothers, P. T. Barnum, James A. Bailey, Jerry Muggivan, Bert Bowers, Ed Ballard, Sig Sautelle, and Andrew Downie, with the more recent passing of Henry B. Gentry and Dode Fiske bringing up the question: Who is the oldest living circus owner?

My guess is that the oldest circus owner still in harness and operating his own show is Charles T. Hunt, who for nearly 50 years has owned and managed the Charles T. Hunt Circus in Eastern territory. I can recall when he owned Hunt's Silver Plate Circus with headquarters at Kingston, N. Y., and that was at least 40 years ago.

Among the oldest living former owners of tented enterprises are Sam Scribner, venerable treasurer of the Actors' Fund of America and former head of the Columbia burlesque wheel, who had the Scribner & Smith Circus on tour from 1889 to 1892; Major Gordon W. Lillie, of the Pawnee Bill Wild West Show, who recently celebrated his 81st birthday; Edward B. Shipp, 81, former co-owner of the Shipp & Pettis Circus; Gus Sun, 77, head of the Gus Sun Booking Agency, who with his brothers, Pete and George, had the Sun Bros.' Circus on the road for many years; my old friend Walter L. Main, who had had his own show for many years beginning in 1885, and whose show title is still in use; Fred Beckmann, of the Beckmann & Grety Shows, who had the Oklahoma Ranch Wild

West and other shows on tour; Fred Bailey Hutchinson, who had the Campbell, Bailey, & Hutchinson Circus and 12 years was manager of the Sells-Floto Circus and other big tent shows, now living in retirement in his home town of Parkersburg, W. Va.; Al F. Wheeler, who owned the Al F. Wheeler New Model Shows and is now living at Oxford, Pa.; George W. Christy, former owner of the Christy Bros. Circus; Charles Sparks, of the Sparks and Dowling Bros. circuses, living at Macon, Ga., in retirement; Charles R. La Mont, owner of La Mont Bros. Circus; E. H. Jones, for-

merly of Jones Bros. Circus and Wild West Show and manager of a two-car railroad show; Charles M. Harris of Schuylerville, N. Y., who had a small wagon show years ago and who was known as "Mud Show Harris." Sam Dock and Honest Bill Newton are also old-timers.

John R. Van Arman once had a small wagon show on the road, touring New York. He is still living in Syracuse, N. Y. His start was with the Sig Sautelle Wagon Circus.

I often wonder if any of the famed Gollmar brothers are living. At last accounts Fred Gollmar was operating a smoke shop in Cleveland. Are any of the Gentry brothers living? Perhaps some of the old-timers of the circus world can enlighten me.



## CONVENTIONS

(Crowded out of last issue)

### Alabama

Huntsville—American Legion, July 14-15. Ben Giles.

Mobile—Order of Odd Fellows, Aug. 11-12. H. C. Pollard, Box 65, Huntsville, Ala.

### Arizona

Prescott—American Legion, Aug. 21-23. E. P. McDowell, 408 Ariz. State Bldg., Phoenix.

### Arkansas

Little Rock—American Legion, July 21-23. J. E. Brantley, 1209 W. Markham St.

Pocahontas—Order of Odd Fellows, Oct. 27-28. R. S. Whitlock, Box 95, Bentonville.

### California

Los Angeles—Outdoor Adv. Assn. of Amer. Oct. 6-9. J. B. Stewart, 155 W. Wacker Drive, Chicago.

Los Angeles—Western State Coin Machine Conv. Oct. — P. W. Blackford, 1115 Venice Blvd.

Marysville—Odd Fellows' Encampment, Oct. 14-15. M. H. Ludlow, Box 488, San Francisco.

Pasadena—State Firemen's Assn., Sept. 23-25. F. T. Truesdell, 3545 Oregon st., Long Beach, Calif.

Red Bluff—Order of Red Men, Aug. 18-21. Albert Mintoak, 240 Golden Gate ave., San Francisco.

Sacramento—American Legion, Aug. 10-13. Chas. A. Havelson, 2327 24th st.

San Diego—Irish War Veterans, July 25-28. L. L. Dornin, U. S. Grant Hotel.

San Francisco—P. & A. Masons, Oct. 14-17. J. Wheeler, Masonic Temple.

San Francisco—Natl. Fraternal Congress of Amer., Sept. 23-25. Foster F. Farrell, 55 R. Wacker Drive, Chicago.

San Jose—American Legion, July 13. Chas. Bivins, 469 N. First st.

### Colorado

Glenwood Springs—Order of Odd Fellows, Oct. 21-23. R. Chubb, Denver.

Salida—American Legion, Aug. 10-12. G. V. Travers, Box 348.

Steamboat Springs—State Firemen's Assn., Aug. 13-15. Clinton Turnbull, 215 Boston Bldg., Denver.

Trinidad—Order of Red Men, Aug. 14-16. R. F. Truesdell, 229 Elain st., Denver.

Walsenburg—Knights of Pythias, Aug. 26-27. Wm. C. Skinner, 411 Bank Bldg., Denver.

### Connecticut

Naugatuck—Odd Fellows' Encampment, Oct. 20-21. Stanley E. Dobbie, 13 Ward at Waterbury—American Legion, July 23-26.

### Delaware

Laurel—Knights of Pythias, Oct. 16. O. A. Souder, Wilmington, Del.

Middletown—State Vol. Firemen's Assn., Sept. 10-11. Warren W. Pettijohn, Box 444, Dover.

Wilmington—American Legion, July 31-32.

Wilmington—Order of Red Men, Oct. 22. M. Shepard.

### District of Columbia

Washington—Soc. of Third Div., AEF, July 10-12. George F. Dobbis, 9 Colby at, Belmont, Mass.

Washington—Soc. of Amer. Florists, July 20-23. Robert H. Roland, Stevens Hotel, Chicago.

Washington—25th Div. Assn. Aug. 29-Sept. 1. Milton E. Croome, 1141 Hlandenburg road, N. E.

Washington—American Legion, July 31-Aug. 1.

Washington—Second Div. Assn., AEF, July 17-19. A. H. Lipp, 1710 Oakland Sta., Pittsburgh, Pa.

Washington—Order of Odd Fellows, Oct. 10-12. John McCall, 121 Martin Drive West, Mount Lebanon, Pittsburgh, Pa.

### Florida

Miami—Dis. Veterans of World War, July 4-6. H. Owens, Box 1914, N. Miami.

## Lion Training

This essay written by Manuel King, lion trainer and Brownsville (Tex.) High School student, won first prize (\$10) in a national contest sponsored by Current Science, a weekly paper issued during the school year, except two weeks at Christmas time, by the American Education Press, Inc., of Columbus, O., and New York City.

You may wonder by the title of this article if I have actually trained lions. Well, I have. This may cause you to wonder if I am actually a high-school student. Yes, I am. Perhaps some of you have heard of me, others may not even know I exist; at any rate at one time I was, and perhaps I still may be, the world's youngest wild animal trainer.

At the age of 7 I took the first steps in my career when I entered a cage full of cub lions on a dare. I liked this so much that I asked my father if I could become a lion trainer like the one in the circus. He only laughed, but later when he hired an animal trainer to work on our wild animal farm I asked him again. This time he saw that I was in earnest and gave his permission to the trainer to teach me. Six years later I was a full-fledged lion trainer and had already filmed a picture in Hollywood with another lion trainer, Clyde Beatty, whom I'm sure all of you know.

So all of you now understand why I am able to write an article on training lions.

The first step in training a lion, or for that matter any animal, is to gain his confidence. That is, teach him not to be afraid of you, but still have some respect for you. This may be accomplished by being around the animal for a while, allowing him to exercise in the arena, or big cage as it is called, while you walk around the outside of the cage talking to the animal and purring to him. At first he will more than likely run to the opposite side of the big cage, but gradually he will overcome his fear of you and not attempt to run at all.

After the animal knows you will not harm him, you are ready to come in closer contact with him. You are ready to enter the big cage, armed only with a lightweight kitchen chair and a mop handle for protection against the animal. Then comes the most difficult part to learn in the lion training business—judging an animal. It is most difficult because it can only be accomplished by actual experience. To judge means to be able to tell ahead of time just about what the animal intends to do. Some animals charge without giving you the least bit of warning; others may growl or twitch their tails before charging at you. This whole process is known in the business as "feeling 'em out."

The second step in training an animal to take his seat comes after a low, table-like pedestal has been put in the arena. The animal is allowed to come into the arena as usual. When the trainer enters the cage and slowly raises the animal upon the pedestal, meanwhile repeating the command, "On your seat!" After the animal has learned to take a seat at command and the tablelike pedestal has been reduced in size, the animal is ready to learn more difficult tricks. The whole process of "breaking" an animal to take a seat at command takes from one to three weeks, depending upon the intelligence of the animal, for they (like humans) vary in intelligence.

More difficult tricks consist of barrel rolling, and for this an animal has to have a very good sense of balance. Walking the tight wire also requires good sense of balance and plenty of hard work and patience on the trainer's part. There remains the set-up, the see-saw, and many other tricks too numerous to mention.

Lack of space keeps me from telling you more about lion training, but really it is a very interesting and exciting profession—I know!

Louisville—P. & A. Masons, Oct. 21-23. A. E. Orton, 200 Hubbard Bldg.

Louisville—Order of Red Men, Aug. 11-12. E. W. Masterson, 2233 Rowan st.

Louisville—Disabled Am. Veterans of World War, Aug. 9-16. Vivian D. Corley, 2840 Melrose ave., Cincinnati, O.

Marysville—Knights of Pythias, Oct. 13-14. James R. Kane, 1117 W. Main st., Cynthia, Wis.

### Louisiana

Baton Rouge—American Legion, July 25-27. Baton Rouge—Order of Odd Fellows, Oct. 4-7. Gordon.

Monroe—State Firemen's Assn., Sept. 23-25. R. J. Barrow, Lake.

(See CONVENTIONS on page 64)

## Excellent Example of Co-Operation by Draft Horses

**I**N a recent letter to James Pendleton, editor of *The Owensboro* (Ky.) Messenger, W. T. Sweeney, of Louisville, wrote the following:

"When I heard Zack Terrell (born and reared at Owensboro) say his Cole Bros. Circus was going to show at Owensboro it started me to thinking about that city and its fine people. My thoughts went back many years to a stalled circus water wagon. The showgrounds were on the east side of Frederica, some blocks south of Johnson Lane. The wheels of that huge wagon when it left the improved street, sank into the soft earth and stalled.

"Whoa! I heard. Turning, I saw the circus water tank wagon, drawn by eight strong horses, had stalled.

"The driver sat in his seat, and those well-trained horses stood quietly in their traces as the nothing unusual had happened.

"An inspector came by, saw what had happened, and without a word disappeared around the big tent to return a bit later followed by a string of eight horses. The tug chain of the reinforcement was fastened to the front axle. The driver took up the 16 reins and gave the usual 'Ep!' Those 16 massive horses tightened their tugs and waited for the command to go.

"Ge-up! came the second command. At the driver's call each horse put his full strength against his collar. There was not a jump or jerk, not even a sign of impatience, just a steady pull. The wheels were sunk too far into the ground and again the driver called 'Whoa.'

"Another string of eight horses, equally as strong as the first, was soon brought, and 24 horses—splendid horses—stood quietly waiting.

"The driver, with difficulty, gathered up and adjusted the reins from those 24 horses as best he could. And then came the 'Ep!' followed shortly by 'Ge-up!' Each horse put his might against his collar. It was a mighty pull. Slowly the wheels of the heavy wagon ploughed thru the ground. The earth rose before those wheels as water rises before a fast-moving ship, and presently the water wagon rested alongside the kitchen tent. I stood thinking, and am still thinking, of that wonderful pulling together. What patience and what an excellent example of co-operation.

"If the people of a nation, State, city, church, or club could pull together as those 24 horses pulled on that occasion there is no way to estimate just what could be accomplished."

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this section we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Livestock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Grange, Firemen and Outdoor Advertising Associations.



# Ohio Will Study Co-Op Risk

## Special Group Given Subject

Managers' association talks policing and admissions—new secretaries greeted

COLUMBUS, O., June 28.—Co-operative insurance and its economy possibilities for members of the Ohio Fair Managers' Association was chief topic of discussion at the midyear conference of the association in the Deshler-Wallick Hotel here on June 18, when an attendance record was set, 48 fairs having representatives present.

Forenoon session was utilized for discussion of the problem, introduced by H. A. Hudson, secretary of Wyandot County Fair, Upper Sandusky. It was decided to refer the subject to a special committee, which will make a report at the 1942 meeting in January. In the interim Mrs. Don A. Detrick, association executive secretary, will contact secretaries individually in connection with the matter and report her findings later.

There was discussion of a variety of subjects at the afternoon session. Many new secretaries were present, each of whom were introduced by President Ralph C. Haines, Dayton. They included William R. Butcher Jr., Belmont County Fair, St. Clairsville; J. W. Evans, Clermont County Fair, Owenville; Frank Heistand, Darke County Fair, Greenville; C. C. Ackerman, Fulton County Fair, Wauson; Robert E. Allen, Hardin County Fair, Kenton; Charles Gaskill, Jackson County Fair, Wellston; Charles C. Dugan, Perry, Lake County Fair, Painesville; P. D. Elliott, Muskingum County Fair, Zanesville; O. C. Lehman, Paulding County Fair, Paulding; Ralph Vestal, Richwood Fair; S. O. Mase, Tuscarawas County Fair, Dover, and W. B. Murray, Wellington Fair.

### Police Local Problem

On the question of policing grounds talks were made by D. R. Van Atta, Cincinnati; Fred M. Ouy, London; Frank Heistand, Greenville; H. A. Hudson, Upper Sandusky; Frank E. Kirkpatrick, Columbus; Dave Bishop, Lebanon; Russell W. Alt, Lancaster, and James Hunsberger, Marion. Choices of police are made to suit individual localities. It was brought out, some using plain-clothes men or State or city officers. Average (See CO-OP RISK IN OHIO on page 56)

## N. C. State Set; U. S. Use Is Off

RALEIGH, N. C., June 28.—The Army having declined use of North Carolina State Fairgrounds here, the 1941 fair will be held as scheduled, Dr. J. S. Dorton, Shelby, fair manager for the State department of agriculture, said today. Dr. Dorton said Army officials, after inspecting the grounds, deemed transportation and other facilities inadequate for using the area as a supply base for the half million troops scheduled to engage in maneuvers in the Carolinas border section next fall.

When the Army first expressed interest in the grounds, the State hastened with assurances that they would be available if needed by military forces, offering to co-operate with the Army in every way possible during the maneuvers in October and November. Army officials voiced appreciation for the State's and the fair management's cooperative attitude. The grounds, Army men said, did not have sufficient railroad trackage, and buildings were unsuitable for use as a supply base.

### Power Davenport Manager

DAVENPORT, Ia., June 28.—Scott County Fair Association here, which will operate the 1941 fair, replacing Mississippi Valley Fair, has set its dates. Weir Sears, Davenport, is president of the new organization. Howard W. Power, secretary of the former organization, has been appointed fair manager.



TWO EXECUTIVES who have announced that their 1941 fairs will be held as scheduled, following reports that projected military use of the plants might interfere with the annuals. President Harry L. Seay (left), State Fair of Texas, Dallas, said space already granted for national training will not affect plans. Dr. J. S. Dorton (right), manager of North Carolina State Fair, Raleigh, is proceeding with fair preparations, the Army having ruled that the grounds are not suitable for proposed border maneuvers in the fall. Both officials expressed entire willingness to co-operate with the government.

## Third-Class Events Exempt From AFM Band Switch Rule

SEATTLE, Wash., June 28.—Traveling bands or orchestras playing State or "second-class" district fairs are restricted to their show engagements only and are not permitted to play engagements incidental to the fair such as dances, concerts, night clubs, etc. Ruling in the form of a resolution introduced by Clair E. Meeder, president of Local 60, Pittsburgh, was adopted by the 46th annual convention of the American Federation of Musicians in Seattle.

Resolution was an amendment to Preamble D of Article 14 of the union's constitution and bylaws which had included "third-class" county fairs in the nontransfer restriction. These are now exempt from the ban.

## Taylorville Program Is Set

TAYLORVILLE, Ill., June 28.—Considerable work has and is being done on improvements on Christian County Fairgrounds here, reported Secretary C. C. Hunter. New exhibit hall has been completed and a barn to house 24 show horses is under construction. Also completed is a one-fifth-mile midget auto track. Weekly Sunday races are drawing large crowds, said Secretary Hunter. For Opening Sunday of the 1941 annual there will be midget races afternoon and night, society horse show, and a majorette parade, with a queen to be chosen and crowned. Miss Christian County contest will be restored this year, with representatives slated from 17 townships. Baby pageant will be held Wednesday night, with Flash Williams's Thrill Show set for Friday. Sol's Liberty Shows will be on the midway.

## Around the Grounds

HELENA, Ark.—Due to unsettled conditions, De Soto Exposition, set for June 28-July 1 in Recreation Park here, has been canceled, said Thomas Short, secretary of the fair association.

MADISON, Wis.—Premiums of over \$102,000 will be offered at the 1941 Wisconsin State Fair, Milwaukee, said Manager Ralph E. Ammon, director of the State department of agriculture.

ALBUQUERQUE, N. M.—A \$40,000 WPA project for New Mexico State Fair here has been started with construction of the first unit of an art building, addition to the industrial building, completion of grandstand wall, building of entrance gates, and laying flagstone. Work is scheduled to be completed in time for the 1941 fair.

## Ariz. Will Expand With Jones Named As Full-Time Sec

PHOENIX, Ariz., June 28.—Arizona's new seven-man State Fair commission organized on June 18, electing T. A. Adington, Phoenix, chairman and naming Paul F. Jones, Phoenix, full-time secretary. It appointed Clyde Rousseau, Phoenix, custodian of grounds and buildings. Commission launched discussion of plans for a 1941 State Fair which, it announced, will be held.

"In the past our fairs have been largely sectional in nature. This year there will be a special effort to make the fair truly State-wide in scope and representative of every county," said Secretary Jones.

The recent session of the Legislature which created the commission to replace the former five-member board, appropriated \$40,000 for the commission for the coming biennium, \$9,000 to be available for 1941 premiums. Last year's was the first State Fair for about seven years, it having been discontinued when depression set in.

Addressing the commission, Gov. Sidney P. Oeborn expressed hope that Arizona henceforth will have "increasingly better fairs." He recommended that the commission interest itself not only in broadcasting, enlarging, and improving the State Fair but that it assist the counties in holding their own fairs. This, he said, would directly improve the State Fair by bringing out more and better exhibits. Other commission members are Fred Paver, Buckeye; Pay Rabb, Safford; John Scott, Holbrook; Harry L. Nace, Phoenix; Henry Rubenstein, Tucson, and G. E. McDonald, Phoenix.

## Canadian 20% Fed Tax Is To Apply To Fair Midways

EDMONTON, Alta., June 28.—Admissions to outside gates and grandstand at the 1941 Edmonton Exhibition will be exempt from the new 20 per cent federal amusement tax, according to word received from the Dominion finance department by Percy W. Abbott, managing director. Shows and rides must pay the tax. After the new tax was announced, Director Abbott wrote to Ottawa requesting exemption on behalf of the fair. The exhibition association will get every cent of the \$8,500 annual payment the Dominion government will make to the city of Edmonton for use of the fairgrounds as an air force manning depot, Mayor Fry said. About 2,000 men are expected to be training on the grounds.

Asked whether the city will pay the association something over and above that to compensate it for its estimated annual loss of about \$18,000, caused by loss of the grounds, the mayor said this is being considered.

Work began at the grounds on the \$300,000 job of converting the area to air force use. Director Abbott said the association will keep operating from a downtown office through the war and will not lose contact with agricultural and breeder groups and with fairs in other cities. A small staff will be maintained in the downtown office.

### Regina Protests City Tax

REGINA, Sask., June 28.—Advised that the new federal war tax of 20 per cent on amusements will not apply to exhibitions "except to the midway," the fair board here has asked to be relieved of city amusement tax on the 1941 fair on the ground that, as the city tax is "largely passed on to the midway," the two taxes on midway receipts would be "practically prohibitive."

Last year the exhibition board paid the city a lump sum of \$2,000 as city amusement tax for the fair. It is now asking the city to levy a minimal tax of \$1 on receipts of the 1941 exhibition. In support of this request, Manager D. T. Elderkin pointed out that the city is benefiting to a considerable extent by use of the grounds by the army.

City council approved a request from the board for permission to add \$1,200 to the expenditure column in its estimates. The additional expenditure, it was stated, is required to repair roofs of two buildings, the request having been made by military authorities using the buildings.

## Defense Use Not To Crimp Dallas Plans, Says Seay

DALLAS, June 28.—Harry L. Seay, president of the State Fair of Texas here, declared today that despite some misunderstanding about use of part of the fair property in Fair Park for a national defense training school, the fair will have its poultry show as planned and the 1941 State Fair will be held as scheduled. He pointed out that the poultry building was not involved in the space which the fair management has asked the government to release so that plans may be completed for the fair. The property involved is space adjoining the poultry building which the fair management donated to the national defense training school last spring.

The fair management's request for this space, which will be needed by the fair to complete 1941 plans, has created a sharp dispute between fair management (See DALLAS FAIR PLANS on page 56)

## Picketing of Pomona Plant Follows Injunction Refusal

POMONA, Calif., June 28.—Picketing by American Federation of Labor unions continued, following refusal by Judge Walter Gates, Superior Court branch here, to grant an injunction sought by Los Angeles County Fair Association against Pomona Valley Central Labor Council to enjoin picketing at the fairgrounds. Judge Gates, in effect, upheld an order of Presiding Judge Roy B. Schacter creating a labor relations department in Superior Court and providing (See Pomona Picketing on opposite page)

MOOSE JAW, Sask.—A week before opening of Moose Jaw Exhibition, June (See FAIR GROUNDS on page 56)



## Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

### Attractions Survey

As expected, standard grandstand entertainment was picked by fair officials as the topflight box-office magnets in a survey of leading fairs and expositions which was published in the Fourth Annual Outdoor Attractions section of the last issue, the Summer Special Number. Nevertheless, other types of presentation showed strength and potentialities.

The No. 1 choice was for "Novelty and Thrill Acts," which drew a 90 per cent vote. Third in popularity among buyers was "Reveries and Units," which accounted for about 80 per cent. When it came to fourth and fifth, two related fields were so evenly matched that they shared those two spots with 71 per cent. These are "Automotive Thrill Shows" and "Auto Racing."

Readers will note that the No. 2 position has not been mentioned. The runner-up deserves special attention in its own paragraph because it is our old friend "Fireworks and Fireworks Shows," which threatened the novelties by achieving a resounding 88 per cent.

The trailers were "Exhibition Rodeos," 55 per cent; "Special Added Attractions," 34 per cent; "Name Bands," 20 per cent, and "Ice Skating Shows," the baby in the fair-expositions set-up, which could not be rated with a percentage because only two fairs are known to have engaged such a novelty.

Who knows what the future may bring? It is not beyond the realm of practical possibility that leadership will undergo gradual or even sudden changes in position in the years to come.

People with a deep interest in their business will find it worth while to consult the survey section. And who isn't interested in the industry which gives him his livelihood?

Billy Senior's high-pole act, Carmita, and the Stuart Roberts Troupe, triple bar aerialists, worked the Dayton (O.) Centennial for the Gus Sun office. Stuart's wife was injured in a fall to the net and is out temporarily. Carmita sounds like a bow in the direction of Pan-Americanism because the performer is Ullaine Malloy, well known for her trapeze work around the Ess. Foodies Hanneford is booked by Sun on its circuit of 10 parks and has also been sold consecutively at fairs up to about October 1. The office's two new 24-foot semitrailers are scheduled to leave from Springfield, O. this week for early fairs. Firm guests Henry Ringling North, Fred and Ella Bradna, and other sawdusters when the Ringling show played Springfield.

Hollywood Daredevils Thrill Circus, piloted by King Kovac, played the Cahokia (Ill.) Speedway on June 22 with a presentation that included motorcycle and Roman chariot races. Lloyd Copas is manager and contracting agent of the unit, which is scheduled for a July 4-6 date at Jerseyville, Ill.

Jack Leday, known professionally as Capt. Jack O'Diamonds, owner of Death's

**BEL AIR FAIR**  
Bel Air, Maryland, August 27-29-30  
Can offer exceedingly attractive proposition to  
**Medium Sized Show Outfit**  
Three or four rides, 25 concessions, six or eight shows. Plenty of space and very low price for the year only. Grand opportunity. Ad. only. Free sale. Week before Thursday.  
**HARFORD COUNTY FAIR ASSOCIATION**  
By W. H. Fisher, General Manager  
Tel.: Bel Air 890

**LET'S GO! U.S.A. KEEP 'EM FLYING!**  
SINGLE SIM WHEEL PILOTS  
READ & WRITE  
FLYING CARPET

Monday Thrill Show, says that Roy (or Ray) Colbert (or Colvert), who also seems to be known as Speedy Bowers, has never been his partner, as mentioned here recently. The item in question said that Colbert was taking out his own show. Leday states that Colbert was an employee. Leday reports a successful matinee engagement recently at the Playland Park speedway, South Bend, Ind., and gives credit to thrillsters Ken and Marge Heath, Smokey Horton, and Rocky Wolfe. Ken Heath highlighted the show with trick and fancy riding and Rocky Wolfe with the "Tunnel of Fire" on motorcycle. Horton's big trick was a "Death Drag." Heath, incidentally, was injured slightly in an aerial crash leapover. Rocky Wolfe's appearance marked his initial one this year and also his return to the field following a leg injury last July. Unit's July 4 date (also July 3) is at Centerville (Mich.) Fairgrounds, and on Leday's birthday, July 13, it's booked for Marshall, Mich. Among Leday's personnel are Lucky Jack Perry, Rockless Bob Newton, and Marco Truax (Mrs. Leday), and arrangements were underway for the Heaths and Wolfe to be hooked up.

### Generalities

Is Milt Hinkle scheduled to play his "South of the Border Rodeo," complete with bloodless bullfighting, at Waterloo, Ind. . . . Captain Delmo, high diver, was seriously hurt during a performance at Bainbridge, Ind., and is confined in his Dayton (O.) home. . . . Leave it to the Texas State Fair, Dallas, to go in for innovations. Big interest attaches to its new policy of an independent midway. And now comes the announcement that Ice-Capades, circled by the Arena Managers' Association, will appear in Dallas. . . . Bookers and buyers might well keep an eye on Beulah Alvers Hooper miss, who will essay a rolling globe stunt—if she can unearth one of those spiral towers. . . . A tipster said he saw Jimmie (Death Dodgers) Lynch in New York a couple days ago. . . . And Art (Thearle-Duffield) Brisee also visited Gotham. . . . B. Ward Bennet, Congress of Daredevils, reports that six of his first seven shows were in the top money.

## Premium Facts

Data collected from lists received by The Billboard

**EDMONTON, Alta.**—Edmonton Exhibition, 63d annual, July 14-19. 140 pages. Officers: C. E. Wilson, president; L. S. Williams, vice-president; P. W. Abbott, managing director; E. L. Holmes, secretary; A. Bonneau, chief clerk. Admissions: Adults, 50 cents; children, 6-15, 25 cents; nights, 25 cents; grandstand, 50 cents; children under 15, 25 cents; reserves, 75 cents; boxes, \$1. Attractions: Grandstand, Barnes-Carruthers Music on Wings, with Milt Britton's Musical Maniacs, Ben Yost's White Guards, Vernon Ames Dancers, Five Maxellos, Clark and Bailey, Gordon's Dogs, Naida and Perez, Earl McVeigh, Jean Curtie, Ginger Du Prene, and Martha Henry. Midway, Frolicland, directed by J. W. Conklin.

**SASKATOON, Sask.**—Saskatoon Exhibition, July 21-26. 56 pages. Officers: J. H. Warren, president; C. C. T. Robertson, M. E. Hartnett, vice-presidents; A. D. Munro, treasurer; Sid W. Johns, secretary-manager. Attractions: Barnes-Carruthers Music on Wings, Midway, Frolicland, directed by J. W. Conklin.

**CORTLAND, N. Y.**—Cortland County Fair, 102d annual, August 18-23. 144 pages. Officers: A. J. Sears, president; Ralph Butler, vice-president; Harry E. Tanner, secretary-treasurer. Admissions: Adults, 50 cents; children under 12, free; grandstand, 50 cents; vehicles, 25 cents; night gate, 25 cents. Attractions: Grandstand, Frank Wirth's Thumbs Up, with Lester Louck's Spring Garden Band, and midjet auto races and Jimmie Lynch's Hell Drivers. Midway, World's Fair Shows.

**YAKIMA, Wash.**—Central Washington Fair, third annual, September 25-28. 68 pages. Officers: Perry B. Woodall, president; W. W. Drake, vice-president; D. R. Canfield, secretary; A. E. Lawson, treasurer. Admissions: Adults, 25 cents; children 6-10, 10 cents. Attractions: Midway, Ziegler Shows.

**HICKORY, N. C.**—Catawba Fair, 33d

annual, October 7-11. 20 pages. Officers: E. L. Moore, president; J. O. Lutz, vice-president; J. H. O. Mitchell, treasurer; John W. Robinson, secretary. Admissions, day and night: adults and children, 25 cents; grandstand, 25 cents; vehicles, 25 cents. Attractions: Grandstand, supplied by George A. Hamid, Inc.; Ohio Display Fireworks, Midway, Cettin & Wilson Shows.

## Carroll Razes Barrington Stables for Racing at Fair

**GREAT BARRINGTON, Mass.**, June 28.—Last of the old red stables on Barrington Fairgrounds here was demolished and burned last week, as the new owner, Edward J. Carroll, owner-manager of Riverside Amusement Park, Agawam, Mass., began his improvement program. Land has been graded for the first of three new stables, each to house 50 race horses. Cowbarns will soon be razed.

A new tunnel entry has been made to the grandstand to facilitate access to betting booths, which will be returned to their former place under the grandstand. The mutual building will be converted into a bar and moved to the midway. Plans include widening the track and replacing the wooden fence with wire fencing.

New owner plans to conduct a week of racing during the 1941 fair, centennial of the Barrington organization, and no other racing program this season. Fair officials are considering use of grounds for other amusements during summer. A 30-day racing program talked of earlier probably will be held next year.

## POMONA PICKETING

(Continued from opposite page)

ing that all injunctions against picketing be referred to that department. Fair association made its application on the ground that the picketing was unlawful. It cited that last month an agreement had been signed with a corporation known as Los Angeles County Fair Employees' Association. AFL's answer was that this employees' association was a company union. Union also charged that the fair association had violated obligations of previous agreements.

Union charges also stated that the fair operators formed the corporation to escape obligations to the AFL unions and also to escape criticism resulting from use of public money in operation of the

fair. It was also alleged that fair representatives had tried to force AFL union members to join the "company union" under threats of discharge if they failed to comply.

Want To Give Your Program a Real Thrill—Then Book

*Selden*  
**THE STRATOSPHERE MAN**  
World's Highest Aerial Act!

WIRE OR WRITE TODAY  
Care of THE BILLBOARD, CINCINNATI, O.

## JENNINGS COUNTY FAIR

NORTH VERNON, IND.  
JULY 20-25

Always a good fair, defense work in this area will make this our biggest year. WANT SHOWS. CAN PLACE a few more LEGITIMATE Concessions. There will be no other kind. Will book another act or two.

S. B. BERKSHIRE  
North Vernon, Ind.

## OVERLAND TRAIL ROUNDUP AND FAIR

STERLING, COLORADO  
August 16, 19, 20  
WANT clean Concessions and Shows. Rides and Open Game sold.  
DEAN DOWIE, Concession Chairman

## WANTED

RIDES AND CONCESSIONS FOR  
**PULASKI COUNTY 4-H CLUBS AND COMMUNITY FAIR**  
AUGUST 7-8-9  
Write DONALD L. CRISE, Winamac, Indiana

**WESTERN UNION**

REMEMBER BIRTHDAYS OF FRIENDS AND ASSOCIATES WITH COLORFUL TELEGRAMS BY WESTERN UNION. THE COST IS ONLY 20c LOCALLY — 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

AN UNUSUAL ATTRACTION  
For  
**FAIRS AND INDOOR EVENTS**  
**"HOBBYLAND"**  
Only Show of Its Kind  
For Information, Write  
**LIONEL POTVIN**  
117 Earle St., Woonsocket, R. I.

ATTENTION—Fair Secretaries! Special Event Committees!  
**HOAGLAN'S HIPPODROME COMBINATION**  
20 PEOPLE • 10 BIG EVENTS • HIGH JUMPING HORSES • ROMAN STANDING RACES • CHARIOT RACES • AUTO POLO • MULES • HIGH SCHOOL HORSES • BEAUTIFUL PYROTECHNICS • COMPLETE EQUIPMENT • MAKE SOME OPEN DATES WEEKS OF AUG. 24TH, WEEK OF SEPT. 7TH • WRITE-WIRE-PHONE  
**CUS SUN BOOKING AGENCY**, Sun's Regent Theatre Bldg., Springfield, Ohio

7 Nights **103rd CORTLAND COUNTY FAIR** 6 Days  
Largest in Central New York—August 17-23  
Outstanding Entertainment—Big Rides—2 Thrill Days—Auto and Harness Races. Excellent locations in buildings for Exhibits, Jewelry, Novelties, etc. Good locations for Lunch and Refreshment Stands. Reasonable Rates.  
**HARRY B. TANNER**, Secy., 45 Main Street, Cortland, N. Y.



# PIERS' BILLS HEAVY

## A. C. Centers Bow in Season

Hamid modernizes and enlarges—Gravatt adds exhibits to attraction fare

ATLANTIC CITY, June 28.—George A. Hamid opened Hamid's Million-Dollar Pier here for its 35th summer season last Saturday with all departments modernized and enlarged. Bathhouses have been doubled in number. George White's *Scandals of 1941* in the Hippodrome Theater on Saturday and Sunday taxed its capacity. On the night of June 19 a preview of the pier attractions was held for civic dignitaries, and guests included Vice-President Wallace.

Van Alexander, alternating with Eddie Morgan, was opening week-end bandstand attraction in the Ballroom of States with Fred Blum, taking Alexander's place for the following weekends. At the pier end, Hamid's Circus is headed by Terrell and Dolly Jacobs and their wild animal act. Other attractions include a Wild Animal Zoo assembled by Samuel W. Cumpert, pier managing director; David Irwin's six live bears; Marion Bishop marionettes; J. P. W. May's collection of insect life; Captain Al Kaye's net hauls, and Phillips Kiddies' dancing troupe.

Screen star Victor McLaglen heads the show starting today, with Sally Rand coming for the Fourth of July, with the surrounding show including Rochelle and Beebe, Wally Ward & Company, Six Grays, and the Four Kanazawas. In the ballroom Vaughn Monroe comes in for the week-end, with Tony Pastor taking over July 6. In addition to Terrell and Dolly Jacobs, Hamid's Circus will include Edward and Jenny Rooney, acrobats; Rice-Davidson Trio, clowns; Janet May, "The Girl in the Clouds," and Blondell Duo.

Full summer schedule starts at Steel Pier today. A silver-bodied, yellow-nosed German Messerschmitt 109 fighting plane, said to be the only one of its kind in the Western Hemisphere, will be exhibited on the pier before being sent on a tour, said President Frank P. Gravatt.

Dennis Day, of the Jack Benny radio program, heads the stage bill for the Music Hall, with the Gae Foster Girls, Stump and Stumpy, Bobby Land and Edna Ward, and Art Carney. Also back are Frank Elliott's Steel Pier Modern Minarets, including the Ben Yodn Singers, and Dick Dans as amee, Johnny McGee's orchestra, Hamid's Circus for the week-end alternate with Alex Bartha in the Marine Ballroom. In addition to three films, Sue Hastings Marionettes, Gaultier's Bricklayers; Congress of Doreville, featuring Aerialist Olga Petroff, and Steel Pier Diving Horse with Lorena Carver and the aquaplane-riding dog, Rex, full complement of rides and slides and new exhibits are in operation.

## Pontchartrain Drive Brings Influx of Summer Tourists

NEW ORLEANS, June 28.—Pontchartrain Beach is having a large influx of summer tourists. Attractive folders have been distributed to tourist bureaus and hotels throughout the city with lobby displays. Half-rate ticket policy for men in service uniform continues popular and is receiving much favorable comment, reported M. Peter Villere, manager of promotion and special events.

After an absence of one season, Bill Sharp returned as top-flight painter and decorator. Capt. Peter Youngblood, director of the first-aid station, will shortly see his son, Peter Jr., in some uniform other than the one he has been wearing at the beach while assisting his dad. He will leave for military duty next week. Bad weather is playing havoc with crowds, with showers almost every day since June 1. On June 24 the beach had the worst downpour in its history, Manager Batt said. June 29 will inaugurate a series of Candid Camera Days, to extend thru August and climax at (See PONTCHARTRAIN on page 55)



TALKING OVER a successful engagement in *Carlin's Park*, Baltimore, Md., are A. E. Selden, "The Stratosphere Man" (left), and Owner-Manager John J. Carlin. Selden's four-week engagement there ended on June 25.

## Murray Repeats as Boss Of Jones Beach H20 Show

NEW YORK, June 28.—Fred C. Murray is again set as manager of the Waterworks performances at Jones Beach Stadium, opening on July 3. Murray, vice-president of International Fireworks Company, was named to the post thru co-operation of S. J. Polek, general superintendent, and V. M. Caldwell, assistant. Novelties are in the works in a layout of bands, vaude acts, high divers, swimmers, water skiers, aquaplaners, and Jones Beach water ballet. Aerial fireworks display will touch off nightly finale.

International also has the pyro shows at Playland, Rye; Rila Park, L. I.; Orchard Beach, the Bronx; Olympic Park, Irvington, N. J., and Coney Island.

## Weather Helps Philly Spots

PHILADELPHIA, June 28.—Weather has been excellent for parks and pools in this vicinity the past two weeks. Woodside Park has Sunday concerts, kiddie shows, and auction nights, with Friday nights given over to fireworks. Willow Grove Park is having big Sundays in the music pavilion with Frank Schlutz's vaude shows, and there is dancing Friday and Saturday nights in the new dance hall. Thursday nights visiting dramatic companies present popular plays. Forest Park, Chalfont, is having many big picnics. Vaude is featured every Saturday and Sunday afternoon and evening. Joe Redding, many years an executive with carnivals, is assistant to Dick Lusso, general manager.

## Briefs From All Around the Field

YOUNGSTOWN, O.—Michael J. Jennings, in charge of Idora Park pool for his 17th season, is widely known among operators thru events he has sponsored here.

KANSAS CITY, Mo.—Pia-Mor Pool and Beach opened here on June 19 with Ray Rice again manager. The 750,000-gallon tank has been remodeled. Crystal Pool, Fairland Park, and Niagara Pool are also open.

RAVENNA, O.—Don Wilson, who for several years operated Lake Brady Park near here under lease, has retired from park business temporarily and is devoting his time to real estate business here, site of the nation's largest arsenal.

HARRISBURG, Pa.—Gov. Arthur H. James has signed legislation to permit extension of time on fireworks display permits in the State in the event of unfavorable weather on the day for which permit is granted.

PITTSBURGH.—Slim Bryant reported

## Form Indie Union At Luna, Ink Pact

NEW YORK, June 28.—An independent union without charter from either of the two big accredited potential unions (AFL and CIO) has been formed at Luna Park, Coney Island, by cashiers, ticket takers, ride help, sweepers, and other unaffiliated groups, with elections held on Wednesday. Name of organization is Metropolitan Resort and Employees Union, Local 1. An agreement, tantamount to recognition, was signed by Hyman Frank, president of the park corporation, and calls for the following: Reduction of working hours to nine hours a day, a seven-day week, and a half day off on alternate Mondays. Cashiers to receive half pay on rainy days if they have not started work, but full pay if they have started. Ride workers to receive full pay regardless of the weather. They have also been granted a full week, whereas previously they worked half days except on week-ends. Wage increase of between 10 and 25 per cent, with exact percentage to be determined at a conference between the union and the park on July 7, when the employer will show what business has been done over the July 4 week-end and also whether fewer or more workers are needed.

Officers are Hyman Malik, cashier, president; Nick Vouris, ride worker, first vice-president; Joe Res, rides, second vice-president; Mrs. Anna Rosenberg, cashier, recording secretary.

## Vaszin Lands Miller Career

DAYTON, O., June 28.—Commenting upon the death of John A. Miller in Houston, Tex., on June 24, President Aurel Vaszin, National Amusement Device Company here, said, "John Miller was the pioneer of the modern amusement park. He was a genius in design and construction, especially of Roller Coasters. He never let well enough alone but always had a better idea to offer and was more interested in physical achievement than in financial wealth. Many times he helped clients finance their jobs without financial gain to himself." Details in the Final Curtain in this issue.

## S. F. Zoo Post Still Vacant

SAN FRANCISCO, June 28.—Board of supervisors has nixed proposed appointment of Kerry Baldwin, Portland (Ore.) zoo director, as director of Fleishacker Zoo here. Baldwin's services were sought because the park commission reported it had found it impossible to find a local man possessing the necessary technical knowledge and experience for the \$3,600-a-year job. Question of Baldwin's appointment was raised in a request from the civil service commission that residence requirements be waived so that he might be employed here. Post of director has been vacant nearly three years since the death of Edwin Heller. Fred Chatten has been acting director.

## Briefs From All Around the Field

his Georgia Wildcats played to more than 9,000 in Idlewild Park, Ligonier, Pa., on June 1, while on June 8 the troupe played Kennyswood Park here, appearing before a crowd estimated by Park Manager McSwigan at 26,000.

AERON, O.—Frank Rafal, manager of Summit Beach Park here, announced purchase of 18 acres adjoining, making possible additional entrances. New ground will also provide parking space for 1,000 more cars. A new picnic grove will be laid out.

BRIDGEPORT, Conn.—In Pleasure Beach Amusement Park, municipally operated, Director Perry W. Rodman reports excellent business at opening and steady trade ever since, and expects this season to be one of the best in the park's history.

GEAUGA LAKE, O.—W. G. Kuhlman, president of Geauga Lake Park, has announced that extensive improvements to the lake park will be started soon. (See PARK BRIEFS on page 55)

## Clare Sends in Gasless Sunday Protest to Ickes

RIVERSIDE, R. I., June 28.—John T. Clare, president of New England Section, National Association of Amusement Parks, Pools, and Beaches, and manager of Crescent Park here, sent the following telegram to United States Oil Administrator Harold L. Ickes in Washington: "We wish to call your attention to the ruinous effect gasless Sundays would have upon the outdoor amusement business in New England during the summer months and ask that everything possible be done to prevent the necessity of such a measure. New England beaches, parks, and recreation centers are dependent upon automobile traffic for their patronage and in many cases 60 per cent of their weekly business is done on Sunday. An absolute prohibition of passenger-car traffic on this day would seriously affect an industry that is limited to 12 to 14 weeks' operation each year. In addition, the workingman will be denied this type of recreation on his day off."

## Few Takes Cut In Bad Weather

CHICAGO, June 28.—Some decreases in business where weather was bad were reported by park operators contacted by Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches for the second week in June, including June 15. Queries and answers received, according to territory:

How soon your gross (in percentage) compare to date with the same period of 1940?

Alabama, 61 per cent increase; California, 40 per cent increase; Illinois, 44 per cent increase; Maryland, 50 per cent increase; Central Massachusetts, 100 per cent increase; Central Massachusetts, 110 per cent increase; Northeastern Massachusetts, 60 per cent increase; Southeastern Massachusetts, 113 per cent increase; Missouri, 50 per cent increase; Eastern New York, 20.5 per cent increase; Midwestern New York, 28 per cent increase; Northern Ohio, 15 per cent increase; Southern Ohio, 15 per cent increase; Oklahoma, 20 per cent increase; Oregon, 25 per cent less; Western Pennsylvania, 6 per cent increase; Western Pennsylvania, 23 per cent increase; Tennessee, 10 per cent increase; Virginia, 20 per cent less.

How was your gross (in percentage) for the second week in June, including June 15, compared with the same period in 1940?

Alabama, 90 per cent increase; California, 12 per cent increase; Illinois, 30 (See Few Grosses Down on opposite page)

## Beach Protection Viewed as National Problem by ASBPA

CAPE MAY, N. J., June 28.—J. Spencer Smith, president of American Shore and Beach Preservation Association, last Friday called for establishment of national parks abutting the Atlantic and Pacific coasts as a means of protecting the nation's beaches. He said during the two-day annual convention of the association here that the problem affected the entire country and co-operation of Inland States with Coast States was necessary. Such co-operation, he added, could be obtained only by congressional action.

Robert Moses, commissioner of parks for the city of New York, cited work done on beach fronts in New York City and along the shores of Long Island. He referred to Coney Island and Rockaway Beach as examples of lack of foresight in beach planning and protection of public interest and conditions officials are trying to avoid in the new program.

These conditions, Moses said, included failure to obtain amount of beach to set the Boardwalk well back of the high-water mark and to control frontage. "Private enterprise," he said, "cannot provide adequate shore-front facilities for recreational purposes for the masses of people and the growing need for beach development has only just begun to be (See Beach Protection on opposite page)



## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Six Upwings

It is encouraging to note results of recent surveys in amusement park and pool fields. With few exceptions, most sections have reported increases in patronage over corresponding periods last year. So it looks as the good times are here for outdoor amusements and, if the weather keeps up, amusement and beach ops look for a banner year. One word of advice, tho, to those in aquatic field. Please don't get cocky. Just because the sun has been shining brightly and the cash register is ringing is no reason to curtail advertising and promotion. Keep in these plugging and then if you do hit a spell of chilly weather you might ride over it and come thru with big figures at the end. This big is like a poker game or sporting event. It's swell to be out front in early stages—but it's how you wind up at the finish that counts. So don't count your chickens before they're hatched. Follow thru on your regular program, and let's all hope those increases continue.

Mack Rose and Harry Pincus, both of whom have been associated with commercial pools in Greater New York for the past decade, operating the twin Cascades plunges, have taken over Metropolitan outdoor tank, Bronx, New York. Venture is a private one for them and won't in any way conflict with their activities at Cascades.

John Kane, associated with various large enterprises in uptown Manhattan, has taken over the post of general manager of Starlight Park and pool, Bronx, New York.

George W. Scheidemann, boss man of Castle Hill Bathing Park, Bronx, New York, writes that Frank Coylo and Ed Linn, national four-wall handball champs, representing the New York A. C., are regular visitors to Castle Hill's cozy courts. Castle Hill pool, by the way, is home court of the national junior four-wall titleholders, Ken Schneider and Herb Silver.

Louis Meisel, general manager of Rockaways Playland, Rockaway Beach, N. Y., reports that Julian R. Jack is back booking picnics and outings. This spot had a lovely pool a few years ago, but was demolished in 1933 to make way for the recreational bluffs of Park Commissioner Robert Moses.

Port of New York Authority, which operates bridges and tunnels joining Pa Knickerbocker's Manhattan and the State of New Jersey, is circulating a new booklet on beaches and pools within a 50-mile radius of New York City. Naturally, the idea is to publicize facilities of bridges and tunnels to get to these pleasure spots, but the folder is quite a boost for all estates mentioned because it is being distributed in chain stores, depots, and other traffic spots. Many State beaches and municipals are listed and among the privately owned enterprises are Palisades (N. J.) Amusement Park pool; Atlantic Highlands (N. J.) beach; Manhattan Beach, Brooklyn, N. Y.; Midland Beach, Staten Island, N. Y., and Roton Point, Norwalk, Conn.

Newark, N. J., inaugurated the city's four swimming pools last week with formal ceremonies at Clifton Avenue municipal. There were speeches and swim exhibitions and distinguished guests. At the three other tanks patrons went in without benefit of speeches. Clifton Avenue plunge accommodates 875; Hays Park East pool, 2,400; Hays Park West natatorium, 1,900, and Boyan Street aquadrome, 1,800. Children are admitted free at all tanks and there's a 10-cent charge for adults. Swim exhibitions at the inaugural were under direction of Ben Dispensier, swim coach at Newark's West Side High, and Joseph Esposito, athletic coach at Weequahic High School. Svelte Patricia McWhorter, national AAU 100-yard free-style champ, was among those who gave exhibitions.

after breathing place for near-by residents. Frank Bixby is manager again with a staff of able aids. Mike (Budge) Wallace is once more a member of the fine-looking guardians of the law. Vinnie Sherman, "last of the two-gun sheriffs," and the veteran Max Taylor are two members of the cashier crew. John Be has taken the hot spot left vacant by the late Elizabeth Alperstein (little Mrs. Joe) and has a very fine six-piece band. Oakland pool, largest in these parts, is doing well.

## Park Free Acts

**PERSONNEL of the Blondin Rellim Troupe, at Pontchartrain Beach, New Orleans, June 15-23, now comprises Lloyd Rellim, Randall Remack, and Arthur and Peggy Mitchell, two former members having been called to military service, reported Lloyd Rellim.**

**STUART ROBERTS TROUPE, aerialists, were set in Buckeye Lake (O.) Park by Gus Sun Agency, which has other park dates in the district for the act.**

**WRITING from Enna Jettick Park, Auburn, N. Y., on June 20 in his third week of park dates, George Hanneford, of the riding family act bearing his name, reported business big and that his next engagement would be in Playland, Rye, N. Y., for two weeks.**

**LILLIAN STROCK, aerialist, who went to Art Mallory's Craig Beach Park, Diamond, O., after a week in Summit Beach Park, Akron, O., replaced the Plying Valentinos, who were in for two weeks.**

**POODLES HANNEFORD & COMPANY, who closed in Summit Beach Park, Akron, O., on June 23, moved to Bass Lake Beach, near Knox, Ind., for a two-week stay at the new Ray Marsh Brydon spot.**

**PAUL LORENZO and Vicki, aerialists, opened a seven-day engagement in Riverside Park, Agawam, Mass., on June 30.**

## With the Zoos

**LONDON, England.**—Both managements of the Zoological Society are badly hit financially by war. Receipts this year at Regents Park Zoo to the end of April totaled 1,531 pounds, a deficit of 3,782 pounds under the previous year. At Whipsnade take was 735 pounds, a drop of 6,626 pounds.

**CLEVELAND.**—Cleveland Zoo has obtained a pair of Indian buffalo and a pair of European red deer and traded an African buffalo which came to the zoo in 1933. Deal was made with Hans Ehmler, dealer, from whom the zoo earlier in the year obtained a family of Himalayan tahr, several skia deer, and a jaguar.

**CINCINNATI.**—Officials of Cincinnati Zoo were amazed to learn that a rumor was widespread through Ohio, Indiana, and Kentucky to the effect that the zoo here was closed pending outcome of a case in the courts. The zoo is operating daily and crowds are reported larger than ever. There is a suit in court to determine authority of the city of Cincinnati to lease the zoo, but this in no way affects daily operation of the zoo.

**PHILADELPHIA.**—Philadelphia Zoo for the first time in its history is admitting free uniformed men in the army, navy, Marine Corps, coast guard, and Merchant Marine of the United States and all other nations. It was announced by Director Freeman M. Shelly. Births of four hyraxes, or conies, three surviving, have added to zoo population. Another newcomer is an albino frog, pale yellow with pink eyes, presented by Harry C. McDade Jr., Bartonville, Pa.

**SHERIDAN, Wyo.**—Zoo here, believed to be the only city zoo in Wyoming, is to be recipient of a pair of lion cubs from Dr. Edward Lanser, Rock Springs, owner of a ranch near Pinedale. Zop in Kendrick Park here has bear, deer, antelope, buffalo (a buffalo calf was born a few days ago), monkeys, porcupines, and other small animals and an assortment of fowl.

**RACINE, Wis.**—Male buffalo calf was born at the zoo here, bringing the total to four, including one bull and two cows.

**MILWAUKEE.**—Five new animals and birds purchased by Washington Park Zoo attracted attention of hundreds of visitors at the summer opening June 15.

Specimens are a pair of royal Bengal tigers, pair of South American jaguars, and a cassowary, shipped by R. S. Ward, animal dealer. Two zebu cows, raised at the zoo and traded in on the new purchases, have been shipped to Ward.

**FORT WORTH, Tex.**—Latest casualty in Forest Park here was Josephine, 15-year-old tigress, dead from wounds inflicted by Oliver, lioness, in the next cage. Zoo now has only one tiger, Elsie, who will be trained for the growing collection of skins belonging to Zookeeper Hamilton Hittson and Harry Jackson, zoo snake-pit operator.

## BEACH PROTECTION

(Continued from opposite page)

met by intelligent planning under supervision of responsible public agencies." Prof. Thorndike Saville, dean of the College of Engineering at New York University, declared "the health and welfare of the nation as a whole is undoubtedly affected by the preservation or destruction of resort beaches." He urged a federal program to protect beach erosion.

Governor Edison, of New Jersey, in his message welcoming the 200 beach and resort experts in session at Congress Hall, stated that shore erosion "is of national importance and the association has been formed to co-ordinate beach protection in the coastal States."

"While it may appear that an inland State is not concerned with shore or beach protective measures," said Governor Edison, "yet there is a real interest. People from all over the country naturally enjoy the beaches in summer months; unless prompt action is undertaken, some of our most accessible resorts may become but a memory. I am not referring to New Jersey beaches, but beaches in general."

A plea for federal funds to curb erosion was made by Mayor George A. Redding, West Wildwood, N. J., who cited need for a detailed program to protect beaches, suggesting that jetties be erected.

## LUNA INDIE UNION

(Continued from opposite page)

cording secretary; Salvatore Esposito, rides, national secretary; Murray Berger, cashier, treasurer; Johnny Hart, cashier, business agent; Romoll Molani, ride relief, shop chairman; Mike Saulle, rides, sergeant-at-arms. Executive committee is Sid Town, Mrs. M. Green, and Lew Dail, and organizing committee consists of Johnny Hart, Romoll Molani, Nick Vouris, Murray Berger, and Dave Berger.

Both the AFL and CIO refused to sanction the union on the ground that it is composed of itinerant workers who are employed on a minimum seasonal basis of about three months. A rival group, Concession Workers' Union (AFL), claimed jurisdiction and when the park signed with the indie group ordered a picket line, branding the MREU a company union. National Labor Relations Board is quoted as ready to give a decision next week. Meantime, the new union claimed the AFL refused to sanction an employees' vote to determine who shall represent them. An official of the Metropolitan org said it would affiliate "with a Chinaman" if necessary.

## FEW GROSSES DOWN

(Continued from opposite page)

per cent less; Maryland, 50 per cent increase; Central Massachusetts, 100 per cent increase; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 50 per cent increase; Southeastern Massachusetts, 82 per cent

increase; Missouri, 15 per cent increase; Eastern New York, 4.5 per cent increase; Midwestern New York, 18 per cent less; Northern Ohio, same; Southern Ohio, 17 per cent less; Oklahoma, 37 per cent increase; Oregon 21 per cent increase; Western Pennsylvania, 7 per cent increase; Western Pennsylvania, 2 per cent less; Tennessee, 90 per cent increase; Virginia, 20 per cent less.

How was the weather for the second week in June compared with the same period in 1940?

Alabama, clearer and cool; California, same; Illinois, seven days' rain; Maryland, same; Central Massachusetts, better; Central Massachusetts, more rain and colder; Northeastern Massachusetts, cooler with rain; Southeastern Massachusetts, same; Missouri, cold and rain daily; Eastern New York, worse; Midwestern New York, more rain; Northern Ohio, same, constant rain; Southern Ohio, rain all week; Oklahoma, better; Oregon, 40 fair, 41 wet; Western Pennsylvania, same, showers; Western Pennsylvania, rain; Tennessee, same; Virginia, rain daily.

How did your per capita expenditure for this week compare with the corresponding week in 1940?

Alabama, better; California, 8 per cent increase; Illinois, 18 per cent increase; Central Massachusetts, same; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southwestern Massachusetts, 33 per cent increase; Missouri, same; Eastern New York, 121 per cent increase; Midwestern New York, same; Northern Ohio, better; Southern Ohio, 16 per cent increase; Oklahoma, better; Oregon, 30 per cent increase; Tennessee, same.

Did you have any special promotions for the week in question which were of extra benefit?

Central Massachusetts, midget outdoor races, auto giveaway, more advertising in newspapers and on radio; Western Pennsylvania, picnics; Oregon, picnic.

## BINGO

**BLOWERS!**  
OVER 500 NOW IN  
USE

ASK ABOUT  
BINGO SPECIALS



**MORRIS MANDELL**  
1125 BROADWAY • NEW YORK CITY

WORLD'S LEADING HEADQUARTERS  
**PENNY ARCADES**  
AND COMPLETE MODERN SPORTLANDS  
**MIKE MUNYVES CORP.**  
893 10th Ave.  
NEW YORK

LET'S GO! U.S.A.  
KEEP 'EM FLYING!



SINGLE MAN NEEDS PILOTS  
BE A U.S. ARMY  
FLYING CADET

**IT'S  
LusseAuto-Skooters  
AGAIN  
THIS SEASON**

AUTO-SKOOTERS get the crowd,  
and you get the CASH when you  
operate them.

**LUSSE BROS., INC.** 2809 N. Fairhill St.  
Philadelphia, Pa.

**AT  
PARKS, FAIRS  
AND ON  
CARNIVALS**

Write today for complete information  
without obligation.

**LUSSE BROS., LTD.**  
11, Cavendish House  
25 Lincoln's Inn Fields  
London, W. C. 2, England

## GAMES—WHEELS—BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS, AND BINGO CAGES.  
HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG.

WM. ROTT MFG. •

142 WEST 24TH ST.  
NEW YORK CITY

## Oakland Beach, Rye, N. Y.

By J. WILSON CLIFFE

This beautiful recreation park, owned and controlled by the Town of Rye, is well under way and doing biz. With its white sand beach, rolling lawns, and shady picnic groves it is a much-sought-







## American Recreational Equipment Association

By R. S. UZZELL

It is truly pitiful to see how many operators are hampered or held up entirely from operating for want of a few simple things that could have been easily and quickly obtained last fall or even the first part of this year. Now, with priorities and shortage of essential materials, there is a scramble such as only the emergencies of the last World War produced.

Valuable and well-located spaces are not producing because some devices are incomplete or the operator did not place his order until the season was under way. It has ever been the same.

### "YOUR ORDER"

"Keep your temper, gentle sir," writes the manufacturer. "The your goods are overdue for a month, or maybe two. We can't help it; please don't swear. Labor's scarce and metal's rare. Can't get steel; can't get dies. These are facts; we tell no lies. Harry's drafted, so is Bill. All our work is now uphill. So your order, we're afraid, may be still a bit delayed. If you'll get it; don't be vexed. Maybe this month, maybe next. Keep on hoping; don't say die. We'll fill your order by and by. (With apologies to the author.)"

Just returned from Canada, where we learned all of the big fish are still in the lakes and streams. It is always the big ones that get away. Rex D. Billings confirms this statement.

### Pony Second Loss

The second loss for this year is Frederick H. Ponty, at Rye, N. Y., on June 19 at his home up there where he had spent the larger part of his life. A heart attack at 67 years of age. His vocation was interior painting and decoration which gave him his start and to which he returned after meeting with numerous disasters in the amusement business. His first departure from his paint shop was to promote the American Drummer Boy and the Cole-Hains-Western Minstrels in country-wide tours.

Your author first met him at the Arcade in the old Rye Beach Park, the first vaudeville and motion picture theater at that famous beach. About 1921, with his partner, Joseph Haight, he purchased a large tract of submerged and semi-submerged land adjacent to the already existing park at Rye Beach and, after reclamation, built Paradise Park, which they intended to operate until Westchester County resorted to condemnation proceedings and took all of the beachfront property for the great Playland Park, the pride of the nation. Ponty and Haight were awarded \$526,012 for the land and \$136,500 for the amusements. The writer was the appraiser of all the amusement devices and rides.

With the proceeds of that settlement, Fred H. built Woodcliff Park at Poughkeepsie, N. Y., where he did a beautiful job. To see it was to admire it. But too far from the crowds required to support such a large and substantial place. Ponty counted much on Hudson River excursions and went to big expense to bridge across the New York Central tracks to get people up to his park from the river. Too far up the river for profitable park excursions. He did not stop spending when his money ran out but incurred an indebtedness that lost him the entire resort.

### Was Colorful Character

He tried for a brief time a small place at Amsterdam, N. Y. Then the Miami, Fla., pier appealed to him as a winter and summer operation. When this did not go he came back and returned painting and decoration for a time. His last amusement park venture was at Atlantic Highlands, N. J., for the past three years. The Mandalay sank in the very first part of his first year. The next year the Republic got into serious trouble, and his last year down there was greatly handicapped from lack of boat transportation and this year failed to open at all. He has been sold as a real estate development and all amusements are being or have been removed.

At Poughkeepsie Fred had with him as concessionaires the late Billy Denton, Harry C. Baker, and J. W. Ely. Fred Ponty was a colorful character.

He had personality, energy, and really liked the amusement business.

The big earnings following the World War caused him to hypothecate his fortune and his future on that basis of returns from the amusement business and he did not then realize that long, expensive excursions are first to slump when the amusement has to tighten its belt. His last convention was the one at the New Yorker Hotel in New York City.

### PONTCHARTRAIN

(Continued from page 52)

end of season with award of a grand prize to the outstanding snapshot made on the midway, beach, or any of the attractions.

Manager Batt gave the works to about 610 orphans from seven of the town's 10 orphanages at an all-day outing on June 27, the second annual observance in memory of his late father, John W. Batt. Staff joined in birthday festivities on June 20 for Manager Batt, whose office was decked in flowers, with a huge cake illuminated with over 21 candles. Scores of telegrams, cards, and gifts from friends and relatives were received.

While the Blondin Bellini Troupe, high wire, was here, John Remac, a local member, was welcomed by many friends and he was usually in company of boys from the New Orleans Athletic Club and YMCA, where he received his early training. Act will be followed tomorrow (29) by Ella Carver, high diver. Richard Batt, brother of Harry, was alling the past week with low blood pressure.

### PARK BRIEFS

(Continued from page 52)

Changes in the 75-acre body of water will include a three-acre island, landscaped shoreline, and lagoon for boats and canoes. A fleet of 90 rowboats is on hand.

CINCINNATI.—Myrtle Cooley, a recent visitor at Pontchartrain Beach, New Orleans, reported she met there Vic Parr, concessionaire; King Brady, endurance show promoter who is slated to stage an event in Municipal Auditorium, New Orleans, and Al Painter, roller rink promoter, who is reported to be planning erection of a roller bowl there.

CANTON, O.—Ivan L. DeBray, for years identified with expositions and outdoor promotions, who has joined the staff of Meyers Lake Park here as public relations director, is handling picnic bookings, special promotions, and announcing free attractions. He has addressed several luncheon clubs, stressing the part the amusement park plays in any community.

PHILADELPHIA.—Hy-Way Pool, in conjunction with The Philadelphia Daily News, will conduct a safety swim campaign during summer. Bob Neely, stuntster, will be in charge and certificates of merit will be issued to those who meet requirements. Management has arranged free bus service for patrons on Saturdays, Sundays, and holidays, operating at subway and trolley stations. Swim dances are featured nightly.

CANTON, O.—Large open-air dansant is under construction in Meyers Lake Park here and will open on July 27, featuring Jimmy Dorsey's band, said Managing Director Carl Sinclair. It will have an area of 10,000 square feet, will accommodate about 1,500 at tables, and will have capacity for 5,000 dancers. Area is edged by a growing hedge, enclosed by a fence. Entrance will be neon lighted. In case of inclement weather dancing will be confined to Moonlight Ballroom.

PORT ARTHUR, Tex.—Paddock Engineering Company, Dallas, was awarded a contract on a bid of \$30,395 for construction of a pool at the new pleasure pier development to involve an outlay of nearly a half million dollars, including \$200,000 city development program plus similar expenditure by Lessee Fred McPalls, Dallas. Other major items will be considered soon, the city commissioner announced. City is underwriting a bond issue to cover its cost of pier reconstruction.

AKRON, O.—Further expansion of Summit Beach Park here by addition of a zoo has been announced by Frank Bafal, managing director. Zoo, being constructed on some newly acquired land, will be 200 by 350 feet, enclosed with bark siding and will be open daily. Admission will be 20 cents for adults and 10 cents for children. Capt. Roman Proske, animal trainer, is using tigers from his act as a nucleus and has pur-

chased other animals, including lions, alligators, and kangaroos.

CINCINNATI.—Two cartoons with outdoor show business twists were carried in the June 21 Saturday Evening Post. One drawing illustrates the amusement park version of the back-seat driver. It pictures a man and his son in the front seat of a Roller Coaster speeding down a steep dip. Behind him is friend wife tugging at his shoulder and shrieking "Not so fast! Do you want to kill us all!" The second sketch shows the frosted-glass door of an office bearing the inscription "Evans Carnival Supplies. Please Ring Bell." Beside the door is a mallet and high striker.

PHOENIX, Ariz.—Revenue of municipally operated parks from admission or usage charges for such public facilities as swimming pools and golf courses is not subject to the Arizona sales tax, the State Supreme Court has ruled. Decision is result of a suit by the city of Phoenix to prevent the State tax commission from seeking to collect a sales tax on park receipts. Court held revenue from pools, golf courses, playgrounds, and similar park facilities operated by municipalities is exempt from sales tax because they are operated "in the interests of the community and with no thought of gain."

PASO ROBLES, Calif.—The Stockade, new amusement park to be located in the heart of Paso Robles and surrounded by three army camps having total personnel of over 50,000, is to be opened by Keene Amusement Company, reported Charles A. Keene, owner-manager. There will be rides, concessions, free gate, free dance platform, and occasional free acts. Personnel includes John Marketello, assistant manager and Loup-o-Rame, J. Spencer, Merry-Go-Round, M. Shaw, sales; Jay T. Jackson, soft drinks and candy; Marvin Nelson, high striker; Kenneth LeVillie, ball game, and Miss Jud, balloon store.

### UNDER THE MARQUEE

(Continued from page 47)

continuous touring with American circuses as a trouper and the last three years of his life spent as the day watcher at the winter quarters in Peru I believe is a record unequalled by any other circus man in this country."

BARTON'S SOCIETY CIRCUUS was a featured free attraction for the week ended June 27 at Garsonia Park, Reading, Pa. The show included Miss Marguerite, acrobat; Nanny, clown; Goo; May, the wonder pony; the Six Yukon Huskies; Snow, Arabian stallion; the Riding Barton Troupe, and Master Billy, young acrobat. At each performance, children from the audience were given an opportunity to learn bareback riding, the one giving the best performance receiving a prize.

RUBY KURNS is at the St. Francis Hospital, Wichita, Kan., where she underwent an operation on her leg June 13. The operation was only a partial success, but she will be out of the hospital in about a week, altho she will be on crutches until August. Ruby began the season with Cole Bros. as drum majorette. She also did flag twirling in red and blue numbers and singing in a band. When her leg, which was first injured last summer, gave her trouble, she left the show at Bridgeport, O. May 18 and went to her home in Wichita.

BURNS KATTENBERG, who is working on his book, *The History of the Contortionist*, recently met in Minneapolis the widow of the late William Nevecker, frog man, who played vaudeville and with small shows. Mrs. Nevecker presented Burns with two suits of lights for a museum of contortion and other props used in Nevecker's act, including the two gilded tin cans he sat on while doing his frog act. One of the costumes is a monkey suit and dates back to 1892. Other old-time benders who have donated costumes to Burns are Dave Strait, Frank La Velle, James Dashington, Bert Dearo, and the Spurgats.

TOM (DRUHURST) HURD, of Middletown, Conn., says he started his show season well by attending the Big One at the Garden in New York April 24. The following day he went to Trenton, N. J., and caught the opening of Hunt Bros. and extended his visit to nearly three weeks while the show played New Jersey. He had a grand experience helping in all departments. Hurd saw the Wallace show in Meriden, Conn., June 11. This show is billed heavily in Connecticut. At Middletown it had to move

from the south end of town to the north end to a lot that was too small. No menagerie was used, therefore. Business was big at the matinee, but light at night. Hurd took pictures in the backyard.

### CORRAL

(Continued from page 48)

Doris Williams, Homer and Elmer Holcomb clowned.

Results: Bronk Riding—Burel Mulkey, Jackie Cooper, Alvin Gordon, and Bill McMackin split second. Brahma Bull Riding—Paul Carney, Kid Fletcher, Bob Estes, Cecil Jones. Steer Wrestling—Chest McCarty, Dave Campbell, John Bowman, Barney Willis. Bareback Bronk Riding—Hank Mills and Lawson Fore split first; Nell Wagner and Bud Cook split third. Calf Roping—Marion Getzweiler, Jack Shaw, Gordon Davis, Clay Carr.

LIVERMORE (CALIF.) RODEO drew about 20,000 in two days, June 14-15. Officials were Dr. F. Leslie Herrick, president; M. G. Callaghan, secretary; Al Caffodis, arena secretary; Harry Rowell, arena director; Perry Ivory and Johnny Schneider, arena judges; Bud Bentley, announcer; Doff Aber and Bud Linderman, arena timers. Stock was furnished by Harry Rowell, Cliff Burrell, and Jack Millerick. Trick riders were Vern and Myrtle Goodrich, Dick Griffith, Bernice Taylor, Frank Dean, Montie and Louise Montana, Alan Patee, Bill Austin, Bernice Dean. Trick ropers: Montie Montana, Vern Goodrich, and Frank Dean. Clowns: Homer and Elmer Holcomb.

Results: Bronk Riding—First day, Chest McCarty, Bill McMackin, and Frank Schneider split first; Fritz Truan and Jackie Cooper split fourth. Second day, Doff Aber, Alvin Gordon, Kid Fletcher and Jackie Cooper split third. Finals, Jackie Cooper, Fritz Truan, Frank Schneider, Doff Aber. Brahma Bull Riding—First day, Dick Griffith, Hank Mills, Ed Osborn, Mito Owens and Carl Downey split fourth. Second day, Hank Mills, Vidal Garcia, Jim Like, Manuel Souza. Steer Wrestling—First day, Clay Coir, Dick Herren, Kid Fletcher, Holloway Grace. Second day, Dick Herren, Holloway Grace, Fritz Truan, John Bowman. Finals, Dick Herren, Holloway Grace, Clay Carr, Joe Mendes. Bareback Bronk Riding—First day, Kid Fletcher, Hank Mills, Cecil Henley; John Bartram, Ed Osborn, and Fritz Truan split fourth. Second day, Pete Travis, John Bartram, Chest McCarty, Jim Like. Calf Roping—First day, Johnny Gardner, Buck Standefer, Vern Castro, Jack Shaw. Second day, Led Engelman, Dave Campbell, Sam Fancher, Jack Shaw. Finals, Jack Shaw, Johnny Gardner, Buck Standefer, Marion Getzweiler. Amateur Bronk Riding—First day, Earl Inks, Don Landes, Cliff Whistley, Slim Flagg.

### HISTORICAL SOCIETY

(Continued from page 48)

John Robinson Circus, is re-opening out of Dalhart, Tex. He recently presented Fred Leonard with a pedigreed Pekingese dog on his last visit to Wichita.

Pauline King of Buffalo, visited Cole Bros. during its three-day stay there.

The Lorchs are visiting their parents at Belleville, Ill., enjoying short vacations before they begin their fair dates thru the Middle West.

W. W. Tyson, Guelph, Ont., has received many replies to his inquiry thru *The Billboard* regarding whether the Cook & Whitby Circus ever played Canada. He learned that it played Guelph in 1894.

Clarence A. Kachel and wife, of White-water, Wis., visited the Cole show at Jamesville, Wis., and met Rose Collier.

All the Michigan members of the OHS met on the Cole lot at Detroit. Dorothy Herbert was made OHS representative on the show. New members are being added to the society at the rate of one and two a week.

Don Smith's model circus wagons were viewed by about 35,000 at the J. L. Hudson Company Hobby Show in Detroit. Don was interviewed on the air and gave information regarding the OHS and Circus Model Builders.

### WINDOW CARDS



PLUCKY GOPHER

14x22 Card, \$4.00 per 100

17x26 Card, \$5.00 per 100

22x28 Card, \$6.00 per 100

250 Bumper Sticks, \$9.75

BOWER SHOW PRINT CO., FOWLER, IND.



# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**CADETS' CLUB** jamboree and skating carnival was held on June 27 in Taylor (Pa.) Roller Rink. Prizes were awarded.

**PAUL MENTLEY**, operator of Amusement Gardens Roller Rink, Spartanburg, S. C., has been granted a permit to erect a Ferris Wheel on property adjacent to the rink.

**STRONO'S RINK**, Kego Harbor, Mich., was the subject of a two-page rotogravure picture story in *The Detroit Free Press* recently. Skating club ideas were featured, with a number of rink pictures and a series of snaps following a night of skating by one couple.

**CHARLOTTE DISTRICH** and Harold Moyer, free-style roller dancers, were featured at the fifth anniversary party in Arena Gardens, Sinking Springs, Pa., on June 28. Russell Kershner played the electric organ and prizes were awarded skaters and spectators.

**HOLL-ARENA RINK**, Gloucester City, N. J., is using radio announcers as guest announcers for special Saturday midnight skates that started on June 21. For the first session Bob Adams, John Paocenda, and Lee Vines, WIP men, were featured.

"JUST back from playing Mexico with the Four Jackson Sisters, skating act," reported Ted Merriman. "I was sorry to hear that George Swinger died recently in Baltimore. Mr. and Mrs. Swinger worked for me a long time and their act was always pleasing."

UNDER a new policy designed to stimulate interest in summer skating, a ticket for any ride in the park is given each roller rink patron in Summit Beach Park, Akron, O. Management also has announced that members of Summit Beach Roller Club may buy tickets at half price for rides.

DESPITE a drenching rain over 400 skaters attended Joe Barne's Woodside Park Roller Rink, Philadelphia, on June 17 to pay respects to Col. W. C. Phillips on his 91st birthday anniversary, reported E. M. Moorar, Carman Roller Rink, Philadelphia. Phillips has been identified with skating many years, at one

time operating a rink in Boston. He was first president of Adelphi Roller Rink Club, Philadelphia. Altho in three serious automobile accidents, he skates gracefully and led the grand march during the party. Much of his time is spent in teaching skating to youngsters. He was presented with a life-size portrait of himself by the management and skaters.

**LUCILLE AND LYLE**, who do a roller dance and acrobatic routine while blindfolded, report they played three Detroit rinks the night of June 21, Eastwood Park, Edgewater Park, and George Brett's Rouge Park Rollerdom. They recently entered Michigan territory after having played Ohio dates for several months.

## CO-OP RISK IN OHIO

(Continued from page 56)

sum paid men to police grounds is \$3 per day.

Win H. Kinnan, manager of Ohio State Fair, spoke on admissions. It was pointed out that a few fairs had raised admissions from 25 and 35 cents to 40 and 50 cents. He said family ticket prices varied from \$1 to \$1.75, depending upon the number of admissions. Former State Fair Manager W. W. Ellenwood also spoke and wished fair officials a successful season. Byron Sandies, manager of Ohio State Junior Fair, made a short talk on beneficial accomplishments of his department.

Former Gov. Myers Y. Cooper and past president of the association made the principal address. He lauded the late P. T. Bandies and outlined how he and Sandies had worked together in securing passage of laws favorable to fairs. Prior to adjournment a vote of thanks was given President Haines for the manner in which he had presided.

## DALLAS FAIR PLANS

(Continued from page 56)

and officials of the Dallas Chamber of Commerce who have sponsored use of the fairgrounds space for the government's defense training school.

In explaining the situation President Seay said, "The State Fair of Texas is co-operating with the government in every way. Right now there are several government agencies occupying space there free of charge. If the need for it should ever arise, the government can have the use of the entire fairgrounds for defense purposes. I make this statement without having consulted our board of directors, but I feel certain they would agree to such use if the need should ever arise. I make it, emphasizing that no such request by the government has been made, and that it should in no way be construed that there will be any curtailment of the fair next fall. Plans for holding the fair are going right ahead."

President Seay is expected to go to Washington within the next week to confer there with high government officials as to any plans for future use of fairgrounds, space or its release to the fair management.

## FAIR GROUNDS

(Continued from page 56)

25-28, sale of season tickets was discontinued by the fair board and arrangements made for refunding all money to purchasers. Scheme did not prove popular, so the board decided to withdraw the tickets and depend on loyal support of citizens.

**SHREVEPORT, La.**—Seven buildings on grounds of Louisiana State Fair Association here have been leased by the army as warehouses during State-wide maneuvers this summer and next fall. Among buildings to be used right up to fair time are those for agriculture and auto show and five units of livestock exhibit space. Fair officials are promised vacation before the fair.

**HOUSTON, Tex.**—Houston Housing Authority this week "extended for the last time" a 15-acre tract across Buffalo Bayou from Sam Houston Coliseum for development into exposition grounds. A letter to this effect was sent to Mayor Neal Pickett. Negotiations were under way about a year ago for the city's purchase of the land for \$250,000 as an exposition grounds due to dire need for such a plant in Houston. Since that time the deal has been hanging fire, with the housing

group promising to erect a home project if the city delayed. Pickett asked for serious consideration by city council.

**IONIA, Mich.**—Only 11 exhibit booths for the 1941 Ionia Free Fair remained untaken last week of a total of 69, said Earl Wright, secretary of the chamber of commerce. Business firms in Philadelphia, New York, Chicago, and Toledo have contracted space, altho city and county merchants get first chance in the merchant building. Chamber annually rents the building from the Free Fair Association, sublets space, and uses proceeds to help pay operating expenses.

## JEAN MILL'S SHOW

(Continued from page 48)

Troupe of riders; Mlle. Florence troupe of Shetland ponies; the Rollands, acrobats; Judex; Dick Sandow, strong man, and clowns Tumato, Banana, Sausage, and Dicky.

Excellent business is reported by Paulo's Circus, currently traveling in the Lake District.

After two consecutive seasons at Blackpool Tower and Manchester Belle Vue Circuses, Madam Truzzi, Continental trainer, is without a date or prospect of same. Every day the problem of feeding and maintaining her horses becomes more acute.

## Shows Make Long Stands

Rather than struggle along on the road with sadly depleted staffs, many British traveling showmen have erected their tackle in thickly populated areas with the intention of remaining at the one spot for three or four months. In most cases the fairs of this kind open only on Fridays and Saturdays, being shuttered for the rest of the week.

A sign of the times is a shortage of games and side attractions to support riding machines at these fairs opened. This is due to so many of the concessionaires being employed on war work and the younger members of families being in uniform. To offset this and make their fairs more attractive, riding masters are erecting their own games stands.

At most fairs, prominent display is made of posters bearing a copy of Lord Beaverbrook's letter of thanks to the Showmen's Guild for the gift of a Spitfire. This produces favorable reaction on part of the public who would not otherwise be aware of the showmen's contribution to the aircraft drive.

**LONDON, May 26.**—Blackpool Tower Circus opens its customary summer season June 1, with program including Korling, the woman fakir, brought to England originally by Cyril and Bernard Mills; Elephant Sextet (the baby elephants of Bertram Mills Circus); Celrol Brothers, Italian musical clowns; Seven Flying Devils, flying return act; Five Scotch, British riding family; Ada Mary Chapman's Boxing Kangaroo, presented by Rabbit; Hubert Cooke's Pony Revue; Jon and Valeria, high-school riders; Adele and Estelle, of the Scott Family, trapeze; Twelve Circusettes, girl troupe; Van Norman, Woo Harry, Little Minkie, Clown Austin, and Doodles, tumblers. The show will close with a water spout.

## Colorado

Brush—Bugs Brush Rodeo-Race Meet. July 3-4. O. J. Goss.  
Cheyenne Wells—Roundup. July 3-4. Tom McKown, Box 61.  
Greenley—Greenley Spod Rodeo. July 3-4. E. H. Polbrecht.  
Monte Vista—Six-Hill Stampede. July 30-Aug. 1. J. H. Beatty.

## Illinois

Peatonlea—Clyde Miller's Rodeo. July 4-5. Tom Morrissey.

## Kansas

Moline—Night Rodeo. July 3-4. J. R. Kutton.

## Minnesota

Minnesota—Augustana Rodeo. July 13-15. Noel Van Tilburg.

## Montana

Augusta—Am. Legion Rodeo. July 4-5.  
Browning—Blackfoot Roundup. July 4-5. Fred Lewis.  
Glendive—Glendive Rodeo. July 5-6. K. E. Barlich.  
Kalispell—Rodeo & Celebration. July 3-5. Earl Scovel.  
Livingston—Livingston Roundup. July 2-4. Joe S. Swindhurst.  
Red Lodge—Red Lodge Rodeo. July 4-5. L. M. Stevens.

## Nebraska

Sutherland—Sutherland Rodeo. July 4-5. Wm. M. Dunn Jr.

## Nevada

Reno—Reno Rodeo. July 4-5. E. J. Quesada.

## New Mexico

Silver City—Silver City Rodeo. July 3-5. Sam Agee.

## New York

Rochester—Grotto Rodeo. July 14-19. Bry Parsons, 182 Commodore Parkway.

## North Dakota

Killdeer—Killdeer Mountain Roundup. July 4-5. Dr. D. B. Fitzhugh.  
Mandan—Mandan Rodeo. July 3-4. Mandan Agr. Assn.  
New Salem—S. P. Weeks Ranch Rodeo. July 4.  
Van Hook—Van Hook Rodeo. July 4-6. Al M. Ulrich.

## Oklahoma

Center City—Center's Roundup. July 30-31. Elmer H. Baskin.  
Dewey—Dewey Roundup. July 4-5. H. C. Courtney.  
Hinton—Kiwana Rodeo. July 30-Aug. 1. Omar Leffler.  
Mangum—Mangum Rodeo. July 17-19.

## Oregon

Empire—Empire Fire Dept. Rodeo. July 4-5.  
Klamath Falls—Buckaroo Days Rodeo. July 4-5. J. E. Hoising.  
Medalla—Medalla Buckaroo Assn. July 4-5. E. H. Wallace.

## South Dakota

Belle Fourche—Black Hills Roundup. July 3-5. J. F. Keller.  
Huron—Legion Rodeo. July 4.

## Texas

Beaumont—Beaumont Rodeo. July 3-4. W. T. Boggs.  
Canadian—Avant Park Rodeo. July 4-6. Carl Bluder.  
Coleman—Coleman Rodeo. July 9-12. Rob O'Hair.  
Falfurrias—American Legion Rodeo. July 3-4. R. L. Schultz.  
McGregor—McGregor Rodeo. July 17-19. Hoyt E. Hackney.  
Rockdale—Am. Legion Rodeo. July 4. O. C. Ross.  
Stamford—Stamford Rodeo. July 3-5. L. I. Bennett.

## Utah

Nephi—Ute Stampede. July 10-12. R. Elgin Gardner.  
Ogden—Ogden Pioneer Days. July 10-24. E. T. Jiddled.  
Price—Robbers Root Rodeo. July 17-19. Donald Hacking.  
Salt Lake City—Covered Wagon Days. July 22-26. J. J. White.

## Washington

Kennewick—Kennewick Rodeo. July 4-4.

## Wyoming

Cheyenne—Cheyenne Frontier Days. July 25-28. R. D. Hansworth.  
Lander—Lander Pioneer Days. July 4-5. E. L. Newton.  
Sheridan—Sheridan-Wyoming Rodeo. July 13-17. R. B. Lewis.

## Canada

Alaska—Alta.—Stampede. July 16.  
Bassano, Alta.—Stampede. July 1.  
Banff, Alta.—Stampede. July 20-24.  
Calgary, Alta.—Calgary Stampede. July 7-12. J. Charles Yale.  
Cardston, Alta.—Stampede. July 16-17.  
Carmangay, Alta.—Stampede. July 4. James Dewey.  
Castle River, Alta.—Stampede. July 17.  
Oxar, Alta.—Stampede. July 3-4.  
Gea, Alta.—Stampede. July 20.  
Hond Hubs, Alta.—Stampede. July 2-3.  
Macleod, Alta.—Stampede. July 1-2.  
Raymond, Alta.—Stampede. July 1-2. L. D. King.



The First Best Skates

QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

LOOK... THE BEST WIDE FIBRE WHEEL FOR LESS MONEY

Try Them and Prove It... Our Prices Are the Lowest in the U. S. Why Buy More? You save and Profit More With Our Wheels... Write for Our WHOLESALE PRICE LIST on Wheels, Parts and Bearings.

AK-SAR-BEN SKATE EQUIPMENT CO., INC. 667 So. 42nd St., Omaha, Neb.

TRAMILL SELF-LOCKING SECTIONAL FLOORS

are the result of thirty-five years' experience in laying over a million feet of maple flooring. They are used under catwalks and in some of the finest buildings in the U. S. Send 10c for information.

TRAMILL PORTABLE SKATING RINK CO. 2300 East 15th St., Kansas City, Mo.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

## Frontier Contests

(Crowded out of last issue) These Dates Are for a Five-Week Period.

### Arizona

Prescott—Prescott Frontier Days. July 3-6. Grace M. Spauld, Box 346.

### California

Lompoc—Lompoc-Santa Barbara Rodeo. July 4. G. T. Gooderson.  
Fortuna—Fortuna Rodeo. July 26-27. Glenn Curry.  
Salinas—California Rodeo. July 17-20. Fred S. McCarrar.  
Willits—Willits Frontier Days. July 4-6. Merrill Williams.

## RINK MANAGERS MAKE GOOD

When Their Rinks Are Equipped With "CHICAGO" SKATES WHY? They Are Money Earners CHICAGO ROLLER SKATE CO. 4427 W. Lake St., Chicago, Ill.



No. 778 Special. New Extra Wide Fibre Wheel.











## CLASSIFIED RATE 10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati  
(25 Opera Place)

Thursday for Following  
Week's Issue

### NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

### AGENTS & DISTRIBUTORS

**BUILD PERMANENT BUSINESS OF YOUR OWN** with improved Read Destroyer. Agent's name on label. Write GOLDWYN SMITH CO., Tampa, Fla.

**BUY \$1.00 GRADE SUSPENDER AT LESS** than wholesale. Beautifully packed, 50c each, postpaid. Money back guarantee. WORTHINGTON MFG. CO., Box 67, Brockton, Mass. **ly2x**

**EARN WHILE TOURING—SELL IMPROVED.** Original, Changeables; Religious Blue Stock Signs, 30c; retail 25c. KOEHLER'S, 335 Goetz St., St. Louis, Mo. **ly2x**

**EXPERIENCED RURAL ROUTE SUBSCRIPTION** Men—Attractive Three Magazine Combination; liberal proposition; no Southern territory. PUBLISHER, Box 7065, Kansas City, Mo. **ly2x**

**KEY CHECK STAMPING OUTFITS—BIG** profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y. **ly2x**

**MAKE MONEY IN PROPORTION TO YOUR** ability. Religious Phosphorescent Pictures shine in the dark with a mysterious glow. Sell for \$1.00 pair. Sample pair, 10c. J. POTTER, 4051 Ellis Ave., Chicago. **ly2x**

**SELL MEN'S AIR CONDITIONED LEATHER** Belts—3 Belts, \$1.00 postpaid. Satisfaction guaranteed. R. H. SIETEMAN, 905 E. 10th, Kansas City, Mo. **ly2x**

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. **ly2x**

### SALESMEN WANTED

**CONCESSIONERS! SALESMEN! ARMY CAMP** (Workers) Hosiery! Perfumed Hawaiian Lei. New sensational seller! Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. **ly2x**

**EVERY BUSINESS MUST BUY PRINTING** advertising Specialties, Book Matches, etc. Take orders for the pioneer line; 1,000 needed. Items at 50% price saving. Free deals. 40% advanced commission, bonus. Experience unnecessary. **Outfit free.** DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 57, Chicago. **x**

### BUSINESS OPPORTUNITIES

**AMATEUR NEWS REPORTERS AND PHOTOG-** raphers in towns, cities, world-over; men, women; good pay, spare time. CHIEF PRESS RADIO SERVICE, 1934 Eleventh, Washington, D. C. **x**

**SKATING RINK EQUIPMENT, BUSINESS, PAR-** aphernalia—4 miles from Camp Devens, operating 180 Chicago Skates, 1000 pairs, sell \$1.20 last year, take \$850. Other business pressing. LECUYER, 117 Hamilton, Worcester, Mass.

**\$100.00 AND UP WEEKLY PRODUCING, DIS-** tributing product which sells to every auto owner. For plan and formula send \$1.00 cash to SOUTHERN EXPANSION COMPOUND COMPANY, R. 2, Box 134-A, Tifton, Ga.

### INSTRUCTIONS BOOKS & CARTOONS

**ANY BOOK (RARE, OUT-OF-PRINT, FOREIGN)** promptly supplied! Lowest prices! Send for free bargain catalogue! OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. **ly2x**

**BIG PROFITS SELLING ADVERTISING IN** your own medium. Get new folio explaining 34 brand ideas, each your private advertising enterprise. Free circular. THORNBURGH SERVICE, 1206 Monroe, Wichita Falls, Tex. **ly2x**

**SIMPLIFIED LETTERING SYSTEM EASY TO DO** with Letter Patterns. We show you how to make and use your own patterns. Any size. Illustrated literature free. HAINES SIGN SERVICE, Sabina, O. **ly2x**

### MISCELLANEOUS

**OUTDOOR AND INDOOR ACTS—ORCHESTRAS** and Shows wanted and furnished for all occasions. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo.

**WANT TO RENT PORTABLE DANCE FLOOR—** Approximately 100x75, August 18-September 1, inclusive. CINCINNATI CONCESSION CO., care Zoological Gardens, Cincinnati, O.

### PRINTING

**HAMMERMILL LETTERHEADS—ANY COLOR** paper, ink; 300 8 1/2x11, \$1.55 postpaid, 32 styles type. Free particulars. WOOD-RUFFEN, 218 Lewis, Duluth, Minn. **ly2x**

**NEW PLANT WANTS MAGAZINE OR WEEKLY** publications to print. Low prices. Best work. THE SENTINEL, 163 State St., Meriden, Conn.

**SPECIAL, \$2.50—1,000 8 1/2x11 BOND LET-** terheads, Envelopes, two colors. (Samples stamp.) 1-5x22 Cards, \$2.50 hundred. HUBBARD PRINTING CO., Rector, Ark.

**SUPERIOR PRINTING SPECIALS—250 BOND** Letterheads, 8 1/2x11; 250 Envelopes, \$2.50, 500 each for \$4.00; 1,000 Dodgers, 6x9, \$3.00. THE STAR PRINTING COMPANY, St. Stephen, S. C. **x**

### COIN-OPERATED MACHINES, SECOND-HAND

**BALL GUM, 5/8, FACTORY FRESH, 13c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. **ly2x**

**CASH FOR WURLITZERS 700's, 800's, COIN-** operated, stands, Basaltols, Drivemobiles. Good legal equipment. Ray Guns, Scales. MESSINGILL'S, Kingston, N. C.

**CLOSING OUT—200 LIKE NEW 1c SKILL** Games; also Peanut, Gum, and Cigarette Vendors. Write quickly! ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y. **ly2x**

**DIGGERS OF ALL KINDS—BEST MONEY GET-** ters for your arcade, \$50.00 each. SALCO AMUSEMENT CO., 2640 Euclid Heights Blvd., Cleveland, O.

**ERIE AND BUCKLEY DIGGERS, ROLA SCORE** Alleys, Modern Scales, 4-Column Nut Machines, 2-Column Advance Candy Bar Machines. NATIONAL, 4242 Market, Philadelphia, Pa.

**FACTORY REBUILT RED HEAD TRACKMACH-** ines. Latest improvements, including extra clear glass over decorated glass to prevent breakage of latter. Great money making cabinets. \$65.00. One third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.

**FOR SALE—QUANTITY OF MILLS BLUE** Fronts \$3.10-25c. Excellent condition. \$37.50 each. Safe stands \$50.00. Monna heavy light two and three machine safe cabinets \$25.00. BUCKEY MUSIC CO., 135 E. Market St., Akron, O. **ly2x**

**I PAY SPOT CASH FOR ANYTHING YOU** have to sell. I guarantee I can save you money on anything you want to buy. CHARLES PITTLE CO., New Bedford, Mass. **ly19**

**JENNINGS FIVE PLAY VENDOR, \$87.50.** Penny Play Slots. List free. 50c Mills Bully, \$29.50; View-a-Scopes, \$22.50. COLEMAN NOVELTY, Rockford, Ill.

**LIKE NEW DOUBLE PAUSE DUCK PIN BOWLING** Alleys. Entirely automatic. Cost \$1,200; used two months. Local location with original shipping carts, \$675.00. AMUSEMENT GAMES CO., 110 E. Oak St., Louisville, Ky.

**MIX EUREKA BRAND FOREIGN STAMPS** (in cellophane tubes) with your vending machine candies and watch summer collections increase. Price only \$2.95 per thousand postpaid. E. O. LIKENS, 924 Fifth St., N.W., Washington, D. C.

**Place 10c and SE CLUB CONSULE, \$87.50.** Counting Games. Bargain list free. COLEMAN NOVELTY CO., 1023 Fifth Ave., Rockford, Ill.

**RADIO RIFLE, \$50.00; FOOT BALL, \$30.00;** Arco Basket Ball, \$30.00; 15 Advance Post Card Vendors, \$90.00; 20 Exhibit Post Card Vendors, \$40.00. SKINNER, 445 E. 87th Place, Chicago.

**SEND FOR BADGER'S 32-PAGE COIN MACHINE** Catalog. Over 1,000 reconditioned Machines. Bargains, Accessories, Parts, and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. **aug30x**

**SKY FIGHTER, \$165.00. LIKE NEW, A-T.** Will trade for Battling Practice and Stamp Vendor. J. E. ROSS, Stockton, Ill.

**SPECIAL—25 TE MASON MINT VENDERS,** \$5.00—1c Burels, \$7.95; 25 1c Snacks, \$5.00; 25 Postage Stamp Vendors, \$17.50. Also Machines wanted. CAMEO VENDING, 402 W. 42d, New York.

**VEST POCKETS, \$22.50; JENNINGS CHIEFS** and Consoles, \$45.00; Mills 25c Dice Game, \$50.00; Places Races King, \$95.00; Galloping Cowboys, \$25.00; Clapnets, \$75.00. All ready for location. Third cash balance C. O. D. EAGLE VENDING CO., 205 Tampa St., Tampa, Fla. **ly2x**

**VEST POCKETS, \$25.00; CHROME COLUMBIAS,** \$40.00; O. T. 1c or 5c, \$25.00; Liberty \$12.00; Imps. \$6.00. O'BRIEN, 89 Thames St., Newport, R. I.

**WANTED—WATLING "NO SPRING" SCALES.** Prefer President, Ambassador, and Senator models. Cash! BABE LEVY, 2830 10th Court South 86, Birmingham, Ala. **ly5**

**WANTED—1937 AND 1938 KEENEY TRACK** Times. One or twenty five. Write BOX 92, Steubenville, O. **ly12**

**WANTED—PENNY PLAY GINGERS, MER-** cury, Marvel and All Counter Games. Give full particulars. NOVELTY SALES CO., Box 377, Independence, Kan.

### FOR SALE SECOND-HAND GOODS

**AAA ALUMINUM POPCORN KETTLES, \$6.50.** Gasoline Concession Model Fearless Poppers, Long Takins, Motors: Burners, Tanks, Tubing, Cooper, Carmelcorn, Kettles, lowest prices. NORTHSIDE MFG. CO., Indianapolis, Ind. **au2x**

**AAAAA ALUMINUM AND ABOUT ALL** Available. Makes Poppers; Twelve Quart Geared Kettles, \$9.50; Creators Wagon, Steam Engine, Gasoline Burners, nice shape; sacrifice \$125.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

**CORN POPPERS, GEARED KETTLES, GRIDDLES,** Stoves, Lanterns, Burners, Tanks, Tubing, reprints. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa.

**FIVE USED RUNNING POCKET AND WRIST** Watches. Also for sale our assortment. B. LOWE, Box 525, Chicago, Ill. **x**

**FOR SALE—COMPLETE SKATING RINK** Equipment. Sander, Skates, Music, Lights, Sound. A bargain if sold at once. BOX C-161, Billboard, Cincinnati.

**FOR SALE—TWO WHEEL BURGLAR PROOF** Freight Trailer, like new; cost \$510.00. Used short time, new tires, ball hitch steel frame, carry two tons, leak proof top. Ideal for fruit, livestock, trucks or animals. Adress MUSICAL KUEHNS, 543 W. 123d St., New York City.

**FOR SALE BY JULY 5TH—A FINE CIRCUIT** Camera. Gas, electric, camera roller, quick dryer for photos, penny pictures and other cameras, 30x36 Plate Holders, Tripods, Printers, a fine enlarger; also 200 pairs Roller Skates; a Book Pin Bowditch outfit. 514 N. 9th, Monmouth, Ill. Phone 3925.

**FOR SALE—MECHANICAL ORGAN, A-1 CON-** dition. Style 146. Very reasonable. E. IONELZI, South Haven, Mich.

**FOR SALE—PORTABLE RINK, FLOOR, 50x118** ft. Good condition, slightly used. Must sell due to draft. Call or wire EMIL IONELZI JR., South Haven, Mich.

**NATIONAL CANDY FLOSS MACHINE CO.** offers tremendous opportunity. 15,000 1941 Floss Machines to be sold, list price \$200. Your price while they last, \$98.00. F. O. B. 8 Ridge land Manor, Rye, N. Y. **au26x**

**ONE ECHOL ICE MACHINE, 2,000 CUPS.** Spoons, 3 qts. Syrup, one Dispenser. Used two weeks, \$30.00 cash. N. BRANDA, Sol's Liberty Shops, Kenosha, Wis.

**PENNY-PITCH BOARD—4x4 FEET, NEVER** used. Cost \$80.00; first \$40.00 gets it. EDEL LENT, 2674 W. Ninth St., Los Angeles, Calif.

**POPCORN CRISPETTE MACHINE, CAMEL** Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. **se6x**

**PORTABLE ROLLER SKATING RINK—120 BY** 50 feet. Everything complete. Doing good business. For further information address BOX C-166, Billboard, Cincinnati.

**TWELVE GENUINE MEXICAN AND AUS-** tralian Orals, \$1.00; twelve assorted Caramels, \$1.50; three genuine Diamond Cut Zircons, \$1.75. B. LOWE, Box 525, Chicago, Ill. **ly12x**

**100 PAIR CHICAGO SKATES, \$200; ONE TENT,** \$275. 4 times up, used last season, red trim, \$350; one 30 Watt Music System, \$110. Sell all or part. RAY SANBORN, New Straitsville, O.

### FOR SALE—SECOND-HAND SHOW PROPERTY

**ALL KINDS TRUNKS—CIRCUS TRUNKS,** 29x17x24", Taylor make, perfect condition, \$5.00, with keys. Write WM. LESSER, 517 Monroe, 5th Floor, Chicago, Ill. **ly5**

**FOR SALE—SIXTEEN AND TWENTY-FOUR** Seat Chair Planes complete: Kiddie Aero Plane and Chair Plane. CALVIN CRUNER, Pinksneyville, Ill. **ly2x**

**FOR SALE—TURN OVER CRAZY HOWE,** barrel shape all steel, 14x20. Also Khaki Bingo Top and Frame. Both for sale reasonable. C. F. ZEIGER, Box 396, Boise, Idaho. **ly12**

**FOR SALE—SENSATIONAL MEREDITH'S** High Rigging; plus equipment, including beautiful Loop the Loop. JOE EGAN, 92 Eustis St., Revere, Mass.

**FOR SALE—EIGHT CAR WHIP, NEW LAST** season. Cash only. H. E. WATSON, Amolds Park, Ia.

**FOR SALE—3,800 KHAKI BOX CUSHIONS,** boxed ready for shipment. Jackets and other grand stand equipment. Make offer. MRS. G. SCHOFIELD, 3020 Wendover Lincoln, Neb.

**HAVE COMPLETE SMALL THREE-RING CIR-** cles. Truck, Light Plans and material. Will sell or lease. Ready to work. Show working every day. Selling account of draft. GEORGE WHITE, care Billboard, St. Louis, Mo. **ly26**

**KHAKI TOP—30x35, 4 FOOT FITCH, SEC-** tions, \$100.00; pitched once. 5 Foot Steam Table, \$15.00. HOVEY, 6214 Belvidere, Detroit, Mich.

**NEW LAUGHING MIRRORS FOR PARKS, CAR-** nivals, fairs, fun houses, museums, nine clubs. Small outfit; big returns. C. J. MURPHY, Elyria, O. **ly5**

**WILL TRADE KIDDIE RIDE (PONY CYCLE)** for a House Trailer or Truck. BOX 240, The Billboard, 1564 Broadway, New York.

**4,000 FEET SIDEWALL, 2.85 DRILL, MACHINE** Road, clean white, good as new; 7 ft. high 20.00. Call, \$2.85, 100 ft. long and a few tons. KERR CO., 1954 Grand Ave., Chicago. **ly5**

### MOTION PICTURE FILMS & EQUIPMENT

### NOTICE

**News and display advertisements of in-** terest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

**AMBITIOUS—SHOW TALKIES THEATRE-** less communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM. Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh.

**ATTENTION! ROADSHOWMEN—SAVE** money on your 16MM. Film Rentals! Send for our latest "Roadshowmen's Catalog and Handy Booking Guide" today. INSTITUTIONAL CINEMA SERVICE, Inc., 1560-R Broadway, New York.

**BARGAINS—16-35MM. SOUND, SILENT** New, used. Projectors, Cameras, Screens. Lowest prices; trades accepted; time payments. Films rented; special rates to roadshowmen. MCGILL'S, 59 W. 48th, New York. **x**

**MARGAINS IN PROJECTORS, OPERA CHAIRS,** Spot Lights, Stereophones, Screens, Rewinds. Complete projector equipment and supplies. Catalogue 5 free. MOVIE SUPPLY CO., 618 Wabash, Chicago. **ly26**

**FOR SALE—PAIR 35MM. HOLMES PROJEC-** tors, 2 Speakers, like new; Film. Priced right. 2248 Park Ave., Cincinnati, O. **x**

**FOR SALE OR TRADE—GABEL JUNIOR MUSIC** \$22.50; Mills V.P. \$27.50. Wanted Mills Tickets, Advance Four Column Cigarette Gings, X-Ray BRAVNER, Scranton, Pa.

**NEW MUSICAL SOUND SHORTS, 16 AND** 35MM, reasonably priced. Send for catalog. PENTHOUSE, 723 Seventh Ave., New York City.

**ROADSHOWMEN SPECIAL—COMPLETE 16MM.** Sound Programs only \$9.50 per week. Finest money making pictures available. You'll clean up. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. **x**

**IWANNA 100' 16MM. PAN-A-TONE OUT-** door Movie Film, \$1.95. Includes processing and return by Special Delivery. A service no other film offers. 25' Double 8MM, 98c; returned first class. IWANNA, 479-A Quinby St., Brooklyn, N. Y.

**WANT USED 16MM. FEATURES—STATE FULL** particulars in first letter. S. J. BERG, Barron, Wis. **x**

**16MM-16MM FILMS, SILENT, SOUND—COM-** plete rental library. Latest subjects. Free illustrated catalogue (sample film 10c). GARDEN FILM, 317 W. 50th, New York City. **x**

**16MM, 16MM FILMS, SOUND, SILENT—** Rented, sold, exchanged. Bargains galore. Free lists. TIMES SQUARE CAMERA, 131 W. 42d St., New York.

**35 MILLIMETER SUBJECTS CHEAP—MUST** be sold; going out of business. 16 Millimeter Programs rented reasonable. MERTZ, Virginia, Ill.

### PHOTO SUPPLIES DEVELOPING-PRINTING

**ASK FOR LITERATURE ON THE NEW MARFIL** Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 3/4 inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. **ly26x**

**FREE SAMPLE LEATHERETTE CASE, 1 1/2x2 1/2,** \$2.50 for 100. We manufacture all sizes. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. **ly12**

**DIME PHOTO OUTFITS CHEAP—ALL SIZES.** Better drop in and see them. All the latest improvements—Bar of cut business. O. CAMERA CO., 11 E. 35th St., Chicago, Ill. **ly19x**

**ROLLS DEVELOPED—20 PRINTS EACH** and two Free Entertainment Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. **ly12x**

**START A PROFITABLE LIFETIME BUSINESS—** Latest brand new Double Photo Outfits complete, \$95.00. GLOSSICK MFG. CO., 206 Cass St., East Aurora, Ill. **ly2x**

**4 FOR 20 SUPPLIES FOR LESS—NEW, COM-** binatorial Machine, making 1 1/2x2 and 3x4 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x250, \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. **ly3**



## MUSICAL INSTRUMENTS, ACCESSORIES

**CALLIOPES — HAND PLAYED.** TANGLEY, FOR quick sale, \$12.00. DOC MURPHY, Pennsylvania Ave., N. S., Pittsburgh, Pa.

## COSTUMES, UNIFORMS, WARDROBES

**A-1 EVENING GOWNS, WRAPS, \$2.00. SHOES, 50c up.** Furs, Costumes, Mixed Bundles, \$1.00. Street Wear, CONLEY, 210 W. 47th, New York.

**MOVIE STARS' SLIGHTLY USED CLOTHING,** Gowns, Dresses, Slacks, Playuits, Sweaters, Shoes, \$2.00 and \$1.00; Mixed Bundles plus 50c mailing. Send size with money order. J. MOSS, 5975 Franklin Ave., Hollywood, Calif.

## SCENERY AND BANNERS

**BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels.** Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. j15

## MAGICAL APPARATUS

**A CATALOGUE OF MINDREADING, MENTALISM, SPIRIT EFFECTS, MAGIC, HOROSCOPES, FORECASTS, BUDDHA, FUTURE PICTURES, CRYSTALS, LUCKY PICTURES, PALMISTRY, GRAPHOLOGY CHARTS AND BOOKS.** Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. j19x

**A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, SUPPLIES, VENTRILOQUY, FIGURES, ETC., 25c.** KANTER'S, B-1311 Walnut, Philadelphia, Pa. j15

**BULLETIN, SAMPLES, 10 TRICKS, 25c—VALUE received for your money.** Magic at wholesale. IVAN, 104 Grand St., Brooklyn, N. Y.

## ANIMALS, BIRDS, REPTILES

**ALLIGATORS, SNAKE DENS, \$5.00 TO \$20.00;** 12 Moccasins, \$6.00; Racing Turkeys, Chameleons, Wildcats, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalogue, ROSS ALLEN, Ocala, Fla. j19

**ANIMALS, BIRDS AND SNAKES FOR SHOW folks.** Also Trained Wild Animal Acts for sale or lease. SNAKE KING, Brownville, Tex. j12x

**ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready.** MEEMS BROS. & WARD, Oceanside, N. Y.

**FOR SALE — HAIRLESS BULL, 19 MONTHS old.** Write for particulars. PHELPS BROS. Pottersville, N. Y. j15

**FOR SALE — THREE TRICK DOGS, \$60.00.** All walk on front feet and many other stunts; one semorsaults. HENRY WOLFORD, Kittery, Me.

**FOUR TRAINED DOVES AND PROPS — REAL Act.** Work for anybody. Fifteen dollars. THOS. FINN, Hockley Falls, N. Y.

**FROM PANAMANIAN JUNGLES — ACOUTIS,** \$15.00; Pacas, \$17.50; Snookum Bear, \$20.00; Capuchin Monkeys, \$25.00; Rhesus Monkeys, \$15.00; Spider Monkeys, \$27.50; large Chinese Dragons, \$8.00; dens 25 lbs. assorted snakes, \$10.00; Baboons, \$50.00. IMPORT PRODUCTS COMPANY, Moncks Corner, S. C.

**MEXICAN HAIRLESS PUPPIES, \$10.00 — BRED Bitches,** \$20.00; Bobcat Kittens, \$10.00; Cilas, \$5.00; Rattlesnakes, \$2.00; Chuckawallas, \$2.00. EVANS TAXIDERMIST, Phoenix, Ariz.

**PLENTY SNAKES, ALLIGATORS, BOAS,** Iguanas, Gila Monsters, Horned Toads, Armadillos, Terrapins, Monkeys, Pacas, Sloths, Acoutis, Coatsmounds, Prairie Dogs, Kingbirds, Guinea Pigs, Kinkajou Mice, Rats, Peafowl, Badgers, Porcupines, White Doves, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. j19

**12 HARMLESS SNAKES, \$7.00; OPOSSUM AND Babies, \$7.00; Baby Red Foxes, \$7.50; Pet Rhesus Monkeys, \$20.00; Groundhogs, \$4.00; Monkey Face Owl, \$5.00. BIRDMAN LAMB, 3330 W. Lafayette, Detroit, Mich.**

## HELP WANTED

**ALL GOOD NEGRO WRESTLERS SHOULD WRITE** name to DIXIE ATHLETICS, P. O. Box #108-2464, Birmingham, Ala., to get work this fall and winter in other Southern Negro circuit.

**EXPERIENCED WOMAN CONCESSIONER —** Must have driver's license. For particulars apply personally. SANGER, 1250 Tremont Ave. (Parking Lot), Bronx, N. Y. j12

# Show Family Album



**AT THE LEFT** are two members of E. G. Smith's Colossal Shows, a wagon show, snapped season of 1907 at Marienville, Pa. Jack Ray-Dee (left), club swinger, contortionist, and wire walker, now holds a government position. Andy Thumser (right), clown and juggler, is still active, having done clowning at Gwynn Oak Park, Baltimore, for the past three seasons. It is understood that Smith, who makes his home at Atwater, O., is still active as a general agent.

With the State Capitol at Madison, Wis., for a background, Mrs. Elizabeth Fenn and Mrs. Minnie Cohen, members of the Nat Reiss Shows, posed for the photo on the right during the summer of 1922. Mrs. Fenn (left), wife of the late J. G. (Jake) Fenn, partner of Nat Reiss, now lives in Montgomery, Ala. Mrs. Cohen, wife of Abe Cohen, concessionaire, resides in New York.

**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.**

**EXPERIENCED STUNT MEN AND WOMEN** with or without motorcycles and cars. Season's contract. Come on. Can use for July 3d, 4th, 13th. Also Sound Man, Promoters and Advertising Solicitors. Five bookings. This show is going places. Wire or contact CAPT. JACK O'RAMONDS, Marshall, Mich.

**FEMALE ENTERTAINERS, DANCING INSTRUCTORS.** All over 21. Looks shape and pop. FREDDIE WETMORE NIGHT CLUB, 125 Main St., Poughkeepsie, N. Y.

**FIRST TROMBONE AND FOURTH SAX FOR road band.** Prefer Vocalist or double; all others write. HARRY COLLINS, Grand Island, Neb.

**GIRL ORCHESTRA WANTED — MUSICIANS.** Girl entertainers of all nationalities. Hostesses and Waitresses. Refugees preferred. Apply immediately. Good salary, all expenses. Apply BONNIE BUSCH, Hall of Nations, Somers Point, N. J.

**MAN OR TEAM — DRIVE AND TAKE CARE** truck, walk-around, with or without act. All first tier. M. E. ETILING, Dundas, Ill.

**WANTED — TWENTY-ONE YEARS.** Beverages only. Sing, dance or Western act. Address DUDE RANCH, on Boardwalk, Atlantic City, N. J. j15

**WANTED — 3 OR 4 PIECE UNION NOVELTY** Band; vocals, North Dakota. Box C-152, Billboard, Cincinnati. j15

**WANTED IMMEDIATELY ACCOUNT DISAPPOINTMENT.** Mod Performers, Piano Player, Singer or doubles. Backstage. State salary. STANLEY, Box 441, Utica, Mich.

**WANTED — A-1 FRONT MAN CAPABLE OF** handling a 15' Indian Rock Pythons; also to take full charge of platform show, 15x20". Must be absolutely reliable and sober. Wire CHAS. HOWE, care Art Thomas Shows, Lennox, S. D.

**WANTED QUICK — BLACKFACE COMEDIAN,** up in Bits and Acts. Long season, sure salary, week stands. Other useful people write DICK ROYSTER'S TENT THEATRE, Marshall, Va.

**WANTED FOR REP — YOUNG TEAM AS CAST,** single man, musicians. Agent with cap. Useful people, write GOFF'S COMEDIANS, Moncks, Tex.

**WANTED — WIREWORKER. MUST TURN** out good bracelets, etc. Wonderful opportunity for fall and winter. Contact at once. BOX C-162, Billboard, Cincinnati.

**WANTED — READERS FOR PALMISTRY.** Photo Tinter and Dark Room Developer, Penny Rich Agent, MRS. CLARKE CAMERON, Spencer-Fourth, Grafton, W. Va.

**WANTED — HILLBILLIES, SINGERS, ACCO-**rdion, Fiddle, Bass. Need immediately. BOB WHITTON, Millbridge, Me.

**WANTED — GOOD UNDERSTANDER AND** Catcher and Young Man that has worked on featherboards to report July 15. Write JAMES PICCHIANI, care Billboard, 1564 Broadway, N. Y.

## AT LIBERTY BANDS AND ORCHESTRAS

**DON SHAW'S TROMBONAIRES — AVAILABLE** after July 5 for hotel, resort or night club. Three Trombones, Trumpet, Piano and Drums. Specially constructed megaphones give trombones a tone similar to that of saxophones. All men double on vocals or other instruments. The megaphones and doubling feature music that is never monotonous. Large up-to-date library of special arrangements includes many novelties. Complete modern equipment and wearing apparel. All are young, single, and sober with pleasing personalities. Union, exempt from draft for at least six months. Write DON SHAW, 401 9th St., Blomack, N. D. x

**Exceptional Bit Piece Union Band Available** immediately. Well equipped and rehearsed. Suitable for hotel, resort or night club. Includes singers, entertainers. Willing to augment to waltz, one man and have arrangements for same. Reliable transportation. Write to anything you wish, write Bill Martin, General Delivery, Denver, Colo.

**Seven Piece All Girl Orchestra — Young, refined, at-**tractive. Hot Drummer, Piano, Bass, Trumpet, three Saxophones, double Clarinet. Available July first on. Leader plans to tour. Frank Robertson, Director, 161-20 Northern Blvd., Flushing, N. Y. Tel. 8-0478. j12

## AT LIBERTY CIRCUS AND CARNIVAL

### FLAGEOLET PLAYER —

H. LEE, General Delivery, Hartford, Conn. **THREE CLOWNS — 5 ACTS. GO ANYWHERE.** Great for units. Address RIDICULOUS TRIO, Billboard, Chicago. j19

**County Magician, Circus and Juggling.** Plenty experience with French and Jolly. Have own ready to go outfit. J. SHAW, 594 Grand St., Brooklyn, N. Y. j19

**American Girls — Platform Balancing Act.** High rating above 90 ft. high. Also Banner, Juggler, Acrobats on request. American Girls, Camp New York, Bronx, N. Y. j12

**Girl can work in any Aerial Act that has steady work.** Height 5'2, weight 115, light complexion. E. Collins, 2052 Bremer Ave., Bronx, N. Y.

**Kenneth Waite Troupe — There is only one. This** is the original. It is an accepted fact Kenneth Waite has more double costumes, more dazzling European figures, broader and originalities than any other individual clown producer in the country. From New York to the Pacific Coast his nationwide success have made millions laugh. Many of the odd looking figures are imported from Europe and each season finds Waite with something new and unusual. Also four outstanding laugh-getting acts. Address Kenneth Waite, Billboard, Chicago. j15

## AT LIBERTY DRAMATIC ARTISTS

**Truss at Liberty — Characters, Grand Features,** single and double. Comedy specialties. Women Double Piano. Can use guitar for our double songs. Wandering. Reliable, experienced. Have car and general trailer. Easy salary. W. Lewis, General Delivery, Bullfinch, Ind.

## AT LIBERTY MISCELLANEOUS

**COIN MACHINE OPERATOR, MECHANIC** available. Go anywhere. Age 27, married, have child. Classed SA; 9 years' experience on slots, pin games, photographs. Capable of making complete charge of operation. Neat, reliable, don't drink. Drive 1941 Pontiac. BOX C-164, Billboard, Cincinnati.

**For Shorts and Television Cartoons — Write with** both hands while singing. Lavell Thomas says "Superman." Open in September. Write Henry N. Kool, Liberty, N. Y.

**Lady Dalmat and Perle Reader — Experienced;** would cooperate with another for parties, picnics, fairs and fairs; metropolitan. Send for card and stand. Box 480, Billboard, Chicago, Ill.

## AT LIBERTY MUSICIANS

**A-1 BASSES — FULL SIZE** string, gold recording horn. All qualifications, sing. Good entertainer. Reliable, congenial, single. Draft free. MR. BASS, General Delivery, Fortoria, O.

## AT LIBERTY — TRUMPET.

**All essentials. 715 North St., Oil City, Pa.** **BAND DIRECTOR — EX-**perienced, competent, Municipal, civic, Industrial. Library, G. H. LOCKWOOD, 1005 West St., Utica, N. Y. j12

## HAMMOND ORGANIST

For summer engagement. Can open immediately. Address BOX C-163, Billboard, Cincinnati.

## HAMMOND ORGANIST

— Fine player, any type music or show. Read or fake. Double good piano. Sober, neat, personality. Large salary. Union. Go anywhere for reliable position. Wire BOX 1781, Tampa, Fla. j12

**WANTED AT ONCE — EXPERIENCED COLORED** Musicians. Feature comics for world's largest Indian med show. Come on. VAN RED FEATHER, 3953 Michigan, Chicago.

## WANTED TO BUY

**HAVE RED HOT LOCATION FOR PORTABLE** Skating Rink. Will buy, rent or percentage. GEO. L. BUCHNAN, Amusement Corp., Columbia, Tenn.

**WANTED — ITEMS RELATING TO EARLY MO-**tion Pictures, Books, Catalogs, Programs, Original Letters of Pioneers, Films, Zoetrope, Relics, etc. Describe fully and quote price. CHAS. CLARKE, 10133 Tabor St., Los Angeles. j19

**WANTED — LOOP-O-PLANE, DUAL PAY** cash. Wire all details. Phone 1963. SHUMAN AMUSEMENT CO., Sandusky, O.

**WANTED — ADVANCE DUPLEX E. S. COIN** Mechanisms, second hand or new. BOX 260, The Billboard, 1564 Broadway, New York City.

## At Liberty Advertisements

So a Word (First Line Large Light Capitals)  
25 a Word (First Line Small Light Capitals)  
15 a Word (Extra Ad Small Light Type)  
Figure Total of Words at One Rate Only

MINIMUM 25¢ CASH WITH COPY

## NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore, when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

## AT LIBERTY AGENTS AND MANAGERS

**ROLLER RINK MANAGER — FLOOR MANAGER.** Instructor wants position in modern rink. Sober, capable, experienced in managing, instructing, etc. Wife also experienced. Consider any reasonable offer. BOX C-168, Billboard, Cincinnati, O.







# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Mass. Considers Bingo Tax Bill

BOSTON, June 28.—A bill was filed with the State House of Representatives by Representative Joseph H. Downey, Brockton, calling for a 10 per cent tax on gross receipts of all bingo games. It will go to the rules committee on the question of late admission. The Legislature has rejected a bill to impose a 12½ per cent tax on such games, but the fact would not rule out a 10 per cent tax bill.

Representative Downey, long an ardent advocate of adequate aid to elderly people, is convinced that such a tax is proper. He pointed out that bingo is conducted under auspices, either directly or by managers, of religious or charitable associations, most of which pay no taxes on property they hold, being exempted by law.

## Portland Adopts Salesboard Tax

PORTLAND, Ore., June 28.—An ordinance to require licensees for salesboard operators at Prineville, Ore., and imposing a tax of 6 per cent on gross receipts of boards has been adopted and put into effect by Prineville City Council.

Operators are now required to secure in advance licenses to operate and to pay fees of \$5 per month. The 6 per cent tax is to be computed on the gross sale value of the punches on each board.



By JOHN CARY

FRANK J. ELLIOTT, bingo promoter of Amherst, N. B., now has his game on the road thru the provinces. He introduced the game several years ago in the Magdalen Islands, Newfoundland, and St. Pierre-Miquelon Islands.

OPERATORS report that given business in parks and resorts gives evidence that they will wind up the season with better than average profits. Vacationists at resorts are being attracted to the game, it is reported.

Coney Island, Palisades (N. J.); Playland, Rye, N. Y., and Atlantic City report increased bingo game activity. The number of bingo addicts continues to grow from year to year. The large crowds that gather to play the game at resort centers is proof that bingo's popularity has not dimmed.

The fact that bingo operators today offer worth-while prizes is another reason why the public is flocking to the games. Progressive operators feature a wide variety of merchandise of practical value. For example, candid cameras, movie cameras, midjet radios, electric fans, fishing outfits, tennis rackets, and other sport items are extremely popular during the summer.

Old stand-bys for home use seen at representative stands include floor lamps, electrical appliances, chinaware, cocktail shakers, silverware, and smoking stands. Of course, novelty items are also strong, with favorite prizes including dolls, stuffed monkeys, floral plaques, and military and patriotic novelties.

A number of stands find it profitable to give souvenir consolation prizes to non-winners to draw players back again.

OUTDOOR BINGO is in full swing and doing well, according to reports. Some operators think of unusual angles to stimulate trade. A good stunt is to have a nursery corner for the convenience of

(See BINGO BUSINESS on page 84)

## Picture Contests Stimulate Public Interest in Cameras

Popularity of low-priced box, candid, and movie cameras continues—merchandise men profit thru increased sales—pic magazines outlet for snap artists

NEW YORK, June 28.—With the summer season here interest in cameras is stronger than ever before. A considerable impetus was given to existing demand by announcement of many local and national cash prize contests for snapshots. A number of prominent newspapers offer major prizes for amateur photos, and many magazines are offering substantial prizes. In addition, the many picture magazines also welcome amateur pictures, for which they pay at varying rates. Public interest in photography has been the result of carefully planned national publicity on the part of manufacturers. The contest tie-ins on the part of publications and local and national advertisers have tended to increase the number of camera enthusiasts in the country.

Manufacturers report that demand is greatest in the popular-priced field, with largest sales made of the snapshot box-type camera. These cameras do not require any particular technical knowledge, and that is why they are extremely popular with the public. Even in the cheap boxes manufacturers have presented improvements, including perfected viewfinders, better lenses, and greater picture capacity.

Candid cameras have now been simplified and are available in a number of models at popular prices. When the candid camera craze began only a limited number could be sold because they were priced too high. Now with mass interest in photography, cameras offered in the low-priced field compare favorably with more expensive equipment.

Manufacturers and distributors are offering a number of popular 8mm. and 16mm. movie cameras and projectors for the home. This field has also grown tremendously in the past 12 months, with the number of home projectors increasing rapidly.

One of the largest outlets for low-priced still and movie cameras is in sales made to the bingo, salesboard, and concession operators. These operators, aware of the public interest in picture machines, have stocked up with leading numbers. The prize field is a natural source of increased camera sales. While the public does not actually buy the camera, they eagerly try to win one. Already this season bingo, salesboard, and

## Dates Set for Show By Atlantic Premium

NEW YORK, June 28.—The Seventh Annual Atlantic Coast Premium Buyers' Exposition and the semi-annual convention will be held in the Commodore Hotel here September 8-12, according to an announcement by A. B. Coffman, exhibition manager. Exhibitors at the recent successful National Premium Exposition in Chicago were enthusiastic when shown the new floor plan and layout of the New York show.

Space applications are already coming in, with 50 per cent of the total exhibit space already reserved, it is reported. It is expected that all available space will be contracted for long before the expo starts.

From advance reports it appears that manufacturers are planning to introduce a number of new and timely items for the benefit of prize and premium users. Plans have been made to handle a record turnout this year. It is pointed out that buyer attendance has increased yearly. The 1940 attendance was better than 600.

The program schedule will include matters of practical value to exhibitors and buyers alike. All exhibits will be in the Grand Ballroom of the hotel. Good lighting and ventilation, with no posts or columns to block views, will be offered.

## Increased Spending Stimulates Sales

NEW YORK, June 28.—Bingo and salesboard operators in the industrial areas are cashing in on the increased spending by workers. Wide opportunities have also opened for pitchmen, novelty workers, and concessionaires in resort centers.

Workers in the industrial areas are featuring items of practical value for the home and personal accessories. Increased demand has been noted for electrical appliances, kitchen gadgets, fur coats, radios, and home furnishings. Profitable business has been reported by workers with such staple items as combs, ties, sun-glass kits, razor blades, first-aid kits, fly swatters, leather belts, mirrors, and flashlights. Demand for cameras and watches is particularly strong. Fans are also going well.

Other staple items dressed up in patriotic styles are going well, including compact, powder and perfume sets, cigarette cases, lockets, bracelets, necklaces, rings, fountain pens, automatic pencils, and tricks and novelties.

Angell & Company, Andrew Paul and E. Arkas, Cohen Bros. & Sons, and the Rose Fur Company have already put their 1941-42 catalogs in the mails listing complete lines of fur coats, jackets, and boleros, and other manufacturers are about ready to follow suit.

Furs have gone very well the past few years and there is every reason to believe they will produce as well this year. Yet when fur coat manufacturers first tried to crack the salesboard market they had a tough time getting operators to bite. However, after a number of the more courageous operators put out deals and the deals clicked it wasn't long before fur cards were going strong everywhere, especially thru the Midwest. Despite the long take, this type of deal turns over quite readily and the profit spread is big enough to satisfy anyone.

The Usalite, pocket and purse spotlight offered by U. S. Electric Manufacturing Corporation, looks good for a fast turnover on a small card. Other items displayed in The Billboard's Summer Special which have good profit possibilities are the Twinflex and Uniflash cameras offered by Universal Camera Corporation, the Porto-Bar-Radio combination offered by Continental Merchandise Company, the Baseball Radio offered by D. A. Pachter Company, and the new four-tube superhet Arvin radios offered by Noblist-Sparks Industries, Inc. All are worth a look-see.

Ever since the introduction of the midjet unit, radios have been one of the top producers on a card. When there is nothing else to work, radios will usually keep an operator in pocket money. When the set has a fascinating twist or an outstanding shape or design the boys go to town.

## HAPPY LANDING.

Goldfarb Novelty Company is all set in its Alexandria, La., salesrooms for the summer military maneuvers. The firm has stocked a diversified line of military accessories and army novelty souvenirs for sale to soldiers and their relatives. Max Tucker, Tom Kerr, and Pat Loscalzo, thoroughly experienced with military items, will leave New York shortly to handle sales during the maneuvers.

## Salesboard A B C's

A free copy of The Billboard's reprint, Salesboard A B C's, will be sent on request. The article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, but seasoned operators will find it practical, too. The supply is limited. To get your free copy, write today: DEALS, The Billboard, 1564 Broadway, New York.

concession operators have given away a considerable number of snapshots, candid, and movie machines. Records for additional cameras of all types are coming thru daily, manufacturers report.

As the summer season advances it is predicted that demand for cameras will exceed that of all other years. Bingo operators working fairs and carnivals have featured cameras effectively in past seasons, and this year they are adding to their lines so that they may offer diversified awards. Reports from bingo operators throughout the country have revealed that cameras are always a popular prize.

Salesboard operators have been quick to grasp the opportunities offered by the public's interest in cameras. Deals featuring candid or box cameras, with a half dozen rolls of film, or a photo album, or negative catalog, have pulled well in past seasons. As a matter of fact, a number of operators found it profitable to handle a line of films, adding considerably to their revenue, it is reported.

Cameras, from all indications, will draw the crowds for all merchandise users this season. The interest in photography is not a passing fad. With the unusual displays worked out by concessionaires and bingo operators and the promotions by salesboard operators, the end of the season will see previous sales records surpassed. Cameras are definitely the top item in the 1941 season.



By BEN SMITH

When an operator sings the blues that business is bad, more often than not it isn't so much that money is tight but that his item or set-up isn't right. That is more true today than ever before, with the defense program putting all that extra money into circulation. Just slapping a deal together any old way won't go in 1941, tho it doesn't seem so long ago when apparently that's all one had to do to watch the bucks roll in. Today an operator must have an item with unusual appeal to get a nibble from John Public, but if he has that item he can still clean up. The man in the street may not have too much appetite to lay down the full retail price for an article he would like to own or give as a gift, but give him a chance to try for the item on a card—well, you know the answer. That's what makes this business so lucrative and keeps the boys in spending money regardless how other fields may be hit.

Fur coat manufacturers have already sprung the barrier. It is none too soon either, for it takes time to get a fur deal winging, and the sooner an operator starts lining things up the better. S.



# 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. Enclose addressed and stamped envelope for prompt reply.

## Gahoon

Reported as a smash hit for pitchmen is the Gahoon, a brand-new musical instrument offered by Gahoon Products Company. Pitchmen have been selling the item fast. It consists of a tone-tempered spring, genuine saxophone mouth-piece, and saxophone reed. No study is required to play the instrument. As the spring is bent, notes are changed as the break is slid up or down. It is reported to be a big hit with the younger set.

## Porto-Bar-Radio

Salesboard operators report a real flash in the Porto-Bar-Radio, a combination portable bar and radio, says Continental Merchandise Company. Radio is by Stewart-Warner, operates on AC-DC, and features seven-tube performance with five tubes. The bar is equipped with 21 pieces, including two glass decanters, six highball glasses, four jigger glasses, ice tray, tongs, and six glass mixers.

## Identification Tag

A good item for pitchmen to sell to motorists is a combination identification key tag and headed key chain, reports Louis J. Lindner. Made of leather, identification tag has space for name, address, phone number, and other pertinent personal data.

## Fur Coats

A line of genuine fur coats, jackets, and scarfs in 1942 styles is offered by Rose Fur Company. These quality coats have been fast sellers. It is reported. Line includes caraculas, dyed mink and sable coneys, seals and marminks. Catalog and price list are offered without charge.

## Kiddie Bag

A good number for children is the Kiddie Bag with a patriotic emblem, according to the manufacturer, Industrial Transparent Products. Item has a transparent handkerchief pocket, gold corners, and a snap fastener. Coming in attractive colors, the bag is a natural for children and has practical value.

## Formula Book

A money-making book is *Fortunes in Formulas*, a 900-page volume listing over 10,000 recipes and formulas for beauty preparations, dyes, inks, and perfumes, according to the Gravitan Company. It is said to have been compiled from

# NOW READY FOR MAILING OUR NEW CATALOG NO. B136

The Show World's Greatest Buying Guide for Over 50 Years!!

WRITE FOR A COPY NOW!

State Business You Are In As We Do Not Sell Consumers

BELOW WE LIST JUST A FEW OF THE THOUSANDS OF MARVELOUS VALUES SHOWN IN OUR CATALOG!



## The "QUINTU-PETS"

Here are the most unusually designed animals at the season. Large, floppy, four-legged animals with a real touch of humor in them. They are soft and huggable, filled with straw, covered with a knitted brushed cloth and have button eyes.

- No. 41N20—"SUSIE" the Fern, 28 inches.
  - No. 41N21—"JACK" the Donkey, 30 inches.
  - No. 41N22—"BILL" the Horse, 36 inches.
  - No. 41N23—"NELLIE" the Cow, 31 inches.
  - No. 41N24—"NIMI" the Lamb, 31 1/2 inches.
- Each \$3.50. Per Doz., \$39.00.



## The Original and Genuine SLEEPY-HEAD DOLL

THE CUTEST AND MOST LOVABLE DOLL. Zipper arrangement on back allows plenty of room for pajamas or hosiery which fit neatly into body of doll. Made of washable plush in assorted pastel shades, with kapok stuffed body, made face and wool hair. Packed each in box.

- 18 Inches Tall No. B41N190 Per Dozen \$18.50 Each 1.65
- 24 Inches Tall No. B41N195 Per Dozen \$24.00 Each 2.10

## CASH IN ON THE BIGGEST SEASON IN YEARS!

### FEATHER DRESSED CELLULOID DOLLS

- B34N5—4 1/2" Doll. Per Gross \$4.50
- B34N6—6 1/2" Doll. Per Gross 7.50
- B34N7—10 1/2" Doll. Per Gross 16.50
- B34N8—7" Drum Major Doll. Per Gross 7.50



### FLYING BIRDS

Large Size, Tricolor With Tinsel and Inside Hummer.

B38N71—PER GROSS.....\$3.00

- ### CANES
- B10N100—Pendant Canes (for Dolls, Pen-nants, etc.) PER 1000 .....\$6.35
  - PER 100 ..... .68
  - B10N107—Curved Handle Bamboo Kiddie Cane PER GROSS ..... 4.00
  - B10N77—Bamboo Cane, Crook Handle. PER GROSS ..... 4.25
  - B10N122—Men's Bamboo Walking Stick. PER GROSS ..... 5.50
  - B10N132—30-Inch Chesterfield Cane, Brown Wood. PER GROSS ..... 8.00
  - B10N139—30-Inch Chesterfield Cane, Assorted Colored Wood. PER GROSS ..... 9.00

- ### CHINA HEAD SWAGGER CANES
- B10N130—Kiddie Swagger Canes, Cartoon Character Heads. PER GROSS ..... \$5.40
  - B10N131—Adult Swagger Canes, Assorted China Heads. PER GROSS ..... 7.20

### BALLOONS

- B38N63—No. 9 Favorite Ant. Per Gross \$2.40
- B38N64—No. 11 Favorite Ant. Per Gross 2.80

### OAK BALLOONS

- B38N65—No. 8 National Colors Per Gross \$2.75
- B38N67—No. 9 Patriotic Salute Per Gross 3.00
- B38N68—No. 9 Circular Stripes Per Gross 3.50
- B38N69—No. 9 Striped Prints Per Gross 4.25
- B38N70—No. 10 Mickey Mouse Heads Per Gross 3.20
- B38N74—No. 12 Wacky Mouse Heads Per Gross 4.20

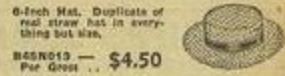
### FUR MONKEYS

- B38N205—6 1/2" High. \$3.60
- B38N206—8" High. 6.00
- B38N207—12" High. 12.00



### MINIATURE STRAW HATS

- 4-in. Nest Colored Feather. B45N9 Per Gross \$3.50



- ### COOLIE HATS
- B45N15—12 Inches Wide. Per Gross \$9.00
  - B45N16—18 Inches Wide. Per Gross 12.00

Cash in on the Bathing Season Beach Balls. Made of Heavy Weight Fresh Live Rubber, Tan and Brown, Combination Colors.

- No. 22N02—8" diameter. Per Gross \$7.80
- No. 22N08—12" diameter. Per Gross \$16.50

Red, Blue and Green Combination Color.

- No. 22N02—11" diameter. Per Gross \$16.50

## N. SHURE CO., ADAMS & WELLS STS. CHICAGO

**BULOVA — GRUEN — WALTHAM — ELGIN**

WE LEAD FOR PRICE AND QUALITY

**NORMAN ROSEN**  
801 SANSOM ST. Wholesale Jeweler PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

**COMING SOON....**

# Flippy

**MOST TREMENDOUS NOVELTY ITEM DEAL IN MANY A YEAR**

**It's NEW! It's APPEALING! It's TIMELY! It's FLIPPY! WAIT FOR "FLIPPY" EVANS NOVELTY CO.**

A Division of Premium Sales Co.  
Dept. G-1, 800 W. Washington CHICAGO

**BINGO SUPPLIES**

**JOBBERS!!!**  
Write for nearest

# BINGO CATALOGUE

Just off the press. Listing complete line of Bingo Blowers, Cages, Cards, Specials, etc. It's Free.

**METRO MFG. CO.** 26 W. 15 St. NEW YORK CITY

**FORTUNES IN FORMULAS!**

16,000 Trade Secrets, Recipes and money-making Processes. Fast money-making ideas for Cosmetics, Soap, Perfumes, Antiseptics, Water-Proofing, Dyes, Insecticides, Photography, Etching, Silvering Mirrors, Plastics, Aluminum, etc. The only book of its kind available! "Worth its weight in gold!" Over 300 pages of "Cash Secrets" ready to show you the way to a greater income! LIMITED EDITION. SPECIAL OFFER: Price \$1.98 each post prepaid. WRITE FOR FREE CIRCULAR.

**THE GRAVITAN CO.**  
1039 Webster Avenue NEW YORK

**BINGO BLOWERS!**  
OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS

**MORRIS-MANDELL**  
1125 BROADWAY.....NEW YORK CITY

**BINGO JOBBERS**

Send for BINGO CATALOGUE

ST. MARKS PRINTING CO. 30 FIFTH AVENUE, NEW YORK, N.Y.

**LOOK!**

Joe Kay, Ark., writes: "GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday 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 IN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE information.

**P. D. Q. CAMERA CO., 109 E. 35th St., Dept. B87, Chicago, Ill.**

**Complete outfit costs about \$60. That's all you require to start This Big Money Business.**

**Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.**



**ELGIN-WALTHAM**  
ILLINOIS-SWISS  
Wrist & Pocket  
Watches from \$2.95  
Prices from

Write for Summer  
Flyer.

**JOSEPH BROS.**  
59 E. Madison, Chicago

world-wide sources and contains new methods and the latest discoveries and ideas, many never before revealed. Work has been endorsed by universities and libraries.

### Magic Cards

An unusual item for pitchmen is the Phantom-Fan deck of 53 cards, handled by Morgan Hewitt. After being shown to be of the usual suits, the deck is fanned out and shown to consist solely of red cards, then black, spot, face, and finally all blank cards.

Attention!  
OUR NEW 1941 CATALOG  
Is NOW Ready

You can't afford to miss the hundreds of "Money-Making" values to be found in our Big General Catalog No. 57. It brings to you the most extensive lines of Premiums, Novelties and Souvenirs we have ever offered—at prices that defy competition. Hundreds of illustrated pages featuring thousands of items that can make money for you! Send for your FREE COPY of this big "Buyer's Guide" today!

Send For Your FREE Copy to-day

**GELLMAN BROS.** 119 NO. 4TH ST. MINNEAPOLIS MINN.

**ONLY 75c PER DOZ.**  
Packed Three Dozen to Carton  
Cash in on a Big Thriller!

The Kiddies will go wild over this number. Beautiful Kiddle Purple Bags, imitation leather, with Patriotic Emblem and Transparent Handkerchief Pocket—Gold Corners—Snap Fastener. Assorted Colors.

Send 15c stamps for sample. On quantity orders remit 50% deposit, balance C. O. D.

**Industrial Transparent Products**  
20 W. 22nd St., New York City

**NOW IN OUR NEW HEADQUARTERS**  
3333 LINDELL BLVD.  
"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.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

**KIPP'S SUMMER SPECIALS**

10 GROSS CHINA SLUM FOR.....\$9.00  
PAPER SNAKES, PER GROSS.....\$2.45  
LARGE FOX TAILS, PER 100.....\$8.00

F. O. B. Indianapolis—25% Deposit Required

**LEON LEVIN**  
Owner and Manager

WRITE FOR CATALOG ON NEW CARNIVAL GOODS

**KIPP BROS. CO.**

117-119 SO. MERIDIAN ST. INDIANAPOLIS, IND.

**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

**MIDWEST MERCHANDISE CO.** 1006 BROADWAY KANSAS CITY, MO.

**★ PATRIOTIC FLAG HOLDER SETS**  
Suction Cup with 3 Flags.  
Dozen Sets, \$1.50.

**★ METAL FLAG LABEL BUTTONS, 100 for 96¢**

**★ Patriotic Brooches, Emblems, Label Buttons**—Send \$1.00 for big Sample Assortment. (Include Dps. & Postage)  
Write for FREE CATALOG.

**CHAMPION SPECIALTY CO.** 814-R Central St., Kansas City, Mo.

**SUMMER SPECIALS!**  
Mech Cases  
White Shoes  
Pouch  
Fly Swatters  
Beach Towels  
Window Cleaners, Etc.

**KNIFE & PEN DEALS**  
Nudes, Patriotic, Midget, Hunting, Jackmaster, 12 for Deal with 1c to 35¢ Card, Per Deal.....\$1.80

**BIG PROFITS! DRUG ITEMS, BOBBLES, NOTIONS, LOTIONS, GARDEN GOODS, SIDELINE NOISE, CLOCKS AND LAMPS.**

## BINGO BUSINESS

(Continued from page 62)  
women who want to know their youngsters are safe while they play the game.

METRO Manufacturing Company, bingo specialist, announces its new bingo catalog is off the press. It is beautifully illustrated and lists a complete line of bingo blowers, cages, cards, balls, and markers. It will be sent free on request. Sid Finkelstein, firm executive, reports the company is having a fine season and all indications point to a busy bingo year.

## CONVENTIONS

(Continued from page 49)  
New Orleans—Amer. Intl. Park Executives, Amer. Park Soc. & Assn. Zoo Parks, Oct. 6-8. Will O. Doolittle, Box 412, Tulsa, Okla.

**Maine**  
Leviston—State Command of Can. Legion B. K. Service League, Aug. 22-24. A. G. Conant, 243 Main St., Auburn, Me.  
Portland—Order of Red Men, Oct. 1. M. Snow.  
Portland—Odd Fellows' Encampment, Oct. 14. Harry T. Stimson, 23 A. Forest ave.  
Portland—State Assn. of Fire Chiefs, July 14. Chas. W. Bowker, South Paris, Me.

**Maryland**  
Baltimore—Un. Spanish War Veterans, July 2-4. Jeremiah Green, 223 Green st., Port-Royal, Va.  
Baltimore—American Legion, Aug. 13-15. J. Nelson Tribby, War Memorial, Baltimore.  
Baltimore—Intl. Brewery Assn., Sept. 26-28. Edwin O. Cleland, 6125 McCallum st., Germantown, Philadelphia, Pa.  
Salisbury—Klks' Assn. of Md., Del. & D. of C., Aug. 3-6. Calvert E. Harris, Hagerstown, Md.

**Massachusetts**  
Boston—Order of Red Men, Oct. 14-15. Elsie G. Frye, 518 Pleasant st., Malden.  
Fall River—American Legion, Sept. 21-23. James H. Roberts, 641 Meridian st.  
Gloucester—State Firemen's Assn., Sept. 9-11. Daniel J. Looney, 1137 Old South Bldg., Boston.  
Worcester—P. of H. State Grange, Oct. 29-29. E. Stone, Auburn, Mass.

**Michigan**  
Ocellon—State Fire Chiefs, July 22-24. George F. Dambury, Grosse Pointe, Mich.  
Lecroix—Internat. Alliance Billiardists & Billiards of U. S. and Can., Sept. 5. Wm. Mosby, 1478 Broadway, New York, N. Y.  
Detroit—Natl. Assn. of Gardeners, Aug. 19-21. Mrs. Dorothy E. Hansell, 1270 6th ave., New York, N. Y.

Detroit—Amer. Fed. of Radio Artists, Aug. 14-15. Emily Holt, 2 W. 40th st., New York, N. Y.  
Detroit—Natl. Costumers' Assn., July 14-15. Lester C. Hase, 11 W. Lake st., Chicago.  
Escanaba—Spanish War Veterans, Aug. 7-9. Fred Brewer, 640 Lake ave., Ironwood, Mich.

Grand Rapids—The Gladiators, July 24-27. N. F. Dewar, 203 B. State st., Chicago, Ill.  
Grand Rapids—American Legion, Aug. 9-12. Addison D. Alguire, 602 Barium Tower, Detroit.  
Grand Rapids—Order of Odd Fellows, Oct. 21-22.  
Grand Rapids—Mich. Dist. Kiwanis Internat., Oct. 5-7. Forney M. Clement, 602 First Natl. Bldg., Ann Arbor.  
Jackson—3rd Div. Veterans' Assn., Aug. 30-31. Charles Alexander, 124 E. Michigan ave., Pontiac—State Moose Assn., July 4-6. George Sweeney, 115 E. Grand River, Lansing.  
Port Huron—Knights of Pythias, Sept. 18-19. Will E. Hampton, 300 S. Main st., Ann Arbor, Mich.  
Sault Ste. Marie—P. of H. State Grange, Oct. 28-29. Maude E. Levy, Ferry, Mich.  
Traverse City—The Can. Tourists of World, July 21-Aug. 2. M. E. Ketchum, R. 1, Box 652, Miami, Fla.

**Minnesota**  
Princeton—P. of H. State Grange, Oct. 21-23. M. Estelle Thompson, Lansing.  
St. Paul—Knights of Pythias, Oct. 7-8. Henry H. Schultz, 1327 Hennepin ave., Minneapolis.  
St. Paul—American Legion, Aug. 10-13.  
St. Paul—30th LaSalle Club, Aug. 10-11. Harry W. Wilson, 123 State Capitol.

**Mississippi**  
Outpost—American Legion, July 20-28. O. F. O'Connor.

**Missouri**  
Columbia—American Legion, Aug. 21-Sept. 2. Jerry F. Duggan, 3700 Broadway, Kansas City.  
Hannibal—Odd Fellows' Encampment, Oct. 12-14. W. Lee Long, Box 343, Joplin, Mo.  
Kansas City—Knights of Pythias, Oct. 14-15. Edwin Erlinger, 3507 Pine st., St. Louis.  
Kansas City—Intl. Baby Chick Assn. (All Poultry Industry), July 22-25. Reese V. Hicks, 9718 Broadway.  
Kansas City—American Poultry Assn., July 12-22. Harry Atkins, 3030 Brady st., Davenport, Ia.  
Kansas City—Regular Veterans' Assn., Sept. 11-13. Wm. H. Morgan, 1216 W. 20th Terrace.  
Sedalia—Vets. of Foreign Wars, July 4-6. A. W. Halverthout, 1521 Broadway, Kansas City.

**Montana**  
Great Falls—Knights of Pythias, Sept. 8-9. D. B. Hopkins, 601 Phoenix Bldg., Butte.  
Helena—State Elks' Assn., July 24-26. C. F. Coleman.  
Livingston—State Moose Assn., July 24-26. J. D. Ough, 722 Broadway, Helena.  
Missoula—A. F. & A. Masons, Aug. 20-21. L. T. Hauberg, Box 206, Helena, Mont.  
Red Lodge—American Legion, July 9-10. H. Kibler, Helena.

**Nebraska**  
Grand Island—Order of Odd Fellows, Oct. 13-15. E. B. Davis, Box 367, North Platte.  
Hastings—American Legion, Aug. 10-12. R. C. Patterson, State Capitol, Lincoln.

Omaha—Un. Spanish War Veterans, Aug. 17-21. H. H. Henningson, 1707 W. of W. 106g.  
Omaha—Sons of Spanish American War Veterans, Aug. 17-21. Wm. C. Stieger, 3508 Ave. L, Brooklyn, N. Y.

**Nevada**  
Boulder City—Knights of Pythias, Sept. 18-19. W. P. Thrall, 404 W. 4th st., Reno.  
Elly—American Legion, Aug. 14-16.  
Reno—Pacific Coast Assn. of Fire Chiefs, Sept. 22-24. Jay W. Stevens, 1016 Merchants Bldg., San Francisco.

**New Hampshire**  
Concord—Order of Red Men, Oct. 3. Wm. M. Thomas, 28 Pine st., Portsmouth, N. H.  
Lancaster—Knights Templar, Oct. 7. J. M. Dresser, Concord, N. H.  
Newport—Knights of Pythias, Sept. 15-16. R. M. Butler, Box 126, N. Stratford, N. H.

**New Jersey**  
Atlantic City—Natl. Assn. Rainbow Div. Veterans, July 12-14. Albert Hoyt, 3702 W. 133rd st., Cleveland, O.  
(See CONVENTIONS on page 66)



**3X Binoculars—90c Ea.**  
An exceptional value. Firmly constructed and rigidly braced for permanent alignment. Covered with black pobjagran leatherette, all metal parts finished in black baked enamel. 3 power 4 mm. objective lenses optically ground and polished. Coated with leatherette reaction. Lens closed 5 1/2" Wt. 14 oz. No. 30087—B. Sample post paid \$1.20.  
Write for our new 412 Mid-Summer Catalog. Mention your business—we do not sell retail. 25% deposit required on G. O. D. orders.

**JOSEPH HAGN COMPANY**  
Wholesaler Since 1911  
217-223 W. MADISON ST. CHICAGO

**WHY PAY MORE?**  
Buy From Bengor and Save!

**ARMY RINGS**  
Iridium Nickel or Gold Finish. With set teeth. Assorted sizes to each set. For all branches of service. Selling very fast. **\$1.65** DOZEN

**RED, WHITE, & BLUE LAPEL ONE VEINONS**—Individually Carded. Great Colors. **\$1.25**

Single Edge Razor Blades, 1000 ..... \$3.00  
Double Edge Razor Blades, 1000 ..... 2.50

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

**LADIES' WATCH**

**Very Flashy**

**WHITE GOLD COLOR** chromium plated case with metal link bracelet to match. 10 1/2" long case. Guaranteed limited movement. Gift boxed. Looks like a \$10.00 watch. **\$3.88—EACH**

**YELLOW GOLD COLOR** case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above. **\$2.50**

400 Page Catalog Now Ready!

**ROHDE-SPENCER**  
223 W. Madison Chicago

**PLAY YOUR HUNCH!**

JUST SHAKE — BANG! — YOUR LUCKY NUMBER APPEARS — Use Bart's Newly Patented Numbers Device. Make selections. Maybe Long Shots. Runs, Cuts, Bets and other ways where Numbers Designate Winners. Mail Dollar Bill to Dept. "B" HUNCH PRODUCTS, 219 E. Washington Blvd., Los Angeles, Calif.

**ELGIN, WALTHAM, BULOVA**

Resists Guaranteed **STARTS AT \$3.25**  
MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.



**THE BOYS AND GIRLS** . . . would like to know if Jack (Bottles) Stover is working the Blue Ridge Mountains of Virginia again this summer; if Al and Hazel Bailey are purveying the turn menders and corn punk in Wisconsin territory; if Maxey Gelbstein is still working his jewelry layout in North Carolina; if Al D. Powers is still on the curlers; if W. D. Cooper continues to work stock sales; if Wild Bill Owens is still going strong with novelties in small Texas towns, and if the New England States are proving lucrative for James L. Osborne?

**NOW'S THE TIME** for careful thinking and talking.

**PURVEYING WATCHES** . . . and blades to reported good takes in Bowling Green, Ky., is Bob Handley.

**WHAT'S BECOME** . . . of Phil Babcock, Colonel Maitland, Judge Patterson, White Bayliss, Kid Pharis, Billy Dietrich, Blackie Shifflett, Specs Higgins, Doc C. T. Wheeler, Herbie Wilson, George Brush, Harry Perkins, Morris Kahnstrof, William H. Salser, Dick Uran, and Al (Pop) Adams?

**SURE YOU CAN** talk in public places, but be sensible about it.

**OTEE ROGERS** . . . pitch exponent of note, visited the pipes desk last Thursday (26) while in Cincinnati for a consultation with the local draft board. Otee came in from Lexington, Ky., where he has been working doorways to successful turns. Before working Kentucky towns he played spots in

# For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

Texas and Louisiana and predicted this summer will be a lucrative one for members of the pitch fraternity.

**BOB MARSH** . . . continues to work cut flowers at a good spot in the downtown Cincinnati sector to successful turns.

**YOU FELLOWS** working the early falls; how about some pipes?

**CHIEF OWEN REDFEATHER** . . . visited The Billboard St. Louis office last week and reported that he had worked Southern Illinois oil fields and several towns in Indiana, where he chalked some fair takes. He plans to remain in the Mound City thru the summer and head for the cotton fields in the fall. He saw Charley Buffalo and Gold Eagle in Danville, Ill., recently.

**DOC WILSON** . . . a former med man, now makes his home in Wesson, Miss., with his wife and three daughters.

**J. E. BALLENGER** . . . sheetwriter, pipes that he has done better in the last two weeks at Crystal Springs, Miss., than he has done in the last five years. He adds that he intends staying there for awhile, and that his wife is working med now and then.

**SUMMER IS HERE** and soon will be gone. Are you still waiting to get busy?

**FRANK MARKUSSEN** . . . signwriter, says he has done considerable sign writing around Crystal Springs, Miss. He intends to make another week or two there.

**KEY CHECK HARRY HISCO** . . . left Natchez, Miss., for a week-end to work Crystal Springs, Miss., and says he did well with his novelty breast pins.

**A BUSINESS PICK-UP** . . . seems likely in the Southwest since flood waters have receded and the rainy season is believed passed. At least there are a few signs of activity among med showmen, and a few shows, stymied by bad weather for weeks, are beginning to spread their wings.

**FAMOUS LAST WORDS** . . . "You'd better buy one now if you want it. It's my last day here, you know."

**JOINING FORCES** . . . in the organization of a new med show are Billy Fortner and Victor B. Lund. Latest addition to the cast is Bob Bieber, who has been working as a window man for Mar-o-Vel products. Show opened in Wellsville, Mo., June 23, featuring Victor's Natural Minerals and Mar-o-Vel products.

**BABE SHERWIN PLAYERS** . . . who opened in Oklahoma several weeks ago, are now on a lot at Norman, Okla., 18 miles from Oklahoma City. They opened June 23 for a two-week stand and are hoping for good treatment from the weather man.

**JERRY THE JAMMER SEZ:** "Knowing what to sell, how to sell, and where to sell is the answer to much of a pitchman's success."

**JOHNNIE METCALF** . . . vet Texas med showman, advises he will open a show in the wheat belt of Oklahoma July 7. Getaway stand is expected to be some place near Enid.

**AFTER SPENDING** . . . the winter and early spring in Oklahoma City, L. E. Martell has moved into Kansas with his Sa-Tan-Lo med opera. He recently concluded a successful stand in Coyle, Okla.

**ELMER KAIN** . . . opened his new med show in Mountain Park, Okla., recently. Originally scheduled to open at Roosevelt, Okla., inaugural was postponed several weeks because of rain and finally got under way at

Mountain Park. Featured performers are Postum and Blossom Gill.

**BEST WAY** to become a failure is to permit your impracticable ideas to influence you to try no longer.

**AMONG VISITORS** . . . to the pipes desk last week were Larry Levy and his assistant, Fred Langer, of the La Renz Company, Cleveland, who were in the Queen City calling on paper manufacturers regarding stock to go into a new popular item for children which they will put on the market soon.

**AL KLEINHAUER** . . . veteran pitchman, is in a critical condition in City Hospital, Cleveland, suffering with a cerebral hemorrhage.

**TRIPOD OPINIONS:** "Make each stand an opportunity to work. Plenty of hustle for the next few months will result in plenty of pork chops for you this winter."

## Pitchdom Five Years Ago

A closed town greeted Jud W. King after he motored over 100 miles to make the big field day sponsored by merchants of Fowler, Mich. . . . Warren Lewis was still putting over auction deals in and around Ypsilanti, Mich. . . . Myrtle Huth, well known in pitchdom, had opened a sandwich shop across from Riverview Park, Chicago. She had a special room for pipe shooting. . . . Harry H. McGee was in Southern Texas and finding things okeh. . . . Leonard Rosen, 20, had been in the pitch game six years and was probably one of the youngest of the fraternity. He met Doc George M. Reed and Tom Kennedy in Youngstown, O. . . . B. O. (Bob) Puntney had found Iowa a tough State. He had just come thru Oklahoma, Kansas, and Nebraska, and was headed for Albert Lea, Minn. . . . James E. Miller, after being with the Dan Rice Show two months, switched to the Tom Mix Show. . . . Harry L. Jones found things poor in Dallas. . . . John S. Beacon was working coal mines in Western Pennsylvania to great biz. . . . Ross M. Thomson died June 6 at Veterans' Hospital, Columbia, S. C. . . . Billy Brown was working sales around New Jersey and Pennsylvania. . . . Arthur Cox was in Maybury Sanitarium, Northville, Mich. He was visited by Bill Wesley, Louis Smith, and Eddie Gillespie. . . . Madaline Ragan was in Cleveland to take a fling at the Great Lakes Exposition. . . . Quite a few of the fraternity were at Cedar Point, near Sandusky, O., including the Martinellis, working horoscopes; Frye and Brady, peddlers; Curly Bartoek and wife, med; Harold Lloyd, wheel and Buddha, and

Jerry Gottfried, weight guessing. All were doing good biz. . . . Ricton had just finished nine weeks in Tennessee to satisfactory biz. He followed the Paul Show at Vencore and the Nero Players at Jellico. . . . W. H. Spencer, veteran pen man, found Youngstown, O., so poor that he couldn't get out of it quick enough. . . . That's all.

## Good Talkers a Rarity

By E. F. HANNAN

**THERE** has never been a time when first-class talkers were plentiful. There has always been a supply of mediocre or near-good workers of this type, but you can count on the fingers of two hands the number of outstanding money getters in this field at one time. Strange as it seems, there have been only scattered instances of stage performers who were able to hold crowds and still fewer are the instances when they were able to put over a sales talk, particularly in the med or allied fields. I know of many instances where good performers tried out the idea of making a sales talk, but most of them, while being able to hand out plenty of chatter, fell down miserably when it came to garnering the coin.

The writer has had considerable experience in putting together promotion talks that were aimed to make folks come across, but no matter how such script was written it always came down to the ability of the lecturer to obtain the looked-for results. A combination of salesman, lecturer, and mass psychologist, with scant

**AMERICA'S LATEST CRAZE**  
**YOUR NAME**  
In Raised Coral Colored Letters on a Genuine Tropical  
**SEA-SHELL BROOCH**  
OVER A MILLION SOLD  
Cost 2 1/2 cents complete. Easy to assemble.  
Getting a Fast 25%  
**PRICE LIST:**  
Sun Set Shells . . . \$1.75 \$10.00  
Jeweler's Brooch Pins . . . 1.50 10.00  
Patched Brooch Cards . . . .60 4.00  
Coral Colored Letters, 50c a pound.  
Samples, postpaid, 15c. 60c with cash order.  
Balance C. O. D. include postage with order.  
Special Delivery or Western Union for Fast One-Day Service.  
J. J. WHYTE & SON  
7310 N. E. 26 Ave. Miami, Fla.

**ELGIN & WALTHAM**  
**REBUILT WATCHES** \$1.75  
7 Jewel, 18 Size, in S. H. Engraved Cases, as Made for Price List. Money Back If Not Satisfied.  
CRENSHAW CITY WATCH MATERIAL CO.  
118 N. Broadway, St. Louis, Mo.

**SLUM JEWELRY \$1.00** Ass'd Cross  
ARMY, NAVY & AVIATION RINGS—\$1.50  
14K. Finish . . . . . Des.  
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen \$1.50, \$2.00, \$2.50. LOCKETS, popular numbers. Dozen \$3.00 and \$6.00, 25c Deposit.  
Balance C. O. D. include postage with order.  
**FELDMAN BROS., 183 CANAL ST. NEW YORK CITY**

**SOCIAL SECURITY** AGENTS WANTED  
Sell Social Security Plates and make over 100% profit. Good for Free Catalog on plates, cases and Stamping Machine.  
**FRANK BONOMO**  
206 Maltese St. (Dept. 8-5). Brooklyn, N. Y.

**MEDICINE MEN**  
Write today for new wholesale catalog of Tonics, Oil, Hair, Soap, Tablets, Herbs, etc. Low prices—most service. (Products Liability Insurance Covered).  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St., Columbus, Ohio

**ROLLED GOLD PLATED WIRE** (Gold Filled)  
**Hot & Cold**  
227 Eddy St., PROVIDENCE, R. I.

**AMERICA'S LEADING MANUFACTURERS OF FELT RUGS**  
Lowest Prices. Sample, \$1.35. Postage Prepaid.  
**EASTERN MILLS, EVERETT, MASS.**

**OAK-HYTEX BALLOONS**  
PATRIOTIC SALUTES and National Color Series are both very popular sellers today. Full details in the new Oak catalog. Send for free copy.  
**Dr. OAK RUBBER CO.**  
Sold by the Leading Jobbers

**SELL ACE BLADES** MILLIONS SOLD  
Ace Blade prices reduced. Flashy display cards. Each blade bound in oil to help-selling sharpness. No al. factory prices pocket multiple man's profits. Blade free for sampling your trade. We pay shipping. Thousands more for free blade, factory prices.  
**ACE BLADE CO.**  
68 E. Eagle St., Dept. 515 Buffalo, N. Y.

**NEWEST, FAST SELLING JEWELRY**  
FOR ENGRAVERS, PAIR, MILITARY STORES, RESOURCES, WHOLESALE, ETC. MONEY SERVICE!  
Send \$3.00 for samples or write for free catalog.  
**MAJESTIC BEAD & NOV. CO.**  
307 Fifth Avenue New York, N. Y.

**New! MILITARY JEWELRY CATALOG**  
A Complete Line—New Best Sellers in Military Jewelry  
Promote the newest—the best selling styles—in Military Jewelry. Feature a complete line: Rings, Lockets, Bracelets, Compacts, Costume Jewelry, Men's Jewelry, Billfolds, Service Jewelry, etc. Write for new Catalog today—Specify No. M42.  
(State Your Business)  
**HARRY PAKULA & CO.** 5 No. Wabash Ave., Chicago, Ill.

**SPECIAL NOTICE!!**  
**GOLDFARB NOW. CO. ★ CENTURY SALES CO.**  
Will open on July 15th their new Office and Showroom at  
**1116 1/2 Second Street, ALEXANDRIA, LA.**  
A complete stock of **MILITARY NOVELTIES** will be carried at all times.  
Make our new home your headquarters during **THE BIG ARMY MANEUVERS**  
Main Office: 20 W. 23rd St., N. Y. C.



or no knowledge of the high-brow lingo, invariably is the best money getter.

It seems that most folks become skeptical when the talk is over their heads, and more often than not they will remain cold or turn away. People like to deal with their own kind, or those they believe to be of their own status in life.

Events for Two Weeks. TRADE SHOW FEATURE

- ALIZ.—Prescott, Frontier Days, 2-5. ARK.—Harrison, Legion Celebration, 29-30 July 5. ARK.—Hot Springs, Deboto Celebration, 4-4. CALIF.—Lompoc, Dog Show, 6. Santa Barbara, Celebration, 2-6. Stockton, Legion Celebration, 27-27 July 6. WILSON, Frontier Days, 4-5. COLO.—Brush, Rodeo, 2-4. Cheyenne Wells, Roundup, 2-4. Greeley, Rodeo, 1-5. IDAHO.—Coeur d'Alene, Celebration, 26-26 July 6. Orangeville, Border Days, 2-5. ILL.—Isle Royale, DWWV Carnival, 29-29 July 6. Centralia, Legion Homecoming, Week of June 30. OIARD, Vets. Foreign Wars Picnic, 29-29 July 5. Homecoming, Homecoming, 2-5. Johnson City, Homecoming, 2-5. Morris, Legion Celebration, 1-5. Sullivan, Legion Celebration, 29-29 July 5. Tolson, Fire Dept. Celebration, 29-29 July 5. Villa Grove, Soldiers & Sailors Reunion, 1-5. IND.—Bloomer, Fair Assn. Celebration, 29-29 July 5. Hoosier, Indust. Fair & Celebration, 2-5. Connersville, Legion Celebration, 1-5. Cochen, Legion Festival, 1-5. Jeffersonville, Legion Celebration, 2-4. Lenon, Celebration, Fourth of July Week. KAN.—Moline, Roundup, 2-4. KY.—Brookville, Street Fair, 2-5. Cloverport, Fire Dept. Celebration, 29-29 July 5. Paducah, Legion Celebration, July 4th Week. Russell Springs, Fair Assn.-Legion Celebration, 1-5. MD.—Corriganville, Fire Dept. Celebration, 29-29 July 3. Corriganville, Fire Dept. Celebration, 29-29 July 3. MASS.—Danston, Celebration, 29-29 July 3. MICH.—Dexter, Centennial, 2-5. Gladstone, Lumberjacks' Rodeo, 4-6. Manistee, Forest Festival, 2-5. Munising, Trout Trolling Derby, 4-6. Ypsilanti, Legion Celebration, 29-29 July 3. MINN.—Detroit Lakes, Celebration, 27-27 July 6. MO.—Amar, Metro Club Carnival, July 4th Week. Rolla, Lions Club Carnival, 2-5. MONT.—Augusta, Legion Celebration, 4-4. Browning, Roundup, 4-6. Glendive, Rodeo, 2-5. Kallispell, Rodeo, 2-5. LIVINGSTON, Roundup, 2-4. Red Lodge, Rodeo, 4-6. NEV.—Reno, Rodeo, 4-6. N. M.—Silver, City, Rodeo, 2-5. N. M.—Best Hatmaker, Dog Show, 6. Hernal, Merchants-Farmers Expo, 29-29 July 5. Lyons, Legion Celebration, 29-29 July 5. Southhampton, L. 1. Dog Show, 2-5. N. D.—Kittler, Rodeo, 4-6. Mandan, Rodeo, 2-6. New Salem, Rodeo, 1-5. Van Hook, Rodeo, 4-6. O.—Barberton, Golden Jubilee Week, 29-29 July 5. Coshocton, Elks' Celebration, 29-29 July 5. Crookville, Homecoming, 2-5. Ellersworth, Dog Show, 6. Peapack Harbor, Mardi Gras, 2-5.

- Havanna, Fire Dept. Celebration, 29-29 July 5. VillaVilla, Fire Dept. Homecoming, 1-5. OKLA.—Canton, J. C. of C. Celebration, 2-6. Dessey, Roundup, 4-6. OKLA.—Baker, Mobile Jubilee, 2-5. Empire, America on Parade, 4-6. Klamath Falls, Rodeo, 4-4. OKLA.—Baker, Mobile Jubilee, 2-5. PA.—Apsley, Vol. Fire Dept. Jubilee, 29-29 July 5. Gaymer, Vol. Firemen's Celebration, July 4th week. Firemen's Week, 29-29 July 5. Downingtown, Fire Co. Fair, 27-27 July 5. Hook Bottom, Hoos. Co. Celebration, 1-5. Lock Haven, Am. Legion Celebration, 29-29 July 5. Montgomery, Firemen's Carnival, 29-29 July 5. Olyphant, Firemen's Fair, 29-29 July 5. Point Marion, Firemen's Carnival, 29-29 July 5. Pottsville, Firemen's Celebration, 29-29 July 5. Brady, Brackens, 4-6. Stewartstown, Firemen-Lions Carnival, 2-5. Storytown, Vol. Fire Co. Celebration, 29-29 July 5. Tamaqua, Celebration, week of June 29. S. D.—Belle Fourche, Roundup, 2-5. TEX.—Haltom, Fonic Celebration, 4-6. Kingsport, Legion Celebration, 29-29 July 5. Milan, Pageant of Progress, 29-29 July 5. TEX.—Heamont, Rodeo, 2-5. Brady, Brackens, 4-6. Canadian, Rodeo, 4-6. Homestead, Watermelon Festival, 4-6. Watermelon, Rodeo, 4-6. Stamford, Rodeo, 2-5. VA.—Galax, Firemen's Celebration, 29-29 July 5. Luray, Celebration, 29-29 July 4. Urbana, Firemen's Celebration, 2-5. Woodstock, Firemen's Carnival, 1-5. WASH.—Bellingham, Legion Celebration, 1-5. Everett, Legion Celebration, 1-4. COOK, Redwood, 2-5. Sedro Woolley, Legion Celebration, 2-5. Tacoma, J. C. of C. Celebration, 1-4. W. Va.—Martinsburg, Firemen's Celebration, 29-29 July 5. Princeton, Assn. Charities Celebration, 29-29 July 5. Vol. Fire Dept. Celebration, 2-5. Webster Springs, Rhododendron Festival, 2-5. WIS.—Cover Dam, Centennial Celebration, 2-5. Fond du Lac, Dog Show, 6. WIS.—Centennial, 4-6. CAN.—Gran, Alta. Stamped, 2-4. Edmonton, Alta. Summer Carnival, 2-5. Macleod, Alta. Stamped, 1-2. McLeod, Ont. Old Home Week, 29-29 July 5. Raymond, Alta. Stamped, 1-2. Swift Current, Sask. Bulldog Days, 29-29 July 5.

- July 1-12 ARK.—Corning, Odd Fellows' Picnic, 11-12. CALIF.—Santa Cruz, Dog Show, 17. Celebration, 11-12. IND.—Burlington, Odd Settlers' Home-Coming, 10-12. Marnong, Reunion, 7-12. YALOG, Homecoming, 8-12. New Haven, Street Celebration, 9-12. Orleans, Legion Home-Coming, 9-12. Rosedale, Legion Home-Coming, 9-12. IA.—Davenport, Retail Grocers' Fests, 13. Manning, Firemen's Carnival, 10-12. MD.—Sharpsburg, Home-Coming, 9-12. MICH.—Dowagiac, Home-Coming, 9-12. MO.—Weahtab, Reunion, 10-12. N. Y.—Balavia, Dog Show, 12. N. D.—Grand Forks, Trap Shoot, 12-13. Grand Forks, Order of Sealers, 7-12. Belleville, Firemen's Celebration, 8-12. Clyde, Cherry Festival, 7-12. Grafton, Firemen's Carnival, 10-12. PA.—Greensburg, Dog Show, 12. Kane, Fire Dept. Celebration, 7-12. Martinsburg, Old Home Week, 7-12. Mount Pleasant, Firemen's Street Fair, 8-12. Reno, Firemen's Celebration, 7-12. Rockwood, Old Home Week, 7-12. TEX.—Colombus, Rodeo, 8-12. Round Rock, Odd Settlers, 9-12. Roysse City, Home-Coming, 9-12. UTAH.—Nephi, Stamped, 10-12. MICH.—Dowagiac, Home-Coming, 9-12. WYO.—Laramie, Jubilee, 2-10. CAN.—Calgary, Alta. Stamped, 7-12.

CONVENTIONS

- (Continued from page 64) Atlantic City—Grand Lodge, Order of Elks, Aug. 24-30. James E. Kelley, 600 N. 12th st., Birmingham, Ala. Atlantic City—Knights of Columbus, Aug. 19-21. Jos. P. Lamb, Box 1670, New Haven, Conn. Atlantic City—State Firemen's Assn. Sept. 12-15. B. F. Benner, Chamber of Commerce Bldg., Newark. Atlantic City—Knights of Pythias, Sept. 17-19. Wm. D. Quick, 225 E. Hanover st., Trenton. Atlantic City—Junior Order, Oct. 2-9. Roscoe C. Walker, 1 W. State st., Trenton. New York—Allison of Backers Assn., Sept. 19-20. Dr. Wm. M. Endlich, 153 Main st., Phoenixville, Pa. Wildwood—American Legion, Sept. 4-8.

New Mexico

- Albuquerque—Knights of Pythias, Sept. 19-19. A. J. Hogan, 318 W. Central st. Gallup—Order of Odd Fellows, Oct. 13-14. L. A. Wright, 404 Hinkle st., Clovis, N. M.

New York

- Binghamton—Order of Odd Fellows, Aug. 19-21. Clayton W. Boyce, 31 Union Sq. W., New York City. Brighton—Masonic Co. Vol. Firemen's Assn., July 27. James H. Surridge, Box 52, Industry, N. Y. Canandaigua—C. Vol. Firemen's Assn., Aug. 16. Danville—Western N. Y. Vol. Firemen's Assn., July 22-23. Wm. T. Hall, 80 Keck st., Rochester, N. Y. Frankfortville—Cattaraugus Co. Vol. Firemen's Assn., July 17-18. W. Clyde Lee, Cattaraugus, N. Y. Fredonia—State Firemen's Assn., Aug. 19-23. Fred A. Davis, 140 Broadway, Port Edward.

- Ithaca—State Grocers Assn., Sept. 18-20. Harvey N. Smith, 313 City Hall, Syracuse. Little Falls—State Magicians, Oct. 9-11. Ernest O. Horklin, City Hall. New York—Mason & Lodge Merchants, July 27-Aug. 1. W. A. Mennie, 45 W. 45th st. New York—Order of Red Men, Aug. 11-12. Guy V. Vision, 139 Clinton ave., Rochester. New York—Dancing Master of Amer. Week of Aug. 2. Walter U. Soby, 553 Farmington ave., Hartford, Conn. New York—Knights of Dahlia Soc. Sept. 24-26. C. Luis Alling, 231 Court st. W. Haven, Conn. New York—Premiums Guild Assn. of Amer. Sept. 1-2. Howard W. Dunk, 200 5th ave. Niagara Falls—Amer. Guild Banquet, 5th and 10th, Gaietyists, July 7-15. Jos. P. Pizzello, 61 Suffolk st., Holyoke, Mass. New York—Knights of Pythias, July 29-Aug. 1. Major Sydney G. Harnett, 22 West 44th st., New York City. Philadelphia—Un. Spanish War Veterans, July 6-8. Wm. Palethorpe, 2 Oakwood Blvd., Rochester—A. A. S. R. of New York, July 28. Chas. A. Brockway, 1169 Bedford ave., Brookline, Va. Rochester—American Legion, Aug. 14-16. Maurice Stember, Hall of Records, New York City. Schenectady—Hudson Mohawk Vol. Firemen's Assn., July 19-20. Harold A. Gass, Albany st., Schenectady.

North Carolina

- High Point—Veterans of Foreign Wars, June 29-July 1. A. G. Ingram, 422 N. Wrenn st. Leesville—Knights of Pythias, July 29-Aug. 1. O. Shearin, Box 115, Scotland Neck, N. C.

Ohio

- Akron—American Legion, Either July 12-13 or 19-20. C. F. Moore, 925 Amelia. Akron—Junior Order, Aug. 26-27. W. A. Clark, Box 114, Urbana. Cedar Point—Knights of Amer. Last week in Aug. Harry D. Hale, Elks Club, Newark. Cincinnati—26th U. S. Infantry Assn. Aug. 26-27. J. G. Durkin, 200 W. 12th. Cleveland—Great Lakes Command, Can. Legion, 8 E. Service League, Aug. 28-Sept. 1. Walter Keith, 492 Hurbit st., Detroit. Cleveland—31st U. S. Veterans' Assn. Aug. 20-Sept. 1. Kenneth Little, 1101 Wyanocette Bldg., Columbus. Columbus—Encampment, July 19-20. V. H. Russell, 29 N. Broad. Lebanon, O. Columbus—Knights Templar, Oct. 2-9. W. Edwin Palmer, 501 Ohio Bldg., Akron, O. Columbus—A. A. M. S. R. of Vets., Aug. 18. Harry S. Johnson, Masonic Temple, Cincinnati. Columbus—A. A. M. S. R. of Vets., Oct. 1-2. Mont C. Hambridge, 297 First Natl. Bank Bldg., Columbus. Columbus—A. A. R. Natl. Encampment, Sept. 14-15. Katharine R. A. Flood, Memorial Bldg., Toledo. Lakeland—International Livestock Assn., Aug. 23-29. Caroline McCartney, Auditorium Hotel, Chicago. St. Louis—Dis. Amer. Veterans of World War, July 18-20. Albert L. Danieles, 111 Wyanocette Bldg., Columbus. Toledo—Knights of Pythias, Sept. 22-24. E. E. E. E. Bowling Green, O. Youngstown—American Legion, Aug. 16-18. C. V. Thompson, Ohio Hotel.

Oklahoma

- Outhrie—Order of Odd Fellows, Oct. 21-22. P. W. Gilford, 404 E. Main st. Muskogee—American Legion, Aug. 29-Sept. 1. M. H. Phillips, 27 State Capitol Bldg., Okla. City. Tulsa—South Western Assn. Fire Chiefs, Oct. —. Chief J. Kay, 216 S. Silkwater, Okla.

Oregon

- Astoria—State Moose Assn., July 17-20. Walter V. Kirkland, 438 S. W. 11th st., Portland. Eugene—American Legion, July 20-22. Newport—Un. Spanish War Veterans, July 28-30. W. G. Walcott. Portland—Knights of Pythias, Oct. 13-14. Walter G. Giverson, 218 S. W. Yamhill st.

Pennsylvania

- Altoona—American Legion, Aug. 14-16. J. K. McNeal. Bellefonte—Central Dist. Vol. Firemen's Assn., Aug. 18-22. Paul H. Emrick, Penna. Belle Hotel. Erie—Odd Fellows' Encampment, Oct. 19-18. Walter W. Ledford, 1316 N. 16th st., Philadelphia. Erie—N. Y. Pa. Firemen's Assn., July 17-18. Dr. M. O. Holmes. Gettysburg—G. A. R. and Affiliated Orders, Week of June 27. Jesse Boyder. Gettysburg—State Firemen's Assn., Oct. 7-9. Chas. E. Clark, Box 271, Wayne, Pa. Lewistown—Vets of 314th Inf., ADP, Sept. 29-28. George E. Rentschel, 1845 Champe-st ave., Phila. New Kensington—Western Pa. Firemen's Assn., Aug. 12-15. W. J. Carnahan, 1224 Kennelwood. Philadelphia—Grand Lodge, Order of Elks of U. S., Week of July 13. J. E. Masters, 2720 Lake View ave., Chicago. Philadelphia—Veterans of Foreign Wars, Aug. Philadelphia—Military Order of Cootie, Aug. 34-29. James F. Black, 2261 N. Phillips st. Philadelphia—Thea's Crocers, Sept. 16-18. Sidney E. Bannison, 219 N. Broad st. Poetsville—State Elks' Assn., Aug. 24-28. W. S. Todd, 458 N. Washington av., Scranton. Reading—Junior Order, Sept. 18-19. Charles H. Hall, Box 4475, Phila.

Rhode Island

- Arctic—Order of Red Men, Oct. 25. James Monroe, 175 Albee st., Providence.

South Dakota

- Huron—American Legion, Aug. 19-13. E. C. McKenna. Mitchell—State Farmers' Union, Oct. 13-14. Paul O. Erickson, 8th & Phillips st., Sioux Falls.

Tennessee

- Johnson City—State Firemen's Assn., Sept. 24-28. W. S. Todd, 458 N. Washington av., Scranton. Nashville, Tenn. Lebanon—P. of H. State Grand, Oct. 9-10. Mrs. Hazel B. Davis, R. 12, Greeneville. Nashville—Order of Odd Fellows, Sept. 22-23. Walter F. Nelson, 200 Medical Arts Bldg. Nashville—American Legion, August 31-Sept. 2.

Texas

- Dallas—Natl. Canvas Goods Mfrs. Assn., Oct. 12-16. Jas. R. McGregor, 214 Endicott Bldg., St. Paul, Minn. Fort Worth—36th Div. Reunion, Oct. —. E. R. Melton. Fort Worth—American Legion, Aug. 17-19. Fred E. Young, 959 Tribune Bldg., Austin. Galveston—Order of Red Men, Aug. 19-20. C. R. Lenka, 415 Austin ave., Waco, Tex. San Antonio—State Florists Assn., July 7-10. Wise Adkins, Box 876, Greenville. Tyler—Odd Fellows' Encampment, Oct. 12. W. R. Francis, 602 E. Jennings ave., Fort Worth.

Utah

- Logan—American Legion, Aug. 7-9. E. H. Elliott. Murray—State Firemen's Assn., July 28-29. John J. Creighton, 292 Main st., Bingham Canyon. Salt Lake City—State Moose Assn., Aug. 2-3. M. S. Moran, 141 S. 2d East st.

Vermont

- Barre—American Legion, July 25-27. Rudolph Cutting, Plainfield, Vt. Burlington—P. of H. State Grand, Oct. 21-22. Mary E. Priest, Randolph, Vt.

Virginia

- Alexandria—American Legion, Aug. 17-20. Fredericksburg—56th Div. Veterans' Assn., Aug. 7-10. Harry A. McClaren, Walnut, Va. Lexington—Junior Order, Oct. 20. E. A. Chalkley, West Point, Va. Norfolk—Knights of Pythias, Oct. 14-15. L. Newkirk. Richmond—S. A. Masons, Oct. 28-29. James M. Cliff, Masonic Temple. Roanoke—Knights of Khorasan, National, Aug. 11-16. Staunton—State Firemen's Assn., Aug. 12-15. R. B. Barker, Box 473, Newport News.

Washington

- Columbia—Knights of Pythias, Oct. 6-8. A. R. Metz, Box 548. Seattle—Amer. Fed. of Labor, Oct. 6-18. Wm. Green, 901 Mass. ave. N. W., Washington, D. C. Spokane—Order of Red Men, Aug. 2-9. Mrs. Lillian Avery, West 816 Riverside ave. Seattle—Un. Spanish War Veterans, July 24-25. John R. Beach, 703 1/2 1st. Seattle—Junior Order, July 11-12. Dr. F. L. Patterson, 415 Joshua Green Bldg. Seattle—Pacific Coast Assn. of Magicians, July 21-23. Chas. N. Smith, 218 Lakewood ave. Seattle—31st Div. Engineers of AEF, Aug. 1-3. F. E. Love, 321 34th st., N. E. Cedar Rapids, Ia. Yakima—American Legion, Aug. 14-16. Yakima—State Firemen's Assn., Aug. 20-23. W. A. Groce, 715 Mohawk Bldg., Spokane.

West Virginia

- Elkins—State Moose Assn., Sept. 23-28. D. E. Jenkins, 222 Jefferson st., Fairmont. Huntington—49 Hommes and 8 Chevaux Soc. of Odd Fellows, Aug. 31-Sept. 1. G. N. Jack Carroll, 492 Beech st., Kenova. Huntington—American Legion, Aug. 31-Sept. 2. Stanley Hamric, State Capitol, Charleston. Logan—Order of Odd Fellows, Oct. 14-15. A. J. Wilkinson, Box 1447, Huntington. Morgantown—Fire Chiefs Assn., Aug. 20-23. O. C. Biley, Salem, W. Va. Parkersburg—Junior Order, Aug. 25-29. R. P. Lambert, Box 81, Huntington. Parkersburg—Knights of Pythias, Aug. 19-21. J. Gibson VanMeter, Box 750, Elkins. Weston—State Firemen's Assn., Aug. 29-30. Jno. D. Hayden, Box 102, Rowlesburg. Wheeling—R. A. Masons, Oct. 13-14. G. M. Ford.

Wisconsin

- Antigo—American Legion, Aug. 2-5. Harry J. Kelly. Milwaukee—Order of Eagles, Aug. 14-18. John A. Abel, Kirkwood Bldg., Kansas City, Mo. Milwaukee—American Legion, Natl. Conv., Sept. 18-19. George F. Kiewert, 611 N. Broadway. Sheboygan—State Elks Assn., Aug. 21-23. Leo Uecker, Hotel Apollon, Appleton. Sheboygan—State Moose Assn., Aug. 1-2. Henry J. Heden Jr., Box 223, Chippewa Falls. Stevens Point—Odd Fellows' Encampment, Oct. 21-22. Jas. A. Fathes, Janesville. Wausau—State Fire Chiefs Assn., July 21-23. Aug. V. Simon, 623 Miner ave., Ladysmith.

Wyoming

- Laramie—Knights of Pythias, Aug. 21-23. Henry Jones, Hanna, Wyo. Sheridan—American Legion, Aug. 14-16. Howard Sharp, Box 28.

Canada

- Moncton, N. B.—Knights of Pythias, Aug. 19-21. E. A. Smith, 53 Queen st., Amherst, N. S. Montreal, Que.—A. F. & A. Masons, Oct. 2. W. W. Williamson, 252 St. Mary st. St. John, N. B.—Knights of Pythias, Aug. 11. R. O. Garber, Crocker Bldg., Des Moines, Ia. St. Thomas, Ont.—Knights of Pythias, July 14. J. J. Giverson, 214 Park road, Toronto. Vancouver, B. C.—Northwest Moose Assn., July 2-3. Jos. F. Pearce, 2215 York st. Victoria, B. C.—Order of Elks, July 14-19. C. V. Milton.

FOUNTAIN PENS. Now! New Winchester line. Push-button. Latest 5th Generation. Ideal for pilot-ship and safe writing. Write for new summer specials. STARR PEN COMPANY, Dept. O, 850 N. Dearborn, Chicago. FREE! WHOLESALR CATALOG. 4000 OPPORTUNITIES. Household goods, display card items, wearing apparel, cosmetics, food, jewelry and toys are a few of the thousands of articles shown in exclusive catalog for salesmen, agents and dealers. 10 PAGES. Check-out of interesting money makers. Sales made that may include your earnings \$2 to \$15 a day and thrilling values galore. Each and every item under a money back guarantee. Get yours over it today. SPORTS CO., 741 Siles, Le Centre, Minn.

LET'S GO! U.S.A. KEEP EM BUYING! SELL 100,000 PAIRS \$4.15 PAIR. FINEST QUALITY.



**BIG BARGAINS**  
**\* For Smart Buyers \***  
**RED, WHITE AND BLUE LAPEL INFINITIA.**  
 Wonderful advertising stunt as a  
 fine Green-Way, (Box, \$3.50 per  
 1000, Carded, \$7.00.) 100 Cases, **\$1.80**  
**MILITARY LAPEL PINS, Gold**  
 Plated, Gross, **2.45**  
**JEWELRY ASSORTMENT, Military**  
 Gross, **7.92**  
**PATRIOTIC WALL PLAQUES**  
 (Gross \$6.50), Dozen, **60**  
**PENDANTS, LOCKETS, NECKLACES, 3**  
**Price Assorted, 1.80, 2.40, 3.45**  
**BILLFOLDS, With Army Insignia,**  
 Gross \$7.50, Dozen, **.72**  
**FOUNTAIN PEN & PENCIL SETS,**  
 21, Boxed, Gr. \$22.00, Doz. Sets., **1.90**  
**POWDER BOXES, 71, Gross**  
 \$21.00, Dozen, **1.80**  
**NOVELTY KEY CHAINS, Doz., complete**  
 in Card, Gross, **3.95**  
**BLADE PACKS, Contains 25 Blades,**  
 Sp. 100 Blade Packs (2500 Blades), **6.00**  
**Grass Clips, Gross, 1.44**  
**SUPERIOR QUALITY MERCERIZED SHOE**  
**LACES, Paired, Banded and Boxed,**  
 74  
**THUMB TACKS, With Puller, Gr. Cards, 3.00**  
**BOBBIE HAIR PINS, 36 Count,**  
 Gross, **2.65**  
**ARMY & NAVY NEEDLE BOOKS,**  
 Job, Special, Gross, **1.95**  
 Also 1001 other items in New, Latest Catalogue  
 which will be sent, with your order.  
 Deposit or Full Payment With All Orders.

**MILLS SALES CO.**  
 Our Only Mailing Release  
 901 BROADWAY, New York, N. Y.  
 WORLD'S LOWEST PRICED WHOLESALE

**WANTED**  
 MANAGERS, SHOWMEN, CONCESSIONERS,  
 FREE ACTS IF INTERESTED IN  
**Motorizing**  
**CHAS. T. GOSS**  
 Write With Write With  
**STANDARD CHEVROLET COMPANY**  
 East St. Louis, Ill.  
 PRICE AND SHOWMEN'S  
 New - Used TERMS New - Used  
 Passenger Cars — Trucks — Semi Trailers

**CONCESSION MERCHANDISE**  
 Exclusive, unusual items with real  
 sales value and eye appeal for  
**PARKS, CIRCUS, CARNIVAL, FAIR**  
 trade. When writing for catalog, state business  
**TIPP NOVELTY CO., TIPPICANNO CITY,**  
 OHIO

**INSURANCE**  
**CHARLES A. LENZ**  
 "The Showman's Insurance Man"  
 4738 Insurance Exchange, Chicago

**ELDORADO, ILL.**  
 Next Week, July 8 to 12  
 Biggest Free Fair in Illinois. Want independent  
 shows and concessions of all kind.  
 Have Rides booked.  
**GEORGE GRAY**  
 Eldorado, Ill.

**MILLS BROS.' CIRCUS**  
 Wants contracts of entering Big Show Band, Can  
 Place Musicians on all instruments excepting Organ.  
 Want Blue Show Drum Caravan, Assistant Electrician,  
 Ticket Sellers, Candy Hutmen, Bus  
 Mechanic and Assistant, Elephant Man and Hobler,  
 Pushers, Kid Workers and Workmen in all de-  
 partments. Band of accommodations and charged  
 season of any circus. Join immediately. No time  
 toicker. Top salary. Address: **MILLS BROS.,**  
**CIRCUS, Burrards Bay, Mass., July 21, Fairmount,**  
**St. Hyannis, 4; Chatham, 5; Stoughton, 7; Walpole,**  
**S. and Framingham, 8.**

**WANTED**  
 Rides, Shows, Concessions or Carnival for  
**FALL FESTIVAL ON STREETS**  
 Aug 15-16-17, at Owen, Wis.  
 All Ages  
 Write A. STREHLING, 801 N. East Ave.,  
 Waukesha, Wis. Phone 2452.

**I. K. Wallace Attractions**  
 Want to buy or lease Two or Three-Acted Merry-  
 Go-Round, Want Ferris Wheel and Kiddie Ride  
 Help, Write or wire  
**I. K. WALLACE**  
 Garden Plot Atlantic City, N. J.

**WANTED FREE ACT**  
 For  
**EATON MERCHANTS AND AH CLUB FAIR**  
 July 14-19  
 Write EYDUN P. SMITH, Eaton, Ind.  
 State what you have.

**Unused Ducat Cost Dough,**  
**So He Kept It for 13 Years**  
 Harry W. Cole, of Detroit, tells this  
 one:  
 When Forepaugh's Circus was in  
 Detroit, June 26, 1893, an old man  
 walked into the city, had a cheap  
 snack in a saloon, then started out  
 to see the show from beginning to  
 end. He followed the parade along  
 the route, ate popcorn, drank pink  
 lemonade, and fed the elephant. He  
 had a joy spree on a small investment.  
 At the front door he presented a  
 ticket ready to fall apart from too  
 much handling.  
 "Where in the world did you get  
 this?" asked the ticket taker.  
 "Bought it, sir, and paid money  
 for it; full price."  
 "When?"  
 "Well, it was high onter 13 years  
 ago. I was goin' with a widder and  
 she promised square as could be to  
 go to the circus with me, so I bought  
 two tickets. When the time came  
 she flew the track and I had to go  
 alone. I've kept that ticket ever  
 since, 'cause I knowed I'd drop down  
 on you some time agin. That's about  
 the only good thing the widder ever  
 done for me."

**ROUTES**  
 (Continued from page 34)  
 Midway of Fun: Beaver Dam, Wis.  
 Midway of Fun: Maquokette, Ia.  
 Mid-West: Park River, N. D.; La Moure 2-3.  
 Mighty Monarch: Princeton, W. Va.  
 Miser: Ralph B. Am.; Forest Hill, Ia.  
 Miser Midway: Alpha, N. J.; Keokuk, Pa.,  
 7-12.  
 Motor City: Dexter, Mich.  
 N. W. of Erie: 4-A-K; Tackerman 7-12.  
 National Expo: Caddo, O.; 4-5; Stratton 7-12.  
 Nolan Am. Co.: Ashville, O.; 3-5; Zanesville  
 7-12.  
 Oliver Am. Co.: Leadwood, Mo.  
 Olympic Expo.: Kasson, Minn., 2-3; Ham-  
 mond 4-8.  
 Ocala: Ocala, Mo.  
 P. S. J.: Expo.; Paintsville, Ky.; (7th and  
 Berry Blvd.) Louisville 7-12.  
 Palace United: Dieterich, Ill.  
 Palmetto State: Brant Beach, N. J.  
 Pan-American: Niles, Mich.  
 Patrick's Greater: Twin Falls, Idaho.  
 Pearson: Whitehall, Ill.  
 Penn Franklin: Lock Haven, Pa.  
 Penn State: Middleburg, Pa.  
 Perce Greater: Glyster, Pa.  
 Pike Am.: Camden, Mo.  
 Pizzeria: Walnut, N. Y.  
 Pleasureland: Mantoloking, Mich., 1-5; Glad-  
 stone 4-8.  
 Pryor's All-State: Spencer, W. Va.; Morgan-  
 town 4-12.  
 Queen City: Troy, N. Y.  
 Rainbow: Belmond, Ia.  
 Ranney United: Duluth, Minn.  
 Reading: Mary, Tenn.; Huntington 7-12.  
 Red, King: Woodville, N. H.; St. Albans,  
 Vt., 7-12.  
 Rogers & Powell: Dexter, Mo.; Corning, Ark.,  
 7-12.  
 Rogers Greater: Greenup, Mich.  
 Royal American: Detroit, Mich.  
 Royal American: Detroit, Mich.  
 Santa Fe: Seneca, Mo.  
 Scott Expo.: Grundy, Va.  
 Sells Bros.: (Southern R. R. lot) Greenville,  
 S. C. 1-2; (Fair Street lot) Greenville 3-8;  
 (South Main Street lot) Greenville 7-12.  
 Sheeley Midway: Ravenna, O.  
 Shugart, Doc: Anzora, Mo., 2-3.  
 Smith's United: Dawson Springs, Ky.; Green-  
 ville, Ky., 7-12.  
 Stebrand Bros.: Lewistown, Mont.  
 Sims Greater: Baltimore, N. B. Can.  
 Skerrett's Northern: Ontonagon, Mich.; Dol-  
 lar Bay 6-12.  
 Smith Bros.: Heavener, Okla.  
 Smith, F. Lester: Irvington, Va.  
 Smith's Greater: Marshall, Va.  
 Snapp Greater: Jerseyville, Ill.  
 Sol's Liberty: Fond du Lac, Wis.  
 Southern: Dexter, Mo.; Corning, Ark., 7-12.  
 Southern State: Savannah Beach, Ga.  
 Southern United: Richardson, N. D. 1; Kil-  
 deer 2-5.  
 Sporka, E. F.: Manchester, Ky.; Lima, N. Y.,  
 7-12.  
 Star Am. Co.: Hazen, Ark.  
 Stephens Superior: Oceanide, Calif., 1-6; National  
 City 7-12.  
 Straits, James E.: Amsterdam, N. Y.  
 Stritch, Ed.: Austin, Tex.  
 Suburban Expo.: Coopersport, Pa.  
 Sunset Am. Co.: Des Moines, Ia., 1-2; Inde-  
 pendence 2-5; Burlington 7-12.  
 Sykes, W. Eugene: Attrs.; Factoryville, Pa.;  
 Simpson 7-12.  
 Tassel Barney: Winchester, Va.  
 Texas Expo.: Belvidere, Ill.  
 Texas Kid: Hemstead, Tex.  
 Texas: McAllen, Tex.  
 Tidwell, T. J.: Dodge City, Kan.; Pratt 7-12.  
 Tolley, Henry, Ill.: 2-5; Keosauqua 7-12.  
 Travers Chateau: Burlington, Vt.  
 Virginia Greater: Blackstone, Va.  
 Wade, R. L.: Port Jervis, Ind., 4-8.  
 Wade, C. C.: Crown Point, Ind., 4-8.  
 Walker: Gray, Ga.  
 Wallace Bros. of Canada: Emerson, Man.,  
 Canada, 3-5; Portage la Prairie, Man., 7-8;  
 Danphin, Man., 10-15; Yerkton, Sask., 16-18.  
 Wallace Bros. of Canada: Grand Haven  
 7-12.  
 Wallace-Gordon: Taunton, Mass.  
 Ward, John R.: Steyer, Ill., 1-2; Chatsworth  
 2-4.  
 West Bros.: Colton, N. D. 1-2.  
 West Coast: Klamath Falls, Ore.  
 West Coast: Klamath Falls, Ore.  
 West Coast: Nebraska City, Neb.  
 West's World's Wonder: Centralia, Ill.  
 Wilson's: Sullivan, Ill.

**SELDOM EQUALED—NEVER SURPASSED**

No. 44—Super Sam. Height 15 in. Packed 12 to carton. Per Carton **\$2.16**  
 No. 040—Dough Boy. Height 14 in. Packed 12 to carton. Per Carton **\$1.80**  
 No. 041—Soldier Girl. Height 14 1/2 in. Packed 12 to carton. Per Carton **\$1.80**  
 No. 054—Uncle Sam. Height 15 in. Packed 12 to carton. Per Carton **\$2.16**

**ALL FINISHED IN BRIGHT COLORS—DECORATED WITH TINSEL**  
 Complete Line of Premiums, Novelties, Sales Booths. Write for Catalog. State Your Business.  
**WIS. DELUXE CORP.** 1902 N. THIRD STREET MILWAUKEE, WISCONSIN

**Concessionaires**  
 our NEW 1941  
**CATALOG**  
 is NOW ready  
**3000 MONEY MAKING ITEMS—3000**  
 are listed . . . sure to help you make  
 this your BEST YEAR.  
 Write for Your Copy Today  
**Continental**  
 DISTRIBUTING CO.  
 822 N. 3rd St., Milwaukee, Wis.

**FLAGSHIP** **SENSATIONAL CANDY PKG.**  
 13 inches long, 4 inches high, 4 inches wide. Filled with a full cargo of  
 candy as shown. Cost 10¢ to  
 100 Pkgs. \$4.00  
 Free Catalog of All Our  
 Candy Pkgs.  
**DELIGHT SWEETS, INC., 50 East 11th St., N.Y.C.** 20¢ Dep. on All Orders.

**CIRCUS**  
 Anderson, Bud E.: Crystal Falls, Mich., 2;  
 Iron Mountain 3; Escanaba 4; Manistich  
 5; St. Ignace 6.  
 Cole Bros.: Mass., 1; Sheldon 2;  
 Sioux Falls, S. D.; 3; Sioux City, Ia., 4;  
 Norfolk, Neb., 5; Omaha 6.  
 Condit, Jay: Bemidji, Minn., 3.  
 Kelly, Al G.-Miller Bros.: Highmore, S. D., 1-  
 Onida 2; Gettysburg 3; Hoven 4; Bonside 5.  
 Mills Bros.: Buzzardsbay, Mass., 2; Fairmount  
 3; Hyannis 4; Chatham 5; Stoughton 7;  
 Walpole 8; Framingham 9.  
 Polack Bros.: Lewiston, Idaho, 1-2; The  
 Dalles, Ore., 4-5.  
 Ringling Bros. and Barnum & Bailey: New  
 Haven, Conn., 1; Bridgeport 2; New London  
 3; New Bedford, Mass., 4; Providence, R. I.,  
 5; Portland, Me., 7; Lowell, Mass., 8; Fall  
 River, 9; Worcester 10; Hartford, Conn.,  
 11; Springfield, Mass., 12.  
 Russel Bros.: Waltham, Mass., 1; Lawrence  
 2; Fitchburg 3; Brattleboro, Vt., 4; Burlington  
 5; Rutland 7; Montpelier 8; Burlington  
 9; St. Albans 10; Plattsburgh, N. Y., 11;  
 Tupper Lake 12.

**FUNLAND SHOWS**  
**WANT**  
 DR Wheel Help and Electrician. Must  
 drive wheel and handle transformers. Ten-  
 Cent Stock Stores open. Want Photos,  
 Popcorn, Custard, Arcade, Scales, Dig-  
 gers, Girsk Revue Shows, we have outfit.  
 Grand Shows and one Flat Ride, come on.  
 Aberdeen, Md. Celebration this week.

**GIRL SHOW TALKER**  
**AT LIBERTY**  
 A-1 Girl Show and Posing Show Talker. Years  
 of experience, neat appearing. No honor  
 or chaser. Show must be organized. Would like  
 to contact with people who know what it is all  
 about. In answering state your highest per-  
 centage. Write or wire **AL PAULERT,** care  
 1614 Fairmount Ave., Philadelphia, Pa.

**FREE INSTRUCTIONS**  
 Write today for your free copy of The Billboard's  
 latest booklet entitled "How to Make More Money  
 in the Roadshow Business". It's packed full of  
 tips for beginners. Old timers will want it, too.  
 For the many films and supply house advertisements  
 there is only a limited supply. Be sure to get  
 your FREE copy. Write today!  
**THE ROADSHOWMAN**  
 25 Opera Place Cincinnati, Ohio

**CARNIVAL WANTED**  
**For 3 Georgia Fairs**  
 Last of September or any weeks in October.  
 I. V. HULME, Secretary, Elberton, Ga.

**KOKOMO ANDERS WANTS**  
 To hear from Robert Paulker, Billie Coe and  
 Goodie. Other capable people wire. Iron Mountain,  
 2; Escanaba, 3; Manistich, 5; St. Ignace, 7;  
 all Michigan.  
**Care BUO ANDERSON'S CIRCUS**

**ADDITIONAL ROUTES**  
 (Received Too Late for Classification)  
 Jason, Great, & Jerry (Hustle Lodge) Erie,  
 Mich., 1-5.  
 LeZellias, Arrial (Correction) Rock Rapids,  
 Ia., 4-5; Palestine, Ill., 7-12.  
 Marjan (Nest Spot) Dallas, Tex., 1-7.

**WANTED**  
 Bill Ferris Wheel Foreman, Cigarette Shooting Gal-  
 lery, High Striker, Long Range Shooting Gallery,  
 Harold Higgins and Louis Stinson, wire me.  
**MIKE AEIGLER**  
 Miner Hotel Philadelphia, Pa.



COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •

# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## Let's Co-Operate for National Defense

At this time the coin machine industry has a real opportunity to come to the front and show the public that no other industry in the country is capable of doing as complete and as effective a job as the coin machine business. Knowing that this job is one that requires the fullest co-operation of every operator, distributor, jobber, and manufacturer, we have worked a program for our own association and because we want to do our part to get the entire industry in full swing at this time, we are outlining herewith a proposed program for the coin machine industry to follow.

While we feel that all of the magazines in the coin machine trade will back this movement 100 per cent, we realize that there must be one to show the way, and without any prejudice we feel that The Billboard is the one to handle this job.

The time is here when every man connected with our business must stop looking for ways to make money out of this national emergency and turn to ways in which he can do his full share in our defense program.

The first job in front of us now is to snap our fellow citizens out of their complacent mood. Shouting the call of "Wake Up, America," we must go out on the highways and byways and help to bring our fellow Americans together to do this job that is before us! We can do this because there is no industry, organization, or group of organizations that contacts as many people every day all over our country as do the men in the coin machine industry.

With hundreds of thousands of coin machines in the thousand and one kinds of locations all over our land, what better medium can our government have to reach "Mr. and Mrs. America" than thru our machines? Let's start now—by having every phonograph, cigarette machine, pin ball machine, merchandise machine, vending machine, etc., display our own declaration of our full co-operation with our President at this time! We have men in our industry who are capable of creating slogans that will get more attention than any that we have heard of to date. Men like Jim Mangan can give us slogans that will be remembered for generations. Men like George Moloney can bring the manufacturing end of our business together in a program of co-operation that will be unequalled anywhere in our business life today. In 10 minutes' time Curley Robinson can outline ways and means to get our operators' organizations all over the country acting in full accord with this plan within 24 hours after the starting signal is given.

Such men as Homer E. Capehart are an example of the fine public speakers that the coin machine industry has available for occasions that will arise when we wish to have representation on the speakers' platform. Yes, we could go on and name hundreds of patriotic men who can do this job well, and there will be plenty of opportunity for everyone to do his share.

There is no doubt in our mind that the phonograph recording companies would be quick to co-operate by having records made of timely messages from our President, Secretary of War, Secretary of the Navy, etc. Thru their distributors and branches they would be able to have these in the hands of operators ready for placement on their phonographs within a few days' notice. The novelty, the directness, and the possible repetition of such a message would make it possible to get the message over to the millions of folks who are the backbone of our country. Streamers calling attention to the recorded speech could be put up in the windows of cafes, taverns; in fact, everywhere in the United States where a phonograph is. Then during the next

few days the record could be played by the proprietor at suitable intervals. The operator would be able to refund the location the proper number of coins when he made his regular check-up by the counter.

What other industry could do this sort of job for its government? Imagine the close tie-in we would have with the leaders who are guiding our country thru these perilous times. Details as to cost, distribution, etc., could be worked out quickly and effectively. We have the men to do it, and whatever cost might be involved would be shared by real Americans, the coin machine operators all over the land. We don't believe you could find a single slacker in our business, and now's the time to show the world that we can give as well as take.

We believe that arrangements can be made for operators all over these United States to put a "Buy Defense Savings Bonds and Stamps" sticker on every coin-operated machine in operation. The Postmaster General undoubtedly could help us to obtain these stickers at a nominal price.

Once we get started, the eyes of the entire country would be on us. It would be front-page copy and would wipe out the stories that wild-eyed reformers try to circulate against our business.

Now is the time to act, not just talk, and every operator can start today by going to his post office and buying a Defense Stamp for every one of his employees and for himself. The post office will furnish free a book to hold these stamps, and when the book is full it may be exchanged for Defense Savings Bonds for the full amount of the stamps.

Our Minneapolis organization has endorsed this plan and within a few days every operator in Minneapolis will have a book in the hands of every one of his employees. Of course, many of the operators not only want to buy the stamps but do the big job of getting everyone to do his bit. Part of our job is to help get 130,000,000 people to start buying these Defense Stamps—"America on Guard" they read, and there is not a man, woman, or child with an ounce of red blood in his veins that won't hold his chin a little bit higher when he knows he is doing his bit. We have got to pull together and it won't be how much we do, but the spirit we do it with.

Now is the time to get away from personalities, and there is no room in our industry for any organization to put over its own little campaign just to get a few cents' worth of timely publicity. A meeting should be called of leading operators, jobbers, and manufacturers at once to meet in Washington, where they can sit down at the table with our Secretary of War, or whomever he designates, and work out the details of this plan and get it started!

The Minneapolis Amusement Games Association has started the ball rolling here and its committee will meet with other members of the industry to do its part when the call is sounded. The Billboard and its coin machine editor, Walter W. Hurd, is the organization to lead the way, and we stand ready for the command to "Forward March."

NATIONAL DEFENSE COMMITTEE  
MINNEAPOLIS AMUSEMENT GAMES ASSN.

W. Wesley Smith  
Philip Moses  
Don Leary



## EASTERN FLASHES

NEW YORK, June 28.—Despite the hot weather, there has been no let-up in activity, and coinmen remain in their offices to rush out orders.

Bill Rebbin, of International Mutoscope Reel Company, manages to get away for an occasional day of fishing, but usually he is at the Mutoscope plant making sure enough Drive-Mobiles and Ace Bombers roll off the assembly lines to meet the increasing demand.

Doc Eaton, Buckley Eastern regional director, says every minute he can spare from his territory is spent at the factory in Chicago. Willie Blatt, Buckley's man in New York, doesn't seem to mind the heat at all. "I manage to run down to the shore for a swim occasionally," he says, "but I'm usually back on the job the same day." Over in Jersey Barney (Shusy) Sugarman, of Royal Music, announces he is placing Buckley Systems in all the class locations.

Bert Lane has become a commuter. He has rented a summer home in Deal, N. J., and spends his evenings enjoying the cool Jersey breezes. Bert reports Seaboard is doing a big job with Genco's Captain Kidd. He is doing well with other lines also, shipping Drive Mobiles, Ace Bombers, and Daxal Lucky Smokes as fast as he can get them.

National Novelty's Earl C. Backe is turning out fine reconditioned phonos, and the coinmen like his credit terms.

Al S. Cohen, of Asco, now calls his offices the Trading Post.

### COIN SHOTS

Hymie Budin advises coinmen to get Three Up, Stoner's latest hit. According to Budin, it really is different.

George Ponsler now has an office in the General Motors Building to handle Mills Panoram business exclusively. Irv Morris, of Ponsler's Newark office, is busy making long-distance calls to manufacturers to speed up deliveries.

Leon Takenen advises that good service pays big dividends.

Irv Orenstein, of Hercules, will invite coinmen to a private showing of a series of moving pictures he took recently. Irv has starred some of the leading Jersey coinmen in his productions.

Mike Munves has found a new way to speed up deliveries. At his 16th Avenue offices, games come in by the front door, go down a refinishing line, are crated, and go out thru the back to waiting truckmen. Mike reports that some of the ideas he has received for a new arcade machine, in response to his contest, are really sensational. Joe Munves, in charge of the Arcade headquarters, combines business with pleasure by leaving the office early enough to swim at one of the summer resorts. Later he makes the rounds of the local arcades and returns the next morning with an armful of orders.

That was quite a party Jack Kay ran for coinmen in his new headquarters. Out of town visitors were impressed.

Demand for Exhibit's Sky Blazer is so great that Tony Gaspario, of Weston, can't keep a sample on his floor.

Dave Stern, of Royal in Elizabeth, is



DISPLAY ROOM OF NEWLY FORMED F. A. B. Distributing Company, New Orleans. The firm has been named distributor for Wurlitzer in the New Orleans area. (MR)

doing a big job with used music.

Eastern Automatic Merchandise Company, Newark, is kept busy filling orders for the Esquire Premium Deal. Firm is Jersey distributor for Victor Vending Corporation.

### HERE AND THERE

Musicians are flocking to Modern's showrooms on celebrity days, reports Nat Cohn. Nat says Tri-Way's Illuminote makes a hit with band leaders, as well as operators.

Coinmen are wondering why they do not hear from Jack Berger.

Irvin Blumenfeld, of General Vending Service, Baltimore, Md., writes that business is improving.

Bill Alberg and Charley Aronson, of Brooklyn Amusement, are blitzing their territory with Evans' Super-Bomber. "Play-Ball is also making records on every location placed to date," advised Alberg.

Jack Kronberg, of Crown, has a hard job taking care of his office and outside work at the same time.

Harry Pearl and Harold Lawrence, of Keystone, are up at Pleasantdale, N. Y., with their families.

Roy McGinnis, of Baltimore, Md., did a fine job with a special sale he ran and plans another one soon.

Henry Seiden keeps drumming up business on the road, while Julius Olsheta takes care of the Albany office.

Operators are said to be writing to Miss Strong, of G. V. Corporation, acclaiming the money-making new Outdoor and Standard models.

Harry Fraier and Ernie Krancer, of Queens Sales, are going to town in their new showrooms.

Al Sherry, Phil Gould, and Al Koondel say their reconditioned games have won them nationwide approval in the space of a few months.

E. L. Mitchell claims he has solved the crating problem by having his own crates made in a local lumber yard.

### AROUND THE TOWN

Charley Fleischmann, of Baltimore Salesbook Company, has added a few more coin machine forms to his line.

Max Levine, president of Scientific Machine Corporation, had planned a well-earned early-summer vacation. Due to pressure of business, however, he must remain in his office, and may not be able to get away until Labor Day.

Irving Sommer, of Modern's Florida office, is back in New York.

Joe Esen, of Manhattan Distributing,

and fight fans from the Wurlitzer plant took in the Louis-Cohn fight. Among out-of-town friends with them were Joe Young and Bob Bleckman, of Cleveland; Al Goldberg and A. Freed, of Chicago, and Sam Taran, of St. Paul. Prior to going to the Polo Grounds the visitors inspected Manhattan's offices.

## Expect Big Crowd For Ohio Tobacco Association Outing

CLEVELAND, June 28.—"Advance registrations for the Ohio State Tobacco Association's annual convention at Cedar Point on Lake Erie, July 8 to 10, indicate an exceptionally large turnout, with a fine representation from every branch of the industry," Samuel L. Abrams, secretary of the association, said today.

"Practically every tobacco jobber, cigarette vending machine operator, and retailers from all points in Ohio are expected to attend this big three-day convention. Most of the tobacco manufacturers will also be represented."

## Baltimore

BALTIMORE, Md., June 28.—Roy McGinnis reports business showing a definite upswing, with sales running better than 20 per cent ahead of last year. Earl Lipe, office manager, is back on the job after a week's vacation in St. Louis.

The General Vending Service Company reports sales volume on Scientific's Bating Practice up, with more and more of the best spots installing them, according to Irvin Blumenfeld. Gottlieb's Belle Hop has met with a warm reception, he states.

A steady movement on Seeburg's music boxes and Bally's games is reported by Art Nyberg, of Calvert Novelty Company.

William J. Clair, Keystone Novelty Company, reports a brisk movement on Mills music boxes and Mills console models, particularly Three Bells.

Irving Levy, head of Giant Sales & Vending Company, left recently for New York, where he plans to spend a few days contacting manufacturing firms.

Spence Reese, assistant general sales manager for the Wurlitzer organization, was a visitor here.

Mills Panoram made its debut in Baltimore with daily showings in the showrooms of the Keystone Novelty Company.



## 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 Made Only By

**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.

Est. 1889—Tel. COLUMBUS 2770  
Cable address "WATLINGITE," Chicago

IT'S AMAZING! Coming Soon!

## EVANS' PLAY BALL

Real

Baseball!

Real Pitcher Pitches!  
Real Batter Bats!

## FIVE-BALL FREE PLAY

2 Hi Lite	Each \$12.50
2 Super Chancer	15.00
2 Double Feature	20.00
2 Super Six	15.00
2 Ocean Park	15.00
2 Pick Em	10.00
2 Charm	20.00
2 Keen-Ball	12.50
2 Natural	12.50
2 Lot-o-Fun	10.00
2 4-5-6	12.50
2 Triamph	12.50
2 Yanks Double Dandy	12.50
2 Major League Free Play Baseball	50.00
2 Ten Lines Bowling Alley	25.00
4 Rock Old Ten Pins	25.00
4 Bally Rapid Fire	50.00

**CRESCENT CITY NOVELTY COMPANY**  
1010 Poydras Street NEW ORLEANS, LA.



SEEBURG AND ELECTRO BALL OFFICIALS join in mutual congratulations on a record amount of orders. St Lynch, Electro Ball official, and Seeburg Vice-President Jim Barron (seated) watch, C. T. McElroy, Seeburg director of sales, receive orders from Electro Ball's Arthur Hughes, while Seeburg representative Ed Stern and E. V. Furlow, of Electro Ball, stand by. (MR)

**110 Volts AC Anywhere!**

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.

Complete 300 Watt, 110 AC Light Plant—List \$ 27.00  
Complete 500 Watt, 110 AC Light Plant—List 150.00  
350 Watt Kato Rotary Converter—List 61.50

**KATOLIGHTO, Mankato, Minnesota, U. S. A.**

## AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.  
44-01 11th St., Long Island City, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



# MUSIC MERCHANDISING

## Operators Helping Defense By Using Patriotic Records

Big line-up of numbers available, many novelty tunes—new Berlin songs written for U. S. Treasury and Ordnance Department released

CHICAGO, June 28.—Quick to realize the contribution they could make to start the national defense program rolling, many operators of automatic phonographs last fall adopted a policy of including one patriotic record in each phone bill-of-fare. As *The Billboard* reported at that time, this step was taken not to capitalize on the growing wave of patriotism—for well most operators knew these tunes would not get the play the current hits of the day would receive—but merely to help the cause along and benefit from the good will that resulted as the public press and influential leaders became more cognizant of the power of the automatic phone network.

A good number of operators are still using disks of the patriotic type, but the trend in recent months has been toward those with a novelty twist. Several good novelty tunes have come along in recent months, taking the draft for their theme, such as *Goodbye, Dear, I'll See You in a Year*; *Bless 'Em All*, and *Gone With the Draft*. These together with modern versions of old-timers like *Oh, How I Hate to Get Up in the Morning*, *You're in the Army Now*, and a bevy of others are finding their way into the machines, especially around army camps. Use of these numbers has not been widespread enough, nor has play of them been heavy enough to place them in the *Record Buying Guide*, but reports from operators indicate that many men who realize the public service phones can render are placing them in a good number of their machines.

### New Berlin Tunes

First record of two new songs written at the request of governmental officials was released this past week by RCA-Victor. Both were penned by Irving Berlin, author of *God Bless America*, *Arms for the Love of America* was written by Berlin at the request of Major General Charles M. Wesson, Chief of Ordnance, United States Army, and pays tribute to the "man behind the man behind the gun." Other tune is *Any Bonds Today?*, which Berlin composed at the request of Henry Morgenthau Jr., Secretary of the Treasury, to stimulate the sale of defense bonds. Both tunes, as released by Victor, were recorded by Barry Wood and the Lyn Murray Chorus.

Wood introduced the ordnance number over the NBC and CBS networks June 10 as a feature of the Ordnance Department's Arsenal Day Celebration, and repeated it on the *Hit Parade* June 14. He premiered *Any Bonds Today?* on the *Hit Parade* program of June 21.

Despite the fact that these two songs are ASCAP numbers, both will be allowed on all the networks and are due to receive extensive plugging. Other recordings of the tunes are also scheduled to be made by all recording companies. In the opinion of many leaders of the automatic phonograph industry, oper-

ators have a real opportunity to render a true patriotic service to their country by helping push these two numbers.

### Pleanty Patriotic Disks

All the recording companies have a good selection of patriotic numbers of both the novelty and straight kind available, a number of which are listed below for reference purposes:

Line-up on the Columbia and Okeh labels includes: *Goodbye, Dear, I'll Be Back in a Year*, by Horace Heidt; *I'll Be Back in a Year*, by the Prairie Ramblers; *Oh, They're Making Me Over in the Army*, by Gene Krupa; *Wait 'Til She Sees You in Your Uniform and She's Got a Great Big Army of Friends Since She Lives Near the Navy Yard*, by the McParland Twins; *I'm Lending You to Uncle Sammy*, by Bob Acker and Bonnie Blue Eyes; *America, I Love You*, by Horace Heidt; *God Bless America*, by Heidt, Masters, Leonard, and Stokowski and the All-American Youth Orchestra; *We're All Americans*, by McParland Twins and Kate Smith; *Boogie-Woogie Bugle Boy*, by Krupa; *Yankee Doodle Boy*, by Heidt; *New Soldier's Farewell*, by Al Dexter and the Troopers; *That Crazy War*, by Lulu Bell and Scotty; *Army Rookie Polka*, by Louise Massey and the Westerners.

In the Decca patriotic line-up are: *Ma, I Miss Your Apple Pie*, by Guy Lombardo; *Those Drafts' Blues*, by Skeets Taylor; *Gone With the Draft*, King Cole Trio; *Oh, How I Hate to Get Up in the Morning*, *They're Making Me All Over in the Army*, *I Am an American*, and *Goodbye, Dear, I'll See You in a Year*, by Dick Robertson; *God Bless America* and *'Til Reveille*, by Bing Crosby; *He's My Uncle and America*, *I Love You*, by Dick Powell; *The Boogie-Woogie Bugle Boy*, by the Andrews Sisters; *What'll I Do If I Merry a Soldier* and *I'm in the Army Now*, by the Justers, together with a raft of old-time standards, such as *The Long, Long Road to Tipperary*, *Smile*, and others of this type.

In the Victor-Blurbird catalog, in addition to the two new Barry Wood releases, are *You're in the Army Now*; *Oh,*

*How I Hate to Get Up in the Morning*, and *He's My Uncle*, by Abe Lyman; *Bless 'Em All*, by Barry Wood and the King Sisters; *Don't Be Blue, Little Pal*, *Don't Be Blue*, by Vaughn Monroe and Joe Reichman; *So I Joined the Navy*, by Carson Robison; *Goodbye, Dear, I'll See America*, by Bill Boyd; *God Bless America*, by Kate Smith; *I Am an American*, by Grey Gorden; *America, I Love You*, by Barry Wood, and *Stop That War, the Cats Are Killing Themselves*, by Wingy Manone.

Records listed are not all those of a patriotic type which the disk firms have on tap but are the most representative ones from which operators are choosing.

## Permo Products Has Radio Program

CHICAGO, June 28 (MR).—Permo Products Corporation recently began sponsoring a radio program over Station WIRE, Indianapolis. Program is called *Tunetime*, and features the Fidelitone needle, designed for home use. The needle is said to be the first departure in general construction of home phonograph needles in 25 years. It is said to be capable of playing from 1,000 to 3,000 times and is on sale at thousands of retail stores throughout the country. Other Permo products are advertised on the program from time to time.

Referring to the automatic phonograph needle, Permo officials report that orders have been steadily increasing, indicating that automatic phonograph operators are enjoying better patronage. "Permo covers the field, being the most widely used needle on automatic phonographs," it was said. "While a small part of our increase may be attributed to the few operators who are beginning to use Permo needles, the fact that practically all operators are now using our needles indicates that they are getting more play on their machines."

## Mandelson New Acme Sales Mgr.

NEW YORK, June 28 (DR).—Samuel Mandelson, formerly with the J. P. Seeburg Corporation as factory representative in the Eastern territory, has joined the Acme Sales Company as general sales director, it was announced this week.

The popularity of reconditioned phonographs is definitely on the upswing, according to Mandelson. He is looking forward to a record year. Sam invites all his operator friends to drop in for a visit.

## Possible Disk Price Rise Deemed Remote for Present

NEW YORK, June 28.—Investigation here during the past week of possibilities of a price rise in popular recordings revealed that recording firms for the present are absorbing rising prices of raw materials, inasmuch as costs have not yet reached the straining point, but that a possibility exists of Uncle Sam passing a 10 per cent excise tax on luxuries, which might include records. If such a tax is imposed by the government, it will have to be passed on to the consumer, disk makers say. But at the same time they point out that the government most probably will declare recordings essential for morale purposes, as has been done in England.

On the materials front, record firms are watching the copper and shellac markets with interest. These two materials are essential to production of disks, and the firms have large stocks on hand, they are apprehensive of the time when stocks will have to be replenished. Shellac must be imported from India and curtailment of such shipments cannot help but affect the industry, although some firms use synthetic resin compounds with shellac as out down the amount needed. No aluminum is now used in production of disks, but copper is vital for production of the masters from which the platters are pressed.

Consensus of manufacturers' opinion is that prices will remain constant at least for the present. However, should the war drag out longer than a year, price rises are inevitable. Shellac during the last war, for instance, skyrocketed from 10 and 15 cents a pound to \$2 a pound. One recording company has decided to absorb the rising cost of materials and would continue to do so until the returns from retail sale failed to warrant the extra expenditure. Competition from other firms has made this policy, since no one outfit wants to raise its retail prices until the others do likewise. Whatever happens, however, will still hinge on the war and on how soon the manufacturers are forced to replenish their stocks of materials.

## 600 Attend Bond's Phono Showing

BOSTON, June 28 (DR).—Approximately 400 persons were at the Hotel Vendome on the occasion of the showing of Automatic Instrument Company's Singing Towers phonographs and equipment sponsored by Dave Bond, of Trimount Coin Machine Company, newly appointed New England distributor. Bond's territory covers Maine, New Hampshire, Vermont, Rhode Island, and Massachusetts.

More than 600 special delivery letters were sent out by Bond and Jerry Golumbo, latter is Eastern district manager, inviting column to attend. Buffet lunches were served and favors were passed out to all visitors.

"I have never had such an enthusiastic acceptance of any machine," Bond declared. "I expected to hear criticism—constructive criticism that might result in some changes. Instead, we found everyone enthusiastic over the machine and the prospects for securing locations with it."

Bond announced that he had taken on additional help and made plans for elaborate sales and service departments for handling the new line. Joseph A. Vigue will cover Maine, Vermont, and New Hampshire for Bond, while Jerry Plumb, for seven years manager of the A. M. I. operations in New England, will cover Massachusetts and Rhode Island. Walter Sullivan will be in charge of floor sales at Trimount.

Jerry Golumbo, factory representative, will maintain his office in this section. Golumbo reported that many servicemen who attended the show with their employers voiced satisfaction with the simplicity of the A. M. I. machinery. "It is the easiest machine to take care of on the market," Golumbo declared, "and the servicemen saw quickly that they will have no difficulty servicing the machines."



ORCHESTRA LEADER LAUDS WURLITZER COLONIAL. In the Roosevelt Coffee Shop, Jacksonville, Fla., the following met: George Hall, orchestra leader; John Mondelli, Simplex Distributing Company president; Wurlitzer Florida distributor; J. A. McElhenny, Wurlitzer district manager; Dolly Dawn, songstress, and Ollie Ponce, music merchant who installed the Colonial. Hall complimented the Wurlitzer men on the beauty of the Colonial and praised its performance. (MR)

## Proposes Music In Plants To Ease Workers' Tension

LOS ANGELES, June 28.—Short musical programs in industrial plants to relieve workers' tension were proposed here at a meeting of the National Federation of Music Clubs.

More than 10,000 delegates gathered at the opening of the federation's 22d biennial nine-day convention.

"Men and women in our industrial plants are working under great tension and a period of music would do much to relieve the strain," Mrs. C. Lloyd Billman, of Manila, Ind., chairman of the federation's civic music division, asserted.



IF YOU HAD X-RAY EYES

YOU WOULD INSTANTLY CHOOSE...  
**BUCKLEY MUSIC SYSTEM**  
 WITH DIRECT "TOUCH-TO-TOUCH" ACTION



Your X-Ray eyes would instantly tell you that BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION is a BETTER, COMPLETE, PRACTICAL music system for 32, 24, 20, 16 or 12 records. Those X-Ray eyes would inform you of the fact that there is LESS SERVICING . . . finer features in the mechanism . . . outstanding beauty and superior construction!! That BUCKLEY MUSIC SYSTEM is fool-proof and cheat-proof! That it has the least number of internal wires—which means the least number of service calls! That the player always gets the record he selects—BUCKLEY MUSIC SYSTEM is away ahead with POSITIVE, NEVER-MISS ACTION!! That BUCKLEY MUSIC SYSTEM leads with its perfect slug ejector with jar-proof switch that is non-manipulative. And certainly those X-Ray eyes would marvel at the NEVER FAIL, NEW, FULLY PATENTED COMMUTATOR where the indicator can't rest between selections! Hinged doors that are interchangeable for quicker, easier, money-saving servicing—another feature your X-Ray eyes would be sure to advise you about!

But, most of all, your X-Ray eyes could look at the real, lowdown, inside story of the leading music operations all over



America and would find they were BUCKLEY MUSIC SYSTEM operations! Would also see that BUCKLEY MUSIC SYSTEM with DIRECT "TOUCH-TO-TOUCH" ACTION has DOUBLED and TRIPLED collections for these progressive operators. That it has proven itself "THE MOST OUTSTANDING ACHIEVEMENT IN AUTOMATIC MUSIC HISTORY"! And that it is recognized today as the one and only COMPLETE and BETTER music system!

Your X-Ray eyes would quickly urge you to get in touch with us RIGHT AWAY and hear more about BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION!!!

**BUCKLEY MUSIC SYSTEM, INC.**

4225 WEST LAKE STREET • CHICAGO

## Detroit

DETROIT, June 28.—Ben Robinson, of the Robinson Sales Company, is taking over local distribution for the new A. M. I. music machine, Singing Towers.

Robert J. Veling, young operator, is forming his own company, the Radio City Music Company. He has found a profitable field of specialization—renting machines for dances, parties, and the like.

Edward Krol has taken over the K & S Amusement Company following the death of Joseph Samelko, one of the partners, and the withdrawal of E. Koel from the business. Krol is discontinuing the music route in order to concentrate on amusement machines.

Vernon L. Huntoon Jr., who has been operating phonographs in the suburb of Highland Park for some time, is placing all his amusements operations under the new firm name of the Acme Music Company.

The Lincoln Amusement Company has been changed to the Lincoln Park Amusement Company, and the remaining partners, Russell Trick and Frank Staffe, are completing plans to open a store to do a general jobbing business in the south end suburb of Lincoln Park. Louis Eaton, formerly a partner, has withdrawn from the business. Formerly a distributing company in north end Detroit, firm has been specializing in late-music the past year.

Al Crinzi, south end operator, is specializing on music machines and expanding into such new fields as the Automatic Hostess machines. Crinzi has established headquarters in River Rouge.

Joe I. Stewart has established a pin game route in Wayne County in his own name following dissolution of his partnership with Max Baskin, formerly known as the Metropolitan Novelty Company. My Rose, who was a partner with Stewart in another company, the Hamtramck Coin Machine Company, has

taken over the route of that company in his own name, dissolving the partnership as well.

J. H. Lang, of the J & H Amusement Company, is back on his job after several months' illness.

Stanley Smutzki, who operates music machines and pin games on a suburban route near Detroit, is leaving for a month's vacation.

Ervin Harwith, in the operating business here two years under his own name, has formed the E & H Vending Company, with headquarters on Wisconsin Avenue. Harwith is operating a number of different types of machines, chiefly National cigarette venders. He reports business good.

Charles Starler and Meyer Saperstein, now operating in the cigarette machine field as the Reliable Vending Company, have taken over the business formerly operated by Edward Saperstein, a brother of Meyer, as Reliable Cigarette Service.

Nor-West Coin Machine Company has been dissolved, with the partners continuing the business under their own name—the Angott Brothers, Michael A. and Carl J.

Fred Richardson, of Richardson Novelty Company, has moved headquarters to Lawton and Marquette avenues.

E. S. Lowenthal, who has operated the Acme Automatic alone for five years, is taking in Ruben Manko as a partner and changing the title to the Acme

Automatic Sales Company. Headquarters are being moved to Calvert Avenue. The firm operates vending machines.

Adam F. Flake, a newcomer in the coin machine field, is making his operating headquarters in Dearborn, and specializing in pin games, ray guns, and Photomatics.

Frank McNichols, Detroit music operator, has moved to Cincinnati, where he has established another music route.



ORCHESTRA LEADER VAUGHN MONROE, whose band stands high in current popularity polls, visits Modern Vending Company showrooms, where he is greeted by Meyer Parkoff, right, and other members of the Modern staff. Monroe, standing next to phonograph, praised Seeburg ear-level reproduction as an outstanding factor in popularizing his recordings. (MR)

ONLY GENUINE  
**PERMO POINT**  
 NEEDLES SERVE  
 YOU BEST

The Heart Beat of Your Phonograph

**50,000**  
**RECORDS** Used  
 For Sale  
 F. O. B. Detroit

**SWINGLAND RECORD EXCHANGE**  
 1429 Broadway DETROIT, MICH.



# PHONOGRAPH HEADQUARTERS

## WURLITZER

### 61 COUNTER MODEL WITH STAND

GUARANTEED PERFECT **\$79.50**

With D.C. Motor, \$84.50

## WURLITZER

### 16-Record MARBL-GLO With Illuminated Dome As Illustrated



Complete **\$69.50**  
Ready to Operate

- 400 Wur. MARBL-GLOS \$39.50
- 616 Wurlitzer Regular. 54.50
- 616 Wur. Ill. Grill... 59.50
- 500 Wur. Keyboard... 149.50
- 500 Wur. Keyboard, Slug Proof... 159.50
- 600 Wur. Rotary, Slug Proof... 134.50
- 600 Wur. Keyboard, Slug Proof... 144.50

### MISCELLANEOUS

- Chicken Sam ..... \$49.50
- Shoot the Chutes ..... 59.50
- Air Raider ..... 109.50
- Navy Bomber ..... 119.50
- Sky Fighter ..... 175.00
- Anti Aircraft (Brows) ..... 69.00
- Buckley De Love Digger ..... 89.50
- Love Testers (Used) ..... 125.00
- Rotary Merchandiser ..... 99.50

# WINGS

SENSATIONAL NEW 5-REEL  
CIGARETTE COUNTER GAME

- 3 of a kind
- wins 1 pack
- 4 of a kind
- wins
- 5 packs
- 5 of a kind
- wins
- 10 packs
- \$18.50**



1/3 Deposit With Order

## GERBER & GLASS

914 Diversey Blvd., Chicago



THE MILLS BROTHERS LISTEN to their latest record on the Mills Empress during a recent visit to the Mills Novelty Company factory. Left to right: Don, John, Harry, and Herb. (MR)

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, June 28.—News from the three coinrows here is that the operators are so busy many have given up the thought of summer vacations. Some few are taking off week-ends, but the majority are sticking to their jobs six days a week. Newspaper stories that shipbuilding here is only in its infancy and that it will be doubled and trebled soon indicate that coin machine business "ain't seen nothing yet."

Emergency program of the Maritime Commission so far calls for 753 ships of gross tonnage of 6,300,000, of which 25 per cent will be constructed on the Coast. Program will call for the employment of 15,000 men with a pay roll of \$25,000,000 annually in the two local shipyards. About 20 schools in Los Angeles area are expected to soon release 1,000 men a month trained for this work. In San Bernardino the army has granted \$5,612,186 for an air base. This will mean, in addition to the stationing of 4,100 officers and cadets here, there will be pay rolls for plenty of carpenters, laborers, and plumbers.

L. C. Spencer, of the Spencer Amusement Company, El Paso, Tex., was in Los Angeles recently and purchased quite a bit of merchandise. While here he visited several arcades to see how

they operate. His hosts were Harry Kaplan and James Jones, of Southwestern Vending Machine Company.

Jack Kagan, of Gretchen Tool, recently returned from a trip to San Francisco, Salt Lake City, and other points. He reports that Wings and Yankee are getting good plays.

Mac Mohr is back in town after a swing thru his territory contacting buyers on Daval's Lucky Smokes and American Flags. Flags is especially good for this section for it displays the colors of foreign nations. Since California is adjacent to Mexico, the flag idea is going over like a house afire. Interchangeable fronts, Mohr said, are accounting for additional sales. The new Baker product, Kicker and Catcher, is also making new inroads into the cash kettle, Mohr reported.

Wolf Sales, San Francisco, recently purchased a big order of Holly Grip Scales from the Mac Mohr firm.

James Jones, manager of the Southwestern Vending Machine Company, is the latest of the coinmen to walk down the middle aisle. He was married Sunday (22) to Violet Wisterman, of St. Louis, in Yuma, Ariz.

Mac Sanders reports that he has chucked aside vacation plans for the present. "I can't leave the city as long as arcade equipment sales continue at the rate they've been going these past few weeks," he said.

Yergt Yorgason, music machine operator, narrowly escaped death recently in an automobile accident. His condition is still serious. Boys of coinrow wish him a speedy recovery.

Jack Lamon was a recent Los Angeles visitor. He and Frank Schwartz are operating the Aloha Novelty Company at Long Beach. Lamon recently moved into this territory after operating in the California desert country. He's spending the

# NEW EXTENSION SPEAKER CABINET!



OPERATORS: TRY THE  
ILLUMINATED  
**ORGANETTE**  
OP'S PRICE ONLY **\$8.82**  
(COMPLETE Cabinet)

SENSATIONAL Light-up Cabinet  
... The ORGANETTE is your BEST BET as a coin phonograph Extension Speaker. Luxurious walnut cabinet is glamorized with brilliant illumination from mandarin-red plastic. ORGANETTE accommodates all 12" speakers... Equipped with lamps, sockets, line cord, and plug... JUST PLUG IN TO LIGHT UP.

12" P. M. DYNAMIC CONE SPEAKERS  
... Suitable for ORGANETTE. The 7-1/2" ILL. Speaker can be connected to any type phonograph, v. c. impedance 8-8 ohms, maximum power rating 15 watts. Operator's Price... \$7.00

Send No Money—We Ship C.O.D.

ATLAS SOUND CORP.

1444 - 39th Street, Brooklyn, N. Y.  
DISTRIBUTORS: Write For Details!

Eventually you'll use  
Miracle Point Needles  
Better start now.

summer at Balboa Beach. Schwartz is constructing a new bungalow court in Los Angeles.

Budd Parr, of General Music Company, reports that things look brighter than ever in this section and in San Francisco, where he visited recently.

Les Lorden, music machine operator, is on the go these days placing machines in spots that cater to soldier and sailor trade. Business is better than ever, Les contends.

Milo Herring is another busy Pico Boulevard operator. He is planning larger quarters to take care of his growing business.

## COMING EVENTS

July 9 and 10—Ohio Cigarette Vendors' Association annual meeting at Cedar Point, O.

July 10—Meeting Phonograph Merchants' Association, Hotel Carter, Cleveland, O.

August—exact date not announced. Third annual picnic of Cleveland chapter, Ohio State Automatic Phonograph Owners' Association. Place not yet announced.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.



## The COMET Auxiliary Speaker

\* It's tops for beauty and perfect tone reproduction. Indirect illumination. Equipped with baffle board and volume control. Available with or without speaker.

Write for Illustrated Folder

Reliable Specialty Co.

4700 Prospect, Cleveland, Ohio



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## New Notes

Gray Gordon's signing of a contract with Decca goes into effect this week, with the band leader doing his first four sides in the New York studios. . . . Band Leader George Hall has announced that he will hand over his baton to his vocalist Dolly Dawn and he will hereafter take over the managerial end. . . . Alvin Roy's pianist, Buddy Cole, had to leave the band temporarily for a trip to Los Angeles to see his ailing father. Cole is married to Yvonne King, of the King Sisters trio, also with Roy's band. . . . It was reported in New York last week that the divorce action involving the Tommy Dorsey calls for a settlement which would give Mrs. Dorsey \$250 a week and a one-third interest in the net profit from the Dorsey band for as long as it existed. . . . Night club impresario Monte Proser's 100 days of Dance Carnival at Madison Square Garden, New York, ended abruptly after just three and a half weeks. It was a financial flop, and Proser is not sure now if he can dig up enough money to take the idea out on the road. According to reports, Proser still owes Larry Clinton, Ben Bernie, Charlie Barnet, and Benny Goodman an aggregate of \$8,000 back pay.

Band Leader Will Osborne has dropped the fiddles from his comparatively new ork and has decided to resume his "slide music" billing. . . . Bob Eberly, his wife, and another member of the Jimmy Dorsey band, Jimmy Gardner, were cut and bruised in an auto accident enroute on a return trip from a one-night date in Pennsylvania. Dorsey had to cancel a recording session Friday (20), as a result. . . . Barry Wood's new Victor recordings of Irving Berlin's "Any Bonds Today?" and "Arms for the Love of America" were released this week. . . . Bandman John Kirby was spotted on the "We, the People" radio program last week as the only leader who leads with the bass fiddle.

## Tie-Ups With Operators

The phonograph operator is becoming a more and more important figure in the music business. For proof of this one has only to look at the efforts of music publishers, band leaders, and band-management offices to get the operators in on all sorts of promotions for their songs and bands. These new such tie-ups have sprung up in the past few weeks. The 20th Century film company has just arranged for Decca, Victor, and Columbia to distribute special title strips to operators on all tunes recorded from its new movie released this week, *Moon Over Miami*. Another good-will stunt directed toward the automatic machines men was started in Chicago by Russ Morgan and his band, now at the Edgewater Beach Hotel there. Morgan has a sketch artist, Jana, whom he dispatches to the various CHI operators' offices to draw portraits of them to hang on the office wall. Thirdly, the Moe Gale band management office in New York, is putting out free of charge a flock of new gummed stickers on Ella Fitzgerald, Erskine Hawkins, and the Four Ink Spots, and also montage photos of the artists mounted on card-backed placards for the tops of the machines.

## Release Prevues

Art Jarrett, who took over the late Hal Kemp's band, has just recorded "Loveliness and Love" and "You Started Something" for Victor. . . . One of Gray Gordon's first sides for Decca will be an original titled "Plymouth Rock." . . . Sammy Kaye's latest studio session for Victor included, "Mink," "Harbor of Dreams," "Wasn't It You?", and "A Rose and a Prayer." . . . Harry James' next record session of Columbia will platterize "Sand in My Shoes," "I'll Never Let a Date Pass By," "Love Me as I Am," and "Let's Dream This One Out." . . . Decca has just had Johnny Long on a record date for "Boogie Woogie Fingers," "Yes, Indeed!," "Chattanooga Choo Choo," and "Don't Take Your Love From Me."

## 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:

### CINCINNATI:

**I'm Still Without a Sweetheart. Ink Spots.**

This new one of the Ink Spots is hitting a fast pace here and also in Indianapolis, according to the phonograph operators. The quartet's popularity seems to have waned somewhat with operators in a few other sections, but certainly not enough for the record changers to pass them up now.

### SCRANTON, PA.:

**Spin the Bottle. Tiny Hill.**

Hill's novelty recording of this number has been out awhile, but is now showing life in this sector of Pennsylvania. Operators report that they are buying it in larger numbers and getting a favorable reaction from it. Hill's popularity has spread in recent months, which is also a reason for operators to watch out for his disks.

### KNOXVILLE, TENN.:

**Yes, Indeed. Tommy Dorsey and Bing Crosby.**

T. Dorsey's recording of this tune appeared in the "Possibilities" section of the Record Buying Guide last week, and in this Southern city is starting off with somewhat of a bang with both Dorsey and Bing Crosby. In their reports on it, the Knoxville phonograph men say it's starting out with more immediate push than is seen with most recordings, so they have high hopes for it, especially with these artists.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended June 28 and the week before, ended June 21, see the Music Popularity Chart which appears in the Music Department in the forepart of *The Billboard*.

## London

LONDON, June 15.—Whistler Al Cohen and Hymie Seener appear for the time being to have suspended operations as a



MAURICE KUSHNER, APPOINTED ROCK-OLA DISTRIBUTOR for Boston, signs the final papers as Art Weisman, assistant sales manager, Rock-Ola phonograph division; Jack Nelson, Rock-Ola sales manager and vice-president, and I. P. Webb, Rock-Ola vice-president, look on. (MR)

result of enemy action over London, two other prominent firms, similarly affected, have completed arrangements to carry on. Samson Novelty Company has transferred its business to the salesboard factory at 1-3 Brixton Road, London, S. W. 9, to which place, fortunately, they had already transferred some of their machine stocks, including Groetchen and International Mutoscope lines.

British American Novelty Company, after 40 years of hitherto uninterrupted service, has acquired offices in the same building as the Amusement Caterers' Association, 19 Charing Cross Road, London, W. C. 2. Also these people had certain stocks of machines and parts at some of their seaside spots, their loss was bad, and all repair work has for the time being been halted.

The principal mechanics of Coin Amusement Machine Supply, well versed in Mills, Genco, and Chicago Coin mechanisms, have launched out on their own as repair experts. With mechanics at a premium, they have excellent prospects of doing even better for themselves. Some arcade operators are now offering as much as \$30 a week in their anxiety to secure mechanics, but owing to claims of war work the jobs remain open.

## Buffalo

BUFFALO, June 28.—Torrid weather for the past two weeks is helping to make it a big summer for the operators with summer locations and also those operating beverage vendors. Practically every branch of the industry here is doing well.

Phil Rich, American Cigarette Machine Company, who just returned from a trip to his home office in Pittsburgh, is installing more Packard P1A-M06 wall boxes on his own route and also just set up two installations for Hank Blitz, prominent South Buffalo operator. Rich's sales of vending equipment are reported good.

Big mystery of the moment is the W. Bergman Company and Columbia-Okeh Record situation. Only a week ago the W. Bergman Company, Columbia distributor here, was enlarging the disk department and hiring new help because of big biz and now suddenly they've decided to give up the distributorship as of July 1. New outfit, it was said, had not yet been named by factory. Dick Levy, head of Bergman's record division, expects his call to the colors soon.

Rex Amusement Company, headed by Lew Wolf, is creating quite a stir with the announced opening of a large complete record store to cater to operators' needs, as well as the retail trade. Establishment is set to open June 30 and work in conjunction with Wolf's sales set-up for Rock-Ola music equipment and games. All makes of disks will be sold.

They're all SMASH HITS on

# DECCA

Top RECORDS in TUNES  
Top RECORD QUALITY  
TOP MONEY MAKERS in ALL YOUR LOCATIONS

28 Completely Stocked Branches To Serve You. Order These Decca Hits From Your Nearest Branch Today!

**BING CROSBY and CONNIE BOSWELL** Yes, Indeed Tea for Two...3689

**BING CROSBY** Paradise Isle Aloha Kuu Ipo Aloha...3797

**ANDREWS SISTERS** Daddy Sleepy Serenade...3821

**MERRY MACS** The Hut-Sut Song Mary Lou...3810

**JIMMY DORSEY** Maria Elena Green Eyes...3698

**DICK ROBERTSON** Goodbye, Dear, I'll Be Back in a Year Be Honest With Me...3791

**ANDREWS SISTERS** Aurora Music Makers.3732

**WOODY HERMAN** Everything Happens to Me Sleepy Serenade...3693

**JOHNNY MESSNER** Daddy Mobile Flag Stop...3816

**JIMMY DORSEY** The Things I Love Once and for All...3737

**WOODY HERMAN** Intermezzo My Mom...3738

**TONY MARTIN** Intermezzo Taboo...3842

**INK SPOTS** I'm Still Without a Sweetheart So Sorry...3806

**JOHNNY MESSNER** The Hut-Sut Song At a Georgia Camp Meeting...3817

A DECCA OPERATORS' SPECIAL  
627 Pote Johnson's Band...18121  
STOMP List Price 50c

IT SOUNDS BETTER ON

# DECCA

RECORDS

DECCA RECORDS, INC., N. Y.  
Canadian Distributors  
THE COMPO CO., LTD.  
Lithée, Montreal, Quebec





Coin Catchers  
on  
**VICTOR and  
BLUEBIRD  
RECORDS**

**Two Terrific  
Doubles**

Love Me as I Am\*  
and  
Nine Old Men\*  
Tommy Dorsey  
27483

Love Me as I Am  
and  
Tattle-Tale  
Vaughn Monroe  
B-11173

**EARL HINES'**  
Fourth Straight Hit!  
Comin' in Home  
and India\*  
B-11199

And Don't Miss This  
Nifty!  
It's Yours\*  
and  
Kiss the Boys Goodbye\*  
Alvino Rey  
B-11196

\* Vocal Refrain

Order RCA Victor Permo Point  
Needles from your RCA Victor  
distributor today. In Canada,  
RCA Victor Co., Ltd., Montreal.

ORDER TODAY FROM  
YOUR VICTOR RECORD  
DISTRIBUTOR

## RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

### GOING STRONG

<b>JUST A LITTLE BIT SOUTH OF NORTH CAROLINA</b> .....	GENE KRUPA (Anita O'Day) MITCHELL AYRES (Mary Ann Mercer) DICK TODD
This finally has made good the strength it had been showing the past couple of weeks, and this week debuts up here among the top-ranking coin phono clicks. Krupa's recording is currently considerably ahead of Ayres', and this week Todd's vocal disk enters the scene.	
<b>THE BAND PLAYED ON</b> .....	GUY LOMBARDO (Kenny Gardner and Trio)
The band played on last week, and this week it has made good the strength it had been showing the past couple of weeks, and this week debuts up here among the top-ranking coin phono clicks. Krupa's recording is currently considerably ahead of Ayres', and this week Todd's vocal disk enters the scene.	
<b>C'BYE NOW</b> .....	HORACE HEIDT (Ronnie Kemper) VAUGHN MONROE (Marilyn Duke) WOODY HERMAN (Mariel Lane)
<b>MY SISTER AND I</b> .....	JIMMY DORSEY (Bob Eberly) KING SISTERS BENNY GOODMAN (Helen Forrest)
<b>INTERMEZZO</b> .....	GUY LOMBARDO (no vocal) BENNY GOODMAN (no vocal) WAYNE KING (no vocal) WOODY HERMAN (Woody Herman)
<b>MARIA ELENA</b> .....	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
<b>DADDY</b> .....	SAMMY KAYE (Ensemble) ANDREWS SISTERS
<b>THE HUT SUT SONG</b> .....	HORACE HEIDT (Donna and Her Don Juan) FREDDY MARTIN (Eddie Stone) KING SISTERS THE JESTERS

### COMING UP

<b>GOODBYE DEAR, I'LL BE BACK IN A YEAR</b> .....	HORACE HEIDT (Ronnie Kemper-Donna Wood)
Doing pretty well for itself at the moment, but not causing any sensation, this ditty inspired by the draft is likely to improve to the point where it will jump into the section above this. Heidt is still alone on it in the machines.	
<b>GREEN EYES</b> .....	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
The parade of J. Dorsey hit disks continues nicely with this double-vocal number. It's not as big as Dorsey's Amapole yet, and it isn't likely to be ever, because the tune is too reminiscent of that smash. But it's a profitable item right now, nevertheless.	
<b>AURORA</b> .....	ANDREWS SISTERS
After a promising start, something happened to this Brazilian number, and its progress hasn't been of the best or the fastest since. It's not bad at the moment, but it's not half as strong as it was figured to be.	
<b>THE THINGS I LOVE</b> .....	JIMMY DORSEY (Bob Eberly) BARRY WOOD
Going along nicely, if quietly, this particularly pretty ballad is pulling in enough nickels to indicate that its popularity may continue to grow in the next week or two. At any rate, it possesses enough appeal to become much bigger.	
<b>YES, INDEED</b> .....	TOMMY DORSEY (Sy Oliver-Jo Stafford)
This was mentioned as a "possibility" last week, and it didn't take long for it to get out of the intangible probable class into something a good deal more concrete. It's pointing for a pretty nice coin phono item right now, and those operators who aren't playing it will make no mistake slipping it under the needles.	
<b>BLUE CHAMPAGNE</b> .....	JIMMY DORSEY (Bob Eberly)
Another of last week's "possibilities" to begin to make good, this is a particularly listenable song, the kind that is hard to forget once it's heard. Dorsey's treatment gets the most out of it, and apparently the combination of song and arrangement has taken a hold on the nickel-droppers.	

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."

<b>FRIENDLY TAVERN POLKA</b> .....	HORACE HEIDT (Ensemble)
(10th week) Just about holding on.	
<b>I'LL BE WITH YOU IN APPLE BLOSSOM TIME</b> .....	ANDREWS SISTERS
(10th week) Pretty nearly out.	
<b>EVERYTHING HAPPENS TO ME</b> .....	TOMMY DORSEY (Frank Sinatra) WOODY HERMAN (Woody Herman)
(6th week) Getting weaker.	
<b>LET'S GET AWAY FROM IT ALL</b> .....	TOMMY DORSEY (Frank Sinatra, Connie Haines, Pied Pipers)
(4th week) Also heading downhill fairly rapidly.	

Names in parentheses indicate vocalists. Double-numbering records are purposely omitted from this column.

**PART TWO** of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

SWEET MUSIC FOR YOUR  
COIN MACHINES



**Charlie  
Spivak**

PLAYS THE "SWEETEST  
TRUMPET IN THE WORLD"

**Okeh records**

When the Glen Island Casino books a band it's a sure sign that that band is going to click in a great big way. Charlie Spivak's crew is bright, new, and going places fast. He's packing 'em in at the Casino, and his CBS sustaining broadcasts are pulling in the fan mail. His "Intermezzo" is right on top of the heap of Okeh best-sellers, and he hasn't turned out a disc that hasn't



caught on with a bang. Let Spivak hit the jackpot for you!

HERE'S THE OKEH  
LIST THAT BRINGS  
YOU UP-TO-DATE  
ON SPIVAK

6257 TIME WAS  
I'LL NEVER LET A  
DAY PASS BY



6246 WHEN THE SUN COMES OUT  
CHARLIE HORSE

6191 SLAP-SLAP  
SPRING WILL BE SO SAD

6146 MOVE OVER  
A TALE OF TWO CITIES

6120 INTERMEZZO  
SIMPATICA

6110 TWO HEARTS THAT PASS IN THE  
NIGHT  
I UNDERSTAND

6096 EVERYTHING HAPPENS TO ME  
DON'T CRY

6061 WHAT'S COOKIN'  
HEY, SIT DOWN, BUD

6036 THE MEMORY OF A ROSE  
PRAIRIELAND LULLABY

Trade Marks "Columbia" "Okeh"  
Reg. U. S. Pat. Off.

ORDER FROM YOUR  
**Columbia**  
DISTRIBUTOR TODAY!





# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 12)

## GRIFF WILLIAMS (Okeh 6248)

Mama's Gone Goodbye—FT, VC. Honolulu Bundle—FT, VC.

It's not always too obvious on Williams' first Okeh disk whether or not he's kidding in dispensing the amount of corn that he does on the A side. The

indications are that the off-the-cob arrangement and playing are a deliberate burlesque, but on the other it's not too smart an idea for a band that is more or less legitimate to start a record series with a satire when its potential listeners can't be sure if the boys are gagging or not. If a Miller or a Dorsey does something like the A side here, it's taken as good, clean fun, and the turntable spinners know they should laugh, but Griff's regular style isn't widely enough known for him to get off on the wrong foot with some people who may not see or appreciate the intended kidding. Reverse is done with a background of tomtoms and some pretty violin work, which show that the band can play nicely and legitimately, but there are those listeners who may not even flip the disk over after getting the wrong impression from the first side.

Williams is pretty well known thru the Midwest territory, and as such, this and subsequent of his recordings have their chance in a localized way.

## JOHNNY LONG (Decca 3823)

Blue Skies—FT, VC. Beau Night in Hotchkiss Corners—FT, VC.

Utilizing his band chorus singing style to its best advantage on the A side here, Long has a good follow-up to his excellent Shanty in Old Shanty Town disk of several months ago. Leading off with a bit of unison warbling and then Bob Houston's straight vocal gives the side more wordage than the previous disk, with the band boys coming in for their special lyric lining late on the side, as in Shanty Town. Arrangement is just as good here as on the former novelty, and in toto, it's a style that offers one of the highest degrees of listenability on current waxings. Plattermate also has ensemble chanting alternating with Helen Young's well-sung chorus, and the band, given more of a musical chance on this side, delivers expertly.

Long's "Shanty Town" failed to click on the machines probably because its main attraction, the cleverly arranged chorus singing, didn't come until halfway up the side. The same thing happens on side A here as well, but there is a vocal introduction and first chorus that the other record didn't have, and that may make the difference in this case. It should, because this band's vocal style is highly listenable and of a type that machine patrons are certain to go for, if once they get the chance to get acquainted with it.

## WAYNE KING (Victor Album P-70)

Waltzes You Sused for Me—Four-record album.

Victor's album-of-the-week is an immortalization of the Waltz King that has the basic fundamental of good sales—a widespread appeal. King's facility with three-quarter-time ditties is an old story, and here he combines eight well-known and liked standards in an attractive

packaging that is bound to find a market among the older turntable addicts. The song selection is shrewd, the playing is in the typical mellow King vernacular, and commercialism is written all over the whole thing.

Operators of machines in locations where King has a following will find fertile pickings with any or all of these packaged disks. One or all of them can be pulled out of the drum and made to pull in a satisfying share of buffalo heads in those spots where the soft, soothing music that is Wayne's hallmark is looked for.

## ALEC WILDER OCTET (Columbia Set C-60)

Alec Wilder Octet—Four-record album.

An entirely different grouping than the simple Wayne King waltz settings is the eight Wilder originals played here by the composer's small eight-man combo that is known only to the recording studio mike, having never appeared in person nor extensively on the air. They are all creative, imaginative, modern jazz compositions, highly uncommercial but constantly exciting to anyone who takes his music, whether it's jazz or the classics, seriously. All the titles here are in the Raymond Scott school of screwy non-sequitur, and the numbers themselves, like Scott's output, show a refreshing originality and inventiveness.

Appeal for coin phono operators and patrons is practically nil here. These disks are fine musically, but strictly limited in a commercial sense.

## LAWRENCE WELK (Decca 3824)

Flores Negras (You're the Moment of a Lifetime)—Rumba; VC. Chansonette—Schottische.

The familiar rumba on the A side is taken by Welk in a slowish, flowing style, arranged and played nicely. Jayne Walton occupies a good number of the grooves on this side, singing the lyric in Spanish in an assured manner that seems to imply that she knows what she's singing about. Flip-over is expertly handled in the bouncy schottische tempo, its melodic complexities scored and executed capably.

Welk's following thruout the Midwest area will probably like both sides here, and with sufficient reason other than this band's fundamental sectional popularity. Side B has appeal in its polka-like tempo and melody, and the reverse is attractive in the tenuous flow of its Americanized-rumba pattern.

## HARRY JAMES (Columbia 36190)

Sharp As a Tack—FT. Jeffrie's Blues—FT.

This is the sort of swing classic that sends the small and critical coterie of jazz disciples into ecstatic swoons—and the sort of thing that means less than nothing in a commercial way for the band doing it. If the raves that James will probably get for some of the fine jazz contained herein could be translated into dollars, this type of disk could keep a band out of the red for a long time. But the excellent drive, solos, and ensembles to be found in profusion on both sides here are designed to adorn only a swing expert's record shelves. Bouquets here go in particular to Al Lerner for his pianistic on the B side, and to James for his trumpeting thruout both numbers.

Great stuff, but not for the music machines, except in all-out swing locations.

## JOSE MORAND (Decca 3827)

Two Hearts That Pass in the Night—Bolero. La Rostia—Bolero.

Morand's music is hardly of a quality to afford serious competition to Cugat and other top Latin outfits, but it has a pleasant appeal in a light, Americanized approach to south-of-the-border rhythms. Both sides here are boleros, and while the instrumentation and spirit behind them are not authentic Latin American, they are played smoothly and capably, with strings standing out in particular on the familiar B side number.

Not many Latin-styled records have caught on to any great extent under the needles, and there is nothing about these sides to indicate that they will be able to where other, and better, numbers have failed. In those locations where Pan-American stuff is the rage, they of course have their chances; in a general machine sense, the chances are against them, tho.

## GLENN MILLER (Bluebird B-11187)

I Guess I'll Have To Dream the Rest—FT, VC. Take the "A" Train—FT.

This is the best Miller record to come out in a long time. The A side ballad, the possessing nothing particularly distinctive, is nevertheless good in a solidly commercial way, and the customary Miller finesse is evident on its arrangement thruout. Side B is largely vocal, with Ray Eberle and the Modernaires (again),

# GENTLEMEN

of the

## COIN MACHINES!!!

IF YOU NEED SOMETHING FRESH!  
IF YOU NEED SOMETHING LIFTY!!  
IF YOU NEED SOMETHING POLITE!!!  
IF YOU NEED SOMETHING DURABLE!!!!

THEN YOU NEED

Dick Kuhn  
and his ORCHESTRA

Now On

# DECCA

3723 BAMBALINA  
WILDFLOWER

3765 LOUISIANA HAYRIDE  
I LOVE LOUISA

3826 THE WINDOW WASHERMAN  
BEDELIA

—and soon to be released!

BILL BAILEY, WON'T YOU PLEASE  
COME HOME

WILL YOU LOVE ME IN DECEMBER

Music for the "ELITE" Spots

—currently—

HOTEL STAYLER  
BUFFALO, NEW YORK

DIRECTION

MUSIC CORPORATION  
★ OF AMERICA

## THE MIRACLE BAND OF THE YEAR

★  
**JOHNNY  
LONG**

AND HIS ORCHESTRA

★  
Remember Johnny Long's great  
version of "Shantytown"? NOW  
get his great new live recording of

"BLUE SKIES"

Decca No. 3823

★  
currently

TERRACE ROOM  
HOTEL NEW YORKER  
New York

On the Air over N. B. C.

★ LES ★  
**BROWN'S**

SENSATIONAL  
"LAMENT TO LOVE"

★  
OKEH RECORD 6258

—Ain't it the Truth!—

# "IT'S SO PEACEFUL IN THE COUNTRY"

The Billboard Record Buying Guide, June 28, Says:

"MUCH music trade talk has revolved around this song, which was written by Alec Wilder. The number itself merits the talk because it's a melodic, infectious sort of thing." . . . "VERY LIKELY TO BE A BIG SONG SHORTLY!"

Recorded by JAN SAVITT—VICTOR 27464

Soon To Be Released By

MILDRED BAILEY—DELTA RHYTHM BOYS on DECCA

The CHARIOTEERS on OKEH  
CHARLIE SPIVAK on OKEH

HARRY JAMES on COLUMBIA  
BOB CHESTER on BLUEBIRD

Published By

REGENT MUSIC CORP., 1619 BROADWAY, NEW YORK CITY.



and the only noticeable fault is a far too heavy beat from the base fiddle all the way thru. The same ponderous pounding stands out again on the reverse, and again it's the only thing that spoils an extremely well-scored slow swing classic. The brass is outstandingly smooth and veivety here, and there is a great deal of color splashed across this particular musical canvas.

Side B lacks the commercial swing aspect of something like "Tuxedo Junction" or "In the Mood"; in short, it's a little too modern and too weird to hold average phonograph attention, even among jitterbugs. The other side, however, has a good chance to be the machine click that Miller has not had for too long now. Tune is melodic and attractive, and the treatment here is good. Operators won't go too far wrong on it.

#### SAMMY KAYE (Victor 27476)

Don't Cry, *Cherie*—PT, VC. Sand in My Shoes—PT, VC.

Kaye foregoes for the moment the novelty formula that produced the highly successful *Daddy*, and the recently released *The Reluctant Dragon*, and reverts to his usual ballad style. Side A is a bitter-sweet ballad, inspired by the fall of France a year ago, but stymied in its struggle to reach the top because it's an ASCAP number. Sammy plays it prettily, with Marry McKenna singing a

straightforward, sympathetic vocal. Companion piece is a tune from the *Kiss the Boys Goodbye* movie that bears a slight resemblance in style to *Begin the Beguine*, without possessing the fine melodic and lyrical qualities of that Cole Porter classic. Tommy Ryan tenors it well, but the song is a little against both him and the band.

The first side is a fair prospect for the machines, especially since Kaye records are hot under the needles at the moment, due to the success of "Daddy." Reverse probably won't mean very much, but "Cherie" has a chance, even the other recordings of the song have been available for some time.

#### TOMMY TUCKER (Okeh 6236)

Where the Mountains Meet the Moon—PT, VC. All Alone and Lonely—PT, VC.

Two conventionally styled Tucker ballads that are pleasant in spots but a bit uninspiring generally. The *Volcano* Three A side, and Don Brown hold the interest fairly well with his reverse syllable-selling, but it's all pretty cut-and-dried stuff that hasn't the necessary lift and quality to cause a second hearing.

The songs and their manner of their presentation here militate against any chance of widespread phone success for this disk. Where Tucker has a following, they won't be disappointed, but generally speaking they're not worth taking a chance on.

#### BOB CHESTER (Bluebird B-11172)

Clap Your Hands on the After Beat—PT, VC. Time and Time Again—PT, VC.

Chester has been playing *After Beat* for a long time, and it's one of the better swing originals in his library. The band achieves a great beat throughout the arrangement, with the rhythmic clapping helping toward that end. Betty Bradley's vocal is excellent, and there's humor in the pointed criticism of the un-hep cats who clap with a wrong beat in their would-be accompaniment to swing bands. Bill Reynolds's singing of the platinate ballad is immature, but a very well-arranged manuscript on the instrumental parts covers up the vocal shortcomings.

The A side could do well in those spots whose patronage consists largely of the kids, and particularly in those locations where the Chester band has played recently. In a country-wide sense, tho, the side probably won't mean very much, and neither is the weak ballad on the reverse calculated to cause any phone furor.

#### JOE REICHMAN (Victor 27463)

Don't Be Blue, Little Pal, Don't Be Blue—PT, VC. Foolish—PT, VC.

For the first time Reichman makes a misstep along his recording path. The corny, inane draft-inspired ballad on the first side just doesn't reconcile itself to the smart, sophisticated Reichman piano style or to the suave rhythms of his hotel-grooved band. Joe works hard at the keyboard to inject some life into this



MAYOR BLYTHIN OF CLEVELAND is presented with an autographed album of records by Joe Reichman, orchestra leader. Left to right are Jack Williams, RCA-Victor Manufacturing Company; Jerry Antel, association officer; Mayor Blythin; Reichman; Leo J. Dixon and Jack Cohen, association officers.

#### TONY PASTOR (Bluebird B-11185)

Dinah—PT, VC. All Alone and Lonely—PT, VC.

For once *Dinah* is treated in a gentlemanly fashion, and not made to suffer the indignities usually leveled at it. From the label, the expectation is another express-train tempo version, with unrecognizable solos, with the Pastor treatment all the more pleasant because it's all the more surprising for not being that way. The tempo is slow and draggy, sax and trumpet have a beautifully smooth first chorus, and Tony's inimitable scotching occupies the second half of the side in an entertaining, different vocal style. Reverse is likewise slow, with Johnny McAfee singing a long chorus in a romantic way.

Side A is excellent machine fodder because it treats a well-known song in an unusual and highly listenable manner. Operators can take a chance on this one without too many compunctions, for it has the stuff to attract phone patrons in large numbers. The reverse offers as little as its companion offers a great deal.

#### ALVINO REY (Bluebird B-11186)

A Romantic Guy, I—PT, VC. As I Remember You—PT, VC.

Another expertly done Rey recording that, on its second side, presents a new vocal adjunct to the band in Bill Schellen. New singer's voice is okeh on a medium tempo ballad, but lacks any particularly distinguishing characteristics. Perhaps a better song may bring out more depth and quality in his warbling. Plenty of fine Rey guitar pickings on this side, especially at the side's tail end. Otherwise, the number lacks distinction. Side A offers more guitar, a good fast beat that is halved at the end, and a Skeets Herfurt vocal.

The tune on the first side might have a chance among the new crop of ditties, and if so, Rey's arrangement of it will definitely answer coin phone patrons' wishes. The reverse offers less in every respect, and particularly as to music machine potentialities.

#### LES BROWN (Okeh 6235)

I'll Sing for You—PT, VC. What D'Ya Hear From Your Heart?—PT, VC.

Brown plays an ordinary ballad prettily on the A side, and a pedestrian rhythm tune on the B side with the lively sparkle that has become customary with this band. Because of the songs, neither side makes for the best record listening, despite Les's heroic efforts to inject life into the tunes, and Ronnie Chase's and Betty Bonney's A and B side singing respectively.

There is little of interest here for coin photograph operators. Brown's name is not as widely known now as it probably will be before many months, at the rate the band is advancing, but meanwhile his lack of nickel-pulling power, coupled with a pair of weak songs here, militates against machine possibilities for this disk.

#### Kardosh-Steinberger To Wed

DALLAS, June 28.—Mrs. Louis Kardosh has announced the forthcoming marriage of her daughter, Margaret, to Dr. Eugene Steinberger, of Sherman, Tex. The wedding will take place July 13.

A former resident of Pittsburgh, Miss Kardosh was at one time an employee of the R. D. Lazar Company in that city. She more recently has been employed by Prook & Robins, Inc., Dallas.



GUY

LOMBARDO

and His Orchestra

brings you "THE SWEETEST MUSIC THIS SIDE OF HEAVEN"

on these DECCA records—

INTERMEZZO 3674

Still the country's most outstanding current number

THE BAND PLAYED ON 3675

MA, I MISS YOUR APPLE PIE 3822

BOO HOO

MY GAL, SAL ON THE BOULEVARD 3799

AFTER YOU'VE GONE NOBODY'S SWEET-HEART 3753

SMILES ROSEROOM 3841

LOVE SENDS A LITTLE GIFT OF ROSES

LOVE IS THE SWEETEST THING 3760

EST THING



Direction:  
Music Corporation of  
America



F. A. B. DISTRIBUTING COMPANY has been appointed Wurlitzer distributor in New Orleans. Fletcher Blalock, president of the distributing organization, signs final papers at the desk of Al Mendes, Wurlitzer district manager. (MR)



## Oklahoma City

OKLAHOMA CITY, June 28.—The coin machine business in this area continues somewhat spotty, fluctuating considerably among operators and from week to week. Floods blocking highways are no longer blamed, but the first inroads of the season by hot weather are beginning to be felt. New locations continue to open, being boomed chiefly by national defense projects already in progress or thought to be imminent. On the whole, business seems to be just about holding its own.

The Prock & Robins office at 1114 North Robinson Avenue has been moved back to Dallas after being open since February 1. The firm was State distributor for Rock-Ola equipment. The district will be covered from the Dallas office, Barber said, as it was before the Oklahoma City branch was established.

A. C. Hughes, of the phonograph department of Electro Ball Company, Dallas, visited the Sooner Novelty Company last week. With him was Ed Furlow, also of the Dallas Electro Ball office.

The Commercial Music Company set a Wurlitzer 24-record machine filled with records of Bob Wills and His Texas Playboys at the Trianon Ballroom, where Wills played a dance June 24. The machine was moved in for play two hours before the dance began.

Charley Kanaster, Oklahoma City operator, has installed new wall boxes in Bishop's Tap Room.

The Rice Music Company, operator of Fone-a-Tune telephone music, has installed a unit at El Reno.

Ruth Day, office girl for the London Music Company, has finished her honeymoon trip north but has not yet returned to work.

Frank Robertson, operator at Clinton, has begun to expand his operation. He has bought several new machines.

M. H. Rosenberg, Omaha, district manager for Wurlitzer, arrived here Friday for a four-day visit. He will confer with B. H. Williams, manager, Commercial Music Company.

Jewyl Reddick, office girl for Commercial Music Company, has left for a vacation trip to her home town, Sherman, Tex.

The Rice Music Company is advertising the coming of Glenn Miller for a dance here July 8. Placards advertising the dance have been placed on top of machines in all Rice locations, and Miller records are being plugged. The firm has placed a large placard, listing 35 of its locations, in the foyer of Municipal Auditorium.

Reports from the Boyle Amusement Company indicate the play on ray gun machines around army camps has dropped off a little. For several months the army men kept the guns booming.

Louis Jacobs, Tulsa operator, was a visitor in Oklahoma City last Monday.

Orville Anthony, who formerly worked for operators in this area, has returned here for a visit after spending about three years on the West Coast. Recently he has installed wall boxes for the General Music Company at Los Angeles. He expects to remain here about a month, and during his stay will install some boxes for the London Music Company.

Charley Chastain installed a new Wurlitzer machine in the remodeled Silver Lounge of the Black Hotel.

Ike Leonard, Chickasha operator, has disclosed he intends to expand his operation in Lawton, Anadarko, and Duncan.

Among recent purchasers of Wurlitzer equipment have been Patterson Spangler, Oklahoma City; J. N. Ledbetter, Ardmore; Bob Lester, Duncan; Art Reed, Enid; A. B. Newman, McAlester; Carl Jackson, Seminole, and Charley Kahatser, Oklahoma City.

Jack Coil, Oklahoma City operator, is planning to start a system of telephone music within the next few weeks. The system, more or less experimental in the beginning, probably will be called Miracle Music.

## RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

### POSSIBILITIES

\*These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of songs in their Catalogs and upon the Judgment of The Billboard's Music Department.

#### PARADISE ISLE . . . . . BING CROSBY

This will undoubtedly turn out to be one of the strongest music machine records Crosby has had in some weeks. There has been sufficient interest in it on the part of operators and phono patrons alike the past week or so to indicate that another seven days or so should see it moving into the "Coming Up" section in Part One of the guide.

#### KISS THE BOYS GOODBYE . . . . . BEA WAIN TOMMY DORSEY (Connie Haines)

Operator attention is also being focused on this movie song (from the forthcoming Paramount film of the same title). There are a couple of other good tunes in this picture, but this one seems to be the one that is causing the initial excitement, particularly in Miss Wain's disk at the moment. Dorsey's also looks good, and even if neither of these recordings is the big one (it's possible that a dark horse may show up any day), the song itself should be watched closely.

#### I'M STILL WITHOUT A SWEET-HEART . . . . . INK SPOTS

This one, first mentioned last week, is still being played in scattered locations, with enough interest attached to it to herald a possible big record for the Ink Spots here. Operators know what this colored foursome has done for them in the past, and the chances look exceedingly bright for history to repeat itself again in this instance.

#### BEAU NIGHT IN HOTCHKISS CORNERS . . . . . JOHNNY LONG (Bob Houston)

This is a particularly attractive slow swing number that has been around for a number of months, but that has not meant anything until lately. It started its career as part of the score of the show at George White's Gay White Way, New York night club that was opened during the winter. Most of the leading bands are only now beginning to feature the song, and there are several excellent disks of it. The plugging that the tune is getting may make one or all of them big phono items.

#### TATTLE TALE . . . . . VAUGHN MONROE (Vaughn Monroe)

Monroe has not only built himself up considerably as the most promising new hand in the business today via the successful phono record route, but he has helped operators a good bit thru the money-making possibilities of these same disks. Here he has another that has good potentialities, some of which have already been realized to some extent in the New England States and in other scattered sections of the country. It might be wise for operators to keep an eye on this one.

### THE WEEK'S BEST RELEASES

\*These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

#### ARMS FOR THE LOVE OF AMERICA . . . . . BARRY WOOD LYN MURRAY SINGERS

This song, as well as the reverse of this disk, *Any Bonds Today?*, was written by Irving Berlin at the request of the United States Government as musical propaganda to further the national defense effort in the present world crisis. Berlin's work, for its type, is brilliant in that the songs are musically and lyrically entertaining, despite the difficulty of writing about subjects like these. This record, with Wood doing his greatest job of singing to date, is a natural for the machines, and since the songs can be played on all networks (despite being ASCAP) it's hard to see how operators won't be able to do well with either side of this one.

#### I GUESS I'LL HAVE TO DREAM THE REST . . . . . GLENN MILLER (Ray Eberle and the Modernaires)

Good ballad and one that will get considerable radio plugging, this is done in typically avelte Miller style. The song is particularly appealing, with a well-written lyric and melody, and most bands are hopping on it, with hitdom the almost assured result. Miller hasn't had a coin phono hit in too long, but the combination of this number and the way he does it is likely to put him back in the phono running.

#### BLUE SKIES . . . . . JOHNNY LONG (Bob Houston' and Ensemble)

Long had a potential record several months ago, *Shanty in Old Shanty Town*, that missed hitting in the boxes because its main attraction, the way the lyric was done, didn't come until the disk was halfway thru. The old Irving Berlin standard is done with the same listenability and imagination, but it starts off with part of the vocal, thus making its bid for recognition at the outset of the side. Long's name value isn't so strong along the phono network, but he has a disk here that has what it takes not only to establish itself as a machine hit, but to give the band the name power that one hit record can.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide, discussing records which are *Coming Strong and Coming Up* in Music Machines appears on another page in this department.

★  
RIGHT UP AT THE TOP!

AND STILL THE  
GREATEST NUMBER  
UNDER THE SUN!

# INTERMEZZO

The Beautiful, Dreamy Ballad  
from the David O. Selznick Production  
INTERMEZZO, Starring Leslie Howard  
and Ingrid Bergman, Released through  
United Artists Corp.



INTERMEZZO  
on DECCA RECORDS  
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)  
No. 3738—Woody Herman  
(dance)  
No. 3842—Tony Martin (vocal)

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—Eric Madriguera  
(dance)  
No. 4458—Toscha Seidel (Sou-  
venir de Vienne) (violin)  
No. 26659—Wayne King (dance)  
No. 4552—Allan Jones (vocal)

INTERMEZZO  
on BLUEBIRD RECORDS  
No. B11123—Freddy Martin  
(dance)  
No. B11171—Joan Merrill  
(vocal)

INTERMEZZO  
on OKEA RECORDS  
No. 6120—Charlie Spivak  
(dance)



Publishers of INTERMEZZO  
EDWARD  
SCHUBERTH & CO. INC.

11 E. 22ND ST.  
NEW YORK









## CMA Elects New Officers

NEW YORK, June 28.—New York Cigarette Merchandisers' Association held its annual election of officers Thursday night, Jackson Bloom, of Cigarette Service, Inc., was elected president. The official state now also includes Harry E. Pincus, of Tobacco Service, Inc., first vice-president; Alexander Frazer, Atlas Vending Company, second vice-president; Irving Wildstein, treasurer, and Thomas Coia, secretary.

The board of directors elected to serve for the coming year includes Arthur Gluck, Harold Jacobs, Michael Lascar, David Lear, William S. Peck, and Louis D. Schwartz. The grievance committee is comprised of Sidney Bruck, Albert Denver, Alexander Frazer, Arthur Gluck, Benjamin Gottlieb, Harold Jacobs, William S. Peck, Harry E. Pincus, Louis D. Schwartz, and Irving Wildstein.

A number of other matters of importance to operators were discussed at the meeting. The association is constantly making progress and keeping up with the times. There was a vote on new amendments and by-laws to keep the latter as up-to-date as possible.

The new board of directors will work on the budget for the coming period. A watchful eye is also being kept on the pending cigarette tax legislation. During July and August the association will hold monthly meetings.

## DuGrenier Machines To Vend at 25c

NEW YORK, June 28 (MR).—Arthur H. DuGrenier, Inc., has perfected a simple arrangement for its cigarette merchandisers making possible vending at 25 cents. The Champion Cigarette machine can be equipped to vend at both 20 and 25 cents at the same time, or in combinations of nickels and dimes, including five nickels.

The DuGrenier S, V, W, WD, and VD machines can be converted to operate at 25 cents economically, rapidly, and efficiently. This innovation in the Champion, as well as the earlier models, will enable all operators to meet the proposed increase in the federal tax on cigarettes, it is reported.

## N. Y. C. Occupancy Tax Due July 15

NEW YORK, June 28.—The Occupancy Tax, payable by coin-operated vending machine operators, is due July 15, according to an announcement issued by William Reid, city collector.

"On or before that date each operator is required to file an Occupancy Tax return, Form R-810, containing a schedule of taxes to be paid, together with Form R-811, which is a schedule showing each and every location where they place machines," the announcement states.

The penalty for failing to file the return or pay the tax is five times the amount of the tax plus 5 per cent of such tax for each month of delay or fraction thereof, it is reported.

Filing of a false return or failure to file a return is a misdemeanor. Punishment may be a fine up to \$1,000, or imprisonment for one year, or both, the announcement concludes.

## H. Z. Plays Host To Iowa Coinmen

OMAHA, Neb., June 28 (DR).—M. Morinelli and H. Ellis, well-known Iowa operators, recently paid a visit to H. Zornitsky, of H. Z. Vending & Sales, Inc. Both men were impressed with the local firm's showrooms and the many services offered, it is said.

The coinmen got a big surprise when they saw how well H. Z. takes care of operators' money, they said, telling of how an armored car drove up to their place with the money. "H. Z. has a reputation as a host, and out-of-town operators always stop in for free tickets to the Ak-Sar-Ben race track and to talk things over when passing thru Omaha," an employee of the firm declared.

## Bunte, Candy Mfr., Dies at Age of 71

CHICAGO, June 28.—Theodore W. Bunte, president of Bunte Bros., candy manufacturers, died June 21 at his summer home at Powers Lake, Wis., from a heart ailment. He was 71. Bunte had been identified with the firm 57 years.

Also specializing in bulk and packaged confections and a pioneer in the production of filled goods, Bunte Bros. was one of the earliest firms to bring out a candy bar featured in automatic venders. Their Tango Bar has been on the market nearly 30 years.

Future operations of the firm will be in the hands of Bunte's only son, Fred, who has served for several years as vice-president.

## Mississippi

NATCHEZ, Miss., June 28.—Machine business here is not up to par but is showing a steady improvement. Phonograph business was never better, and with a wide selection of popular new tunes, the business bids fair to continue to increase. Wall, table, and bar boxes are responsible for rise of business.

Sam McCabe, Sam Serio, Bill Edgt, and other operators are assisting the Natchez Pilgrims, baseball club of the Evangeline League here, in raising funds with which to continue operation of ball club.

Charlie Smith, Stilly Island, La., has a number of new locations and has reopened his night club.

Julian Gibbens, Baton Rouge, La., was a recent visitor here.

## Industry Mentions

Magazines  
Newspapers  
Radio

Radio Mentions. The Bob Hope (Peppercorn) program, June 17. A telephone ring. Hope picks up receiver and says "hello." A drunk on the other end of the wire says, "All right, all right. I put my nickel in. Start singing Annapolis."

Fibber McGee and Molly (Johnson's Wax) program, June 17. Fibber, Molly, and "Sis" step into an automatic photo machine booth, insert a coin, and wait for their picture to be taken. Nothing happens. Hearing a noise inside the machine, they open it and find Oldtimer. He explains that he owns the machine and that it is out of order, and so he crouches inside it with his camera, snaps his patrons thru a peephole, quickly develops and prints the pictures, and drops them out thru the chute.

Tide Magazine, June 15. A column entitled *The Record* tells of a new series of Coca-Cola advertisements addressed to business men, the copy featuring coin-operated coolers for offices and factories, and emphasizing that the increased work tempo makes more necessary than ever the pause that refreshes. The same column tells of a coin-operated typewriter for public use in hotels, railroad stations, and clubs which has been developed by a typewriter company of New York.

Collier's, June 14. *Our New Army*, an article dealing with the lack of recreational facilities for men in army camps, states that at Hattiesburg, Miss., "Juke joints operate at high speed but in an orderly manner just outside the city, and some of the soldiers feel that Hattiesburg is just a little too hot. The only public amusement available on Sunday is a Penny Arcade with pinball machines, target-shooting gadgets, and various other nickel grabbers."

The Philadelphia Observer, June 9. *Over the Bar* column. The writer of this column, upon investigating a "Mechanical Hostess," states: "To say that we were simply amazed would be putting it mildly, for there before our eyes was the most fascinating advancement in present-day juke boxes that we had ever seen or heard of." Following a detailed description of coin-operated telephone music boxes, he says, "We predict that it will be a source of amusement as well as a provider of 'aha and ohs' for many months to come."

The Chicago Daily Times, June 16. *Computers*, a photographic feature showing a day in the life of a girl computer. Caption under one picture, which shows the girl and a boy friend at a bar, says they drop into the cocktail lounge to listen to the juke box and kibitz with the bartender.

The Philadelphia Traveler, June 14. In a story about the features at Willow Grove Amusement Park: "There are also a brand-new battery of automatic machine guns which shoot blasts of mythical lead pellets at advancing mechanized units and parachute troops."

The Birmingham News, June 15. A full-page Sunday feature article on the life of a popular young Chinese girl shows a picture of the girl with some friends, and prominent in the picture is a bar box at a soda fountain.

Side Glances, an NEA syndicated cartoon, a sketch of a group of cute girls and boys at a dance. One of the cute boys to one of the cute girls: "Miss, can I have the next dance when someone puts a nickel in the juke box?"

The Seattle Post-Intelligencer, June 13. Seeking a divorce, a wife told the judge that she is a "skee-ball" widow. She called her husband a "skee-ball sliker" and said he goes all over town to play the game; is so good at it he is barred from some games and had to assume a handicap in others, and that their 8-year-old son had been nicknamed "Skee-Ball Skotage" because of his father's fame as a player of the bowling game.

The Chicago Sunday Times, June 15. Article Uncle Sam, Publisher, comments

unfavorably on pinball games and pinball players.

## Hold Everything



"Halt up, Lads, or you'll be late for machine gun section!"

*Hold Everything*, an NEA syndicated cartoon, uses coin machines quite often in recent months in its series. This service appears in newspapers all over the country and thus gives wide publicity to the industry. The use of the ray target machines in connection with army life is now a popular theme. The above cartoon speaks for itself.

American Exporter, July, 1941, page 18, has an article entitled "More About Juke Boxes." It has four large illustrations of music boxes in modern locations and tells how the American industry uses the music machines. The idea is to interest firms in other countries in investigating the business of buying and operating automatic phonographs. It is a very creditable boost for the trade to the export market.

Tight Shoes, a motion picture based on a story by Damon Runyan. Coin machines are shown in use in several scenes. A location scene shows one customer in a restaurant playing a music box and another obtaining cigarettes from a vending machine. A storeowner scene features a bell machine.

The Sunday Sun, Baltimore, Md., June 23. A generous amount of publicity was given to coin machines in the Metro-Gravure Section—almost one full page. The feature was inspired by Thomas E. Dewey's recent trip to Baltimore to oppose the Maryland campaign for the USO.

Pictures were taken just outside Port Meade and show trainees off duty enjoying the playing of coin machines. The front and inside of a large Penny Arcade are shown, with soldiers playing pinball games, ray target guns, and penny picture machines.

## New Webster Amplifier

RANGLAND, June 28 (MR).—Webster-Ranland recently placed on the market a new 60-watt 21-Power amplifier. It is described as having a newly designed circuit using to advantage the characteristics of a five-tube power output consisting of three rectifier tubes, types 83 and 6U4, each performing a separate function in absolute relation to each other and obtaining maximum efficiency from two 6L6G tubes.

"The unit, conservatively rated at 60 watts, incorporates such features as four microphone inputs, two phono inputs with dual fader, complete mixing and fading on all six inputs, separate bass and treble tone controls, remote mixing of three microphones, illuminated panel, and many others," it was said.

## 1942 Coin Machine Show Set for January 12 to 15

CHICAGO, June 28.—At a meeting of the board of directors of Coin Machine Industries, Inc., June 24 it was decided the association would hold its annual coin machine show January 12, 13, 14, and 15, 1942, at Hotel Sherman, Chicago.

The directors went on record approving only the one annual coin machine show in Chicago. The announcement was signed by James A. Gilmore, secretary-manager of CMI.

**Northwestern**  
MODEL 40  
THE WORLD'S  
FINEST VENDOR  
**\$5.30**  
In Lots of 100  
Less Than 25  
\$5.80 Each  
Time Payments—12  
Months to pay.  
Liberal Trade-Ins.  
Send for literature of  
complete line.  
Immediate delivery on  
all models.

SAMPLES  
ESQUIRE ..... \$ 7.50  
TOPPER ..... 6.95  
ESQUIRE PRE-  
MIUM VENDOR 12.50  
ROLL-A-PACK ..... 12.50  
Immediate Delivery—Liberal Trade-Ins.

COUNTER GAMES  
Klix ..... \$19.75 LuckySmokes\$22.50  
Yankee ..... 19.75 Amer. Flag 22.50  
Poke-Red ..... 13.50 Amer. Flag 19.75  
Wings ..... 18.50 Amer. Flag 34.50  
Immediate Delivery—Liberal Trade-Ins.  
1/3 Deposit Required With Order.  
Send for Literature of Complete Line.  
Send for List of New and Used Machines.

**RAKE** 2014 Market Street  
PHILADELPHIA, PA.

## ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 5/8" and 3/4"  
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.



# Auto. Commercial Phono Gives Best in Music at Low Price

By J. E. BROYLES

President, Automatic Phonograph Manufacturers' Association



JOHNNY LONG AND HELEN YOUNG, dancing to their latest recordings, "Blue Skies" and "Hotchkiss Corners," in Modern's showrooms, while Nat Cohn looks on approvingly (D.R.).

## BETTER BUY NOW for BETTER BUYS!

FREE PLAYS  
\$19.50 Each

Artliner  
All Babe  
Avalon  
Bang  
Baseball (Stoner)  
Big Six  
Buckaroo  
Charm  
Chevron  
Chief  
Clipper  
C. O. D.  
Contact  
Cowboy  
Davy Jones  
Double Feature  
Fitz Fling  
Flash  
G-S-B  
Golden Gate  
Headliner  
Kono-Bell  
Pick 'Em  
Red Hot  
Scops  
Sky Rocket  
Spottem  
Super Six  
Tangle  
Tops  
Triumph  
Up & Up  
Vanity  
Zig

### PHONOGRAPHS

SEEBURG'S  
Model C (12  
Records) ... \$34.50  
Commander ... 214.50  
Mayfair-1938 ... 144.50  
Piazza, 1939 ... 134.50  
Royale ... 82.50  
Rogal ... 124.50

WURLITZER'S  
24 ... \$84.50  
50, 1937 ... 49.50  
51, 1938 ... 49.50  
61, 1939 ... 79.50  
600, Keyboard ... 142.50  
600A ... 134.50  
610 ... 64.50

ROCKOLA'S  
March ... \$84.50  
Widder ... 79.50  
Court. Mod. '39 ... 84.50  
'39 De Luxe ... 139.50  
Rhythm King  
18 Rec. ... 44.50

MILLER'S  
Deconator ... \$19.50  
De-Re-Mi ... 24.50

PAYTABLES  
Ticket-Payout  
Combination  
Peacemaker ... \$87.50  
Sport Page ... 96.00  
Santa Arlia ... 122.50  
Sport King ... 122.50

### SKILL GAMES

Air Raider ... \$114.50  
Air Altrona!  
Brown ... 64.50  
Black ... 64.50  
Chicken Sam ... 62.50  
Jalbird ... 69.50  
Rapid Fire ... 109.50  
Shoot Chutes ... 87.50  
Sky Fighter, Latest  
Model ... 109.50

CLOSEOUT  
BRAND NEW  
WESTERN'S  
BIG PRIZE  
6 Coins Multiple  
Free Play  
\$104.50

CONSOLES  
Fast Time, Jen-  
nings, Skill,  
Pl. Sample \$139.50  
Pace Sarsota,  
Skill, 1941  
Payout ... 92.50  
Liberty Bell,  
Flat Top ... 34.50  
Gallopin Demons,  
Black Cabinet \$2.50

PARADES  
Black Cab ... \$69.50  
Tasteful ... 32.50  
Super King ... 59.50  
25¢ Bustley Truck  
Odds, '39 ... 159.50

BELLS  
MILLS  
1c Blue Front ... \$42.50  
5c Vast Pockets,  
Green ... 29.50  
Blue & Gold ... 32.50  
Blue & Gold,  
J. P. ... 35.00  
5c Blue Front,  
Gold Award ... 39.50  
5c Extraordi-  
nary ... 34.50  
5c Future Play ... 64.50  
10c Blue Front,  
S.A. ... 47.50  
10c Blue Front,  
D.J. ... 44.50  
10c Extraordi-  
nary ... 34.50  
10c War Eagle ... 34.50  
WATLING'S  
5c Blue Seal ... \$29.50  
10c Roll-a-Top ... 29.50  
25c Roll-a-Top ... 29.50  
PAOR'S  
5c Kitty ... \$29.50  
10c Comet ... 27.50

WRITE FOR PRICES  
ON ARCADE EQUIPMENT AND BRAND NEW  
FREE PLAY CLOSEOUTS!  
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

AMERICANISM and its application to national defense, to citizenship, and to the general welfare of the land is taking a place of ever-increasing prominence in the press, on the speaker's platform, and in magazine literature. That is fine and I heartily endorse the trend, but there are many of us who would like to see a real form of Americanism applied to a certain branch of American business that is now contributing directly to our national defense. We refer to the commercial phonograph in American business.

Even a hurried survey of that industry will show that recorded music, as dispensed thru the commercial phonograph, is playing an important role in the national defense preparation of the nation.

Here they are: Nine very definite reasons that show how recorded music aids defense, and how it extends that aid to many branches of business in general.

First: The automatic commercial phonograph makes available the recording of popular, patriotic, and classical music in public places and at economical prices.

Second: Thru the rendition of such service commercial phonographs help to sustain public spirit and morale.

Third: Such a service contributes indirectly, but most certainly, to the betterment of public health, for it is generally recognized that cheering music plays an important part in maintaining good health.

Fourth: The benefits of pleasing music in public places have been concretely shown in Canada since that country entered the war. Since the advent of the use of commercial phonographs in Canada it was found that

both soldiers and civilians responded to the cheering effects of popular and patriotic music.

Fifth: Today there is a great network of approximately 300,000 commercial phonographs placed in various types of small business establishments over the United States. Naturally, service of that magnitude is of tremendous business value in the life of the nation. Factories are kept busy manufacturing these instruments, employing thousands of men and women. During 1939 approximately 70,000 commercial phonographs were manufactured. This in turn keeps other factories and supply houses busy supplying parts, materials, replacements for the building and maintenance of these instruments.

#### Helps Small Business

Sixth: The phonographs are of great value to the small business establishments or locations in which they are placed. They are now standard equipment in many taverns, restaurants, cafes, soda and milk bars, drugstores, hotels, community centers, and similar places. The proprietors of such establishments do not invest in the instruments, but still they enjoy a share of the earnings of the commercial phonograph.

Seventh: Because of the popular demand it has become necessary to supply each of the 300,000 proprietors of these establishments operating these phonographs with one to five new records each week to maintain a supply of approximately 24 records available at all times.

Eighth: Hence, these phonographs have become great amplifying stations for popular music. People can select such recordings as they want on the phonograph and this provides a direct guide to popular tastes in music. The entire music world is now studying music tastes as indicated by these instruments all over the country.

Ninth: Their operation is giving a direct boost to retail music stores, to orchestras and musicians, to the sale of records in the home, and to the music industry in general.

#### How Industry Works

Such is the bird's-eye view of a new but active, progressive industry as it is today. Now let us look more closely behind the scenes and see how the industry is made up, how it works, whom it helps, what it does. To make that point clear, we should like to make a brief but conclusive comparison with the automotive industry.

The automotive industry rightly receives a great deal of publicity for the employment that it gives directly in its plants and also indirectly in the hundreds of plants that make parts and supplies for the automotive field.

Many other of the major industries are given credit as being large employers. Such publicity is worthy because every job means that much in preserving the peace and safety of the nation.

Lesser industries are likely to be overlooked as providers of jobs and creators of employment unless attention is called to them. Modern conditions place increasing importance upon all minor industries that give employment to several thousand men and women. Each job counts toward



J. E. BROYLES

Western's  
NEW Deluxe CONSOLE  
MULTIPLE PAYOUT with JACKPOT  
**FLYING CHAMP**  
featuring QUINELLA  
and 40-COIN "BUY-THE-BOARD"  
GETS YOU OUT OF THE RUT AND  
IN THE MONEY! Order Now!  
Now! In full production on BARRAGE!  
No delay in delivery from your distributor!

**WESTERN PRODUCTS INC.**  
925 W. NORTH AVE.  
CHICAGO, ILLINDIS



the grand total that helps to make this the best country on earth.

The commercial phonograph has created an industry or trade that gives employment to thousands directly and also helps employment conditions in other lines of business indirectly.

The commercial phonograph industry is comparatively new since its modern phase began with 1934. While the instruments are seen everywhere, many people have not stopped to consider the many jobs that are provided by such a business.

To summarize the phonograph industry, it consists of a network of (rapidly approaching a half million) instruments placed in as many small business establishments in all parts of the country. These factories give employment to thousands directly in making so many high-grade instruments. These factories require parts, materials, and supplies from other factories and hence extend employment benefits to other lines of business.

#### A Service Industry

Thus, in the phonograph factories and in the operating service that extends over the country there is considerable employment.

The industry must also maintain a standard system of distribution and sales in order to sell the instruments to the trade. The distributing system is comparable to distributors in other lines of business. Each manufacturer has his own recognized distributors in various States and market centers. Employment is provided in the sales and office staffs of all these distributor organizations and practically all distributors must maintain a repair and service force also.

As in many other lines of business, the actual employment benefits are not confined to the phonograph industry itself. It spreads its benefits to the thousands of establishments that use the instruments and also to the music and recording industries that supply the music.

Thousands of small business establishments want the commercial phonographs both to draw customers and to help pay overhead expenses. The location owner does not invest in the instruments; they are placed in his establishment by a music merchant on a percentage basis which has been worked out according to standard trade practices. The music merchant places the machine and also keeps it in service and repair.

This is a real service to the small business establishments. These locations employ people and the phonograph gives them a percentage of its earnings to help meet overhead. The phonograph is also a business adjunct because its music helps to draw customers and to entertain them. Consider the thousands of people that are employed in these establishments or locations and remember that many a phonograph is helping to make the jobs possible.

This means that the commercial phonograph is extending its employment benefits to the vast music trade, from the time the songs are written until factories are turning out the music in the form of popular recordings. Orchestras benefit, retail music stores benefit, and the work provided in all these lines of business has in some measure been stimulated by the phonograph.

The complete picture shows the automatic commercial phonograph to be more than a musical instrument. It is the basis of an industry that spreads employment benefits far and wide.

#### Boosts Popular Music

In summary, then, there is but one conclusion based on the facts.

Here we have a young and comparatively new industry—one that is expanding in its growth and in that expansion is keeping thousands of men and women at work in their respective fields. Not only that, but the commercial phonograph is playing an important role in bolstering and sustaining the public morale and spirit, and it is aiding in defense preparation of the nation.

In helping to place the popular record where it belongs in the lives of the people, the commercial phonograph is rendering one of the greatest services. The men who operate phonographs come from the ranks of the people, most of them have little or no musical education, but they are in the business of finding out what people enjoy and want in the way of popular music. Their testing stations include about 300,000 instruments in all parts of the country. Listeners to the 12 to 24 records on each machine include not only the person who puts in the nickel but also other patrons of the place where the phonograph is located. Thus, this contact and acquaintance with popular records extends its sphere into the lives of the people.

Thus, the popular record provides the greatest opportunity in musical history to study what the masses want in music.



OPERATOR BEN BENNETT, PHOENIX, ARIZ., made this installation of 19 Packard Pla-Mor remote-control units in the C. & H. Cafe, outstanding Phoenix location. (MB)

## IMMEDIATE DELIVERY ON



**Mills'**  
THREE BELLS  
FOUR BELLS  
BROWN FRONTS  
CHROME BELLS  
and  
VEST POCKETS

Also on  
**Keeney's**  
SUPER TRACK TIME  
and  
**Evans'**  
GALLOPING DOMINOS  
and on all other  
Latest Model  
Machines

Don't Wait on Delivery—Forward Us Your Order. We will make immediate delivery because we have all these machines in stock.

DO NOT PASS UP THESE BARGAINS AS THEY ARE OFFERED SUBJECT TO PRIOR SALE.

FIVE BALL FREE PLAY		
11 Bally Mystic Like	1 Chicago Coin Yacht Club	1 Groschen Ginger
New .....	24.50	1 Grocher Mercury
5 Bally Triumph	59.50	1 Jennings Little Merchant
1 Bally Fleet	32.50	2 A B T Model
1 Keeney Big Hit	19.50	2 Columbia Ball, J.P. Portes
2 Bally Spot Em	10.00	CONSOLE
2 Strong Spooky	60.50	1 Baker Pass, 20331
1 Keeney Four Diamond, F.S.	59.50	50 Play
1 Keeney Repeater	52.50	1 Honer Ritz
3 Keeney Red Hot	21.50	5 Mills Jumbo Parade, F.P.
1 Keeney Big Hit	19.50	3 Mills Jumbo Parade, G.P.
1 Keeney Cowboy	17.50	1 Kik Nite Bomber, F.S.
2 Genco Big Town	19.50	1 Bally Rapid Fire
1 Exhibit Contact	9.00	1 Metropolitan Air Raider
1 Exhibit Lancer	19.50	Original Craze
1 Gentish Lot of Fun	9.50	1 Tester
		ONE BALL
		1 Mills 1-2-3, F.P.
		1 Bally Santa Anita
		3 Bally Doby, G.P.
		1 Rococo Three Up
		1 Pacific Panco Parley
		1 Exhibit Congo
		COUNTER GAMES
		3 Mills Vest Pocket, Green
		1 Gentish 3-Way Grip
		1 Tester

\*All orders must be accompanied by 1/3 deposit, balance O. O. D. Write and ask to be put on our mailing list. Above prices are effective July 5, 1941.

### MOSELEY VENDING MACHINE EX., INC.

500 BROAD STREET, RICHMOND, VA. (Day Phone 3-4511—Night Phone 5-5328)

## Mutoscope Designed Arcades Clicking

NEW YORK, June 28 (MR).—Bill Rabkin, president of International Mutoscope Reel Company, reports that many individuals who have purchased arcade equipment from the firm have availed themselves of the architect's service feature.

"A number of new Penny Arcades designed by H. Oberhammer, our staff architect, are already operating," Rabkin stated. "The new operators have expressed their pleasure with the attractive layouts and plans worked out by Oberhammer. The modern fronts designed for arcades now in operation have eye appeal that attracts the attention of passers-by.

"Most important point is that these new locations have had correspondingly better receipts as a result of efficient planning in design and construction of the arcade, machine layout, and proper diversification of types of machines in the arcade."

The Penny Arcade industry is in the midst of an unusual boom. Arcades are being opened near army camps, in resort centers, amusement parks, fairs, and many other locations. Mutoscope, as part of its efficient arcade service, suggests what is required in way of equipment, set-up, and operation. The architect's design and layout service is offered without cost to all prospective arcade buyers.

## Movie Machine Reels Previewed

HOLLYWOOD, June 28. — Associated Producers' Distributing, Inc., producer and distributor of films for Featurettes, Song-o-Graph, and Techniprocess to be used on movie machines, previewed eight new subjects in the NCA laboratories here Tuesday night.

Subjects shown were *Boots and Saddles*, Techniprocess; *Samos*, Techniprocess; *Blue Tikhon Waters*, Featurettes; *When a Gypsy Plays*, Featurettes; *Concertina Men*, Featurettes; *A Show of Our Own*, Featurettes; *Georgie Porgie*,

## LEW WOLF OFFERS

### BALLY GAMES

1 Beauty	\$12.50	3 Holdovers	\$21.50
4 Blue Green	125.00	3 Dal. Feature	12.50
1 Bally's Eye	50.00	2 Sublimis	50.00
4 Bally Allies	19.50	1 Silver Skates	55.00
3 Cheever	11.50	3 Big Chief	48.00
3 First	32.50	1 Line Like	22.50
5 Mr. Chips	12.50	4 Jolly	14.50
1 Gold Cup	45.00	1 Lead Off	18.50
3 Score Card	13.50	1 Sparty	20.00
10 Triumphs	11.50	1 Voodoo	22.50
4 Variety	11.50	3 Mystic	42.50
3 Macots	12.50	1 Three Score	22.50
3 Red Hot	12.50	3 Leader	32.50
2 Rotates	12.50	614 Wurlitzers	\$42.50

1/3 Deposit—Balance O. O. D.  
REX AMUSEMENT COMPANY  
1443 Main Street BUFFALO, NEW YORK

## DON'T MISS Coming Soon!

### EVANS' PLAY BALL

#### Realistic Baseball!

Manikin Pitcher Throws Ball!  
Better Controlled by Player!



## 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.

Featurettes, and Nothing But Romance. Featurettes.

Mrs. Mario Castagnaro was in the charge of the event, which was held for the cast and their families and the press.





THE HI-DE-HO KING, Cab Calloway, listens to his latest record on the Mills 1941 Throne of Music. (MR)

## Hail San Francisco Assn. at Dinner

SAN FRANCISCO, June 28.—Pausing after six months of successful operation as an association, members of the Amusement Merchants' Association, Inc., San Francisco, attended a Friday the 13th Jinx Dinner in the Humboldt Room of the Hotel Empyre. The association, with headquarters at 429 Marshall Square Building, is headed by Sid Mackin, managing director.

Said Mackin after the dinner: "The occasion will be one long remembered for its fun and festivity—which is indicative of the spirit and determination of the members of the association to establish the mechanical amusement game in the community on the highest plane possible. These men thru their ability to get together and meet all problems on a common ground are proving to the industry what really can be done thru sound organization. The accomplishments of the organization in the first six months of life are all a matter of record, and it is with pride and satisfaction the member-operators of San Francisco stand together in carrying out what we believe to be one of the most progressive programs being undertaken by the industry in the country."

The program for the dinner was arranged by a committee composed of Al Armos, Golden Gate Novelty Company; Helms Gruenmeyer, Advance Automatic Sales Company, and Phil Scott, Scott Amusement Company.

Keynote of the evening was sounded by four San Francisco jobbers—Louis Wolcher, Advance Automatic Sales Company; Al Armos; Wolf Reiwitz, Wolf Sales Company, and John Ruggiero, Jack R. Moore Company.

During the evening it was discovered that there was much talent among those present. One treat for those attending was a group of vocal selections by a new member, Albert Canicia.

## Need for Inventions In Defense Aid Cited

The Toledo Times, in an editorial May 22, advanced some thoughts on American inventiveness that should be heartily approved by the coin machine trade.

A number of manufacturing firms are already co-operating with the government in developing new ideas for national defense.

"We must keep ahead in war inventions. Gliders carried heavily armed Nazi soldiers into the island of Crete in one of the most fantastic attacks in history.

"In Holland parachute troops, dropped from air transports, made the attack from behind the lines, demoralizing the defense system.

"Constantly in this unusual war the

most modern of methods have been employed. The super-tank—really a rolling fortress—made its bow in the current war. New methods and more ingenious equipment have combined to make this a swiftly-moving, almost fantastic conflict.

"If the United States is to have an adequate defense we shall have not merely to match the steps taken by the axis powers, but we shall have to surpass them, bringing new methods and inventions into the field before the axis powers have them. This is not a war in which any nation can afford to trail, simply duplicating what other nations have.

"The nation which gets the jump in this war is the nation which makes practical the new technique first. The element of surprise means more today than at any other time. And the United States will have to conceive elements of surprise to remain a match for possible aggressors.

"We can no more rely on old methods than other nations have been able to rely on them. We shall have to put our ingenuity to work—and this country has plenty of it—to surpass the weapons and methods of the axis powers.

"Our great research laboratories, the same ones which have served industry so well—are already at work devising new and stronger methods to defend the country. We can count on the same brains, the same inventive genius to serve the nations in preparedness as have served us thru our industrial development.

"Thinking and resourcefulness are the most important factors. And we, in America, should realize that we have more than our share of these. The thing to do is to put them to work.

"Our factories can make any product in great quantities—if the mechanical and chemical inventors of the nation will supply them with the blueprints and formulas.

"Whatever happens, if we are to be secure, we must do more than keep up. We must step ahead—and hold the lead."

## New Orleans

NEW ORLEANS, June 28.—Coin machine operators look forward to a record-breaking Independence Day business. Business is now at boom-day levels, and there is every reason to believe that the three-day holiday will bring about a peak influx of vacationists. Locally, play continues to expand at pin games, with most downtown locations increasing the number of pin tables. In addition, some are adding consoles for the first time in several years. Music machine operations are seasonably good, and rentals for the holidays are expected to set a new record.

Coin Machine Row is saddened this week by the death of Joseph (Uncle Joe) Pipitone, past president of the New Orleans Coin Vending Machine Association and partner of the Dixie Coin Machine Company and the Dixie Music Company. Pipitone died at the age of 62 years. Deceased was a native of Italy and operated a popular restaurant here before entering the coin machine business over a decade ago as a partner of Julius Pace, also a past president of the local association. A brother, Giacchino Pipitone, president of the Dixie musicians, died a month ago. Another brother, Erasmo Pipitone, and two sisters survive.

A brisk demand for Packard Pla-Mor speakers and wall box equipment is reported by the J. H. Peres Amusement Company, recently appointed distributor in this territory for the equipment.

Andy Monte, of the A. M. Amusement Company, has received a shipment of International Microscope's new Ace Bomber and looks for these latest in ray guns to revive interest here in such equipment.

Ray Bosworth, of New Orleans Novelty Company, has another respite coming to him from air service. Twice ready to leave for regular services, Bosworth now has been given another month to prepare, continuing part-time service at the near-by training field.

### Outstanding Buys—Perfectly Reconditioned

#### RECONDITIONED PHONOGRAPHS

Seeburg Model Major (Remote Control—Jewel Base) .....	\$25.00
Seeburg Model Crown .....	14.00
Seeburg Model Crown (Remote Control and Electric Selector) .....	25.00
Seeburg Model Royal .....	138.00
Seeburg Model Royal (Remote Control and Electric Selector) .....	210.00
Wurlitzer #12 (in Ultraviolet Cabinet) .....	58.00
Wurlitzer Counter Model 271 .....	150.00
Rockola Imperial (18 Record) .....	39.00

Terms 1/3 Deposit, Balance C. O. D.

### PROMPT SERVICE — SAVE MONEY

#### W. B. NOVELTY CO., INC.

1903 Washington Blvd. ST. LOUIS, MO. NEW BRITAIN, CONN. KANSAS CITY, MO.

## YOUNG MAN

to repair Pin Machines, etc. Must be a good man. Steady work. Good opportunity for right man. Licensed territory. Up-to-date work shop.

### A. J. Dursell Novelty Co.

176 ARCH ST. NEW BRITAIN, CONN.

### CLOSE-OUTS IN FREE PLAY GAMES

Mills Junco Parades, F.P., Special .....	\$89.50	Used Mills Vest Pocket, Clean .....	\$25.00	Bally Rapid Fire Guns \$110.00	Seeburg Parachute .....	48.50	
Boon Town, Special .....	69.50	Used Marvel 54 Gun .....	12.50	Seeburg Parachute, F.S. 69.50	Major League 1941 .....	100.00	
Cub Cigarette, Used .....	7.25	Used Imps. 12 & 36 .....	8.00	Western Baseballs .....	New Evans F.P. in the Barrel .....	84.50	
Cub Cigarette, New .....	8.75	Challenger, Almost New 20.00					
Ace, New, 12 & 36 .....	7.75	Sky Fighter Gun .....	120.00				
Used Oval 21, 36 .....	12.50	Night Bomber Gun .....	109.50				
		Keeney Air Riders .....	109.50				
Wurlitzer .....	59.50	Anabel .....	\$19.50	Spotem .....	7.50	Charm .....	\$10.00
Four Roses .....	48.50	Felix .....	12.50	Varley .....	7.50	Super Six .....	7.50
Flicker .....	44.50	Burdettown .....	19.50	Collias .....	10.00	Red Cap .....	10.00
Bally Play Ball .....	65.00	Wings .....	19.50	Sports .....	1.00	Bally Double .....	10.00
Hold Over .....	50.00	Duke Ranch .....	22.50	Supremes .....	7.50	Feature .....	7.50
Silver Skates .....	57.00	Drum Major .....	20.00	Bally Supreme .....	7.50	Billy Six .....	7.50
Duplex .....	54.50	Beauties .....	15.00	Golden Gate .....	7.50	Rebound .....	7.50
Speed-Liner .....	44.50	Lights .....	19.50	Miami .....	7.50	Topper .....	15.00
Formation .....	27.50	Reactions .....	20.00	Bowling Alley .....	12.50	Score Champ .....	10.00
Powerhouse .....	19.50	Birds on Deck .....	20.00	Lucky .....	10.00	Major .....	10.00
Foxes .....	27.50	Felix .....	12.50	Chang .....	10.00	Bright Spot .....	15.00
Gold Star .....	27.50	July .....	15.00	Mr. Gips .....	10.00	Big Show .....	12.50
Hold Over .....	25.50	Double Feature .....	15.00	Buckeye .....	7.50	Triple Threat .....	7.50
Hot .....	17.50	Blonde .....	19.50	White Balls .....	12.50	Score Guard .....	10.00
League Leader .....	49.50	Twinkle .....	7.50	Scop .....	7.50	Headline .....	7.50
Myrtle .....	49.50	Prismic .....	7.50	Nippy .....	10.00	Blackout .....	7.50
Cresline .....	29.50	Pick Em .....	7.50	Triumph .....	7.50	C. O. D. .....	10.00
Repeater .....	34.50	Fifth Inning .....	7.50				

Write for Close-Out List on New Games. 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

176 ARCH ST. NEW BRITAIN, CONN. PHILADELPHIA, PA.

MUTOSCOPE'S

# ACE BOMBER

IS GOING TO TOWN



SEE NEXT WEEK'S

BILLBOARD FOR COMPLETE DETAILS INTERNATIONAL

MUTOSCOPE REEL CO., Inc.

PENNY ARCADE HEADQUARTERS SINCE 1895.

44-01 11th St., Long Island City, N. Y.





ROWLAND SCHAEFER, newly appointed pin game division manager of Atlas Novelty Company, Omaha, Neb., inspects Exhibit's Sky Blazer on a recent Chicago visit. (MR)

## Snappy Heading For Sales Record

CHICAGO, June 28 (MR).—Sam Gensberg, Chicago Coin Machine Company executive, advises that another record run will soon place their latest game, Snappy of 1941, in the hall of fame now occupied by previous Chicago Coin releases.

"Both for its fine construction and its more-than-average appeal, Snappy of 1941 is making an enviable name for itself on locations all over the country," Gensberg declared. "The appeal of the game gets an overwhelming amount of play, and the operator, in turn, is enjoying the pleasure of overflowing cash boxes. As a result, our distributors are calling for larger shipments of Snappy, and we are operating our two plants at full capacity to handle the present demand. Since calls for Snappy show no signs of letting up, we are not making empty claims for the game when we predict a record run."

## Badger Novelty Says Biz Fine

MILWAUKEE, June 28 (DR).—W. R. Hoppel Jr., head of Badger Novelty Company, reports that his firm is experiencing unusually good business. Hoppel also reports that he is now celebrating his 12th year as a member of the coin machine industry.

"We have gradually developed to the point where we are now able to give the finest of service," Hoppel declared. "We have the facilities in our home offices to ship games quickly on receipt of order. Previously, the machines have gone thru extensive reconditioning and refinishing processes, fitting them to be placed immediately on locations."

"Our two salesmen, Martin Olson, who covers Southern Wisconsin, Northern Illinois, and parts of Iowa, and William Doyle, covering Northern Wisconsin and Northern Michigan, are exceptionally busy at this time. They are taking a great number of orders. These two men are more than salesmen, however, for their time is borrowed heavily by coin-

men. Olson and Doyle are old, experienced hands at the coin machine business and are able to advise and help operators—another service point which Badger is glad to be able to give."

## Daval Reports Business Is Fine

CHICAGO, June 28 (MR).—"Business is booming," reports Dave Helfenbein, of the Daval Company, "due to the fact that more and more operators are realizing the importance of counter games. There have been more orders received for American Eagle and Marvel token payout games the past few weeks than in many prior weeks. Our new double game combination, Lucky Smokes and American Flags, is taking hold wherever shipped, and we have already received favorable reports from distributors."

"Because of the large orders we have received for American Eagle and Marvel we have had to continue to step up production. Our problem today is to make sure that our labor goes on without interruption and that materials continue to come in so that we can meet orders."

## Southern Campaign Considered Success

LOUISVILLE, Ky. June 28 (DR).—Leo Weinberg, Southern Automatic Music Company executive, advises that their present sales campaign on new and used equipment is proving a huge success.

"A concerted effort in our four offices has met with great success," he declared. "With buyers in four cities and throughout the vast territory we serve, we were able to purchase some of the finest used games ever offered to coinmen, and we have been moving them out of our shops in huge quantities. Our new game sales have also shown a great increase, thanks to the rapid complete service we provide."

"We are doing an especially good job on reconditioned, Marbieglo refinished phonographs. Also, our staffs are working overtime making installations of the Seeburg music systems."

## Large Stocks at Allied Novelty

CHICAGO, June 28 (DR).—"We are building up a large stock of machines to fill the needs of operators in every part of the country," declares Sam Kleinman, official of Allied Novelty Company. "This week we have acquired a quantity of pay tables and phonographs of every type. They are thoroughly reconditioned and in perfect condition for immediate operation. Besides these, of course, we have a full line of free play games, consoles, counter machines, and the latest new game releases, ready for instant shipment."

"The reputation Allied has built up is the result of giving honest values to operators. Today, more operators buy from Allied than ever before, which speaks for itself."

## "Excuse It, Please," Says Sam London

MILWAUKEE, June 28 (DR).—"We're in the process of moving to our new quarters at 3130 West Lisbon Avenue—and what a job it is," is the word from Sam London, head of the Milwaukee Coin Machine Company. However, business is going on as usual, without a moment's delay in filling orders or making shipment.

"Only our correspondence has fallen behind and we apologize to all who have written us and have not received a prompt reply. By the time you read this we'll be settled in our new location, where we have ample facilities for any rush. Then we'll be able to catch up. We will announce the date of our grand opening soon."

## Dallas

DALLAS, June 28.—Backing up a recent drive of U. S. District Attorney Clyde O. Emetis, the Dallas County Grand Jury returned indictments this week against 11 members of a slug ring. Another grand jury case charged conspiracy to possess and pass slugs in cigarette and other automatic vending machines and devices. The work of the U. S. district attorney and the indet-

ments of the grand jury have gone a long way toward breaking up a gang of spurious coin operators which has passed thousands of bogus coins on amusement machine men, merchants, and utility officials in North Texas.

Members of the sales, office, and mechanical departments of the Walbox Sales Company attended a mid-week party and barbecue held at Cabell's Club on White Rock Lake recently. The outing was a celebration party honoring Al Blair, member of the Walbox Sales Company's mechanical department, who was scheduled to leave civilian life for a year in the army. Al, however, received his deferred classification two days after the leave-taking party.

The June bug has hit local coin machine row. Maxine Wamble, private secretary for Arthur Flake Distributing Company, became the bride of Dan K. Keller. After a wedding trip to South Texas, Mrs. Keller will return to her former position. C. E. Wamble, father of the bride, is also a member of the local coin machine industry. He is associated with the Walbox Sales Company.

Tommy Ryan, former East Texas music man, is now associated with the Walbox Sales Company. Tommy has charge of the mechanical and coin machine operation departments.

YOUR  
**USED PHONOS**  
AT  
NATIONAL NOVELTY CO. •

Take advantage NOW of our complete service in used phonographs. Our reputation was made on top quality merchandise and extra good deals. NATIONAL'S special MARBLE-GLO RENEWING process really reconditions and CLORIFIES used phonos.

Rockola Standard . . . . . \$150.50 (Marbleglo to look like new)	Rockola 12 Records Plain . . . . . \$52.50
Wurlitzer #16 Remanded . . . . . 74.50 (More attractive than ever before)	Lite-Up . . . . . \$7.50

• You can make a better deal at NATIONAL

*"America's Phonograph Trading Center"*

## NATIONAL NOVELTY COMPANY

193 MERRICK RD., MERRICK, L. I., N. Y. All Phones FREEPORT 8320

**CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE**

Fatrol, Simplest Credit Plan . . . . . and America's best reconditioned used games, guaranteed perfect!	Thriller . . . . . \$9.75
Lancer . . . . . \$9.75	Double Feature . . . . . 9.75
Bango (New) . . . . . 9.75	

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

**"America's QUALITY Used Game Headquarters"**  
**NATIONAL NOVELTY CO.**  
193 MERRICK ROAD, MERRICK, L. I., N. Y.

IT'S TERRIFIC!

Coming Soon!

EVANS' PLAY BALL

Real Baseball

Played by Manikins

Pitcher Actually Picks Up Ball—Winds Up—Pitches . . . Batter Swings!

## THE BUY OF 1941

Baker's  
**KICKER and CATCHER**

**Sensational Counter Hit!**

New! Different! Original! NICKEL PLAY  
Has terrific come-on—a knockout for competitive play! Entirely mechanical, no service worries. Take it from us—it's Penny Play, \$29.75 great! Stand, \$8.00 Extra

**\$31.75**

**BROOKLYN**  
AMUSEMENT MACHINE CO., INC.  
660 Broadway Brooklyn, N. Y.



# "NO SECRET!"

"AFTER TEN YEARS of interest in Bally Games and their money making ability," writes Charles LaCroix, Ohio operator, "I've decided there's NO SECRET about their secret ingredient. 'CAME-CLOSE' makes them thrilling to play. 'Try-again' spirit keeps players enthusiastic, makes operators money."

WHAT'S YOUR IDEA of the "secret ingredient" in every Bally game? Is it the "CAME-CLOSE" Bally engineers build into every Bally score system? Is it the EXTRA FLASH obtained by using 3 to 5 extra colors in every Bally board and backglass? Is it the SIMPLE, STURDY construction—typified by the Bally Built-In Switch and other exclusive Bally refinements? Tell your idea in 50 words, and if your letter is published we promptly send you a \$5.00 check to repay you for your trouble. Mail your letter to SECRET INGREDIENT DEPARTMENT today.

## BUY DEFENSE BONDS!

IN PRODUCTION: High-Hand replay poker console, Big-Top 3-reel console bell, Jockey-Club multiple one-shot, Club Trophy deluxe multiple, Speed Ball replay-novelty 5-ball baseball bumper game. Write for descriptive folders.

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE  
CHICAGO - ILLINOIS

## IT'S OLDTIMERS' WEEK AT FITZ'S DROP IN AND SAY "HELLO" THERE'S A SURPRISE WAITING FOR YOU

IF YOU CAN'T COME DOWN IN PERSON  
WRITE, WIRE OR PHONE  
? SEE BALLY'S NEWEST 5-BALL NOVELTY HIT ?

And All Bally Products  
**JACK FITZGIBBONS**

453 West 47th Street, New York. All Phones: Circle 6-8343

## SOUTHERN OPERATORS, SAVE FREIGHT Factory Distributors

MILLS EXHIBIT GENCO GOTTlieb CHICAGO COIN PACKARD  
MILLS THREE AND FOUR BELLS SNAPPY BELLE HOP SKY BLAZER  
CAPTAIN KIDD

FREE PLAY BARGAINS. RECONDITIONED BY FACTORY EXPERTS.

South Paw ... \$74.50	School Days ... \$50.00	Dude Ranch ... \$25.00	610 ... \$ 35.00
Do Re Mi ... 49.50	Four Aces ... 50.00	Mills 1-3-5 ... 22.50	412 ... 25.00
Sunbeam ... 45.00	Scratchless ... 49.50	Sea Buzz ... 22.50	Seaburg ... 27.50
Stars ... 60.00	Metro ... 49.50	Fox Hunt ... 22.50	Classio ... \$160.00
Spore Parade ... 60.00	Big Chief ... 49.50	Fleet ... 25.00	Vague ... 150.00
Zambie ... 55.00	Abandon ... 49.50	Blonde ... 30.00	Rock-Die ... 100.00
Seven Up ... 59.50	Red, White & Blue ... 45.00	PHONOS	DeLuxe '39 ... \$135.00
Salera ... 55.00	Gold Star ... 45.00	Whittier ...	Standard '39 ... 120.00
Flunker ... 55.00	Paradise ... 45.00	550 ... \$145.00	Kirk Gussner ... \$80.00
Silver Skates ... 65.00	Fernation ... 39.50	600 ... 120.00	Scales ... \$80.00

Write for Our Prices on the Following: Six-Unit Tone Tone System, Boombox, League Leader.

**MISSISSIPPI VENDING COMPANY**  
Church Street PHILADELPHIA, MISS.  
Phone 283

**NORTHWESTERN MUSIC COMPANY**  
120 W. 3rd Street STERLING, ILL.  
Phone 405-1044

## OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

LEGAL EQUIPMENT	1 Liberty, 16 Fruit ... \$15.00	PAYOUTS
4 Skill Shear, 16 ... \$12.00	1 Fair Deal, 16 ... 9.00	1 Super King ... \$45.00
1 Brown Anti-Aircraft ... 52.50	10 Pick a Pack, 16 ... 8.00	1 Doby Day, Blank Top ... 27.50
1 Bally Bull Gun ... 37.50	10 Daval "21" ... 8.00	1 Pace Saratoga ... 70.00
1 Jolly Gun ... 47.50	5 Ace ... 8.00	1 Peace Royal Oomst ... 40.00
1 Hooked Ten Pins ... 35.00	1 Cub, 16 Cig. ... 9.00	3 Sport Page ... 45.00
COUNTER GAMES	1 Puritan Bell ... 4.30	1 1-2-3 ... 35.00
1 Ex-Ray, 36 ... \$ 8.00	4 Imp, 16 Cig. ... 7.00	1 Clocker ... 15.00
1 Zip, 16 ... 8.00		1 Carom (22 lb) ... 9.00

### WANT TO BUY

JUMBO PARADE PAYOUTS AND FREE PLAYS. 1940 ONE-TWO-THREE MILLS BLUE FRONTS, BROWN FRONTS, AND CHERRY BELLS.

Write for Our Complete List on All Types of Used Games. 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 O. 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.



THE FIRST TWO BATTING PRACTICE GAMES still going strong at Holzman's Pennyland on Surf Avenue, Coney Island, N. Y. (MR)

## Chi News Reports Defense Angles of Coin Machine Biz

(Reprinted from the column, "Stories of the Day," The Chicago Daily News, June 25)

Hollywood has been co-operating in the good neighbor policy by routing movie stars south of the border, and Chicago, we find out, has been doing its bit by shipping juke boxes and coin machines. It's good business, too. A report in a trade magazine shows an export total for March of more than \$50,000. Leading customers are Mexico, Cuba, Brazil, Ecuador, Colombia, and Panama.

Biggest customer was Mexico, which accounted for about three-fifths of the exports. Juke boxes, more formally known as coin-operated phonographs, lead in sales to Latin America, but amusement devices, more formally known as one-armed bandits, are not far behind. Canada, which used to be a fine customer, has toughened up restrictions since the war began, but some of this trade is being recouped in such faraway places as Hong Kong and the Union of South Africa.

Before September, 1939, local manufacturers of coin-operated machines looked to Europe as the place for an expanding market. They sent Henry Hoppe, vice-president of one of the companies here, to look over the field and sow the seed. Hoppe went to England, Belgium, Holland, and France. He reported interest everywhere; the French were so fascinated with his ingenious Yankee devices that he came home with his coat sparkling with the decoration of the Croix de Sang. So far as Hoppe knows, this is the only decoration ever bestowed by a foreign government upon

any American or anyone else for eminence in the slot machine field. He is proud of it no end.

Nobody in any business is more defense-conscious these days than the slot machine manufacturers. There are a number of them in and about Chicago. One has hit upon a machine that is sweeping competition out of the field. This is an up-to-the-minute device that pays off the jackpot, not on lemons or cherries, or similar conventional symbols, but on tanks, parashutes, and Tommy guns. Its name, right in keeping with the times, is the Defense Eagle.

## Babe Kaufman's Son Dies After Accident

ATLANTIC HIGHLANDS, N. J., June 28.—Bruce Kaufman, 12-year-old son of Mrs. Babe Kaufman, head of Babe Kaufman, Inc., well-known New York and New Jersey coin firm, died in Monmouth Memorial Hospital, Long Branch, N. J., June 19 from injuries suffered in an automobile accident two days previous.

Bruce, with his three brothers, William, 19; Norman, 16; and Stewart, 13, were on their way home from Bordentown Military Academy when the car left the road at Matawan, N. J., and smashed against a tree. William, who was driving, told the police that the steering gear had locked. He and the other two brothers were treated for slight injuries. Bruce sustained injuries to the nose and forehead and was sent home with his brothers after being treated by a local physician. The next day a blood clot developed and that night an operation was performed. He died the following morning.

Funeral was held Thursday afternoon, June 19, with Rabbi Arthur Hershon, of the B'Nai Israel Temple, Red Bank, N. J., officiating. Interment in Red Bank Jewish Cemetery.

# Another EXHIBIT WINNER

## Will Be Ready Next Week Watch For Announcement

Exhibit Supply Company, 4222 W. Lake Street, Chicago





FRANK KOLAR, INDIANA OPERATOR, tells Carroll Vetterick, Jennings sales executive, why Jennings Ciga-Rola pleases him and his locations. (MS)

## Petitions Launched in Ohio For Vote on Legalized Gaming

COLUMBUS, O., June 28.—Ohio voters may be asked at the next election to approve a constitutional amendment to legalize, license, and tax gambling. The Square Deal Tag League, Inc., supporter of the measure, was preparing this week to launch a campaign to obtain the required 328,597 signatures to place the question on the ballot.

Petition forms have been approved as to form by Attorney General Thomas J. Herbert and Secretary of State John E. Sweney, and will be placed in circulation soon, according to Hugh M. Foster, Columbus, league secretary.

Whether the proposal will be submitted to the voters at the general election this fall or will be delayed until

1942 has not yet been determined, Foster said.

The majority of the petitions, according to Foster, will be circulated by small business men who are interested in having slot machines, pin ball games, and similar devices legalized in order to supplement their present business revenues.

The proposed amendment would provide for "home rule" on the issue of gambling, giving the voters of any subdivision the right to legalize or prohibit it.

## Washington

WASHINGTON, June 28.—Sales of Wurlitzer machines here are zooming, states Ted Searly, general manager of the Washington Division of the R. & S. Sales Company. R. & S. is headed by Red Rose and Ted Searly. Wurlitzer wall boxes are in especially large demand, it is said.

Bob Knies, sales representative for R. & S. Sales, has returned from a two weeks' contact of the trade on the Eastern Shore. Knies is now in the Western Maryland sector.

Spence Reese, assistant general sales manager of Wurlitzer, spent two days here.

The General Amusement Company, headed by Jack Cisenfeld, reports that it is centering activities on Wurlitzer phonographs.

Mutoscope's Ace Bomber has met with a fine acceptance in this area, reports the General Vending Service. To date, they report, all Ace Bombers received have been sold and many operators are awaiting shipment from the factory.

General Vending Service also reports a big demand for Mutoscope's Drive Mobile and Scientific's Batting Practice.

Aaron Goldsmith, president of Hub Enterprises, states distribution of Rock-

### Letter From Hymie Seener

NEW YORK, June 28.—Dave Bobbins has received a letter, dated June 3, from Hymie Seener, who conducts the Coin Amusement Machine Supply, Ltd., London. Seener's offices had just been bombed and he had established new quarters at 156 Bethnal Green Road, London, E. 1. Previously his home was severely damaged by fire and explosives.

Hymie writes: "Fortunately I had sent the wife and baby to the country. We were able to save all personal things. The business was destroyed May 10, but we are now at our new location. Air Raids take a lot of standing, but you can steel yourself to it."

Seener hadn't been receiving The Billboard since September and says he has missed it keenly. Hymie would also like to hear from his friends here.

# Unequaled—



As a superb . . . masterful money-maker!

As a "friendly" model, acceptable anywhere! As a truly brilliant performer!

JENNINGS TOTALIZER FREE-PLAY CONSOLE is unequalled . . . unchallenged by any other free-play game!

Important operators have tried them all . . . now demand these exclusive features:

\* NON PAYOUT . . . elevated Totalizer.

\* FULLY METERED . . . inside the machine.

\* MECHANICAL OPERATION . . . famous trouble-free Chief mechanism.

\* NATIONAL SLUG REJECTOR

\* ILLUMINATED playing fields . . . choice of fruit or numbers.

\* NICKEL PLAY, also 1c, 10c and 25c.

\* OPTIONAL FEATURES: Mint vender, coin dividers, separate cash boxes, skill field, convertible to payout model, etc.

THOUSANDS ON LOCATION. A BIGGER MONEY MAKER! ORDER YOURS TODAY!

See your distributor. Write or wire.

**O-D-Jennings & Company** SINCE 1904  
DATED 1941  
4309-4339 WEST LAKE STREET · CHICAGO, ILLINOIS



**ROY TORR  
RECOMMENDS**

BAKER'S

**KICKER  
and  
CATCHER**

**MOST SENSATIONAL  
COUNTER GAME  
IN THE INDUSTRY!**

All skill—100% legal. Entirely mechanical, no wires, no batteries. Be wise—order yours quick!

NICKEL \$31.75  
PLAY

Penny Play—\$29.75.  
Stand—\$5.00 Extra.

BAKER BUILT GAMES

**TORR** 2047A-50, 68  
PHILA., PA.

Ola equipment is enjoying a 100 per cent increase. Goldsmith also reports increase on Genco, Chicago Coin, and other games for which the firm is distributor.

A steady movement in Bally games is reported by Calvert Novelty Company, distributor for the line in this area.

Washingtonians will soon be able to see the Mills Panoram, as the Keystone Novelty Company plans operation of a Mills Panoram for demonstration soon.

Rudy Greenbaum, general sales manager of Packard Manufacturing Company, spent a few days in the Washington territory.

Ben Kline, sales representative of DuGrenier Sales Corporation, visited this market recently.

Joseph Garfink, manager, Washington branch of the Simco Sales Company, attended the annual summer outing of the candy industry.

Cottonmen of the nation's capital city view with satisfaction the change in paydays by the government to its thousands of employees here. Heretofore the government has paid its workers twice a month. This meant that the 1st and 15th of each month were slash or lush periods. Most money was spent around that time and during the remainder of in-between periods merchants and coinmen fretted. Now some of the workers will be paid as usual on the 1st and 15th of each month, while others will be paid on the 8th and 23rd of the month, spreading the money evenly. Merchants will enjoy a spread of the business over each week.

IT'S  
UNCANNY!

Coming  
Soon!

EVANS'

**PLAY BALL**

Baseball

in All Realism!

Sacrifice Plays—Bunts—  
Flies—Men Run Bases!

**WANTED FOR CASH**

Rotaries, Sky Fighters,  
Keeney Air Raider, Keeney  
Anti-Aircraft and Western  
Baseballs.

MIKE MUNVES CORP. 593 10th Ave.  
NEW YORK

**PIN GAME MECHANIC WANTED**

At once. One who knows the business good. Job for good man at Perry's Sportland, Highlands, N. J. Write, phone or call, but act quick.

**B. S. PERRY'S CARROUSEL BUILDING**  
45 BAY AVE. HIGHLANDS, N. J.



**MAKES FAIR LOCATIONS GOOD  
MAKES GOOD LOCATIONS TERRIFIC!**

# Captain Kidd by GENCO

**STEPS UP COLLECTIONS EVERYWHERE!**

## CLEAN-UP SALE AT AVON!

CLOSE OUTS ON FLOOR SAMPLE FREE PLAYS

WRITE FOR LIST AND PRICES

### ARCADE EQUIPMENT

Air Raider	\$109.50
Children's Barn	24.50
Secure Parachute	69.50
Secure Histo-Musical	44.50
Jail Bird	42.50
Rayo-Lite Reprinted	35.00
Ten Pin	39.50
And Aircraft	39.50
Navy Bomber	104.50
Microscope Sky Fighter	159.50

### FREE PLAYS

All American	\$62.50
Attraction	47.50
Armada	29.50
Bally Supreme	19.00
Big Town	19.50
Big Show	22.50
Broadcast	49.50
Box Score	12.50

C. O. D.	\$15.00	Sport Parade	\$55.00
Champion	19.50	Sporty	22.50
Commodore	22.50	Sunbeam	57.50
Dado Ranch	37.50	Zodiac	44.50
Drum Major	18.50	Slits	55.50
Double Feature	17.50	School Days	37.50
Dixie	37.50	Stop & Go	12.50
Four Rivers	55.00	Super Charger	14.50
Fis in One	35.50	Side Kick	12.50
Flicker	46.50	Top	10.00
Formation	37.50	Trumper	10.00
Flot	17.50	Twinkle	10.00
Fox Hunt	27.50	Ump	69.50
Landlide	24.50	Vogge	14.50
Line Up	37.50	CONSOLES AND SLOTS	
Leader	37.50	Balls	\$29.50
Lightning	22.50	Golfing Downee	35.00
Mystic	69.50	Serie Q	19.50
Manoc	24.50	Liberty Bell	20.00
O Boy	17.50	Red Head Track Times	25.00
Power House	27.50	Double Ball	99.50
Scorlines	22.50	Bang Tail	35.00
Seven Up	57.50	Derby Day	20.00
Super Six	14.50	Pat Shot	15.00
Sport Special	74.50	'38 Ball Time	79.50
		Charlie Horse	95.00

1/2 Deposit, Balance C. O. D. WE BUY • SELL • TRADE.

## AVON NOVELTY SALES CO., INC.

4700 PROSPECT AVE. CLEVELAND, OHIO

## NEED GAMES? WE HAVE THE LATEST! WE'LL FINANCE YOU!

Why just plug along? Why not step out with more games and really clean up?

Write at once for details.  
Machines Bought—Traded—Sold.  
**NEW CITY SALES CO.**

4335 W. ARMITAGE AVE.

CHICAGO, ILL.

## National Liquor Dealers Meet July 22

NEW YORK, June 28.—The third annual convention of the National Council of State Liquor Dealers' Associations will be held July 22-27 at Saratoga, N. Y. It has been announced by Neil P. Deighan, chairman of the National Council.

"This meeting at Saratoga," Deighan declared, "will probably represent the greatest and most significant industry gathering in the history of the industry."

The National Council of tavern men was organized in 1938 in conjunction with a convention of the New Jersey Licensed Beverage Association in Atlantic City. Since that time it has held organizational meetings in Washington, New York, Chicago, and Philadelphia.



LOOKING OVER A NEW GAME, SKY RAY, and expressing approval are Oscar Englund, Alexandria, Minn.; Jack Keeney Jr., Harry Lermer, Minneapolis; Al Thoeke, manufacturer's representative, and Duce Ziskin, Silent Sales Company road man. The picture was taken in the salesrooms of Silent Sales Company, Minneapolis. (DR)

## Use and Abuse of Liquor at Trade Conventions Discussed

The following editorial appeared in *Printers' Ink* weekly May 9. It indicates that there is rather general discussion in trade association circles on the question of using liquor at conventions.

The same subject has been discussed about our annual coin machine conventions, and for that reason the editorial is reprinted in full as follows:

**"CONVENTION CONDUCT.** Barely does a trade association convention make the front pages of the metropolitan press. The other day one did, in Chicago. The story justified first-page treatment by the most hard-bitten newspaper standards. It was about a convention where all the delegates follow a self-imposed code of liquor control, abstaining from the mass spree characteristic of so many present-day business gatherings.

For the last 10 years the American Society of Bakery Engineers has enforced a liquorless convention policy. It is a simple, realistic, and wholly unprudent policy. No objection is taken to delegates having a drink in their rooms. The ban is on the free-for-all receptions and cocktail parties.

"This organization's example is worth more than casual notice. It takes no white-ribbon wearer to feel dismayed at the fact that many business conventions have deviated seriously from levels of sensible behavior. Immediately following repeal a reaction set in against the all-out orgies of prohibition days. Then, gradually, standards relaxed until many a convention is one long round of alcoholic brawls.

"Today, substantial corporations, big enough and old enough to know better, have fallen into the habit of sponsoring free-handed convention carousals. This is done in the name of 'good-will.' From the stories that drift around, these 'good-will' maneuvers sometimes have a way of developing drunken arguments and bickerings that alienate good customers. In any case, the buyer who finds a higher bidder.

"Most important of all, these performances do business little credit in the eyes of the general public. The day is one of serious and sober responsibility for the nation. There is, moreover, a disposition in certain quarters to attempt to discredit business men as a class. A little liquor may have its place in almost any gathering of men, but common-sense restraint—always wise—is of crucial importance now. The sight and sound of a raucous, befuddled group of conventioners does little to generate public confidence in business."

## Grand National Meets Game Needs

CHICAGO, June 28 (DR)—Al Sebring, head of Grand National Sales Company, stresses the position of his company in meeting demands of quantity buyers. "There are two good reasons for our success in giving quantity buyers such complete satisfaction," said Sebring.

"First of all, we are constantly in contact with large operators who are disposing of their equipment. Secondly, our staff of skilled technicians restore used equipment to tip-top condition. As a result, we are always ready to meet practically any demand."

Mae Churris, sales manager, called attention to the fact that the small operator gets the same careful attention and service as the biggest. "We go out of our way to please the occasional buyer, for we know that one of these days he is going to become one of our substantial customers and he is always given every possible consideration," he declared.

**BETTER BUY NOW!**

## DAVAL'S AMERICAN EAGLE

BELL-FRUIT or  
DEFENSE REEL  
SYMBOLS

FEATURING  
FREE PLAY  
MYSTERY  
AWARD  
TOKEN PAY-  
OUT 2 FULL  
YEA  
CONDITIONAL  
MECHANISM  
GUARANTEE.  
Sample \$34.50.  
Ball Gum Model  
only \$2 extra.



**MARVEL**  
CIGARETTE  
REEL SYMBOLS

AMERICA'S  
GREATEST  
TOKEN PAY-  
OUT COUNTER  
GAME STEADY  
PROVEN PROF-  
ITS FOR YEARS  
AND YEARS  
Sample \$24.50.  
Ball Gum Model  
only \$2 extra.

1/2 Deposit, Balance C. O. D.

## ATLAS NOVELTY CO.

2200 N. Western Av.  
Chicago, Ill.

2219 Fifth Ave., Pittsburgh, Pa.  
ATLAS AUTOMATIC MUSIC CO.  
3939 Grand River, Detroit, Mich.

## THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in  
nickels per minute—new  
double speed, two barrel  
coin packer. Penny, nickel  
and dime sizes. Price \$1.50.  
Blackstone Coin Packer Co.  
Madison, Wis.







LANG THOMPSON (center), well-known orchestra leader, was a visitor at the June 5 meeting of the Cleveland Phonograph Merchants' Association held at the Hotel Carter, Cleveland.

## Batting Practice Popularity High

NEW YORK, June 28 (MR).—Batting Practice, according to Max D. Levine, head of Scientific Machines Corporation, continues to maintain its popularity with the public. "Players return to play the game again and again because of

the thrilling, true-to-life baseball action of the game," he states. "The reproduced thrills of an actual baseball game have made players throut the country Batting Practice addicts.

"A significant point that adds to the pleasure of the game is the manual exertion necessary in pressing the trigger that operates the game," said Levine. "Players get real satisfaction from judging the right moment to press the trigger.

"Reports received from operators throut the country coincide on the fact that the machine is a steady profit producer. There is no let-up in receipts, regardless of how long the machine is on location. As a matter of fact, receipts tend to rise as time goes on.

"A typical example is an operator who made a Batting Practice installation four months ago, and who came back with records. His story was that after placing the machine on location for three months he thought it time to switch to a new spot. Receipts were so good, however, the location would not permit withdrawal, and he had to purchase additional equipment for other locations.

"There can be no question of the long-life feature of Batting Practice, and I am convinced the game will produce profits for a long time to come.

"Letters are coming thru nicely in our advertising idea contest. Operators are enthusiastic and are eager to help spread practical suggestions. We are receiving worth-while suggestions from operators in every mail," he concluded.

## Seiden Set for 11th Anniversary

ALBANY, N. Y., June 28 (DR).—The Seiden Distributing Company soon will celebrate its 11th anniversary. Henry Seiden, handling outside work, is doing a big job with Buckley Music System and the many other lines handled by the organization, according to reports.

Julius Osbein, taking care of inside business, reports business is humming. During the past 11 years Seiden has contributed more than his share to the growth of the coin machine industry as a whole.

## Houston

HOUSTON, Tex., June 28.—Eddie Oates is now with Straus-Frank Company selling phonograph records.

Bill Forster, formerly with Decca Distributing Corporation at Oklahoma City, has been transferred to the Houston branch.

Fred McClure starts his vacation July 1. He hopes to spend most of it in old Mexico. W. C. Atkins will take his vacation when Fred returns. Atkins is co-owner of the operating firm Atkins & McClure Amusement Company.

Rudy Greenbaum and Earl Reynolds, general sales manager and district manager respectively for Packard Manufacturing Corporation, were in Houston on a business trip last week.

Buster Ayo, service manager for R. & A. Distributing Company, recently made wall box installations in Bryan for Bryan Novelty Company and P. C. Teeter Novelty Company.

Electro Ball Company, Seeburg distributor, had a contest in May for all outside salesmen in seven States. Three cash prizes were awarded. Arnon Sage, of the Houston office, won all three prizes.



Large cigarette symbols. Automatically dispenses cigarette tokens and on Jackpot Combination releases Goldward Coin to play; 1¢ or 2¢ play. Beautifully styled; tremendous cash capacity—everything you want in a token payout game. Write for special operator's price.

## GROETCHEN TOOL COMPANY

120 N. Union St. Chicago, Ill.

WEST COAST OFFICE:  
John Kagan, 978 1/2 So. Stearn St.,  
Los Angeles, Calif.

## ALL REBUILT AND VERY CLEAN

3 Western Bobbills (with Registers) ..... \$35.00  
1 Western Gambelle (Payout) ..... 45.00  
4 Fleetwoods (Payout) ..... 29.50  
10 Peaches (Payout) ..... 24.50  
1 Bally Rover (Payout) ..... 24.50  
2 Bally Fairgrounds (Payout) ..... 25.00  
2 Bally Gold Cups (Free Play) ..... 45.00  
4 Exhibit Contacts (Free Play) ..... 15.00  
2 Pyramids (Free Play) ..... 10.00  
Also a fine stock of Rebuilt Consoles for cash or check payout; Gallop Dominoes, Rollette Jr., Rollette Senior, Triple Entry, Track Times, Lucky Lucres, etc. Write for prices.  
One-Third With Order, Balance C. O. D.  
These are all in First-Class Condition,  
No Junk

## The R. F. Vogl Distributors

Milner Hotel Bldg. Salt Lake City, Utah

## WAIT! Coming Soon! EVANS' PLAY BALL

Manikins Actually

Play Baseball!

New! Different! Original!  
Not a Toy! No Make-Believe!

## AMERICA'S COUNTER GAME KINGS

Recommend

Baker's

# KICKER and CATCHER

KING OF COUNTER GAMES

Sold on  
10-DAY  
MONEY-BACK  
GUARANTEE

Greatest Counter Coin Catcher in years! Introduces brand new skill idea! Crammed with "come-on" — a knockout for competitive play. All mechanical — no service problems. Take our tip and order at once!

NICKEL PLAY

\$31.75

F.O.B. Chicago

PENNY PLAY, \$29.75

Stand, \$8.00 Extra

1/2 Deposit With Order.



GERBER & GLASS 914 Diversey Blvd. CHICAGO

## PULL TAB SHEETS

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed.

The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

80 No. Yellow 9"x6 1/2"	.....	\$48.60 per 1000
85 No. Red 8"x7 1/2"	.....	42.95 per 1000
100 No. Yellow 9"x8"	.....	57.75 per 1000
100 No. Baby 6 1/2"x5 1/2"	.....	47.40 per 1000
120 No. Red 8"x9 1/2"	.....	55.88 per 1000

When necessary you can make up booklets for fund-raising campaigns by adding one or more pages.

## CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Ave.

CHICAGO, U. S. A.

ROYAL RACES  
105 2025 2013 10  
1510754321  
15¢

## YOU'RE OUT IN FRONT with GARDNER'S NEW BOMBSHELL!

ROYAL RACES combines the thrilling appeal of real horse racing with a host of powerful money-making features! \$15 top Race Track section contains advances to 7 Royal Races jackpots with \$25 big money winners! Colorful, gaudy, dazzling full-color design! Race-horse symbol tickets!

1600 Miles—Get Play—Send-Think TAKES IN ..... \$80.00  
PAYS OUT (Average) ..... 45.62  
PROFIT (Average) ..... \$34.37

WRITE NOW FOR NEW CIRCULARS. JUST OFF THE PRESS, SHOWING LATEST GARDNER HITS!

GARDNER & CO. 2307 30. ANCHER CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



**A BIG O.K.  
FROM THE U.S.A.  
FOR DAVAL'S NEW  
DOUBLE-GAME COMBINATION**

**LUCKY SMOKES**



Real cigarette action in REAL cigarette style. Coin divider and 2 BIG separate cash trays. Ball Gum Vender. Number winners like a slot machine—PROFITS LIKE A SLOT! ORDER QUICK FROM YOUR NEAREST DAVAL DISTRIBUTOR!

**AMERICAN FLAGS**



This is how LUCKY SMOKES looks with AMERICAN FLAGS display front and real strips. Becomes a brand-new, thrilling, 3-reel counter game. Two display fronts enclosed for this game—with and without scores. Play in points or cigarettes. ORDER QUICK!!

**BOTH GAMES  
IN ONE FOR ONLY  
\$22.50**  
E.O.B. CHICAGO  
INSTANTLY INTERCHANGEABLE  
RIGHT ON LOCATION

**DAVAL**  
2043 CARROLL AVE., CHICAGO

PACIFIC COAST MAC MOHR CO.  
2916 W. PICO BLVD - LOS ANGELES, CALIF.



ONE OF THE STANDOUT REFRESHMENT spots in Utica, N. Y., is the Kewpee Hotel Restaurant. According to Charles Gorman, of the Gorman Novelty Company, an important factor in the location's popularity is the Seebury Music System installation. (MR)

## Big Music Year, Says Ed George

CHICAGO, June 28 (MR).—Ed George, of Akron, O., said to be one of the largest music merchants in the country, declares that 1941 will be the greatest year in automatic music history. George has been in the operating business many years, handling every type of music and amusement equipment.

"For many years," said George, "I have been consistently adding to my music equipment, so that I now have many routes in Ohio. In the beginning my attitude toward music was about the same as many operators. I felt that by placing a phonograph in a location I was accommodating the merchant and making it possible to operate other equipment used in the location. As time went on my attitude changed. I gradually made music the foundation of my business."

"During the past few years I have found that by following good business plans that the music was the main part of my operating business. It gave me a year-round business and income, kept me in personal touch with the best locations in the different sections in which I have been operating."

"The big idea in music today is remote control. It is true that this equipment in the beginning requires an additional investment, but as soon as it is installed receipts show a very satisfactory increase."

"In the past few months I have installed a good many Buckley Illuminated Music Systems. I find that it has all of the flash needed to attract attention and is satisfactorily constructed so that it gives steady service and steady top profits."

## Counter Skill Game Tops, Says G&G

CHICAGO, June 28 (DR).—Gerber & Glass, oft acclaimed counter game kings, have put their approval on the new counter game, Kicker and Catcher, they say.

"The way players flock to the game, and from the way operators are taking to it, it looks like predictions are coming true about the success of this game," said Max Glass.

"Kicker and Catcher is different from anything heretofore offered. It presents a fascinating new kind of skill play that captivates players. For appeal and come-on, the game is tops and already setting records."

## Groetchen Sparks In Big Demand

CHICAGO, June 28 (MR).—According to Ed Hanson, sales manager of Groetchen Tool Company, the Sparks Goldward token payout game has given such an excellent account of itself that operators everywhere are demanding immediate shipment.

"Location earnings of the Sparks Goldward games," he said, "are far beyond that of ordinary token games. Sparks is definitely in a class by itself,

and there are several factors for its success."

"In the first place," Hanson stated, "Sparks is beautifully styled. Secondly, Sparks has two separate payout systems. In addition to the token that is paid out thru the slot opening when the jackpot combination is lined up, a large Gold-award coin is automatically dispensed."

"Another reason contributing greatly to Sparks' popularity with operators is the fact that it has 30 per cent more token capacity and a tremendous size cash box. This means less service for the operator and cuts down on service calls."

"The ball gum vender is standard equipment on Sparks and it is supplied in straight penny or straight nickel play, available with cigarette, horse, beer, or number symbols."

## Super Bomber In Sales Boom

CHICAGO, June 28 (MR).—"Sales of Evans' new Super Bomber is zooming to record high marks, as orders come pouring in," say officials of H. C. Evans & Company. "The trade has recognized and endorsed Super Bomber with the highest enthusiasm. From all parts of the country the game is receiving an ovation from distributors and jobbers. In order to keep up with the demand we have been forced to put Super Bomber into super production at the factory."

"Super Bomber is different from anything," the spokesman went on. "It is not a gun and does not operate on the principle of shooting down aircraft. Instead, the player is given the treat of experiencing how it feels to pilot a giant super bomber plane in the thick of a combined air and naval battle. The realism of effects is carried out to a remarkable degree. The interior of the plane's cockpit, windshield, instrument panel, controls, and bomb releases, are reproduced almost lifelike. It's a perfect appeal for defense-minded America."

## Exhibit Factory Workers Vacation

CHICAGO, June 28 (MR).—The Exhibit Supply Company plant will be closed from June 27 to July 7 to make it possible for employees to have a vacation.

During this period, it is said, no games will be shipped. "Beginning the week of July 7 another new game will be released which is destined to be a record breaker," says John Chrest, sales manager.

"Operators, jobbers, and distributors are advised to watch for the announcement of this game which will appear in *The Billboard* dated July 12."

The sales department, arcade division, and parts department will remain open during the vacation period to fill any orders for those supplies that may be required," it is said.

**FREE INFORMATION  
AND PLANS  
TO START A  
MODERN EXHIBIT  
PENNY ARCADE**

(LARGE • MEDIUM • SMALL)

GOOD LOCATIONS NEAR ARMY CAMPS • SUMMER RESORTS, etc.

**TO-DAY'S FASTEST GROWING  
PROFITABLE BUSINESS**

Write Us Now! EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

**IT'S HERE AT HEADQUARTERS!**

Baker's Terrific  
Counter Sensation

**KICKER and CATCHER**

Ready For Another Gold Rush!

What play! What profits! One look and you know it's the greatest counter hit in years! 100% mechanical, no wires, no batteries. 100% skill—100% legal, 100% griefless. Order yours today!

NICKEL **\$31.75**

PLAY  
Penny Play \$29.75  
Grand \$8.00 Extra

**MAC MOHR CO.**

Distributors of "Baker Built" Products  
2916 W. Pico Blvd., Los Angeles, Calif.





## WAR ON SLUGS

In the war on slugs the experiment is even being tried of teaching school children how to recognize bona fide money. The course was tried in five schools in Colorado recently, and plans are being made to extend it to other high schools in the State and probably in other States next fall, according to Supervising Agent Rowland K. Goddard, in charge of the Secret Service office in Denver.

According to Goddard, five Colorado schools placed the courses on their curricula this spring in an effort to teach students to study valid American currency and coins so that they will recognize counterfeit money. Goddard said he will visit these schools when the present term ends to talk with principals and teachers about their success with the plan.

The courses were introduced in schools in half a dozen States and reports from scattered areas will be integrated in Washington to determine how the "know your money" programs should be encouraged all over the country next fall.

"We want to know into which classes the instruction most naturally falls, whether mathematics, economics, social science, or others," Goddard said, "we want to know whether students in the seventh grade will be more interested and learn better than those in the senior year of high school."

"By being able to recognize phony money the public is able to reduce the losses to business, to reduce the cost of law enforcement, and to convince people they are wrong when they think the counterfeiting racket is easy and profitable."

The annual losses due to counterfeit money which averaged more than \$700,000 up to 1936 have been steadily reduced until the 1940 total was \$100,000, Goddard said.

### News Is Spread

Newspapers are aiding the cause by widely publishing news of intensive efforts being made by government agents to put an end to the slug evil. The *Budget-Gazette*, of Brookfield, Mo., June 4 gave plentiful space to a story of how the Secret Service trails users of slugs. It also added local point to the story in an emphatic way.

The newspaper reported that "at a recent celebration many dimes from some undiscovered source appeared but were so plainly false that they were easily detected. For some time there has been an absence of counterfeit coins in Brookfield and one reason is that thru the sponsorship of the Brownlee-Moore Banking company, P. E. L. agents have given talks at the high school explaining how to detect phony coins from genuine."

"A warning has been issued by William H. Davenport, United States Secret Service agent, that persons whose custom it is to drop slugs or counterfeit coins into vending machines, pinball devices, and pay telephone boxes, will have to reckon with the United States Government. Slug users are liable to prosecution the same as passers of counterfeit coins, the only difference being that the slug users face prosecution under State laws, while counterfeit coin passers face federal prosecution."

"A great many vending machines and telephone toll boxes are equipped with magnetized rejectors which will detect and refuse most slugs, and a rejected coin is not regarded as counterfeit, but the spurious coin that is not rejected is regarded as counterfeit because to pass the detector it must have the size,

weight, and metallic composition of a genuine coin, he stated.

"Many Brookfield merchants having pinball machines and other vending devices report that slugs are found in small amounts when machines are opened. Vending machines, however, have provided opportunities for secret use of phony coins.

"Due to the educational campaign put on by the Secret Service Department during 1939 and 1940, there was a decline in the passing of counterfeit currency from \$1,000,000 a year to about \$100,000. While there is much profit in passing counterfeit coins and slugs thru machines, the penalty is out of proportion to the profits gained, as 10 years in prison is a pretty heavy price to pay for a package of cigarettes."

### Dallas Epidemic Stopped

Efforts of the local U. S. Department of Justice in Dallas, headed by District Attorney Clyde O. Eustus, aided by local police and peace officers, have helped to stop a recent epidemic of bogus coin slugs which has plagued coin machine men and utility officials for several weeks. Apparently two separate gangs of spurious coin operators have been broken up by the good work of Secret Service agents working in conjunction with Dallas police and peace officers. Latest arrests were made by U. S. Secret Service agent William Bradshaw, who charged three men arrested in Wichita Falls, Tex., with sale of coin slugs. Leo J. Williams, in charge of Dallas Secret Service Bureau, said that one of the three men arrested at Wichita Falls had admitted the sale of 100,000 slugs for use in gyping North Texas telephones and vending machines.

Sales of these spurious slugs have cost local business firms and coin machine men several thousand dollars per month. The local telephone company is reported to have lost over \$500 per month on bad coins. Operators of cigarette venders have recently been hard hit by slug operators who have robbed a number of locations with bogus coins.

### Slugs for Defense Metal

In all the talk about slugs, the idea that the metal in them may be put to good purpose has come forward in different parts of the country. Ohio cigarette operators decided to donate a collection to the government for the metal, and also a city official in Minneapolis recently suggested the same idea.

What to do with slugs that have been jammed into coin machines and parking meters has long been a problem. Heretofore thousands of them have been dumped into the river. But Gladys Miller, acting city treasurer of Minneapolis, has come up with an idea for the slugs which gut the city's parking meters.

Turn them into scrap metal and help win the war, says Miss Miller.

In a letter to the Minneapolis city council regarding the 4,000 slugs which found their way into the parking meters and then to her office, she suggested they be scrapped. The aldermen agreed with her and instructed Miss Miller to turn the slugs over to the city engineer to be melted into scrap metal which could

# SEE YOUR DISTRIBUTOR

# 3 UP

IT'S DIFFERENT

## STONER

### \$109.50

Subject to change without notice



## STONER CORPORATION, Aurora, Ill.

### THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ALL AMERICANS \$39.50  
METRO ..... 35.00  
STARS ..... 45.00

BOOM TOWN \$75.00  
MYSTIC ..... 49.50  
SPORT PARADE 47.50  
ZOMBIE ..... 37.50

WRITE QUICK for Our Complete Price List of All New and Used Machines!

## BUDIN'S, INC.

174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: RE 4-9700

be used for a variety of purposes—even the making of guns and bombs.

### Baby Production

Born to Mr. and Mrs. J. B. Belin June 11 a boy, Gary Oliver. Belin is a prominent Houston, Tex., music operator.

Born to Mr. and Mrs. A. A. Sage June 19 a boy, Charles Arthur. Sage is a Seeburg salesman with the Houston, Tex., branch of Electro Ball Company.

## NEEDED

Six good coin machine mechanics at once.

## WARNER'S

2621 Parade St. Erie, Pa.

## CLOSE OUT SPECIALS

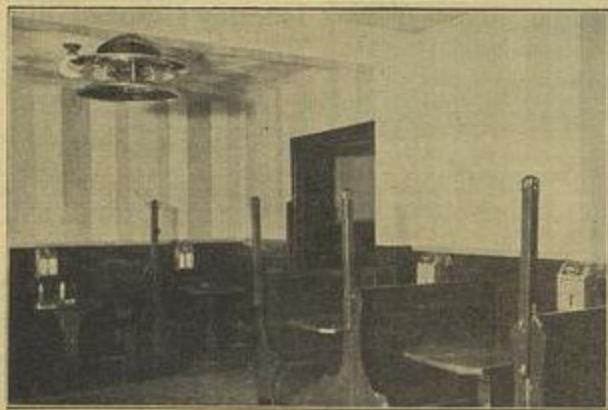
\$19.00 Each, 2 for \$29.00  
Mr. Chips Triumph  
Ondra Park Lucky  
Big Six Bang  
Rotation Polo  
Double Feature O'Boy  
All games like new, ready for location.  
Sara Sully .. \$25.00 Life & Card .. \$22.50  
Dixie ..... 25.00 School Days .. 49.50  
See Hear .. 65.00 Cross Line .. 39.50  
1/3 Cash, Balance O. O. D.  
**JAMES D. BLAKESLEE**  
43 15th Street BUFFALO, N. Y.

## SENSATIONAL BOARDS

From the Smallest to the Largest

TO BOOST YOUR TAKE  
Write For Catalogue

**Globe** PRINTING COMPANY  
1023-27 RACE ST., PHILA., PA.



BUCKLEY MUSIC SYSTEM INSTALLATION at Gallo's Restaurant in Watertown, N. Y. The nine-box installation was made by M. Forman. (MR)

## WANTED

Mills Blue Fronts Slots, Mills Cabinet Stands. Give serial number and state your lowest price for each.

## HARRY HOKE

3515 Adam Mills Rd., N. W., Washington, D. C.



THERE'S LESS TIME LEFT  
THAN YOU THINK...  
TO BUY

## AMERICAN EAGLE

'BELL-FRUIT' OR 'DEFENSE' REELS!  
MYSTERY AWARD FREE PLAY  
TOKEN PAYOUT! 1c or 5c! GOLD AWARD

MODEL ONLY \$2.00 EXTRA!  
MECHANISM UNCONDITION-  
ALLY GUARANTEED FOR 2  
FULL YEARS! QUICK! ORDER  
NOW!

\$34.50  
BALL GUM MODEL  
ONLY \$2 EXTRA  
PRICE SUBJECT TO  
CHANGE WITHOUT  
NOTICE!



and **MARVEL**

3 CIGARETTE REELS—MYSTERY  
AWARD—TOKEN PAYOUT—1c or 5c

MECHANISM UNCONDITION-  
ALLY GUARANTEED FOR 2  
FULL YEARS! QUICK! ORDER  
NOW! ANTICIPATE YOUR  
NEEDS WHILE THERE'S STILL  
TIME!

\$34.50  
BALL GUM MODEL  
ONLY \$2 EXTRA  
PRICE SUBJECT TO  
CHANGE WITHOUT  
NOTICE!



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast—MAC MOHR CO—2916 W. PICO BLVD—LOS ANGELES, CALIF.

Dollars for  
"Sense..."

Radio's No. 1 sensation is  
now SUPERIOR'S No. 1 hit  
board... "Take It Or Leave  
It" has entertained millions of quiz  
fans throughout the country and  
now SUPERIOR gives the same  
millions all the thrills and excitement  
of the radio show compacted  
in a die-cut punchboard... See the  
amazing 5 pots offered so that  
players can choose to accept one  
award or try for a higher one. A  
money-maker!



**SUPERIOR PRODUCTS**

14 N. PEORIA ST., CHICAGO, ILL.

"The World's Fastest Growing  
Salesboard Factory Becomes The Largest!"

TAKE IT OR LEAVE IT... 5¢ per  
sale... 1000 holes... Board takes  
in \$50.00... Total average pay-  
out \$26.00... Total average profit  
\$24.00... Thick board...  
LIST PRICE \$5.96.

**WANTED**  
**BALLY RAPID FIRES**

Any Quantity—Quote Lowest Prices in First Letter  
Must be in Good Condition

Addison Novelty Co. 925 BELMONT AVENUE  
CHICAGO • ILLINOIS



PHOTO OF BAKER NOVELTY COMPANY'S OWN FACTORY on Washington Boulevard, Chicago. "It's equipped with latest machinery and facilities for high production efficiency," officials state. (MR)

## Bally Breaks Record For Multiple Sales

CHICAGO, June 28 (MR).—Bally's Jockey Club multiple one-shot has established a new high in multiple sales volume, according to George Jenkins, general sales manager of Bally Manufacturing Company. "And," Jenkins added, "orders continue to pour in without any sign of let-up. There was a time when we thought no multiple game could ever pass the sales record set by Grandstand. But Jockey Club proves that you never can tell in the coin machine business."

"Of course, the reason for Jockey Club's phenomenal success is no mystery. The game includes all the features of Bally's great multiples—changing odds, mystery selections, win-place-show purse, buy-the-board, and a Grandstand-style reserve. But, as the cigarette advertisements say, 'something new has been added.' In fact, two attractive features have been added—the build-up bonus and the wild-four feature. Both are packed with repeat play appeal, and comparisons of Jockey Club collection records with previous multiple earnings proves that 'something new' means an all-time high in profits."

"Club Trophy, which is the equivalent to Jockey Club in the replay class, is also doing a stand-out job. Demand for both exceeds production. To the many distributors and operators waiting for delivery, I can only plead for patience and assure them that production is going at as rapid a rate as possible. Those who've had a taste of Jockey Club or Club Trophy profits know that these two games are certainly worth waiting for."

## Keeney Games Ride Popularity Crest

CHICAGO, June 28.—"Keeney games are riding high on the crest of a popularity wave that grows greater as the season progresses," advises J. H. (Jack) Keeney, head of J. H. Keeney & Company.

"With three hit games going thru our production lines at a rapid gait, the facilities at our new plant are undergoing a severe test and are proving the worth of our foresight in installing such efficient manufacturing methods."

William (Bill) Ryan, sales manager, reports constantly climbing sales on Contest, Sky Ray, and Texas Leaguer. "Contest, our super de luxe one or five ball replay game with one to four coin multiple play, has been enjoying a heavy buying wave because it offers operators and players something really new in replay games," Ryan declared. "Sky Ray, our five ball novelty replay game, featuring a unique combination of pockets and bumpers, has taken the lead in sales of replay games, while Texas

Leaguer, considered the greatest value in skill games today, continues to occupy a large part of our production lines in response to the unceasing demand."

## WINGS



### 5-Reel Cigarette Game

Here is a "Top Flight" money maker destined to soar to new heights of popularity. WINGS has top-notch playing action—its 5 Cigarette Reels hold the promise to players of three tempting awards:

- 3 of a kind wins 1 pack.
- 4 of a kind wins 5 packs.
- 5 of a kind wins 10 packs.

The potential of getting 10 packs of cigarettes for one penny is a powerful appeal, bringing you sky-high earnings.

Price (subject to change \$18.50  
without notice).....

**Groetchen Tool Company**

130 N. Union Street Chicago  
WEST COAST OFFICE: John Keeney, 278 1/2  
So. Steam Dr., Los Angeles, Calif.

For Big Profits

Groetchen's

## WINGS

Price (subject to change \$18.50  
without notice).....

for immediate delivery

**AUTOMATIC COIN MACHINE CORP.**

340 CHESTNUT ST.  
SPRINGFIELD, MASS.





ONE OF THE MANY PHOTOS OF ARCADES coming into the Mike Manves Corporation offices every day. This is the interior of Playland, Flint, Mich., showing what can be done in combining a dairy bar with an arcade. (DR)

### New City Sales Has Credit Plan

CHICAGO, June 26 (DR).—New City Sales Company, Chicago, has recently entered the field of distributors, offering reconditioned and new machines. They

also have a set-up for financing operators, say company officials.

The company is headed by brothers Harry and Mickey Gordon. Maurice Davis is credit manager. "We have something attractive to offer operators who want to increase their routes but lack the ready capital to do so," said Harry Gordon. "By dealing with us, operators can secure prompt financing, thus enabling them to expand at once.

"Our large stocks include every type of machine for every need."

### Monarch Continues Sales Practices

CHICAGO, June 28 (DR). — "It's a tough job in these days to supply customers with every type of machine and still maintain the regular price level, but we are doing it," says Al Stern, Monarch Coin Machine Company.

"That's because we acted long ago to assure ourselves a plentiful supply of machines so as to secure our customers against high prices. By making large quantity purchases and arranging steady incoming shipments, we are now able to maintain a large stock of games ready for immediate shipment.

"Regardless of what an operator may require, in consoles, free play, counter games, automatic payouts, phonographs, or legal equipment, Monarch has it.

"Another important point these days," he continued, "due to the increase of business among operators, many of them cannot find time to visit distributors' showrooms and make their own selections. More and more of our customers now depend upon our selections to fill their needs. It is a Monarch specialty to know the needs of territories throughout the country and we are able to suggest games for every area."

### Kicker and Catcher Booms at Baker

CHICAGO, June 28 (MR).—"An announcement of Baker's new Kicker and Catcher counter game was greeted with an avalanche of orders from all over the country," reports Carl Huppert, of the Baker Novelty Company.

"The responses came pouring in so heavily that we actually faced a production problem. Going into a huddle, we decided to devote an entire floor of the new Baker factory exclusively to turning out this new game in order to keep production in line with demand."

Harold I. Baker, president, expressed delight over the trade's reaction to the game. "It's beyond all expectations, even tho we expected great things," he said. "The game has already proved itself by the most remarkable test location showings I've ever seen. At the Hotel Sherman, Chicago, where Kicker and Catcher is an attraction, its record of play and collections are beyond belief. In competition with machines of many kinds and types, Kicker and Catcher is a standout in drawing power and earnings. The entirely new play action game goes over big with players and they really give it a workout."

## GET SET WITH THESE SOUTHERN BARGAINS!

LIMITED NUMBER OF RECONDITIONED USED PHONOGRAPHS REFINISHED IN MARBLEGLO

<b>SEEBURGS</b>	<b>MILLS</b>	<b>600</b>
A, B, C or D 12 Rec. \$ 25.00	Throne of Music 1940 Model \$129.50	\$139.50
Casino or Gem ..... 119.50	<b>WURLITZERS</b>	149.50
Plaza or Regal ..... 129.50	412 or 312 ..... \$34.50	<b>ROCKOLAS</b>
Voyage ..... 169.50	616 or 716 ..... 49.50	Regular 12 Record ..... \$24.50
Casino ..... 179.50	412 With Illuminated Sides and Grill ..... 59.50	16 Record Illum. Grill 49.50
Commander, Manual Selector ..... 199.50	412 in Illum. Cab. .... 59.50	12 Record R. N. .... 39.50
Commander, R. B. in Remote ..... 219.50	412 With Illum. Grill 59.50	Imperial 20 ..... 49.50
	24 Record ..... 89.50	1102 Console Model ..... 119.50
		With Stand ..... 149.50

### LEGAL EQUIPMENT

Black Cab., Keener Anti Aircraft Gun \$44.50	Bally Defender ..... \$109.50
Brown Cab., Keener Anti Aircraft Gun 59.50	Bally Rapid Fire ..... 129.50
Bally Bull's Eye Gun ..... 49.50	Mutoscope Traveling Crane ..... 69.50

### SPECIAL

Brand New Cubs in Fruit Real or Cigarette Real ..... \$7.75

HAVE ONLY A LIMITED NUMBER IN STOCK—ORDER TODAY.

### PAY TABLES, CONSOLES, ETC.

Peekness ..... \$19.50	Jennings Derby Day ..... \$27.50
Sunshine Derby ..... 19.50	Ten Four ..... 27.50
Zipper ..... 19.50	Track King ..... 27.50
Galloping Dominos ..... 59.50	Liberty Bell ..... 27.50

Mills 1-2-3 Payout, 1930 Model, \$20.50	Mills 1-2-3 Free Play, 1930 Model ..... \$39.50
Evans Jungle Game Free Play Console ..... \$109.50	

### FREE PLAY GAMES READY FOR LOCATION

Alway ..... \$19.95	Doughboy ..... \$27.50	Merry Golfout \$27.50	Score Card ..... \$27.50
All Baba ..... 19.95	Drum Major ..... 32.50	Metro ..... 54.50	Summerline ..... 29.50
Alps ..... 19.95	Double Posters ..... 37.50	Myrtle ..... 72.50	Score a Line ..... 34.50
Airline ..... 17.50	Dado Ranch ..... 39.50	Nippy ..... 19.50	Speed Demon ..... 37.50
Andot ..... 37.50	Discs ..... 39.50	Odd Ball ..... 17.50	Speedway ..... 37.50
Armada ..... 37.50	Duplex ..... 67.50	Ocean Park ..... 19.50	Skyline ..... 44.50
All American ..... 57.50	Do Re Mi ..... 74.50	Oh Boy ..... 24.50	Stars ..... 62.50
Box Score ..... 19.95	Flash ..... 19.95	On Johnny ..... 29.50	School Days ..... 64.50
Blackout ..... 19.95	Flashlight ..... 19.95	On-Dest Buffalo ..... 34.50	Starfallow ..... 64.50
Big Ten ..... 19.95	Fantasy ..... 19.95	Pick Em ..... 19.95	Steer Up ..... 67.50
Buckaroo ..... 19.95	Fifth Inning ..... 19.95	Pyramid ..... 19.95	Sun Beam ..... 72.50
Big Six ..... 19.50	Follies ..... 19.95	Parish ..... 24.50	Sugor ..... 72.50
Bally Beauty ..... 24.50	Fox Hunt ..... 39.50	Playmate ..... 34.50	Sports Party ..... 72.50
Big Two ..... 27.50	Gold Star ..... 49.50	Polo ..... 39.50	Sea Hawk ..... 74.50
Big League ..... 27.50	Golden Gate ..... 19.95	Power House ..... 39.50	South Paw ..... 79.50
Bowling Alley ..... 27.50	Glamour ..... 39.50	Paradise ..... 67.50	Triumph ..... 19.95
Britt's Best ..... 27.50	Gold Star ..... 49.50	Play Ball ..... 77.50	Thrill ..... 19.95
Blonde ..... 34.50	Headliner ..... 19.95	Ribound ..... 19.95	Three Up ..... 19.95
Bandwagon ..... 44.50	Hold Over ..... 27.50	Rick ..... 19.95	Triple Play ..... 19.95
Boardwalk ..... 64.50	Hoochie ..... 74.50	Roller Derby ..... 19.50	Travel ..... 19.95
Bookend ..... 44.50	Hot Shot ..... 49.50	Red Hot ..... 19.50	Trav. Score ..... 37.50
Chief ..... 19.95	Jump ..... 17.50	Rove ..... 24.50	Trip ..... 19.50
Clipper ..... 27.50	Jolly ..... 24.50	Rotation ..... 32.50	Trapeze ..... 19.50
Chevron ..... 19.95	Keen a Ball ..... 19.50	Supper Six ..... 19.95	Ton Spot ..... 74.50
Chubbie ..... 19.95	Kick ..... 19.95	Spot Em ..... 19.95	Varsity ..... 19.95
Consent ..... 19.95	Liberty ..... 19.95	Scop ..... 13.95	Victory ..... 27.50
Champion ..... 17.50	Lucky ..... 19.50	Sub Charge ..... 19.95	Vocation ..... 34.50
Convention ..... 34.50	Love Star ..... 34.50	Smokes ..... 19.95	Volvet ..... 72.50
Crossline ..... 44.50	Lovely ..... 19.50	Side Kick ..... 19.95	Wings ..... 54.50
Champ ..... 67.50	Landlide ..... 34.50	Sky Rocket ..... 19.50	Wild Fire ..... 72.50
Bary Area ..... 19.95	Line Up ..... 34.50	Score Champ ..... 19.50	Yacht Club ..... 32.50
Dandy ..... 17.50	Mason ..... 27.50	Short Stop ..... 24.50	Zio ..... 19.50
		Sporty ..... 27.50	Zemba ..... 69.50

TERMS 1/3 DEPOSIT. BALANCE SIGHT DRAFT.

## SOUTHERN AUTOMATIC MUSIC COMPANY

"The House That Confidence Built"

542 S. Second St. 531 N. Capitol Ave. 312 W. Seventh St. 425 Broad St.  
LOUISVILLE, KY. INDIANAPOLIS, IND. CINCINNATI, O. NASHVILLE, TENN.

### THIS IS IT!

THE COUNTER GAME SMASH HIT OF 1941!

Baker's

## KICKER and CATCHER

And how it's putting collections over the top! Brand new stock idea gets terrific play. Simple, sturdy mechanism, no electricity, 100% legal. Get it quick for a money-making cleanup.

NICKEL \$31.75 PLAY

Penny Play—\$29.75. Stand—\$8.00 Extra.

**UNITED AMUSEMENT CO.**  
Baker Built Products  
3410-12 Main Street  
Kansas City, Missouri

### FACTORY SALE!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285-C, MINNEAPOLIS, MINN.

### CENTRAL OHIO QUALITY BUYS

Chango ..... \$65.00	Gold Star ..... \$32.50	On Deck ..... \$25.00
Seven Up ..... 69.50	Starliner ..... 32.50	Brill Spot ..... 25.00
Zemba ..... 42.50	Bandwagon ..... 37.50	Big Show ..... 17.50
Blare ..... 59.50	Lovely ..... 32.50	Miami ..... 10.00
S Bass ..... 52.50	Flight ..... 39.00	Zio ..... 19.50

ONE BALL PAYOUTS—Bally Sport, \$55.00, Bally Gold Cup, \$39.50.

### PHONOGRAPHS

Wurlitzer 412s ..... \$32.50	Rockola 1940 Super, Rocketite finish, like new ..... \$25.00
Wurlitzer P-12 ..... 29.50	Rockola 1941 Tone Console, \$245.00. Write for details.
Rockola Imp. 20 ..... 49.50	Rockola 1941 Tone Console, \$125.00. Write for details.

Write for complete price list on each and free Play Consoles, Slots and Arcade Equipment. Phone with Order, Balance C. O. D.

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High Street, COLUMBUS, O.**



# ONE SURE THING

IN THIS UNCERTAIN WORLD

TODAY—  
TOMORROW



AND 5 YEARS  
FROM NOW

## BATTING PRACTICE

... WILL BE THE MONEYMAKER YOU CAN REALLY DEPEND UPON! Operators and distributors agree that **BATTING PRACTICE** is the greatest baseball game ever made—a game that will be popular as long as baseball itself is popular!

100% LEGALITY  
IN ALL 48 STATES



UNBELIEVABLY  
BIG COLLECTIONS

ORDER TODAY AND BE SURE OF TOMORROW!

**SCIENTIFIC MACHINE CORP.**  
21 STEUBEN ST. BROOKLYN, N.Y.

### ATTENTION, OPERATORS, JOIN THIS CONTEST

**BATTING PRACTICE** is here to stay! Our advertising will stress this fact week after week. We will pay \$5 for the best headline suggested by an operator each week. Write us today.

## BUD LIEBERMAN Says

**OPERATORS WHO BUY FROM ME MAKE MORE MONEY!**

Here's Why: You Pay Less! You get a bigger choice of better used games! **FREE PLAYS--1 BALLS--CONSOLES--GUNS--**

**COUNTER GAMES . Anything you want—Used or New!**

REMEMBER, WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS  
JUST A STONE'S THROW FROM THE SHERMAN!



"Every Deal Personally Handled by Bud"

## "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.



## Genco's Captain Kidd Game Hailed

CHICAGO, June 22.—Dave Gensburg, official of Genco, Inc., reported this week that its newest five-ball game, Captain Kidd, had set a new summer sales record. "On the longest day of summer, June 21, we received more orders for Captain Kidd than we have ever before received in one day," he said. "Captain Kidd is continuing to gain in volume sales. This is one game that will surely turn the hot summer months into the hottest money-making months for all operators."

"From Coast to Coast, we are receiving reports that Captain Kidd is winning the biggest player following. The sensational 1-2 bumper seems to have captured the imagination of the players, and they are giving Captain Kidd more play than they have any other game in many months."

"We are trying our best at this time to fill all orders as rapidly as possible and wish to assure the trade that we shall do everything in our power to keep our production to top peak all during the summer."

Gensburg has just returned from a visit to New York, where he investigated activity of Captain Kidd. He reports that the game was opening a new era for the men in the East to capture bigger summer profits.

for the San Francisco branch of the company and is now in Phoenix, Ariz., contacting accounts there. Recent purchasers of equipment were Charles Salsardino, of Canon City; Jack Shuman, Cheyenne; George Parsons, Rawlins, Wyo.; Harold Westesen, Olathe, and M. W. McBroon, Colorado Springs. A. P. Bales, of Cheyenne, reports his Wurtzler Colonial models are receiving nice play at his locations in Estes Park, one of the most popular vacation resorts in this area.

If parking meters are an indication, Denver is more-or-less sluggish. Figures show that for the first week of their operation on Denver streets the meters collected 110,905 coins, and less than a dozen slugs were found.

Gibson Bradshaw had two recent visitors. Talmán Adress, operator of El Paso, Tex., stopped in on his way to Washington. Adress purchased new equipment and stated that business was booming in his territory, due to the large concentrations of soldiers. L. Cooper, of Atlanta, stopped in on his way to a six weeks' vacation in Alaska. Cooper has sold his phonograph route in Columbus, Ga.

The Rocky Mountain Soundies Company was host at a luncheon for Mitchell Ayres and his band during their recent engagement at Lakeside Park. The luncheon was staged at Doggio's, where the first Soundies was placed here. Gerald Whitney, Wallace Porth, and Les Goodwin represented the company.

## Denver

DENVER, June 28.—With the summer season in full swing, Gibson Bradshaw, of the Denver Distributing Company, reports a steady increase in arcade equipment sales. He recently sold machines for an arcade in Clinton, Ia. He reports a shortage of used arcade equipment and expects to make a cross-country trip soon to buy up what he can find.

Al Roberts, manager of Wolf Sales Company, states that many of his customers are enjoying increased business, due to the tourist season. Wolf Retwitz, head of the company, back from a distributors' meeting in Chicago, pushed off

Following conferences in Denver with Messrs. Murdoch and Van Heild, of the Rock-Ola Company, Gibson Bradshaw, of the Denver Distributing Company, reports deliveries are coming thru nicely. Olin Gibbs, of Fort Collins, has made his second Tone-Colum installation; Art Hopkins, of Denver, his first; Thomas Hovenic, of Colorado Springs, has ordered three more remote control installations. Other visitors who purchased equipment were L. A. Snooks, Abe Cohen, and Ben Marchlock, of Cheyenne, Wyo.; C. E. Burns, of Grand Junction; A. P. Bales, of Cheyenne, and D. W. Burns, of Lanter, Wyo.



AMUSEMENT MERCHANTS' ASSOCIATION, INC., San Francisco, passed Friday, June 13, to celebrate success of its first six months at a Jinx Dinner. In the top picture, left to right, are Phil Scott, Helme Grusenmeyer, Lou Wolcher, Al Armos, Sid Mackin, Johnny Ruggiero, Carl Noto, and Jack Fox. In the second picture are Phil Scott, Helme Grusenmeyer, and Al Armos. In the third are shown those who attended the Friday the 13th Jinx Dinner. In the bottom picture are Al Armos, Sid Mackin, managing director; Johnny Ruggiero, Carl Noto, and Jack Fox.



**ORDER SAMPLE TODAY**  
New DEFENSE Model  
**AMERICAN EAGLE**

featuring FREE PLAY MYSTERY AWARD TOKEN PAYOUT and DEFENSE REELS. CAN ALSO BE HAD WITH FRUIT REEL SYMBOLS.



SAMPLE \$34.50  
BALL GUM MODEL \$2 EXTRA

**MARVEL**

World's Greatest Cigarette Reel Token Payout Counter Game. Steady Proven Profits.



SAMPLE \$34.50  
BALL GUM MODEL \$2 EXTRA

**BALL GUM**

15c Per Box, 100 Pieces. Case of 100 Boxes. \$13.75.  
1/2 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
927 Ft. Wayne Ave., Indianapolis, Ind.

**CONSOLES**

- Super Kings ..... \$85.00 Ea.
  - Double Cannon, P.P. ..... 80.00 Ea.
  - Rag's Tricks ..... 39.00 Ea.
  - Kentucky Ovals ..... 50.00 Ea.
  - Tanfoons ..... 28.00 Ea.
  - Derry Dery ..... 28.00 Ea.
  - Royal Flush ..... 35.00 Ea.
  - Mt. Wash, R.P. Comb., P.S. .... 175.00 Ea.
  - Pickems ..... 28.00 Ea.
  - Rice ..... 28.00 Ea.
  - Teasers ..... 15.00 Ea.
  - Dark Horns ..... 25.00 Ea.
  - Domino ..... 18.00 Ea.
  - Pace Race ..... 85.00 Ea.
  - 1938 Truck ..... 85.00 Ea.
- 5 Mills P.P., Mint Vendors, Original Cases (used 1 week) ..... \$105.00  
One-Half Deposit—Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**

2021 Prospect Avenue CLEVELAND, OHIO

**MILLS**

PHONOGRAPHS  
CONSOLES  
BELLS  
TABLES

**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office:  
515 Cathedral St., Baltimore, Md.

**ONLY \$12.50 EA.**

• BRAND NEW •

**1c SKILL GAMES**



HOLE IN ONE ORDER NOW! SPITFIRE

**D.ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

**East Strong For Belle Hop**

CHICAGO, June 28 (MR).—Back at the D. Gottlieb factory, after an extensive swing thru the Eastern territory, Sol Gottlieb reports enthusiasm and acclaim for Gottlieb's Belle Hop.

"They can't praise it enough," he said. "Especially now, at the beginning of the vacation season, it's the most timely hit of the industry. It's a natural in every way and every location. Players are going for it in a big way and that alone makes it a top favorite with operators."

"Wherever I went, I was greeted with the most complimentary comments, especially on the new variable score features. Collection reports are way up. Belle Hop proves again that the trade can always look to Gottlieb to supply them with a hot number at the right time to cash in the big profits."

**Western Adds Flying Champ**

CHICAGO, June 28 (MR).—Don Anderson, sales chief for Western Products, Inc., announces that a part of the company's production lines will be devoted to making Flying Champ, new payout game.

"In spite of the fact that production lines are currently occupied with two other Western games, Barrage and Seven Flashers, we felt that Flying Champ was too good to hold back," Anderson declared. "It's money-making possibilities, thoroughly tested for several weeks, are too powerful to keep under cover."

"Flying Champ is a multiple payout game with jackpot, and among the play-inspiring new ideas is a Quinella and the 40-coin 'buy-the-board.'"

Anderson advised that Barrage continues in popularity among operators and will remain in production.



**BERT LANE Says:**

"WANT A GOOD DEAL? WE CAN NOW SUPPLY YOU WITH THE FINEST TYPE OF NEW AND USED EQUIPMENT FOR EVERY TYPE OF OPERATION. WRITE, WIRE, PHONE YOUR REQUIREMENTS TODAY!"



EXCLUSIVE EASTERN SALES AGENTS FOR GENCO, DAVAL AND MUTOSCOPE ★★ ★



619 10th Ave., N. Y., Wisconsin Y-6885

**PERFECTLY RECONDITIONED—FREE PLAY**

- Analot ..... \$17.00
- Big Chief ..... 31.00
- Blondie ..... 17.00
- Cosello ..... 19.50
- Drum Major ..... 16.00
- Fleet ..... 26.00
- Flicker ..... 39.00
- Four Roses ..... 44.50
- Formation ..... 26.00
- Gold Star ..... 26.50
- Headliner ..... 12.00
- Jolly ..... 18.50
- Leader ..... 27.00
- Line Up ..... 23.00
- Lucky ..... 13.00
- Lucky ..... 12.00
- Leslog ..... \$49.50
- Leader ..... 43.00
- Metro ..... 37.00
- Mystic ..... 48.50
- Powerhouse ..... 51.00
- Playball ..... 63.50
- Roy ..... 12.50
- Sporty ..... 17.00
- Sport Parade ..... 46.00
- Starliner ..... 38.00
- Star ..... 43.00
- Sea Hawk ..... 61.00
- Sparky ..... 35.00
- Short Sizz ..... 25.00
- Short Stop ..... 16.00
- Triumph ..... 10.00
- White Star ..... 12.00
- Zombie ..... 36.00

1/3 Cash Deposit. Under \$18.00 Full Cash. Cash Address: Colmanville, N. Y.  
**MARC HUNYER, INC.** 555 West 187th St. New York, N. Y.

Develops Idle Territory! The New Model Free Play 1-2-3 is now ready. Faster, smoother, more profitable than ever. Works just like a real Bell, but pays out only in Free Games. A surefire table for summer traffic. Mills Novelty Company, Chicago, Illinois.

1

2

**FREE PLAY**

3



**★ NATIONAL SUPER VALUES ★**

**5-BALL FREE PLAY GAME BARGAINS**

- |                           |                           |                         |                           |
|---------------------------|---------------------------|-------------------------|---------------------------|
| Analot ..... \$29.50      | Distie ..... \$38.50      | Mr. Chief ..... \$19.00 | Sea Hawk ..... \$89.50    |
| All American ..... 48.00  | Dial, Feature ..... 22.00 | Oh Boy ..... 22.00      | Seren Up ..... 65.00      |
| Attention ..... 49.50     | Dough Boy ..... 27.50     | Oh Johnny ..... 23.50   | Sports Parade ..... 94.50 |
| Bally Beauty ..... 24.50  | Drum Major ..... 34.50    | Pickems ..... 19.00     | Soory ..... 27.50         |
| Big Chief ..... 34.50     | Fantasy ..... 14.00       | Polo ..... 32.00        | Super Six ..... 17.00     |
| Big Six ..... 12.00       | Felice '40 ..... 23.50    | Robound ..... 14.50     | Three Score ..... 27.50   |
| Blondie ..... 27.50       | Four Roses ..... 64.50    | Red Hot ..... 17.50     | Topper ..... 15.00        |
| Bowling Alley ..... 22.00 | Golden Gate ..... 14.50   | Royal ..... 22.50       | Triumph ..... 10.00       |
| Brite Spot ..... 24.50    | Gold Star ..... 42.50     | School Days ..... 65.00 | Vacation ..... 26.50      |
| Cadillac ..... 34.50      | Home Run ..... 15.00      | Scops ..... 12.00       | White Balls ..... 15.00   |
| Charm ..... 22.50         | Lendula ..... 27.50       | Score Card ..... 22.50  | Yacht Club ..... 22.50    |
| Clasper ..... 15.00       | Limelight ..... 28.50     | Score Champ ..... 22.50 | Zombie ..... 91.00        |
| Comodore ..... 22.00      | Masot ..... 26.00         |                         |                           |

**COUNTER GAMES**

- Marvels, ScPL \$10.50
- Wild Dances ..... 2.00
- Fruit Kings ..... 3.00
- Penny Paks ..... 6.50
- Penny Rookies 5 5.00
- Vest Pockets ..... 27.50
- Vest Pockets, chrome with motor ..... 32.50

**SLOTS**

Mills P.P. Slots with Mint Vendor ..... \$100.00

**LEGAL EQUIPMENT**

- Bally Rapid Fire ..... \$104.50
- Bally Lucky Strike Bowling Game ..... 24.00
- Bally Alley Bowling Game ..... 15.00
- Kenney Anti-Aircraft ..... 49.50
- Seeburg Chicken Sam ..... 45.00

IMMEDIATE DELIVERY ALL NEW GAMES!

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE** 1411-13 Diversey Blvd. CHICAGO

**SALESMAN WANTED**

MAN WITH RECORD OF SUCCESS IN THE COIN MACHINE INDUSTRY WANTED BY PROMINENT EASTERN MANUFACTURER WITH BIG CURRENT HIT AND MORE TO COME.

REPLY IN DETAIL. ALL LETTERS TREATED IN STRICTEST CONFIDENCE AND WILL BE HANDLED ONLY BY THE PRESIDENT OF THIS CONCERN

BOX 261, CARE THE BILLBOARD, 1564 BROADWAY, NEW YORK





**CALLING ALL OPERATORS!**

**CALL FOR BELLE HOP**

Gottlieb's Greatest Game Since Gold Star!

The grapevine is buzzing with its phenomenal earnings!

IMMEDIATE DELIVERY

**D. GOTTLIB & CO.**  
1140-1150 N. KOSTNER AVE., CHICAGO



## WE HAVE IT!

Baker's  
**KICKER and CATCHER**

IT'S TREMENDOUS!  
IT'S TERRIFIC!

Here's the kind of a counter game you've always hoped to operate! No grief, simple mechanism, no wires and no batteries! Order today!

ARCADE OPERATORS:  
It's a Natural!

**MIKE MUNVES CORP.**

593 Tenth Ave.

New York, N. Y.



NICKEL PLAY

**\$31.75**

Penny Play—\$29.75  
Stand—\$8.00 Extra

ARCADE  
HEADQUARTERS

## Bally Builds New Baseball Game

CHICAGO, June 28 (MR).—Announcing production of Speed Ball, new five-ball baseball bumper game, George Jenkins, general sales manager of Bally Manufacturing Company, stated that the game is a by-request number, production of which will be limited by the present demand for multiple and console equipment.

"The outstanding success of Bally's Play Ball," Jenkins explained, "resulted in a clamor for another fast-play baseball novelty game. The engineering department got Speed Ball ready—incorporating the best features of Play Ball and adding new popular scoring features—but for three weeks I've been struggling to get the game on the line."

"When it became apparent that there would be no break in the demand for multiples and consoles, I insisted that we sneak thru a quick run of Speed Balls, because the pressure from distributors was getting too much for me."

"As we are already behind on delivery of larger equipment, Speed Ball will have to be a limited edition, but we hope to meet at least part of the demand for another game as good as Play Ball. Naturally, all Speed Ball orders will be shipped in rotation, first come, first served," he concluded.

## Lieberman Sales Forge Ahead

CHICAGO, June 28 (DR).—"The summer months see our coin game sales moving along at a fast clip," reports Bud Lieberman, Chicago coin machine distributor.

"Thanks to our far-sighted activities and our small-profit, quick-turnover sales program, our operator-customers have made us an odds-on favorite supply source," Lieberman states. "We are in a commanding position when it comes to ability to deliver the goods, new or used."

IT'S  
SENSATIONAL!

Coming  
Soon!

EVANS'

**PLAY BALL**

Baseball

in Full Readily!

Manikins Do Everything  
But Sock the Umpire!

**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.

## ATTENTION SALESBOARD OPERATORS

We have approximately 70 Wallet Decks for sale. Each deal consists of one 1,000-Bole Salesboard and 9 beautifully mounted Wallets. Each deal sells \$37.50, above total paravets. (Using out at \$2.65 each deal. Certified check or money order must accompany each order.

GENERAL AMUSEMENT CO.

382 Washington Street

LYNN, MASS.

GET IT FROM  
**BLOCK**  
They Have It  
IN STOCK

JIFFY HANDI-KIT No. B-10K

Every pin game operator should carry one with him at all times! Over 100 standard parts used in all late games. It's JUST what YOU need! Satisfaction guaranteed. ONLY \$5.00. 1/3 DEPOSIT—BALANCE C. O. D.



Pioneer Suppliers of Coin Machine Parts—Write for FREE Catalog No. B2-17.  
**BLOCK MARBLE CO., 1527 Fairmount Ave., Philadelphia, Pa.**

## MONEY MAKERS ON HAND AT ALL TIMES

BAKER'S LUCKY STRIKE ..... \$14.75      BALLY'S HIGH HAND ..... \$298.50  
DAVAL'S "21," MARVEL, AMERICAN EAGLE, GROETCHER'S YANKEE.

All latest new and used games on hand. Write for list. Prompt delivery, 1/3 deposit with order.

**LEHIGH SPECIALTY CO.**

2ND & GREEN STREETS

PHILADELPHIA, PA.





# 1 OR 5 BALL 1 OR 4 COIN MULTIPLE CONTEST

A Jumbo Super-Size, Super-Deluxe Game! It's got that Keeney Super-Powerful Appeal that brings in Jumbo size profits!



# Keeney's PROFIT TRIO!

Each the tops in its class!

See all three at your local Keeney distributor

Only \$69<sup>50</sup>  
**TEXAS LEAGUER**

New-Deluxe! The greatest of all buys with the greatest of all features! 9 to 18 balls (adjustable), 5c, 1c or 2c play (specify).

J. H.

**Keeney & Co.**

"The House that Jack Built"

6630 South Ashland Avenue, Chicago

**5 BALL NOVELTY REPLAY SKY RAY**

Something new that really gets the play... to give player more scoring thrills!



## WE'RE DELIVERING

The finest and best new and used equipment! Also all the latest products of the following manufacturers whom we exclusively represent...

**GOTTLIEB MILLS SCIENTIFIC PACKARD SUCCESS WESTERN**

We carry a complete stock of all types of new and used equipment. Write us your needs.

**George Ponser Co.**

519 West 47th St.  
New York City  
11-15 E. Runyon St.  
Newark, N. J.

## MECHANICS WANTED

Photograph and Pinball. Write references, experience, salary expected, draft classification, and age.

**UNITED AMUSEMENT CO.**

910 E. Alamo San Antonio, Texas

## Mississippi

NATCHEZ, Miss., June 29.—Coin machine business in and around Natchez is showing some improvement but is still not up to par for this season of the year. Visiting soldiers from nearby camps help business. Defense workers are also good customers.

Frank Lombardo, of Newellton, La., is visiting his sisters, Mrs. Sam Davidson and Mrs. James Trindle, here.

John Lombardo is enjoying a vacation trip to Hot Springs National Park.

Ham Nelson and Jim Cullpepper have new locations in Mississippi-Louisiana territory.

## F.P. BUYS for the Wise!

Sun Book	\$49.50	Velvet	\$47.50
Seen Up	47.50	Sport Parade	47.50
Slors	47.50	Four Rows	47.50
Flicker	42.50	Red, White	
All American	39.50	Blue	42.50
Syndicator	39.50	Atlantic	39.50
Zombie	37.50	Broadcast	39.50
Big Chief	35.50	Metro	37.50
Band Wagon	29.50	Gold Star	32.50
Formation	28.50	Leader	28.50
Drum Major	21.50	Crossline	27.50
Powerhouse	21.50	Armad	21.50
Vacation	19.50	Skyline	21.50
July	19.50	Yacht Club	19.50
Sports	19.50	Bionde	19.50
Relaxing	18.00	Leashide	17.50
Sports	14.50	Brite Book	15.00
Nippy	12.50	Big Show	14.50
Big Show	12.50	Punch	12.50
Continued	12.50	Roxy	12.50

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE GIVE SECOND CHOICE WHEN ORDERING.  
173 Down, Balance C. O. D.  
"THE HOUSE OF GOOD WILL"

**Ambassador Vending Co.**

789 Covey Island Ave., Brooklyn, N. Y.

## NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS



RECONDITIONED COIN MACHINES

USED!

## PAY TABLE BARGAINS

Sport King	\$122.50	Dead Heat	\$39.50	Bally Classic	\$17.50
Santa Anita	122.50	Bally Kinglike	39.50	Hialeah	14.50
Pace Maker	82.50	Mardi Gras	39.50	Challenger	14.50
Big Prize, J.P.	79.50	Nez Day	29.50	Sky High	14.50
Grand Stand, S.H.	79.50	Podios, Multiple	22.50	Alamo	14.50
Derby King, J.P.	59.50	Prokness	19.50	All Stars	14.50
Sport Page	52.50	Tycum	19.50	Rainbow	14.50
Derby Time, Multiple	39.50			Profectors	14.50
Gold Medal	39.50				

## PHONOGRAPHS

Wurlitzer 800, Like New	\$147.50	Seeburg Commander	\$114.50
Wurlitzer 600R	134.50	Seeburg Model C, 12" Rec.	91.40
Wurlitzer #1, Counter Model	79.50	Rockola 1938 Luxury Liltup	139.50
Wurlitzer 816	64.50	Rockola Standard, 1939	127.50
Wurlitzer 716	64.50	Rockola Monarch	84.50
Wurlitzer 50, 1937	49.50	Rockola Windsor	79.50
Wurlitzer 51, 1938	49.50	Rockola Rhythm King, 16 Rec.	41.50
Seeburg Plaza, 1939	116.50	Mills Dance Master	75.50
Seeburg Royal	123.50	Mills De Re Mi	24.50
Seeburg Royal	52.50	Mills Zephyr	27.50
Seeburg Mayfair, 1939	144.50	Mills Studio, 1938	44.50

## IMMEDIATE DELIVERY ALL NEW GAMES!

PHONE: CAPITOL 4747

TERMS: 1/3 Deposit, Balance C. O. D.

**Allied NOVELTY CO.**

3520 W. FULLERTON AVE.  
CHICAGO

## COIN MACHINE BUSINESS FOR SALE

150 Phonographs, 175 Pin Games. All on locations. Excellent business located in Southern State. Reason for selling: Retiring. Address

BOX D-83, Care The Billboard, Cincinnati, Ohio.



**YOU CAN ALWAYS  
DEPEND ON  
Chicago Coin Games  
FOR HIGHEST EARNINGS—  
LARGEST RESALE VALUE!**



**HAPPY**  
of 1941 ... FIRST AGAIN  
IN PLAY-APPEAL-PROFITS!

CHICAGO COIN MACHINE CO. 1725 W. DIVERSEY • CHICAGO

### SAVOY VENDING CO.

451 ATLANTIC AVE.  
BROOKLYN, N. Y.

All American	\$42.50
Flitair	44.50
Formation	29.50
Leader	27.50
Maaco	42.50
Score Champ	19.50
Stars	42.50
Myrtle	52.50
Zombie	37.50
Landlide	19.50

1/3 With Order, Bal. C.O.D.

### WESTERN'S Major League Baseball, Free Play, like new, \$129.50

**KENEY'S** Anti-Aircraft,  
Brown Oakite, \$69.50  
**KENEY'S** Air Raider,  
w/coin for prize.  
Mercury (Token Visible  
P. O.), slightly used,  
\$14.50.

Seven Up	\$49.50
Sport Parade	47.50
Lucky	17.50
Triumph	18.50
Big Chief	29.50
O'Boy	12.50

**SPECIAL!**  
Just a Few Left  
Double Feature ..... \$12.50  
Rush your order while  
quantities last!

### Cleveland

CLEVELAND, June 28.—Eless 'Em All has been selected for the July tune-of-the-month by the Phonograph Merchants' Association of Cleveland. This is the first ASCAP melody to be used by the association, and it is already quite popular in local spots. The recording is by Barry Wood and the King Sisters. The association is now using a new method for voting on the hit tune; a double post card is sent to each owner with the request that he and each of his servicemen state their preferences.

Lou Golden, president, and Sam Abrams, secretary, of the Ohio Cigarette Vendors' Association, attended a recent meeting of the Akron-Canton chapter at the Onesta Hotel, Akron. Max Minken, president, presided. Lou and Sam spoke on the Unfair Sales Cigarette Law which becomes effective thruout the State August 20. The new law prohibits wholesalers or retailers from selling cigarettes below cost. They also urged the entire membership to be present at the annual convention of the association at Cedar Point July 8 to 10.

The Phonograph Merchants' Association will hold its next meeting July 10. Jack Williams, vice-president of ICA-Victor Company, will be the guest speaker. The affair will be at Hotel Carter here. The association will move its offices to Room 315 of the Euclid-Windsor Building early in July. New quarters have a large assembly room for meetings. Arline Wapperer, assistant secretary-treasurer, leaves July 12 for two weeks' vacation.

The State board of the Ohio Automatic Phonograph Owners' Association met Tuesday at headquarters. Peter Lukich presided. Leo Dixon and Jack Cohen represented the local chapter, and Harold Copeland and R. P. Edwards were present from Youngstown. Routine business was transacted.

Lester Bierbe is back on the job after a three weeks' vacation in Miami.

Victor Anter, operator, has joined the army and left for camp this week.

Jack Cohen, of J. C. Novelty Company, supplied a number of phonographs for weddings and parties during the month, a service in which he specializes.

### STERLING BARGAINS

Jennings Olga Bella, 5c & 10c Play	\$72.50	
Mills 5c Vast Pockets	27.50	
Paaco Races, Brown Cam.	30-1 Odds	\$2.50
Baker's Paces, Like New	140.50	
Mills Jumbo Parades, P.P.	89.50	
Mills 5c or 10c Green Front Cherry		
Bells	69.50	
Kenny's Air Raider Gun, Like New	69.50	
Mills 5c O.T.	36.50	
Billy Gals Cup, P.P.	32.50	
Mills 1-2-3, P.P., 1939 Model	29.50	

Terms: 1/3 Deposit, Balance C. O. D.  
Write for our complete list of Used Machines.

### STERLING NOVELTY CO.

669 S. Broadway LEXINGTON, KY.

### 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 Roof Co., Inc.  
44-01 11th St., Long Island City, N. Y.

### NEW OFFICES AND SALES ROOMS OF MILWAUKEE COIN MACHINE CO.

LOCATED AT  
3130 W. Lisbon Ave.  
MILWAUKEE, WIS.

### Look To The GENERAL For LEADERSHIP!

Bandwagon	\$32.50	IMMEDIATE DELIVERY
Big Chief	37.50	Gottlieb's BELLE HOP
Formation	32.50	Henry's BKV RAY & CONTEST
Horoscope	69.50	Mutoscope's ACE BOMBER
Landlide	23.50	Mutoscope's DRIVE-MOBILE
Lucky Strike	19.50	Scientific's BATTING PRACTICE
Maaco	35.50	Paaco's BARRYDOG & REELS
Powerhouse	27.50	Mills' 3 BELLS & 4 BELLS

Many other games in stock. Write for complete list of America's finest reconditioned machines. 1/3 cash with order, balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

### WE HAVE THEM AT THE RIGHT PRICES

8 Attention	6 Champs	5 Four Rose	10 Shortstops
9 Bands Open	9 Commodores	12 Gold Stars	12 Silver Stars
10 Big Chiefs	31 Crossings	9 Grandstands	5 Sport Parades
6 Birtle Speeds	11 Dixies	7 Record Times	12 Sport Specials
22 Broadcasts	15 Fishers	20 Green Upe	10 Stradiolines

And Many Others—Write for Complete List and Prices.

### GRAND NATIONAL SALES COMPANY

2300 W. ARMITAGE AVE. CHICAGO, ILLINOIS

### QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	PAYTABLES	
Big Prize	Fleet	Grand National	\$74.50
Mills 1-2-3 (Rebuilt)	Scout	Howthorne	49.50
Across-the-Board	Vanoy	Dorby Time	34.50
Eureka	Super Six	Mills 1-2-3 (1939)	22.50
FIVE-BALL FREE PLAY	Big Six	Sonner's Races	19.50
Fox Hunt	Lucky Strike	CONSOLES	
Progress	Jump	1938 Frank Time	\$74.50
Dude Ranch	Playmate	Paaco Separation	59.50
Double Feature	Champion	10c Royal Flush	74.50
Billy Buzzer	Pickens	Kentucky Club	39.50
Vault Club	Fifth Inning	Cigarette Slots	24.50

1/3 Deposit With Order—Balance C. O. D.

### MODERN AUTOMATIC EXCHANGE, INC.

2018 CARNEGIE AVE., CLEVELAND, OHIO • 2327 SOUTH AVE., YOUNGSTOWN, OHIO



# Evans' CHAMPION SUPER BOMBER



**NOT A GUN!**  
Strictly skill—  
100% legal—entirely self-contained. Evans' famous precision mechanism throughout. Requires less room than a pin game.

**NEW! SPECTACULAR! A SUPER-PROFIT SENSATION!**

From Coast to Coast, operators are going all out for this supreme achievement! In all locations, it's scoring a direct hit on player appeal—making shambles of old profit records! Radically new, exciting, action and startling realism makes it irresistible. Has all the thrills and action of roaring bombers in fierce air and naval combat! Here's a real bombshell of super-profits! Order at once!

**Orders filled in order of receipt**

H. C. EVANS & CO., 1520-1530 W. ADAMS ST., CHICAGO, ILL.

## SIMON SALES 437 W. 42d St., NEW YORK

Newest Money Makers!

EXHIBIT'S  
"WEST WIND"

KEENEY'S  
"SKY RAY"

Today's Best Buy!

**KEENEY'S DELUXE TEXAS LEAGUER, \$69.50**

9 TO 18 BALLS, ADJUSTABLE 1c, 2c OR 5c PLAY

Write for Our Price List of All the Latest New and Used Coin-Operated Amusement Machines of All Kinds.

**Western's "RECORDIT"**  
VOICE RECORDING MACHINE. Automatic — no attendant required. Records your voice on a 4-inch record for 25¢. WRITE FOR PARTICULARS.

**MILLS NOVELTY COMPANY**  
Balls — Consoles — Table Models  
Best Money-Making Equipment.  
Write or Wire for Particulars.

BUY NOW!

## VALUES GALORE!

BUY NOW!

Pace Baroque, 1940 Combination Free Play & Payoff, Skillful, Mechanically Perfect, New Appearing	\$149.50
Pace Races, Brown Walnut Cabinet, Serials over 5000	104.50
Pace Races, Brown Walnut Cabinet, Jackpot Model	109.50
Mills Square Balls with Ballfield, 5c Play	69.50
Jennings Fastlane, 5c Play, with Skillful	89.50
Evans' Royal Luck, Fruit Bells, Seven Color Head, 5c Play	109.50
Baker Paces, 5c Play, with Daily Double, Like New	164.50
Evans 1939 Galloping Dominoes—Evans 1939 Bang Tails	149.50
Mills Four Balls, Fruit Symbols	299.50

<b>ONE-BALL FREE PLAY NOVELTY GAMES — FOUR COIN MULTIPLE</b>	
Bally Blue Grass	\$124.50
Bally Dark Horse	109.50
Bally Gold Cup Console	67.50
Bally Sport Even	114.50
Bally Victory	40.50
Bally Record Time	\$64.50
Bally Sport Special	84.50
Bally Gold Cup, Leg Wheel	47.50
Bally Eureka	39.50
Exhibit Game	24.50

### PHONOGRAPH SPECIALS

Wurlitzer Model 500, Piano Keyboard	\$159.50
Wurlitzer Model 61 Phonograph, Counter Model	89.50
Rockola Console Model Phonograph, 1939, Comp. with Stand	89.50
Mills 1940 Gramex, Like New, Sliproof	139.50

WRITE FOR LIST OF NEW FREE PLAY GAMES AT CLOSEOUT PRICES!

TERMS: 1/3 Deposit With Order, Balance C. O. D. or Sight Draft

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

## GUNS - - GUNS - - GUNS

Defender	519.50	Rapid Fire	\$104.50
Kenay Anti-Aircraft		Bull's Eye	34.50
Brown	44.50	Chicken Game	37.50
Black	34.50	Fire & Smoke	14.50

**AJAX NOVELTY CO.** 2707 Woodward Avenue DETROIT, MICH.

You can ALWAYS depend on JOE ASH—ALL WAYS

FINEST FREE PLAYS READY FOR SHIPMENT!

Anabel	\$22.50	Boomtown	\$75.00	Big Town	\$14.50
Bloody	22.50	Cashline	27.50	Casillas	22.50
Crystal	49.50	Formation	29.50	Lone Star	22.50
Myrtle	49.50	Playball	67.50	Score Card	12.50
Fun Booth	49.50	Ump	69.50	Zombie	37.50

1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

### A PRICELESS PRICE LIST

Think of it! A penny post card will bring you an invaluable guide to the best games at the lowest prices. Write for It Now!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**



## I.L. MITCHELL & CO

DEFINITELY! THE BEST PIN GAMES

FOR YOUR MONEY

ANABEL	\$17.50	FLOCKER	\$40.00
LEADER	26.00	ROTATION	18.00
SPORT PARADE	49.00	STRATOLINER	37.50

WRITE FOR OUR COMPLETE LIST.

**MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**



# KICKER and CATCHER

**REVOLUTIONARY  
COUNTER SENSATION!**

A knockout for competitive play! Has brilliant, original playing action, completely under player's control! Sparkling with fascination—bristling with action—crammed with "come-on"! So phenomenally appealing, it gives you console collections in a counter game!



Rich cabinet in natural finish birch, modernistic styling. Simple mechanism, no wires, no batteries!

**Put This Profit-Producer To  
Work For You! Order Today!**

NOW IN OUR NEW FACTORY. NEW PHONE MONROE 7911

**CATCHES THE  
CASH . . . AND  
KICKS HOME  
THE PROFITS**

**100% NEW!**

**100% MECHANICAL!**

**100% DIFFERENT!**

**100% LEGAL!**

**100% SKILL!**

NICKEL PLAY

**\$31.75**

F. O. B. Factory

PENNY PLAY

**\$29.75**

F. O. B. Factory

STAND 36" HIGH  
**\$8.00**  
EXTRA



**THE BAKER NOVELTY CO., INC., 1700 WASHINGTON BLVD., CHICAGO**

## SEE YOUR DISTRIBUTOR!

**MAC MOHR COMPANY, WEST COAST REPRESENTATIVE, 2916 W. PICO BLVD., LOS ANGELES, CALIF.**

### AJAX NOVELTY CO.

16 Sprout St.  
Detroit, Mich.

### AMERICAN CIGARETTE MACH. CO.

1349-51 Fifth Ave.  
Pittsburgh, Pa.

### AUTOMATIC COIN MACHINE CORP.

340 Chestnut St.  
Springfield, Mass.

### BADGER NOVELTY CO.

2546 N. 30th St.  
Milwaukee, Wis.

### BANNER SPECIALTY CO.

1530 Parrish St.  
Philadelphia, Pa.

### BENDER DIST. CO.

709 Ruffner Ave.  
Charleston, W. Va.

### BIRMINGHAM VENDING CO.

2117 Third Ave., N.  
Birmingham, Ala.

### BROOKLYN AMUSE. MACH. CO., INC.

660 Broadway  
Brooklyn, N. Y.

### CENTRAL AMUSEMENT CO.

205 Linden Ave.  
Memphis, Tenn.

### CLINTON VENDING MACHINE CO.

411 S. Second St.  
Clinton, Iowa

### FRIEDMAN AMUSEMENT CO.

441 Edgewood Ave., S. E.  
Atlanta, Ga.

### GENERAL VENDING SERVICE

306 N. Gay St.  
Baltimore, Md.

### GERBER & GLASS

914 W. Diversy  
Chicago, Ill.

### JOHN GOODBODY

1824 E. Main St.  
Rochester, N. Y.

### GUARANTEE DIST. CO.

2451 N. Meridian St.  
Indianapolis, Ind.

### H. Z. VENDING & SALES, INC.

1205 Douglas St.  
Omaha, Neb.

### IDEAL NOVELTY CO.

2823 Locust St.  
St. Louis, Mo.

### MARION COMPANY

562-564 W. Douglas  
Wichita, Kansas

### THE MARKEPP CO.

3328 Carnegie Ave.  
Cleveland, Ohio

### MAYFLOWER NOVELTY CO., INC.

2218 University Ave.  
St. Paul, Minn.

### MILWAUKEE COIN MACH. CO.

3130 W. Lisbon St.  
Milwaukee, Wis.

### MIKE MUNVES CORPORATION

593 Tenth Ave.  
New York, N. Y.

### NEW ORLEANS NOVELTY CO.

115 Magazine St.  
New Orleans, La.

### OHIO SPECIALTY CO.

539 S. Second St.  
Louisville, Ky.

### OLIVE NOVELTY CO.

2625 Lucas Ave.  
St. Louis, Mo.

### OWL MINT MACHINE CO.

245 Columbus Ave.  
Boston, Mass.

### H. G. PAYNE CO.

312-314 Broadway  
Nashville, Tenn.

### EARL REYNOLDS DIST. CO.

4116 Live Oak St.  
Dallas, Texas

### A. P. SAUVE CO.

3002-04 Grand River Ave.  
Detroit, Mich.

### SICKING, INC.

1401 Central Parkway  
Cincinnati, Ohio

### SILENT SALES SYSTEM

635 "D" Street, N. W.  
Washington, D. C.

### SOUTHERN VENDING MACH. CO.

528 Craghead St.  
Danville, Va.

### ROY TORR

2047 South 68th Street  
Philadelphia, Pa.

### TRIANGLE VENDING MACH. CO.

14 Olney St.  
Providence, R. I.

### UNITED AMUSEMENT CO.

3410-12 Main St.  
Kansas City, Mo.

### R. WARNCKE

1908 San Pedro  
San Antonio, Tex.

### WESTERN DIST., INC.

1226 S. W. 16th Ave.  
Portland, Oregon

### WESTERN DISTRIBUTORS, INC.

3126 Elliott Ave.  
Seattle, Wash.

### J. H. WINFIELD CO.

1022 Main St.  
Buffalo, N. Y.

### WOLF SALES CO., INC.

1624 Broadway  
Denver, Colo.



**"TODAY YOU'VE GOT TO KEEP MUSIC  
ABOVE THE DISTORTION ZONE"**  
Says **GLENN MILLER . . .**

*"Our band plays from a raised platform to give our listeners Ear Level Tone!"*



Latest Glenn Miller Bluebird Recordings:  
 B-1184—"Boogie Woogie Piggy"  
 B-1187—"Tide"  
 B-1125—"The Spirit is Willing"  
 B-1189—"Spring Will Be So Sad"  
 B-1111—"The One I Love" and "Sun Valley Jump"

And that's why the Seeburg HiTone Symphonola has

**EAR LEVEL TONE**  
*Reproduction*

**IT'S THE ONLY AUTOMATIC PHONOGRAPH WITH  
THIS GREAT NEW ACOUSTICAL FEATURE!**

**Yesterday . . .**  
 TONE WAS **BLOCKED** BECAUSE  
 SPEAKER WAS TOO CLOSE TO  
 FLOOR LEVEL!



**HEART  
of the Seeburg  
Music System  
The Seeburg  
MECHANISM**

A remote control installation is only as good as the phonograph mechanism itself. The Seeburg Mechanism is the most fool-proof, service-free phonograph mechanism ever built!



*The surest way to continuous  
play . . . Seeburg Remote Control!*

*To Go Ahead . . . Go*

**Seeburg**  
 J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO





# SPOTLIGHT ON THE WURLITZER

INTRODUCES

*Eddy Duchin's Music*  
ON THE STAGE

EDDY DUCHIN, "THE MAGIC FINGERS OF RADIO" WHO SAYS,  
"MY BAND AND I ARE 100% SOLD ON WURLITZER REPRODUCTION"



A dainty miss slips a coin into the Wurlitzer — up goes the curtain and there is Eddy Duchin and his orchestra on the stage.

## SELECTION OF SUPER-DELUXE WURLITZER BY DUCHIN ANOTHER PROOF OF WURLITZER'S WIDESPREAD PUBLIC ACCEPTANCE

Opening feature of the new unique stage show by Eddy Duchin and his orchestra appearing in theatres in leading cities is a Wurlitzer 850 spotlighted alone on the stage.

An attractive Duchin songstress approaches the Wurlitzer, inserts a coin, makes a selection, listens intently as the curtains part and the band "gives out" creating the illusion of a recorded number.



Against a backdrop of huge records back of a Wurlitzer 850, the Dancers perform to Eddy Duchin's music, currently appearing at the Copacabana, Rio de Janeiro.

Duchin's selection of a Wurlitzer evidences again the high regard with which Wurlitzers are held by America's leading recording artists. A regard which is shared by the music loving public to the profit of Wurlitzer Music Merchants everywhere.

The Rudolph Wurlitzer Company, North Tonawanda, New York.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

PREFERRED BY AMERICA'S  
LEADING RECORDING ARTISTS

# WURLITZER

Automatic  
Phonographs